



*Training Course:  
Graphic Design Advanced Techniques*

*9 - 13 February 2025  
Istanbul (Turkey)  
DoubleTree by Hilton Istanbul Esentepe*

## Training Course: Graphic Design Advanced Techniques

Training Course code: SC235387 From: 9 - 13 February 2025 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 5775 ₺ Euro

### Introduction:

The Graphic Design Advanced Techniques Training Program is designed to equip participants with advanced skills and techniques in graphic design, with a specific focus on Adobe InDesign and creative design principles. Through hands-on exercises and interactive sessions, participants will enhance their abilities to create compelling visual content for various media platforms.

### Target Audience:

This program is ideal for:

- Graphic designers seeking to advance their skills in Adobe InDesign.
- Marketing professionals involved in creating promotional materials.
- Print and digital media professionals.
- Students or individuals aspiring to pursue a career in graphic design.

### Objectives:

By the end of this training program, participants will:

- Master advanced techniques in Adobe InDesign for page layout and typography.
- Explore creative design strategies to enhance visual communication.
- Develop skills in designing reports and documents effectively.

### Outlines:

Day 1:

Introduction to Adobe InDesign and Page Layout

- Overview of Adobe InDesign interface and tools
- Understanding page layout principles
- Exploring typography fundamentals

- Hands-on exercises: Creating basic layouts and text formatting

#### Day 2:

##### Advanced Techniques in Adobe InDesign: Page Layout and Typography

- Mastering advanced layout techniques: grids, columns, and guides
- Advanced typography techniques: kerning, leading, and tracking
- Using styles and master pages efficiently
- Practical exercises: Designing complex layouts with emphasis on typography

#### Day 3:

##### Getting Creative with Graphic Design

- Understanding color theory and its application in design
- Exploring image manipulation and enhancement techniques
- Incorporating vector graphics and illustrations
- Creative brainstorming session: Generating design concepts

#### Day 4:

##### Reports Design

- Understanding the anatomy of effective reports and documents
- Designing professional-looking reports for various purposes
- Incorporating charts, graphs, and infographics into reports
- Practical exercises: Designing sample reports with a focus on clarity and visual appeal

#### Day 5:

##### Putting It All Together: Project Day

- Recap of key concepts and techniques covered throughout the training
- Hands-on project: Participants will work on a design project under the guidance of the instructor
- Peer review and feedback session

- Q&A and conclusion

## Registration form on the Training Course: Graphic Design Advanced Techniques

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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
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### Easy Ways To Register

Telephone:  
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