Beginner Graphic Design

This Beginner Graphic Design Training Course assumes you don't have the time or interest to study design and typography, but would like to know how to make your pages look better. Knowledge is power. Most people can look at a poorly designed page and state that they don't like it, but they don't know what to do to fix it.

Intended audience

- Assistants whose bosses tell them to design the newsletters
- Church volunteers who are providing information to their congregations
- Small business owners who are creating their own advertising
- Students who understand that a better-looking paper often means a better grade
- Professionals who realize that an attractive presentation garners greater respect
- Teachers who have learned that students respond more positively to information that is well laid out
- Statisticians who see that numbers and stats can be arranged in a way that invites reading ...

Prerequisites

Computer literate and internet literate — you should be able to create documents, read and write in English.

After this course you should

- Feel empowered to identify what is wrong in graphic designed pages
- Produce designs that look more professional, organised, unified and interesting

Course Contents
Beginner Graphic Design Training Course

DAY 1

Introduction

- The Joshua tree epiphany
- The four basic principles

Proximity

- Summary of proximity
- The basic purpose
- How to get it
- What to avoid

Alignment

- Summary of alignment
- The basic purpose
- How to get it
- What to avoid

DAY 2

Repetition

- Summary of repetition
- The basic purpose
- How to get it
- What to avoid

Contrast

- Summary of contrast
- The basic purpose
- How to get it

- What to avoid

Review of the Four Design Principles

- Proximity
- Alignment
- Repetition
- Contrast
- Quiz #1: Design principles
- Quiz #2: Redesign this ad

DAY 3

Design with Color

- The amazing color wheel
- Color relationships
- Complementary
- Triads
- Split complement triads
- Analogous colors
- Shades and tints
- Make your own shades and tints
- Monochromatic colors
- Shades and tints in combination
- Watch the tones
- Warm colors vs. cool colors
- How to begin to choose?
- CMYK vs. RGB: print vs. web
- Print vs. web color models
- Quiz #3: Color

Extra Tips & Tricks

- Creating a package or brand
- Business cards
- Tips on designing business cards
- Format

- Type size
- Create a consistent image on all pieces
- Letterhead and envelopes
- Tips on letterhead and envelope design
- Envelope size
- Create a focal point
- Alignment
- Second page
- Faxing and copying
- Flyers
- Tips on designing flyers
- Create a focal point
- Use subheads that contrast
- Repetition
- Alignment
- Newsletters
- Tips on designing newsletters
- Alignment
- Paragraph indents
- Not Helvetica/Arial!
- Readable body copy
- Brochures
- Tips on designing brochures
- Contrast
- Repetition
- Alignment
- Proximity
- Postcards
- Tips on designing postcards
- What's your point?
- Grab their attention
- Contrast
- In general
- Advertising
- Tips on designing ads
- Contrast
- Type choices

- Reverse type
- Résumés
- Tips on designing résumés
- Contrast
- Repetition
- Alignment
- Match the design to the medium
- Designing with Type

DAY 4

The Essentials of Typography

- One space after punctuation
- Quotation marks
- Apostrophes
- Quiz #4: Apostrophes
- Dashes
- Special characters
- Accent marks
- Capitals
- Underlining
- Kerning
- Widows and orphans
- Miscellaneous

Type (& Life)

- Concord
- Conflict
- Contrast
- Summary

Categories of Type

- Oldstyle
- Modern
- Slab serif

- Sans serif
  - Script
  - Decorative
  - Be conscious
  - Quiz #5: Categories of type
  - Quiz #6: Thick/thin transitions
  - Quiz #7: Serifs

DAY 5

Type Contrasts

  - Size
  - Weight
  - Structure
  - Form
  - Direction
  - Color
  - Combine the contrasts
  - Summary
  - Quiz #8: Contrast or conflict
  - Quiz #9: Dos and don'ts
  - An exercise in combining contrasts
  - A Few Extras

Does it Make Sense?

  - The process
  - An exercise

Duration and pricing

In Pricing [Group A](#)

Certificate

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Bookings

You can download the course registration form on our home page or by clicking here

Brochure
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Questions
Please email us

Schedule

On the calendar below. If your browser doesn't display the calendar below, please click on this link or try using Google Chrome, alternatively please enquire via our Contact Us page