Graphic Design and Desktop Publishing Mastery Course

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Los Angeles (USA)



Graphic Design and Desktop Publishing Mastery Course

Ref: 20220047_221894 Date: 27 Location: Los Angeles (USA) Fees: 5900 GBP

Course Description

This intensive 1-week course combines graphic design principles with desktop publishing techniques to equip participants with essential skills for creating professional visual content. Students will learn design fundamentals, typography, layout strategies, and how to use industry-standard software to produce a variety of print and digital materials.

Learning Objectives

- Understand and apply core graphic design principles and elements
- Master typography techniques and best practices for effective communication
- Develop proficiency in layout design for both print and digital media
- Gain hands-on experience with industry-standard design and publishing software
- Create a portfolio of professional-quality design projects

Course Modules

Day 1: Introduction to Graphic Design

- Design principles and elements
- Color theory and psychology
- Visual hierarchy and composition
- Introduction to design software

Day 2: Typography and Text Design

- Typography basics and font selection
- Text formatting and styling
- Kerning, leading, and tracking
- Creating effective headlines and body copy

Day 3: Layout Design and Composition

- Grid systems and alignment
- White space and balance
- Creating multi-page layouts
- Designing for print vs. digital media



Day 4: Image Editing and Manipulation

- Working with vector and raster graphics
- Photo editing and retouching techniques
- Creating and modifying illustrations
- Integrating images with text

Day 5: Desktop Publishing Projects

- Designing brochures and flyers
- Creating newsletters and magazines
- Developing business cards and stationery
- Preparing files for print and digital output

Practical Wins for Participants

- Create a professional portfolio showcasing various design projects
- Develop skills to produce high-quality marketing materials for businesses
- Learn techniques to enhance personal and professional communication through visual design
- Gain proficiency in industry-standard software for future career opportunities

