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**silicon
beach**
TRAINING

Graphic Design for Beginners

Duration: 4 days

Prerequisites

There are no prerequisites for this course

This Graphic Design training course introduces the fundamental concepts of graphic design and visual communication, bridging the gap between theory and real world practice. It is intended to provide a design basics 'toolkit' for those working within design or working closely with designers. This course views design as a communication tool, exploring how and why it works.

Courses can be arranged on a private basis, with content tailored to clients' requirements

Objectives

After this training course, delegates will:

- Understand graphic design theory and its uses
- Know how to compose pieces that are aesthetically pleasing
- Be able to evaluate a design's concept and layout

Course Content

PART 1: CONCEPTS

- What is Graphic Design?
- What is a Graphic Designer?
- Brainstorming
- Mind Mapping
- Concept Generation
- Thinking Like a Visual Communicator
- Research Methods
- Visual Representation

Part 2: COMPOSITION

- Designing for the User
- Audience Perception
- Visual Perception
- Gestalt Theory
- Navigation
- Hierarchy
- Golden Sector

continued...

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Related Courses

InDesign: 2 days

Illustrator: 2 days

Photoshop: 2 days

Advanced Photoshop: 2 days

Links

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Part 3: COMPONENTS

- Typography Basics
- Grids
- Hierarchy
- Colour Theory
- Composition
- Layout Components
- Image Evaluation

Part 4: CRITIQUE

- Concept Evaluation
- Layout Evaluation
- Why it Works, Why it Doesn't

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