Bimbo Oni Academy

Brand Storytelling Through Illustration Curriculum



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CURRICULUM OUTLINE

This 4-week bootcamp is for absolute beginners and early intermediates who want to learn to tell brand stories through illustrations in Figma.

Students will learn:

- Figma as an illustration tool
- Core illustration principles
- Pen tool mastery
- AI-assisted idea development
- Clean visual execution
- Workflow structure
- Professional file organization
- Exporting for social media
- How to develop consistent style
- How to read a client brief
- Building an illustration system for a brand

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By week 4, students will:

- Have over 10 illustrations in their portfolio
- Complete a brand project from a real brief
- Present their brand project at Demo Day
- Receive a certificate of completion



WEEK 1

FOUNDATIONS OF ILLUSTRATION & WORKFLOW SETUP

3 Live Classes • 3–4 Assignments

Introduction to Illustration Using Figma

- How illustrators use Figma
- Understanding vector vs raster
- Setting up the right workspace
- Frames, grids, layers, pages

Essential Illustration Tools

- Shapes
- Pen tool
- Anchor points & Bézier curves
- Using shapes + curves together
- Understanding “shape building” in illustration

Pen Tool Made Extremely Simple

- The straight-line method
- The smooth curve method
- How to break handles
- How to avoid “wobbly” lines
- Practical demos to remove fear of pen tool

Reference Analysis for Beginner Illustrators

- Shape language
- Silhouettes
- Proportions
- Style direction
- Color cues



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WEEK 1

FOUNDATIONS OF ILLUSTRATION & WORKFLOW SETUP

3 Live Classes • 3–4 Assignments

Professional Workspace Structure

- Naming layers properly
- Grouping & frame hierarchy
- How to create separate pages:
  - Mood board
  - Rough sketches
  - Final illustration
- How to maintain a clean workflow like a professional

Core Illustration Principles

- Contrast
- Balance
- Color harmony
- Shadows & depth
- Composition basics
- Using patterns and shapes as colors

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Spot Illustrations

- Creating small spot illustrations using everything learned
- Building confidence early

Assignments

- Daily mini illustrations using the pen tool
- A moodboard page
- A structured workspace page
- Beginner-friendly illustration at week end



WEEK 2

AI, CREATIVITY & INTERMEDIATE TECHNIQUES

3 Live Classes • 3–4 Assignments

AI Tools for Illustrators

- How to use AI for reference-building
- How to give clear prompts
- How to correct AI until it matches your idea
- Copyright-safe usage

Prompt Writing for Visual Direction

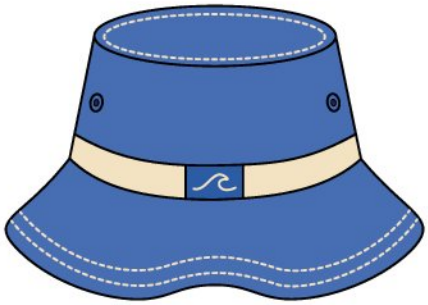
- Prompt structure
- Describing style, lighting, mood
- Controlling motion, color, form
- Getting consistent character outputs

Creativity Unlock: Idea Development

- Turning random thoughts into visual concepts
- Using AI to spark direction, not redraw for you
- Thumbnailing ideas in Figma
- Choosing a final concept

Character Illustration Techniques

- Drawing faces (simple but expressive)
- Drawing stylized eyes
- Hair structure & flow
- Clothing shapes
- Simplifying anatomy for beginners



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WEEK 2

AI, CREATIVITY & INTERMEDIATE TECHNIQUES

3 Live Classes • 3–4 Assignments

Brush Tool Deep Dive

- How strokes work
- Weight & pressure simulation
- Adding subtle texture
- Line thickness control

Using Brush Tool for Depth & Realism

- Directional strokes
- Adding texture to hair, clothing, shadows
- How to make vector art feel alive

Figma Effects for Illustrators

- Drop shadow
- Inner shadow
- Noise & texture
- Layer blur & background blur
- Glass effect

Turning Flat Illustration Into 2D+

- Soft lighting
- Strategic contrast
- Color accents
- Volume through minimal shading



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WEEK 2

AI, CREATIVITY & INTERMEDIATE TECHNIQUES

3 Live Classes • 3–4 Assignments

Creating Custom Patterns

- Clothing patterns
- Background patterns
- How to keep patterns from overpowering characters

Assignments

- Daily character component exercises (eyes, hair, shading)
- Intermediate-level illustrations combining pen tool + brush tool + simple shading

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WEEK 3

STYLE, BRAND & ADVANCED CHARACTER WORK

3 Live Classes • 3–4 Assignments

Understanding Style

- What “style” actually is
- Elements that define style
- Finding your early direction

Style Consistency vs Flexibility

- Knowing when consistency matters
- How to balance “my style” vs “project style”

Breaking Down Style

- Color language
- Line rules
- Proportions
- Detail level
- Character shapes

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Coloring Techniques

- Soft pastel palettes
- Saturated palettes
- Studying color moods
- Creating your own color systems

Building Consistent Rules

- Standardizing:
  - How you draw eyes
  - How you draw noses
  - Your shading rules
  - Hair shapes
  - Clothing folds



WEEK 3

STYLE, BRAND & ADVANCED CHARACTER WORK

3 Live Classes • 3–4 Assignments

Maintaining Consistency With AI

- Character identity prompts
- Keeping multiple outputs in one style

Advanced Character + Scene Illustration

- Combining everything from Week 1–2
- Building a cohesive piece
- Matching proportions and color direction

Style Discovery Workshop

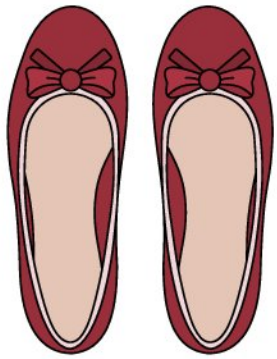
- Personal exploration
- Identifying what feels natural
- Mini style experiments

Understanding a Brand Brief

- What a client brief tells you
- Finding the brand's audience, voice and values
- Turning a brief into a visual direction

Assignments

- Style exploration sketches
- An illustration system for a brand



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WEEK 4

YOUR BRAND PROJECT

2-3 Live Classes

Project Introduction

- What makes a strong brand project
- Choosing a story for your brand
- Concept development + storyboarding

AI-Enhanced Pre-production

- Using AI to refine:
  - Character
  - Lighting
  - Props
  - Background ideas

Style & Technique Integration

- Using rules from Week 1-3
- Polishing the piece
- Adding depth, mood, detail

Final Review & Demo Day

- Students present their work
- Improvement notes
- Presenting your work the way you would to a client

Certificates

- Completion
- Excellence (for outstanding work)



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