



*Training Course:
Graphic Design Advanced Techniques*

*2 - 6 February 2025
Alexandria (Egypt)*

Training Course: Graphic Design Advanced Techniques

Training Course code: SC235387 From: 2 - 6 February 2025 Venue: Alexandria (Egypt) - Training Course Fees: 4345 € 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

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