



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

*22 - 26 July 2024  
Amsterdam (Netherlands)  
Grand Hotel Amrâth Amsterdam*

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

Training Course code: SC235385 From: 22 - 26 July 2024 Venue: Amsterdam (Netherlands) - Grand Hotel Amrâth  
Amsterdam 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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....

Position: .....

Telephone / Mobile: .....

Personal E-Mail: .....

Official E-Mail: .....

### Company Information

Company Name: .....

Address: .....

City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....

Position: .....

Telephone / Mobile: .....

Personal E-Mail: .....

Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
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### Easy Ways To Register

Telephone:  
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info@gh4t.com  
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