



*Training Course:
Crafting Creativity: A Comprehensive Graphic
Design*

*28 July - 1 August 2024
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe*

Training Course: Crafting Creativity: A Comprehensive Graphic Design

Training Course code: SC235385 From: 28 July - 1 August 2024 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 5775 € Euro

Introduction

Welcome to "Crafting Creativity: A Comprehensive Graphic Design Training Program." In this 5-day intensive course, we delve into the world of graphic design, exploring its foundations, unleashing creativity, and honing skills essential for success in the field. Whether you're a beginner seeking to embark on a creative journey or a seasoned designer looking to refine your craft, this program offers a dynamic learning experience curated to elevate your design prowess.

Objectives

- Gain a thorough understanding of the principles and history of graphic design.
- Cultivate creative thinking and idea generation skills through practical exercises and group activities.
- Develop proficiency in visual communication, including storytelling, color theory, and composition.
- Master typography fundamentals and layout design principles to create impactful designs.
- Explore advanced techniques in graphic design, such as image manipulation and illustration.
- Apply learned skills to real-world design projects and receive constructive feedback through critique sessions.

Target Audience

This training program is tailored for individuals passionate about graphic design, including:

- Aspiring graphic designers seeking to build a strong foundation in the field.
- Students pursuing studies in graphic design or related disciplines.
- Professionals looking to enhance their design skills for career advancement.
- Entrepreneurs and small business owners interested in creating compelling visual content for their brands.
- Anyone with a keen interest in art and design, eager to explore the creative possibilities of graphic design.

Training Program Outline

Day 1: Foundations of Graphic Design

- Introduction to Graphic Design Principles
- Historical overview
- Hands-on activity: Create simple designs

Day 2: Creative Thinking and Idea Generation

- Brainstorming techniques
- Group activity: Brainstorming session on a given design brief
- Selecting concepts

Day 3: Visual Communication

- Visual storytelling
- Understanding color theory
- Principles of composition

Day 4: Typography and Layout Design

- Typography fundamentals
- Layout design principles
- Practical exercise: Design a typographic poster

Day 5: Advanced Techniques and Critique

- Advanced design techniques e.g., image manipulation, illustration
- Final project: Apply learned skills to create a comprehensive design
- Critique session: Review and discuss final projects, providing constructive feedback

Registration form on the Training Course: Crafting Creativity: A Comprehensive Graphic Design

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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