



*Training Course:
Mastering Creative Design Skills for Enhanced
Visual Content*

*16 - 20 June 2025
Lisbon (Portugal)*

Training Course: Mastering Creative Design Skills for Enhanced Visual Content

Training Course code: SC235904 From: 16 - 20 June 2025 Venue: Lisbon (Portugal) - Training Course Fees: 6200 € Euro

Introduction:

Creative design skills represent the ability to generate unique visual solutions that effectively express ideas in engaging and impactful ways. This training program aims to enhance participants' creative thinking abilities by exploring innovative methodologies that contribute to developing visual content and maximizing its effect on the target audience.

The program encourages out-of-the-box thinking and focuses on integrating creative design skills with real-world design practices. It introduces effective strategies for analyzing and generating innovative design ideas, based on the seven stages of the design thinking process: identifying the problem, gathering information, idea generation, concept development, selecting a solution, implementing the design, and evaluating results. This integrated approach empowers participants to transform creative ideas into effective and compelling visual solutions.

Program Objectives:

- Understand the principles of creative design and the stages of developing innovative visual solutions.
- Strengthen creative thinking skills and their influence on delivering effective visual messages.
- Enhance the ability to generate attractive and innovative design ideas that serve visual content goals.
- Analyze real-world examples of creative designs and explore techniques for visual persuasion.
- Link creative thinking with the development of visual identity and visual content strategies.

Target Audience:

- Designers proficient in tools such as [Photoshop](#) and [Illustrator](#).
- Professionals working in graphic design, media, and content creation.
- Individuals seeking to enhance their creative design and ideation skills.
- Designers aiming to move from execution to creativity and innovation.
- Creatives aspiring to excel and reach global standards in the design industry.

Training Program Outlines:

Day 1:

Introduction to Creative Design and Innovation Skills

- Understanding creative thinking and its role in design development.
- Differences between traditional and creative design.
- The importance of visual messaging and its impact on target audiences.
- Overview of design elements and principles of visual composition.

Day 2:

Design Thinking Process and Its Practical Applications

- In-depth explanation of the seven design thinking stages.
- Practical application of each stage in design projects.
- Common mistakes during implementation and how to avoid them.

Day 3:

Strategies for Generating Creative Design Ideas

- Brainstorming techniques and expanding perspectives.
- Stimulating individual and team creativity in design environments.
- Developing innovative ideas step by step for campaigns and visuals.

Day 4:

Analyzing Creative Design Models

- Reviewing real-world case studies of effective designs.
- Identifying visual attraction elements and persuasion techniques.
- Understanding how visual messages influence audience behavior.
- Exploring global design styles and creative approaches.

Day 5:

Practical Applications for Developing Innovative Visual Content

- Using modern design tools and techniques to generate ideas.

- Creating impactful and original visual content.
- Reviewing and evaluating participants' design projects.

Registration form on the Training Course: Mastering Creative Design Skills for Enhanced Visual Content

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

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