informatech

informatech CERTIFIED GLOBAL LEADERSHIP CONSULTANTS

PUBLIC RELATIONS | PR-010

Graphic Design & Desktop Publishing

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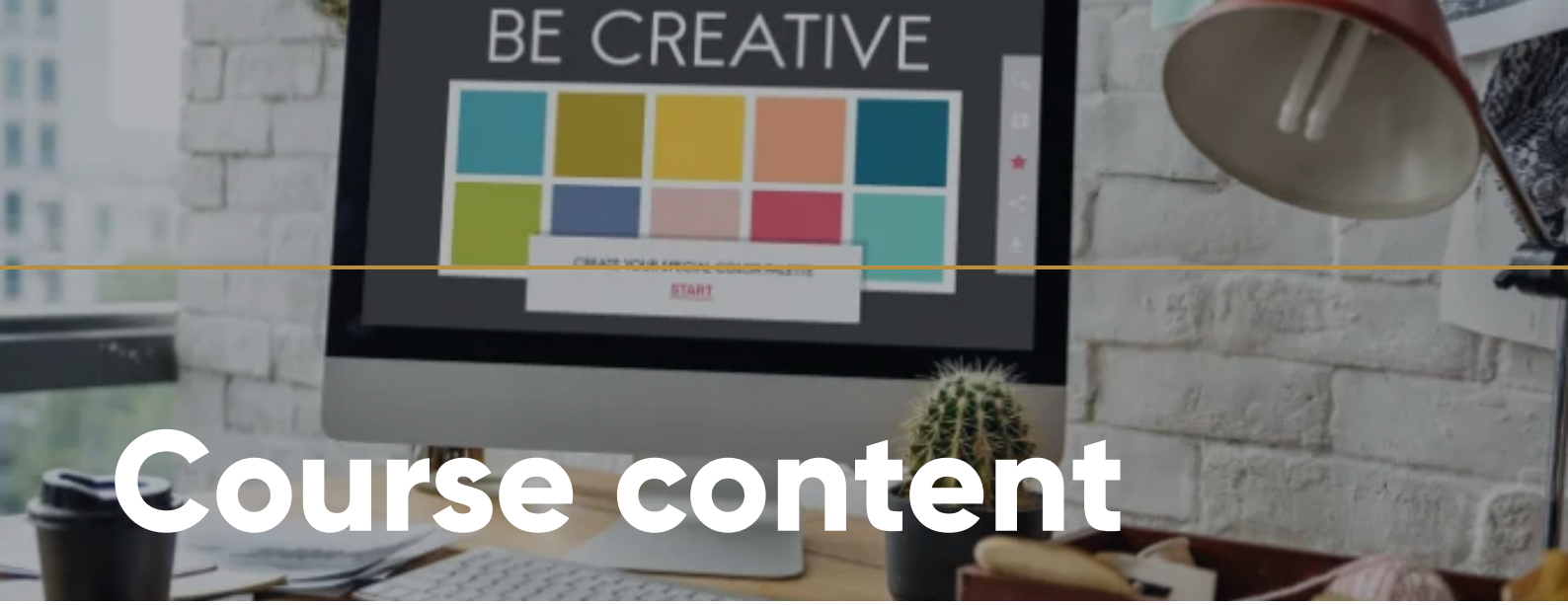


Course content

Why Attend

Why Attend Professional graphic design and desktop publishing are essential for creating strong visual communication across print, digital, and marketing channels. Effective design combines creativity with technical skills, typography, layout principles, image production, and brand consistency. This course provides participants with practical tools to create professional designs, prepare files for print, develop digital graphics, and support modern communication and marketing needs.

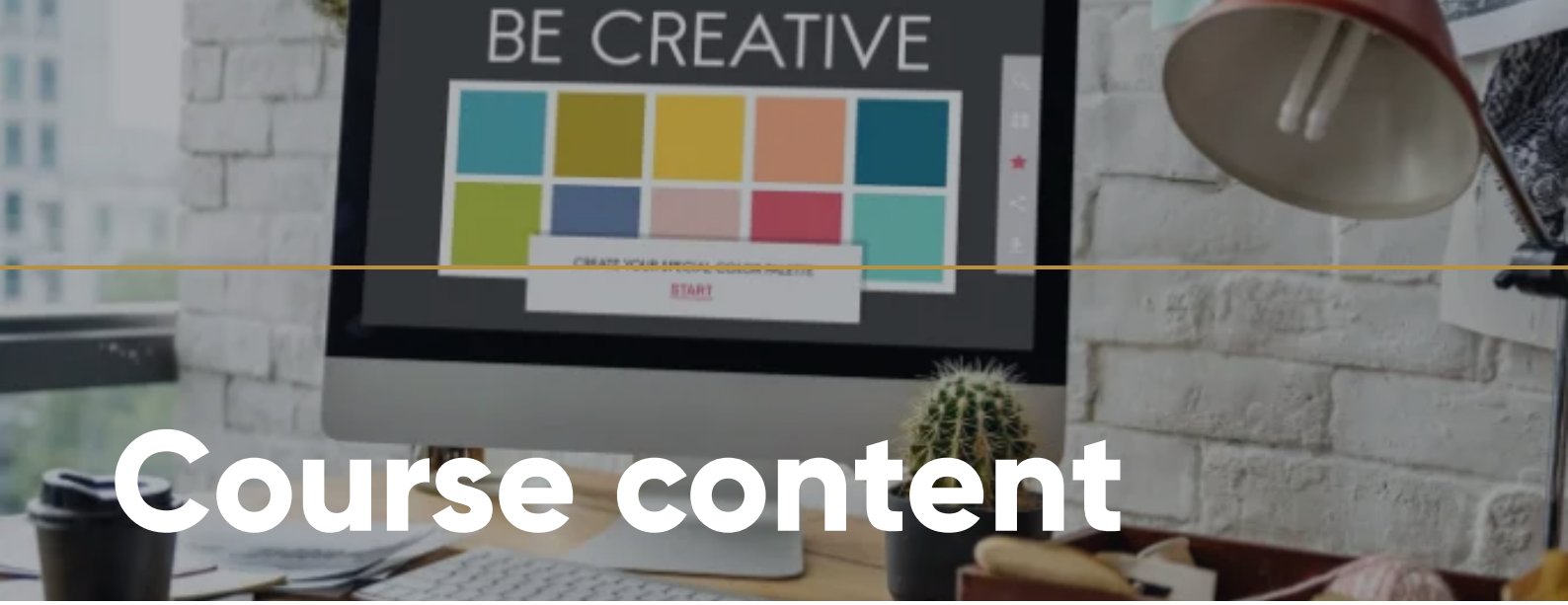
Course Methodology This course uses an interactive and practical approach through presentations, live demonstrations, software practice, design workshops, case studies, group discussions, and hands-on creative exercises.

Course Objectives

- Understand core principles of graphic design and visual communication
- Apply colour theory, typography, and composition effectively
- Use professional design software for creative projects
- Prepare images and files for print production
- Create digital illustrations and visual assets
- Design professional layouts for desktop publishing
- Apply web and marketing design principles
- Build consistent branding across multiple channels

Target Audience

- Graphic Designers
- Marketing Professionals
- Communication Teams
- Desktop Publishing Staff



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Target Audience

- Content Creators
- Small Business Owners
- Anyone seeking practical design skills

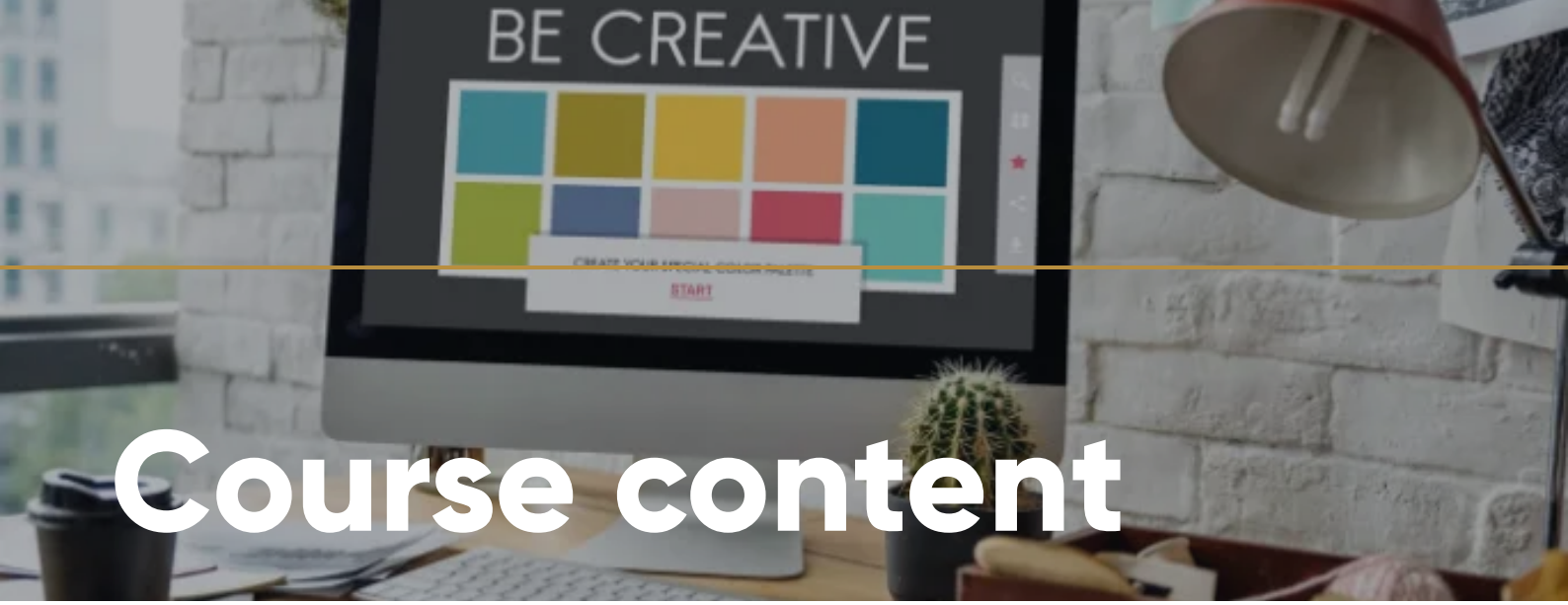
Target Competencies

- Graphic Design
- Desktop Publishing
- Typography
- Print Production
- Digital Illustration
- Branding
- Visual Communication
- Creative Software Skills

Course outline

Day 1: Fundamentals of Graphic Design

- Introduction to graphic design and its purpose
- Colour theory and colour psychology
- Resolution principles and image quality
- Vector and postscript concepts in design workflows
- Essential hardware components for graphic design
- Popular software: Adobe Photoshop, Illustrator, InDesign
- Setting up a professional design workplace



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Course outline

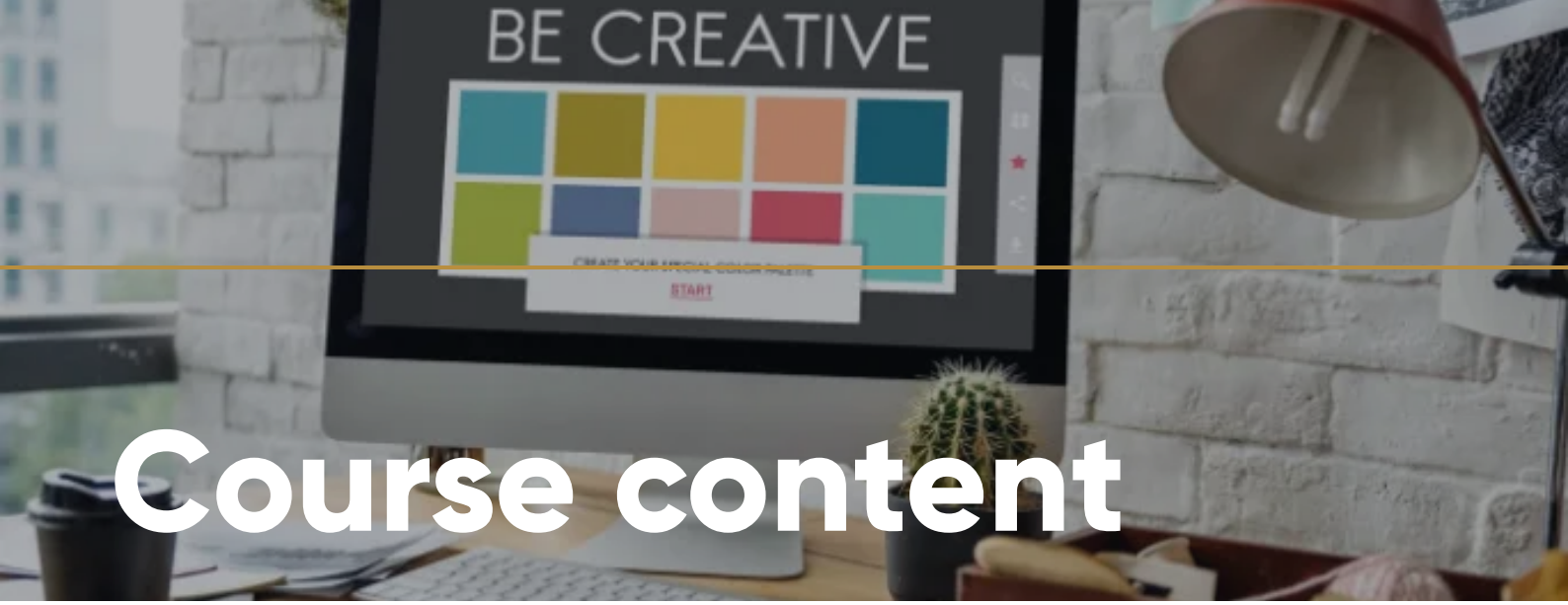
- Ergonomics, colour calibration, and file management
- Exercise: Analyse professional posters for colour, typography, and composition

Day 2: Digital Imaging and Printing Production

- Digital imaging tools and raw materials
- Graphic tablets, scanners, and digital cameras
- Scanning and image capturing principles
- Scanning resolution, file formats, and colour sampling
- Photography basics and royalty-free image usage
- Composition, lighting, licensing, and copyright rules
- Prepress processes and print file preparation
- Printer management and digital printing techniques
- Embedding and linking graphics in print-ready files
- Working with PDFs for print production
- Case study: Evaluate a faulty print sample

Day 3: Digital Illustration

- Comparing vector and bitmap graphics
- Digital illustration tools and techniques
- Bézier curves, selections, masks, rasterising, clipping paths
- Object management and layer organization
- Grouping, locking, aligning, arranging, transforming
- Brushes, filters, gradients, and effects
- Photo manipulation and montage techniques
- Producing realistic illustration effects



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Course outline

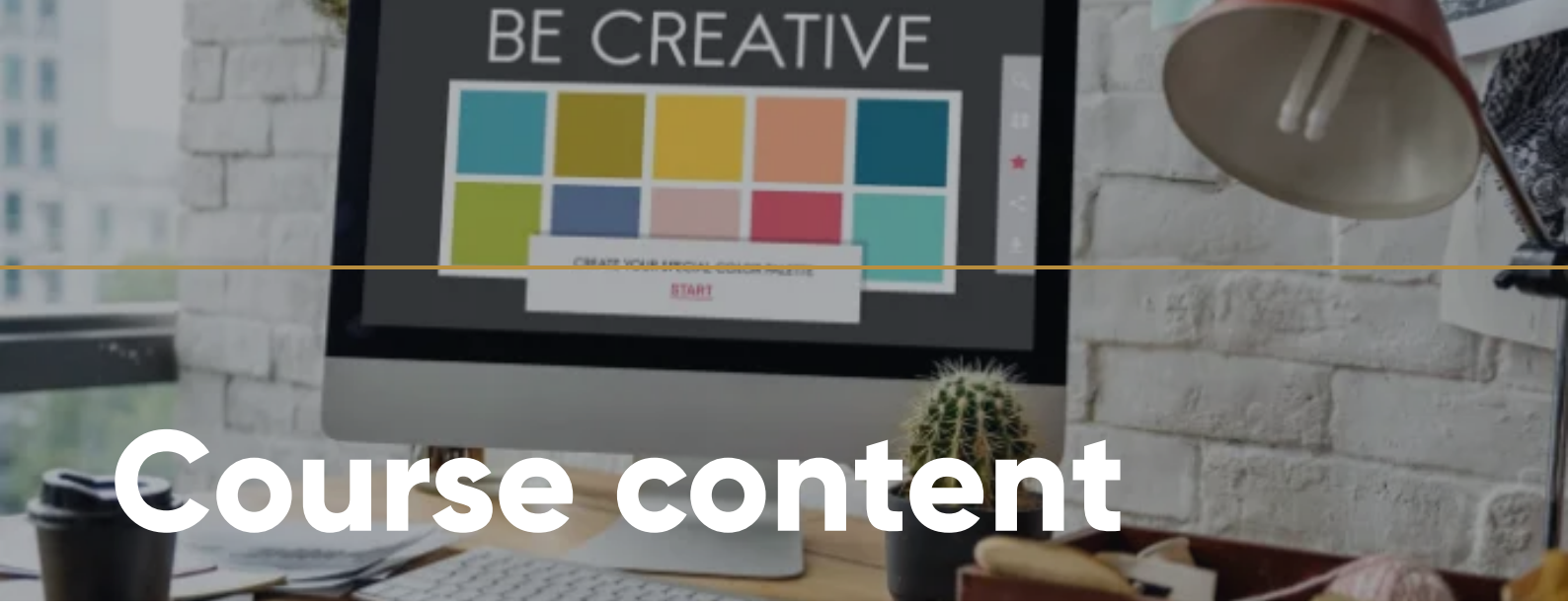
- Combining pixels with paths, perspective, and shadows
- Typography and text integration into illustrations
- Exercise: Create a mixed-media illustration

Day 4: Design and Typography for Desktop Publishing

- Design principles and reader perception
- Typographic rules for print publications
- Legibility, spacing, type families, and font pairing
- Popular typefaces and font selection for branding
- Layout components in desktop publishing
- Grids, margins, master pages, paragraphs, and text styles
- Integrating graphics with text and copy-fitting
- Managing multi-page layouts and preparing files for print
- Activity: Redesign a three-page brochure

Day 5: Web and Marketing Design Principles

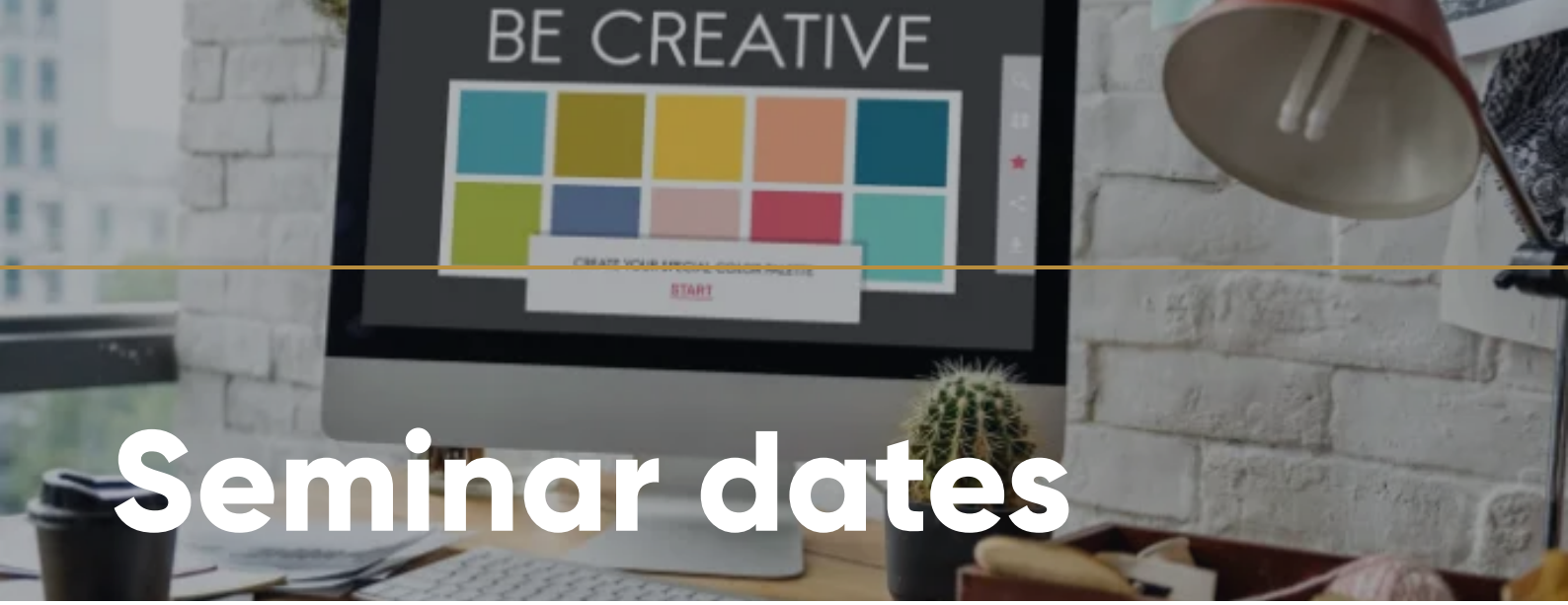
- Introduction to web design concepts and principles
- Visual hierarchy, responsiveness, and user experience
- Web graphics and internet image formats
- Webpage layout and structural elements
- HTML structure and CSS formatting basics
- Common web design software
- Best practices for navigation and hyperlinks
- Connection between design and marketing
- Visual consistency across channels



Course content

Course outline

- Case study: Review a company website for usability and branding improvements



Seminar dates

Available seminar dates

Live dates and pricing for Graphic Design & Desktop Publishing generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Amsterdam - Netherlands	Classroom	**€3,360.-**
16 - 20 November 2026	Istanbul - Turkey	Classroom	**€2,560.-**
7 - 11 December 2026	Paris - France	Classroom	**€3,520.-**
14 - 18 December 2026	Barcelona - Spain	Classroom	**€3,360.-**
21 - 25 December 2026	Munich - Germany	Classroom	**€3,400.-**
4 - 8 January 2027	Istanbul - Turkey	Classroom	**€2,280.-**
1 - 5 February 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
1 - 5 March 2027	Madrid - Spain	Classroom	**€3,400.-**
5 - 9 April 2027	Geneva - Switzerland	Classroom	**€4,200.-**
3 - 7 May 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
7 - 11 June 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
5 - 9 July 2027	London - U.K	Classroom	**€3,360.-**
2 - 6 August 2027	Barcelona - Spain	Classroom	**€3,080.-**
6 - 10 September 2027	London - U.K	Classroom	**€3,360.-**
4 - 8 October 2027	Barcelona - Spain	Classroom	**€3,080.-**
1 - 5 November 2027	Istanbul - Turkey	Classroom	**€2,280.-**
6 - 10 December 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**