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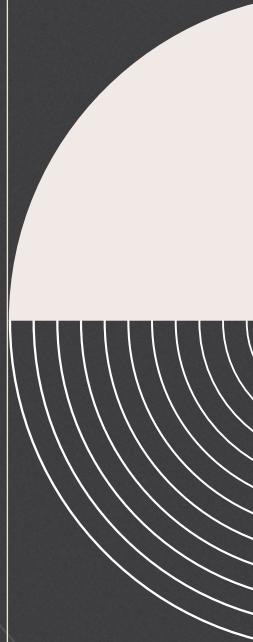
Business & cultural context

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Major Project

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Is the theory of
design boring?

or is it

important

or is it

interesting

or is it

exciting

or is it

inspiring

No, yes, yes,
and yes.

And how can the knowledge of basics be **helpful** for those who are new to design?

It's great **to learn** some
rules before you start
breaking them.

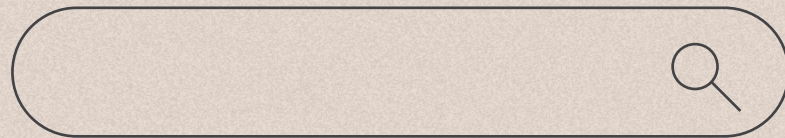
or following them.

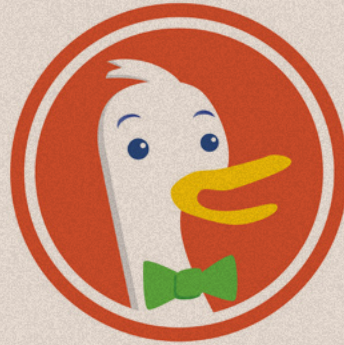
Major Project Idea

An online source of **theoretical**
design basics for those who are
new to design.

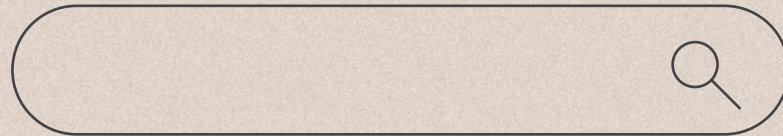
Let's imagine **you are new to**
design.

Google





DuckDuckGo



But to be serious, there is so much different information and **it's not that easy** to find good learning resources. All in one place.

It's great to learn new **names**,
read some **books** on the subject,
but where to start?

A website as a **starting point**
to learn fundamentals.
And then **jump** to the details.

Where a learner can find useful materials: links, books and names to be inspired.

Fun, simple, not boring and,
I hope, helpful.

I'll promise to do my best for it :-)

This website will cover some
fundamentals:

/ Principles of perception

/ Basics of composition (usage of scale,
rhythm, proportions, contrast and nuance etc.)

/ Grid basics

/ Typography basics

/ Colour theory basics

Why did I choose this theme?

I'm sure that the best way to learn is to dive into the theme, so I could set a structure in my own head first, and then help others on the same path.

Cultural context

Life-long learning is one of the
main professional trends.

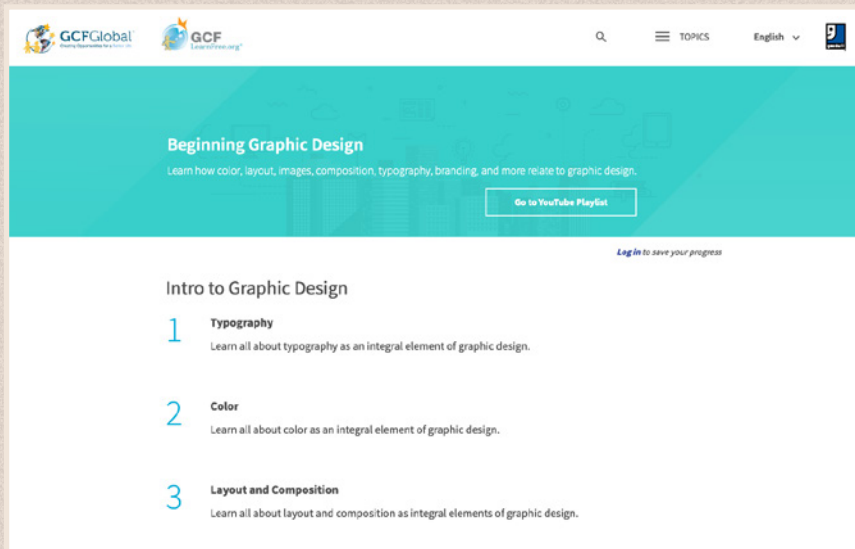
Cultural context

Design is a fast-paced industry full of various opportunities. There always will be **someone new** learning it.

Target audience

- / design students
- / front-end developers
- / other learners who are interested in the subject
e.g., people changing career and looking for new opportunities

Business context



<https://edu.gcfglobal.org/en/beginning-graphic-design/>

Covers the theory, without useful links and books to read, using only their original materials which are great. Strong competitor.



<https://eyelearn.org/typelab-by-hannahBoom/index.html>

A wonderful example on typography (and actually the starting point for my idea) was typelab website. Original illustrations and content + useful links.

Business context

The screenshot shows the Coursera course page for 'Fundamentals of Graphic Design' offered by CalArts. The course is part of the 'Graphic Design Specialization'. It has a rating of 4.8 stars from 14,344 ratings and 3,718 reviews. The instructor is Michael Worthington. The course is free to enroll in, starting on Dec 14, with financial aid available. 554,784 students are already enrolled. The page includes navigation links for About, Instructors, Syllabus, Reviews, Enrollment Options, and FAQ. The 'About this Course' section states that graphic design is all around us and that this course will teach fundamental principles like color, typography, and composition. A 'Learner Career Outcomes' section shows that 24% of learners started a new career and 28% got a tangible career benefit after completing the course.

<https://www.coursera.org/learn/fundamentals-of-graphic-design#syllabus>

Online course with **video lessons**, more detailed and will be a good recommendation to step forward.

The screenshot shows the 99designs blog page for 'Design basics'. The page features a navigation menu with links for 'Get a design', 'How it works', 'Find a designer', and 'Studio'. The main heading is 'Design basics' with a sub-heading 'Colors, fonts and layout, oh my! Get to know the graphic design essentials.' Below this, there is a section titled '19-27 of 316 great reads' which lists three articles: 'The top 9 infographic makers of 2021' (9 months ago, 17 min read), '7 tips for designing a stunning photography website' (10 months ago, 9 min read), and 'The principles of ethical design (and how to use them)' (10 months ago, 11 min read).

<https://99designs.co.uk/blog/tips/principles-of-design/>

A lot of **articles** on various themes, including design fundamentals.

Revenue

The **main purpose** of the project is to **help the community** of new designers by providing a useful and approachable source to start learning design.

The website will be **free for all** of the users and self-funded with no advertising included.

In the future, it may generate some revenue from bookshops that sell design books (e.g., special promo codes, some lists from the partner bookstores).

SWOT analysis

STRENGTHS

- / Combining and synthesizing design basics in one place, made by the designer for designers. Dear user, I was in your shoes before. I am now in your shoes, learning design in a different language and will be glad if I can share my personal experience and give some advice.

WEAKNESSES

- / A lot of information needs to be reworked and presented in a playful way to make it relevant to today's visual and presentational expectations of the audience.
- / If I want to illustrate the content, this will take time to develop the idea, find the visual language and create the visuals which may be quite time-consuming.

OPPORTUNITIES

- / Widen the scope of the theme later (maybe for some other design aspects).
- / Work on partnerships with online|offline bookstores to generate some revenue.

THREATS

- / Lots of courses and articles which already exists may bring some difficulties to the promotion of the website. It's difficult to play on the same field with learning portals as **Coursera** or **skillshare**.

Twitter description

The **trampoline** website for the newbies in design that presents fundamentals of design theory in a simple and fun way.

(117 characters)

Thank
you.

