

PUBLIC RELATIONS | COURSE BROCHURE

Visual Communication and Design Thinking for PR

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Visual content captures attention and explains complex ideas faster than text. This course covers visual communication principles for PR teams: visual storytelling, layout and typography basics, infographics, brand consistency, briefing designers, design thinking for communication challenges and accessible visuals.

Audiences scroll past text but stop for strong visuals. You will learn to plan and brief visual content that works.

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

Visual analysis, infographic planning, design briefs, design thinking sprints and critiques.

Course objectives

By the end of this course, participants will be able to:
• Apply visual communication principles
• Plan visual stories
• Understand layout and typography basics
• Plan infographics
• Brief designers effectively
• Use design thinking for communication challenges

Target audience

This course is suitable for:
• PR and communication officers
• Content creators
• Social media staff
• Marketing professionals
• Internal communication staff



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Target competencies

Participants will develop competencies in:

- Visual storytelling
- Layout basics
- Infographic planning
- Design briefing
- Design thinking

Course outline

Day 1: Visual Principles

09:00–10:08	Why visuals work
10:08–11:00	Hierarchy
11:00–11:30	**Coffee break**
11:30–11:45	Hierarchy (continued)
11:45–12:53	Colour and contrast
12:53–14:00	Exercise

Day 2: Visual Storytelling

09:00–10:08	Story structure
10:08–11:00	Image selection
11:00–11:30	**Coffee break**
11:30–11:45	Image selection (continued)
11:45–12:53	Sequencing
12:53–14:00	Workshop

Day 3: Infographics

09:00–10:08	Data to visuals
10:08–11:00	Planning
11:00–11:30	**Coffee break**



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11:30–11:45	Planning (continued)
11:45–12:53	Common errors
12:53–14:00	Exercise

Day 4: Working with Designers

09:00–10:08	Design briefs
10:08–11:00	Brand guidelines
11:00–11:30	**Coffee break**
11:30–11:45	Brand guidelines (continued)
11:45–12:53	Feedback
12:53–14:00	Practice

Day 5: Design Thinking

09:00–10:08	Empathise and define
10:08–11:00	Ideate and prototype
11:00–11:30	**Coffee break**
11:30–11:45	Ideate and prototype (continued)
11:45–12:53	Accessibility
12:53–14:00	Action plan

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.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,840.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
Istanbul Confirmed dates	30 Nov 2026	4 Dec 2026	**€2,650.–**
Online Confirmed dates	30 Nov 2026	4 Dec 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,450.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Cape Town Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,890.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Dubai Confirmed dates	8 Feb 2027	12 Feb 2027	**€3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Vienna Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,940.–**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.–**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.–**
London Confirmed dates	12 Apr 2027	16 Apr 2027	**€2,450.–**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.–**
Dubai Confirmed dates	3 May 2027	7 May 2027	**€3,150.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	17 May 2027	21 May 2027	**€1,890.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Barcelona Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,840.–**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.–**
Rome Confirmed dates	28 Jun 2027	2 Jul 2027	**€2,450.–**
Online Confirmed dates	28 Jun 2027	2 Jul 2027	**€1,250.–**
London Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,450.–**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.–**
Cape Town Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,890.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Amsterdam Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,540.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Rome Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Dubai Confirmed dates	4 Oct 2027	8 Oct 2027	**€3,150.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Rome Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,940.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Paris Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,860.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**

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