Tel +44 20 4571 2395
info@siliconbeachtraining.co.uk

What is Graphic Design for Beginners Training?

This **Graphic Design Training course** introduces the fundamental concepts of graphic design and visual communication, bridging the gap between theory and real world practice. It is intended to provide a design basics ‘toolkit’ for those working within design or working closely with designers. This Graphic Design training course views design as a communication tool, exploring how and why it works.

Delivered through individual and teamed exercises, lecture, discussion, case studies this Graphic Design course is tailored to your specific business goals. Call us on +44 (0)1273 622272 to discuss your needs.

Course Objectives

By the end of our Graphic Design for Beginners training course, you will be able to:

- Understand visual communication best practice
- Apply fundamental concepts of graphic design to your work
- Produce materials using a design basics 'toolkit'
- Improve your processes to produce better work faster

Part 1: Concepts

- What is Graphic Design?
- What is a Graphic Designer?
- Brainstorming
- Mind Mapping
- Concept Generation
- Thinking Like a Visual Communicator
- Research Methods
- Visual Representation

Part 2: Composition

- Designing for the User
- Audience Perception
- Visual Perception

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Part 3: Components

- Typography Basics
- Grids
- Hierarchy
- Colour Theory
- Composition
- Layout Components
- Image Evaluation

Part 4: Critique

- Concept Evaluation
- Layout Evaluation
- Why it Works, Why it Doesn't

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