



Design for Web and Print

Two-Day Course

Windows and Macintosh

Course Overview:

After mastering the different software programs for web or print-based presentations, people often find that there is still a critical component missing: graphic design expertise.

Some of our clients express a lack of confidence in the design choices they're making.

Others comment about having difficulty generating new ideas quickly. All of them confess to needing a better understanding of the overall issue of design. They realize that it's not enough to merely arrange text and graphics on a page. They want to be able to create documents and web sites that attract attention and influence the reader, as well as get results. Our trainer, a professional graphic designer, developed this comprehensive course to address these concerns for both the web and printing environments.

This course will break down the basic design elements of fonts, colours, graphics and page layout. It will give you more confidence to make decisions and will teach you how to unlock your visual imagination.

After taking this course, you will find it easier to solve problems, do research and get through the creative process quicker to meet the everyday demands of the "need it yesterday" environment.

It is recommended that students do not have any formal design training, but are currently using design and layout software such as QuarkXPress, PageMaker, Photoshop, PowerPoint, Dreamweaver or equivalent.

Course Content:

- Selecting appropriate fonts, colours and graphics
- Generating ideas quickly when you have a creative block
- Creating designs that communicate effectively
- Managing the creative process to save time and money
- Reviewing of different colour modes and how they work