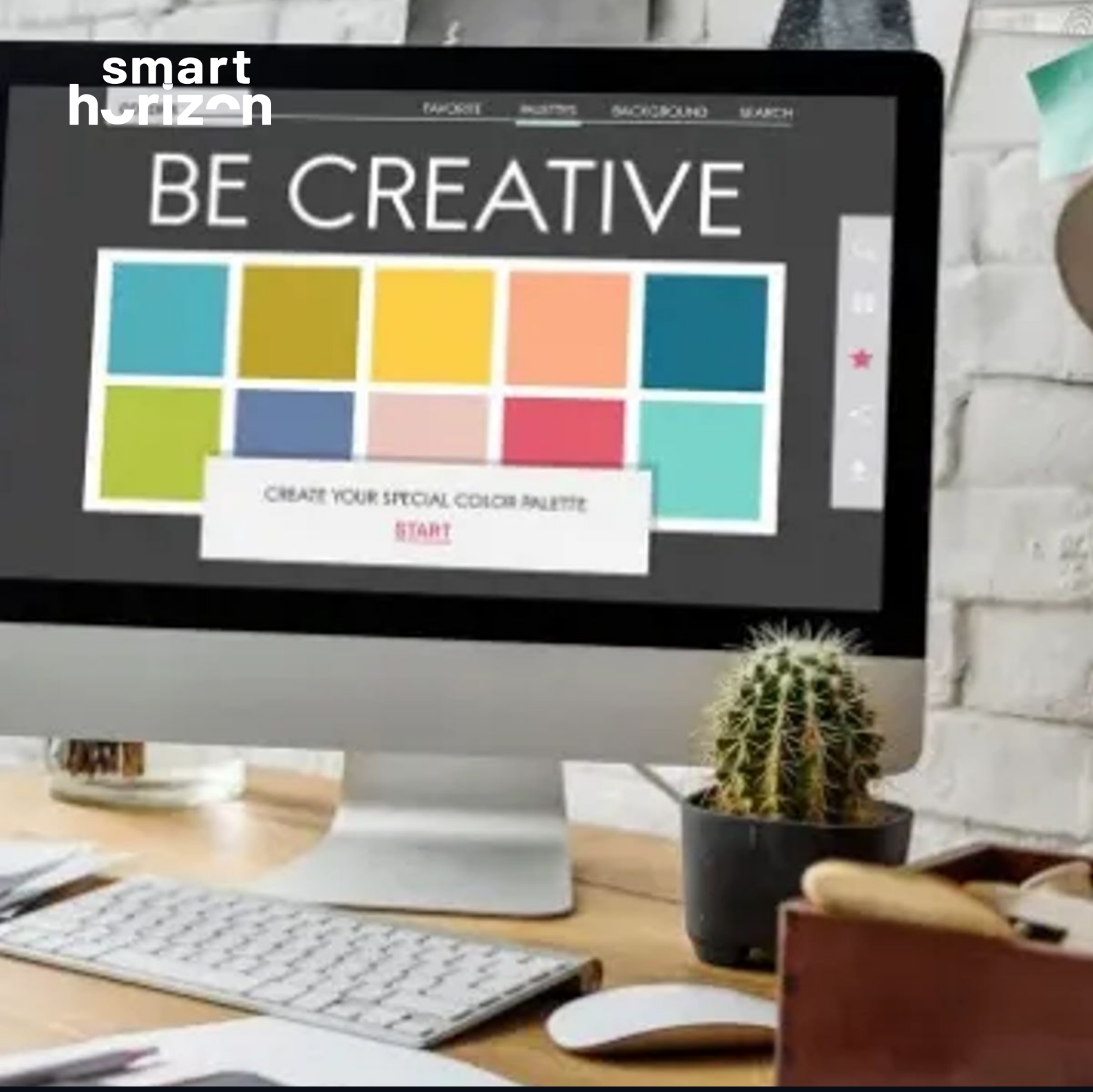


PUBLIC RELATIONS | COURSE BROCHURE

Graphic Design & Desktop Publishing

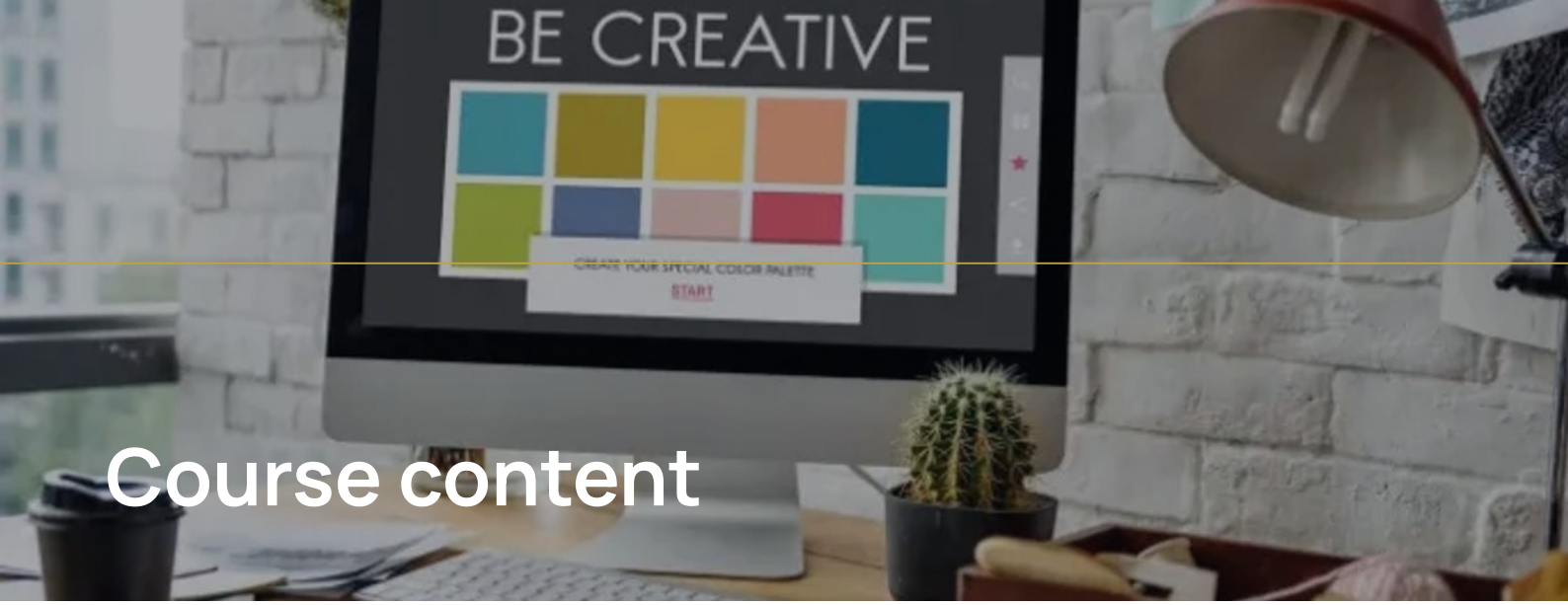
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

This course provides working adults with essential skills in graphic design and desktop publishing, focusing on practical applications in creating visual content for print and digital media. Participants will learn to use industry-standard tools to produce professional-quality designs and publications.

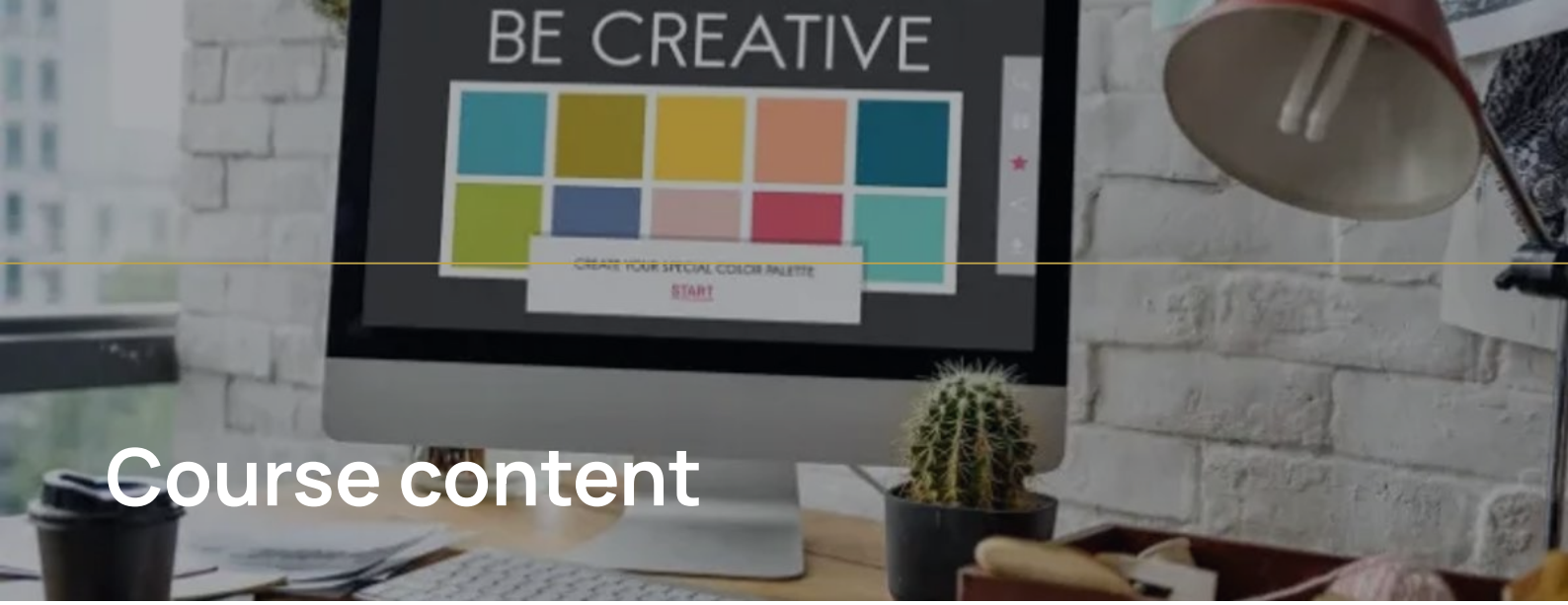
Graphic design and desktop publishing are critical for effective communication across various sectors, including marketing, education, and corporate environments. Professionals often face challenges in creating visually appealing materials that resonate with their target audience while adhering to brand guidelines. Mastering these skills enables participants to enhance their creative output, streamline workflows, and contribute significantly to their organisation's marketing and communication strategies. By understanding design principles, they can make informed decisions about layout, colour, and typography, ultimately improving the effectiveness of their visual communications. This course empowers participants to tackle real-world design challenges with confidence, ensuring their work meets professional standards.
Participants will engage in hands-on projects that simulate real-world scenarios, such as designing brochures, flyers, and digital content. They will develop capabilities in layout design, typography, and image editing, allowing them to make informed decisions about visual communication strategies and tools. This course equips them with the skills to assess design briefs critically, apply industry-standard software effectively, and create cohesive brand identities. By the end of the course, participants will be prepared to tackle complex design challenges, enhancing their professional portfolios and increasing their value in the job market. They will also gain insights into the print production process, ensuring their designs are ready for distribution.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of practical workshops, collaborative projects, and individual assignments to reinforce learning. Participants will engage in design exercises using software like Adobe InDesign and Photoshop, creating tangible outputs such as marketing materials and digital publications. Each day includes specific tasks that build on previous knowledge, culminating in a comprehensive design project. Feedback sessions will enhance their understanding of design principles and improve their work quality. Participants will also have opportunities to present their work, allowing them to articulate their design choices and receive constructive criticism, further solidifying their learning experience. This approach ensures that participants not only learn theoretical concepts but also apply them in practical contexts, preparing them for real-world challenges.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse design briefs to identify key requirements for graphic projects.
• Design effective layouts for print and digital publications using industry-standard software.
• Create and edit images that enhance visual communication in publications.
• Evaluate typography choices to improve readability and aesthetic appeal.
• Construct a cohesive brand identity through consistent design elements.
• Justify design decisions based on audience analysis and project goals.

Target audience

This course is suitable for:
• Marketing professionals seeking to enhance their design skills for promotional materials.
• Administrative staff responsible for producing internal and external communications.
• Small business owners aiming to create their own marketing collateral.
• Freelancers looking to expand their service offerings in graphic design.

Target competencies

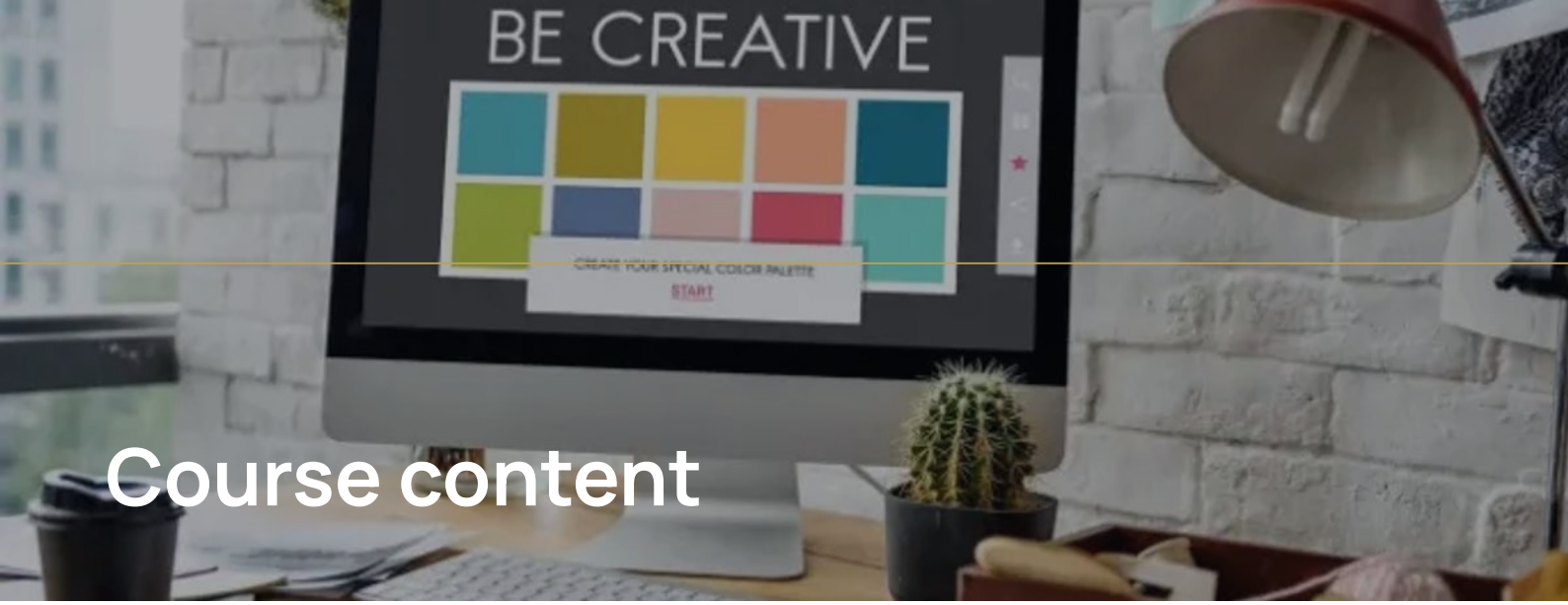
Participants will develop competencies in:
• Proficient use of graphic design software for creating visual content.
• Ability to apply design principles to enhance publication effectiveness.
• Skill in developing layouts that align with branding guidelines.
• Understanding of typography and its impact on communication.
• Capability to edit and manipulate images for various media.
• Knowledge of print production processes and specifications.

Course outline

Day 1: Foundations of Graphic Design

Applied activity: Participants will analyse a provided design brief for a marketing brochure, identifying key requirements, target audience considerations, and potential design challenges. They will outline initial design ideas based on their analysis, considering elements such as colour, typography, and layout.
Output: A design brief analysis report highlighting key insights, initial concepts, and design challenges.

09:00–09:54	Introduction to graphic design principles and elements, including balance, contrast, and unity.
09:54–10:48	Understanding colour theory and its application in design to evoke emotions and responses.



Course content

10:48–11:00	Exploring typography: types, hierarchy, and legibility for effective communication.
11:00–11:30	**Coffee break**
11:30–12:12	Exploring typography: types, hierarchy, and legibility for effective communication. (continued)
12:12–13:06	Overview of design software: Adobe InDesign and Photoshop, including basic functions and features.
13:06–14:00	The role of graphic design in branding and marketing, focusing on visual identity.

Day 2: Creating Compelling Layouts

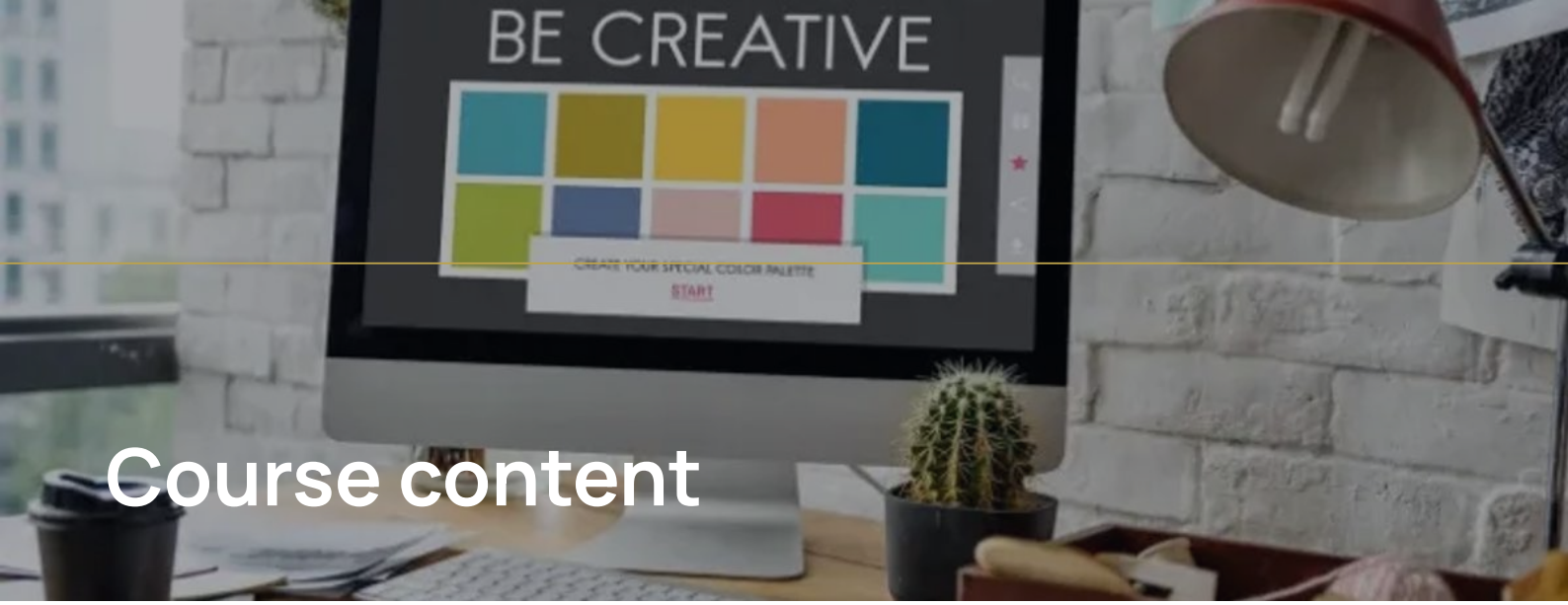
Applied activity: Participants will create a layout for a promotional flyer, applying principles of balance, alignment, and visual hierarchy. They will select appropriate images and typography to enhance the design, ensuring it aligns with the identified brand identity from Day 1.
Output: A completed promotional flyer layout ready for print and digital distribution.

09:00–09:54	Principles of layout design for print and digital media, focusing on visual hierarchy and flow.
09:54–10:48	Using grids and alignment for effective composition and reader engagement.
10:48–11:00	Incorporating images and graphics into layouts to support messaging and branding.
11:00–11:30	**Coffee break**
11:30–12:12	Incorporating images and graphics into layouts to support messaging and branding. (continued)
12:12–13:06	Balancing text and visuals for maximum impact, ensuring clarity and appeal.
13:06–14:00	Practical exercises in creating layouts using Adobe InDesign, applying learned principles.

Day 3: Image Editing and Enhancement

Applied activity: Participants will edit a series of images for use in their previous flyer project, focusing on colour correction, cropping, and applying effects to improve visual appeal. They will ensure images align with the overall design theme established earlier.
Output: A set of edited images suitable for inclusion in the promotional flyer.

09:00–09:54	Techniques for image editing using Adobe Photoshop, including cropping, colour correction, and retouching.
09:54–10:48	Understanding resolution and file formats for print and digital applications to ensure quality.
10:48–11:00	Creating visual assets: logos, icons, and illustrations that align with branding.



Course content

11:00–11:30	**Coffee break**
11:30–12:12	Creating visual assets: logos, icons, and illustrations that align with branding. (continued)
12:12–13:06	Applying filters and effects to enhance images while maintaining professionalism.
13:06–14:00	Best practices for sourcing and using stock images ethically and effectively.

Day 4: Typography in Design

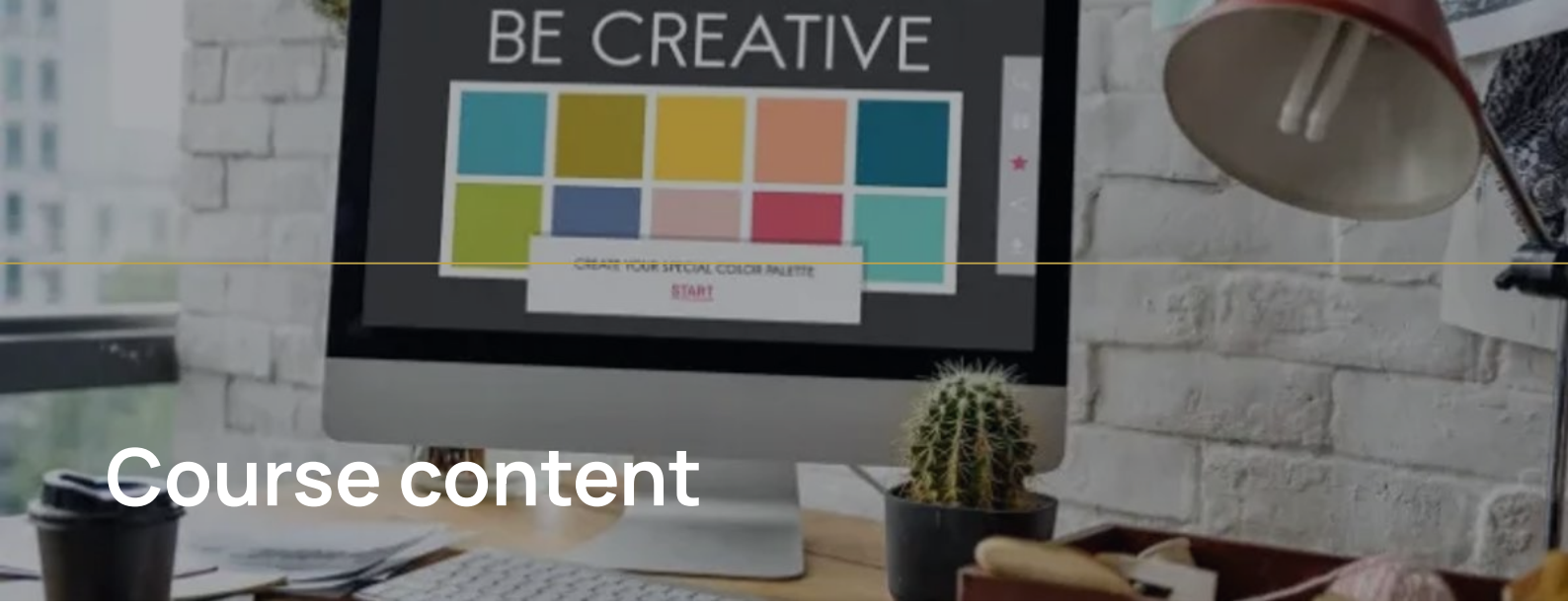
Applied activity: Participants will develop a typographic style guide for their flyer project, selecting typefaces and establishing hierarchy and spacing rules for text elements. They will ensure that their choices reflect the brand identity and enhance the overall design.
Output: A typographic style guide document for the promotional flyer, detailing typefaces and usage.

09:00–09:54	Exploring the impact of typography on design effectiveness and audience perception.
09:54–10:48	Choosing typefaces that align with brand identity and enhance readability.
10:48–11:00	Creating typographic hierarchies for clarity and emphasis in design projects.
11:00–11:30	**Coffee break**
11:30–12:12	Creating typographic hierarchies for clarity and emphasis in design projects. (continued)
12:12–13:06	Practical exercises in combining typefaces and styles to create visual interest.
13:06–14:00	Understanding typographic spacing and alignment to improve overall design quality.

Day 5: Integrated Design Project

Applied activity: Participants will integrate all elements developed throughout the course to create a complete marketing brochure. They will prepare a presentation to showcase their design choices and rationale to the group, focusing on how their design meets the brief and engages the audience.
Output: A complete marketing brochure and presentation materials, ready for critique.

09:00–09:54	Combining graphic design elements into a cohesive project that meets client needs.
09:54–10:48	Understanding the print production process and specifications for final outputs.
10:48–11:00	Finalising designs for print and digital distribution, ensuring quality and consistency.
11:00–11:30	**Coffee break**
11:30–12:12	Finalising designs for print and digital distribution, ensuring quality and consistency. (continued)
12:12–13:06	Presenting design work and receiving constructive feedback from peers and instructors.



Course content

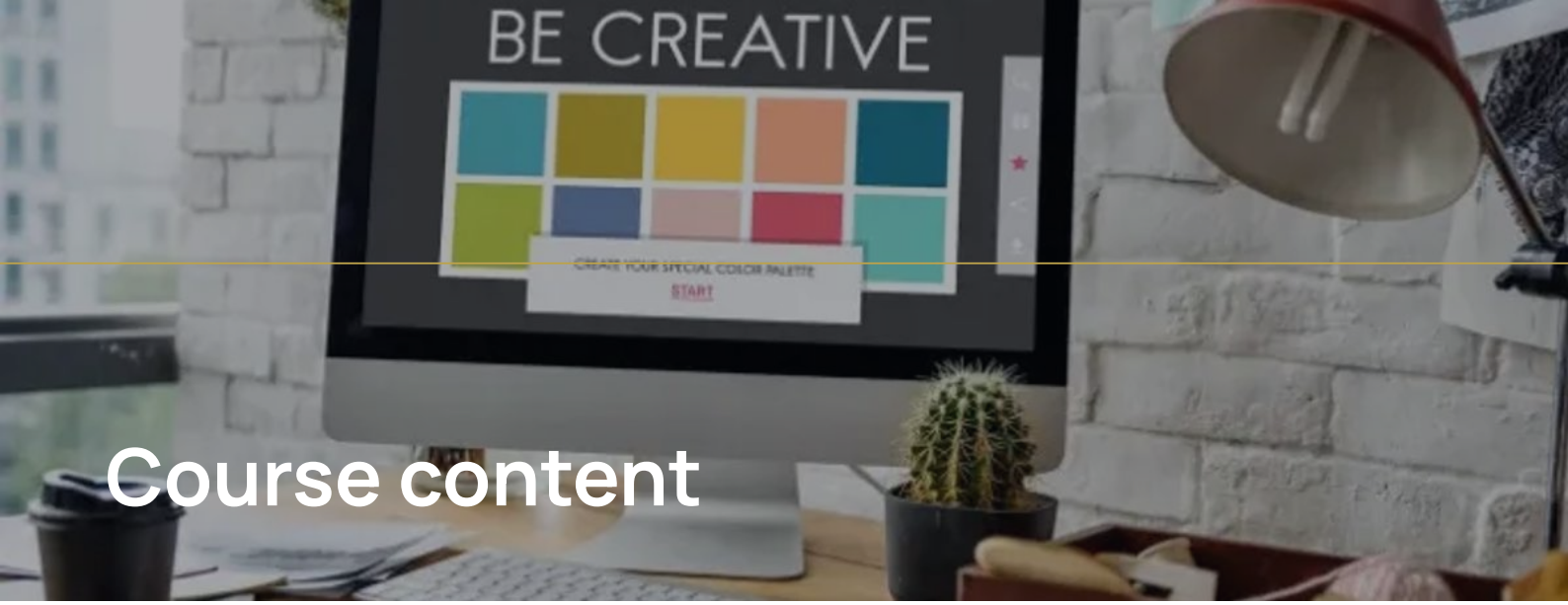
13:06–14:00	Reflecting on design choices and their impact on communication effectiveness.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

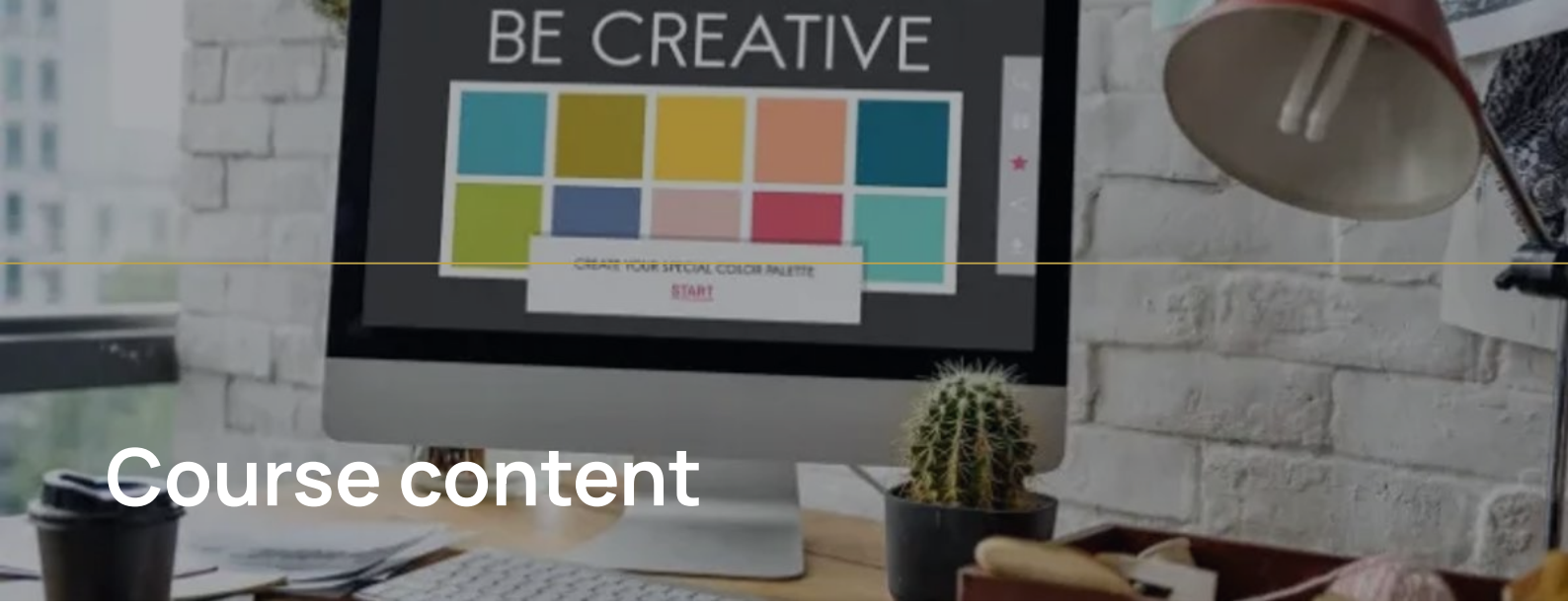
Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,650.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Amsterdam Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,540.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Singapore Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,820.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
London Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,450.-**



Course content

Dates, venues and fees (continued)

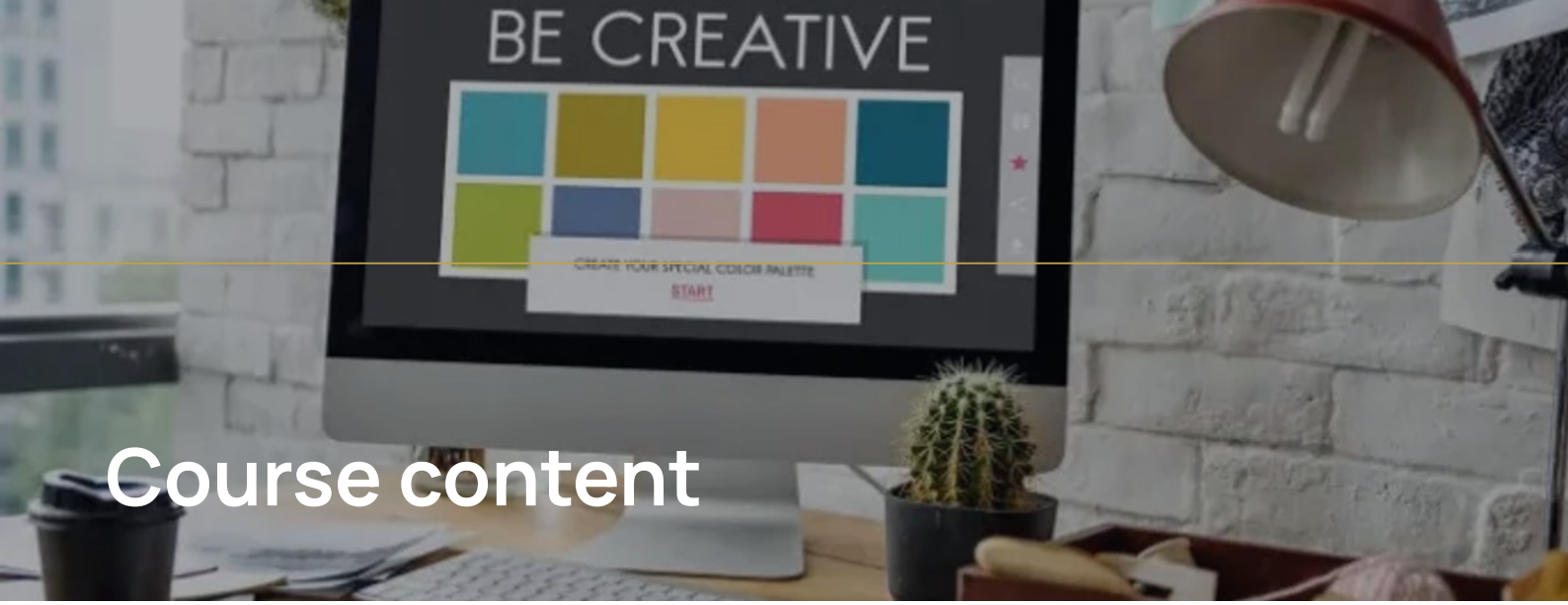
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Dubai Confirmed dates	11 Jan 2027	15 Jan 2027	**€3,150.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Frankfurt Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,650.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,450.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

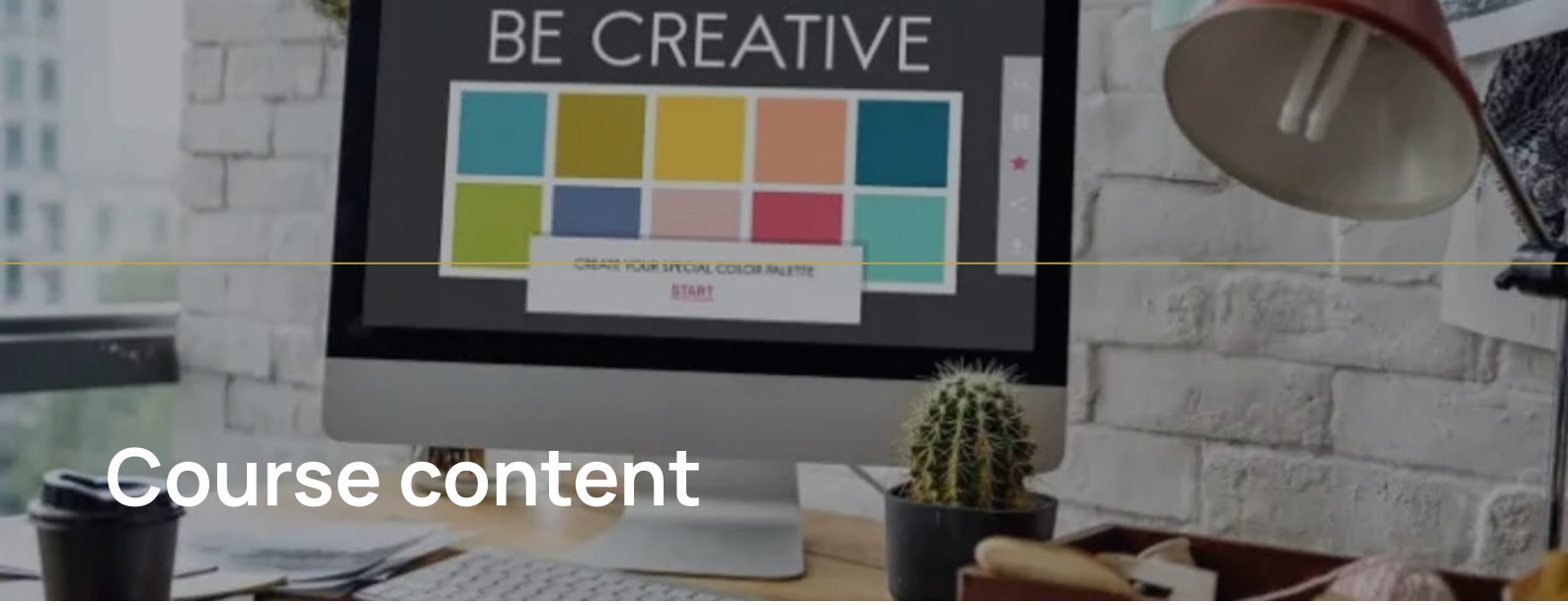
Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,860.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Istanbul Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,650.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,540.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Singapore Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,820.-**



Course content

Dates, venues and fees (continued)

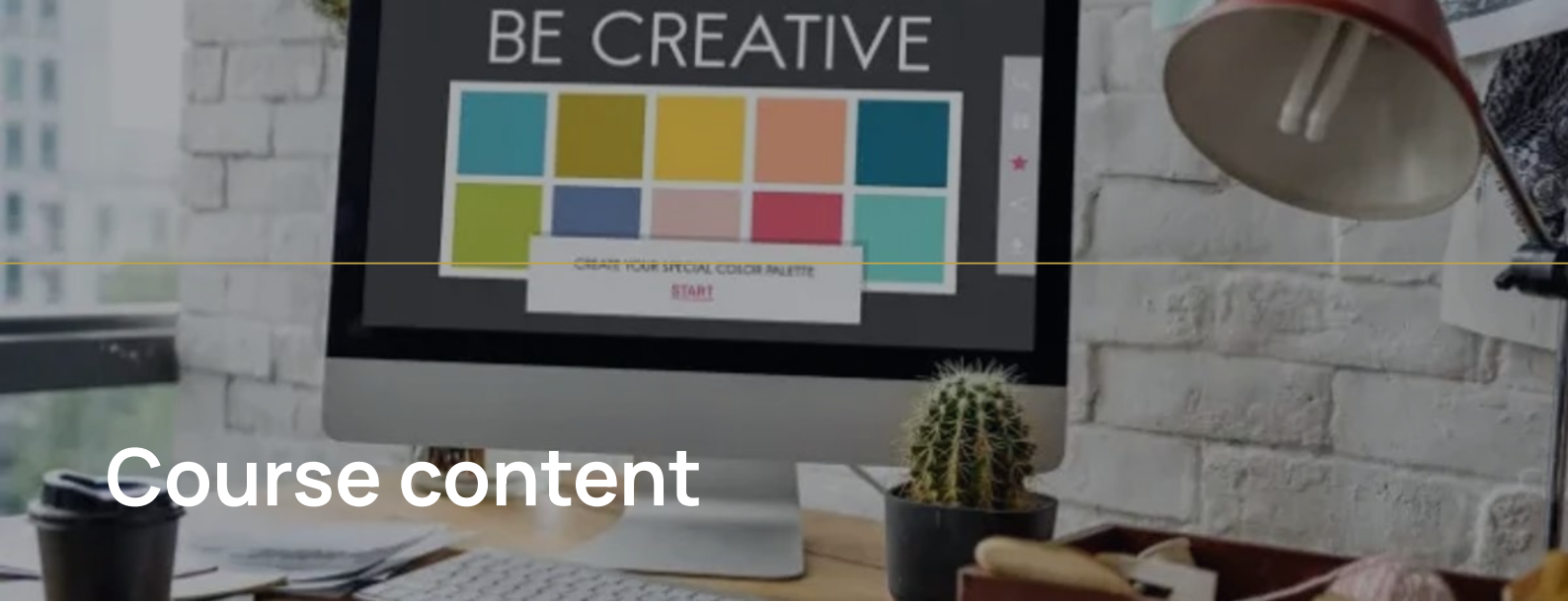
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
London Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,450.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Dubai Confirmed dates	10 May 2027	14 May 2027	**€3,150.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Frankfurt Confirmed dates	24 May 2027	28 May 2027	**€2,650.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**€1,890.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

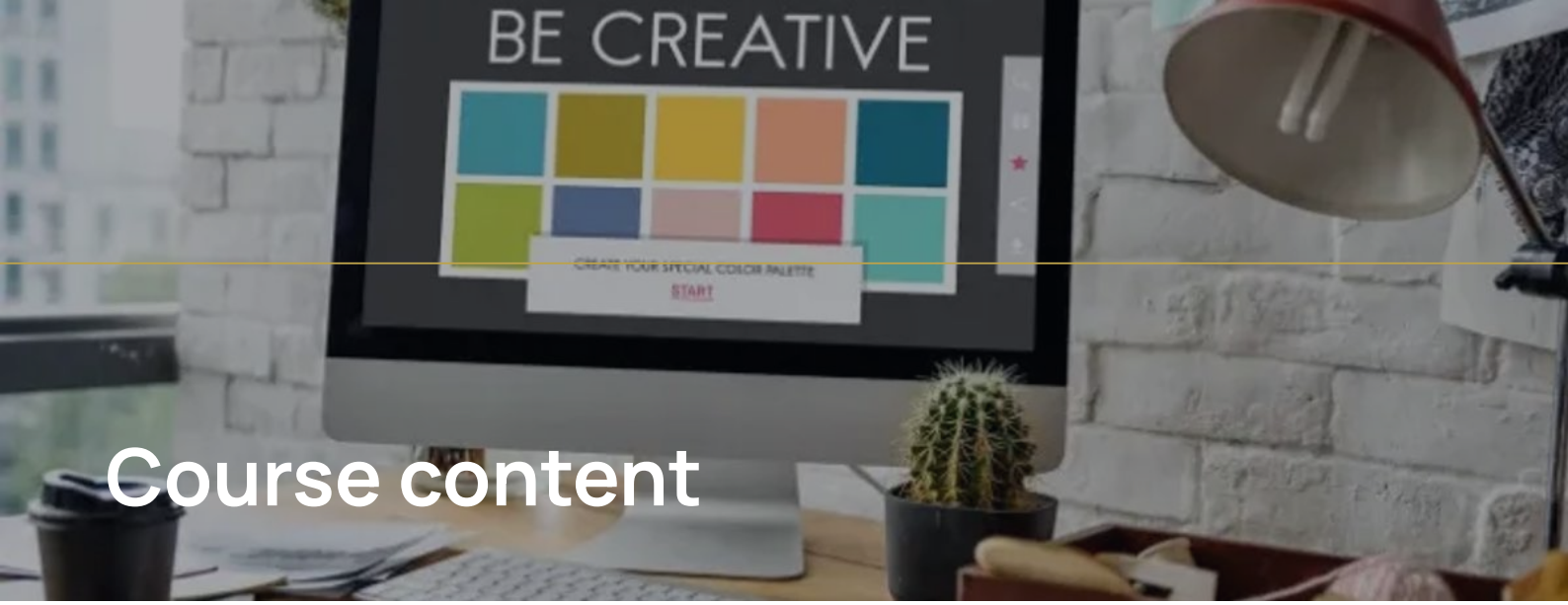
Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,450.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Paris Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,860.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,650.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Amsterdam Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,540.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,840.-**



Course content

Dates, venues and fees (continued)

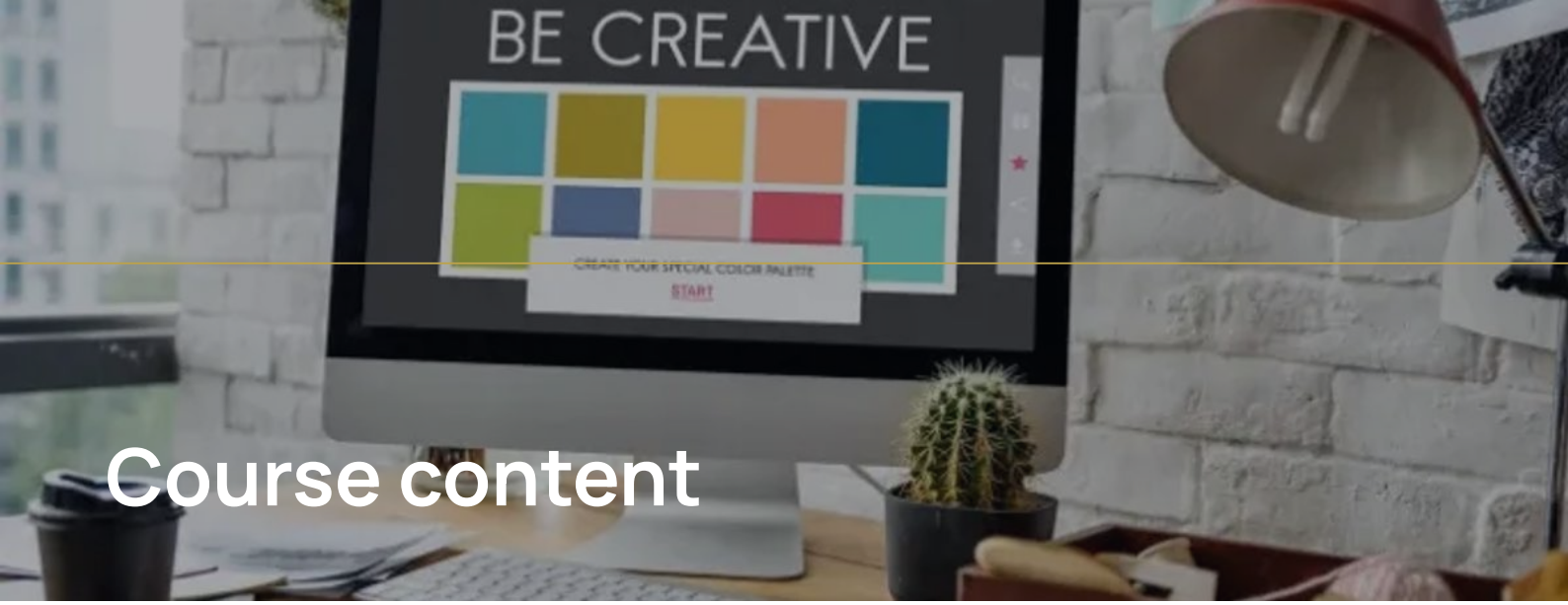
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Singapore Confirmed dates	9 Aug 2027	13 Aug 2027	**€2,820.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
London Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,450.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Dubai Confirmed dates	13 Sept 2027	17 Sept 2027	**€3,150.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Frankfurt Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

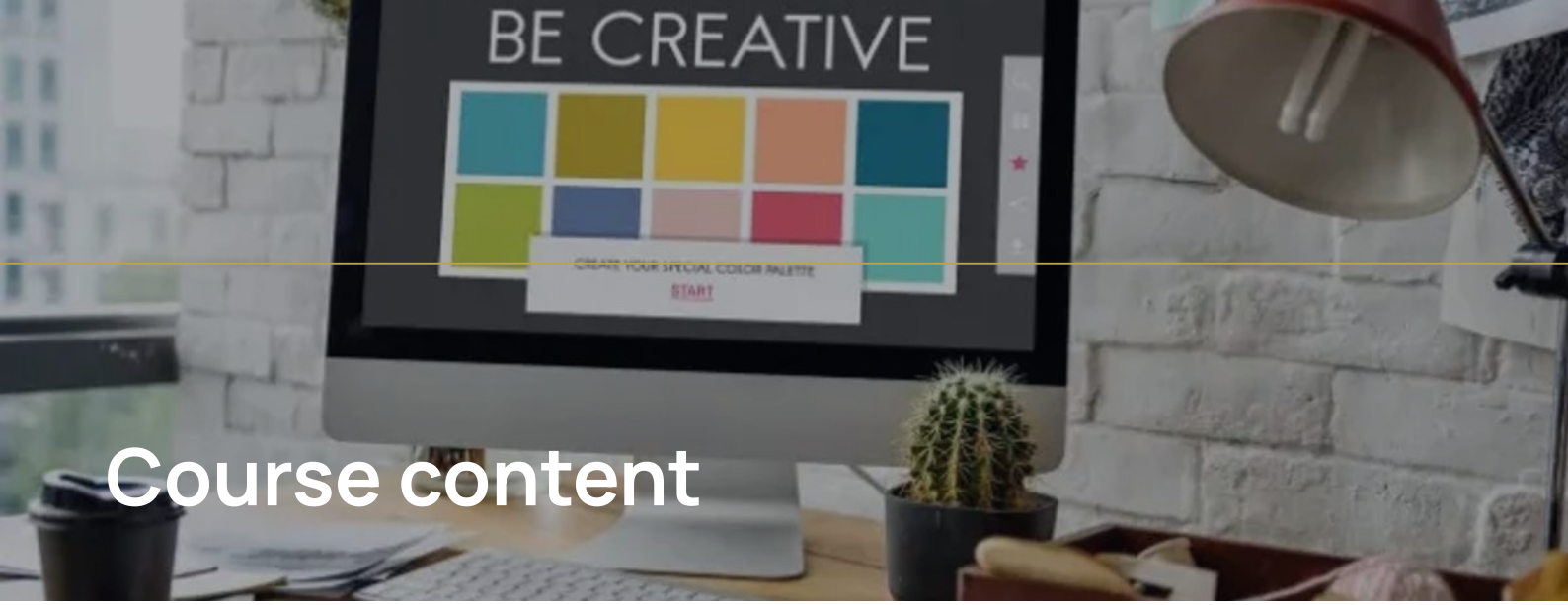
Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,890.–**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,450.–**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.–**
Paris Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,860.–**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Istanbul Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,650.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Amsterdam Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,540.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Vienna Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,940.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**
Singapore Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,820.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
London Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online