



Graphic Design Training Course: Master Adobe Tools & Design Concepts

06 - 10 Jan 2025
Istanbul



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Ref.: 36362_263806 **Date:** 06 - 10 Jan 2025 **Location:** Istanbul **Fees:** 3700 Euro

Course Overview:

The course is an in-depth program designed to provide participants with comprehensive training in the key aspects of graphic design. By the end of this course, learners will master industry-standard design applications such as Adobe Photoshop, Adobe Illustrator, and Adobe InDesign, equipping them with the necessary tools to create professional designs. Participants will also gain a deep understanding of graphic design concepts, colour theory for designers, and the design theory fundamentals needed to craft visually compelling designs across various media formats. With hands-on projects in branding and marketing design, logo design training, and portfolio development for designers, learners will have the opportunity to build a strong graphic design portfolio that demonstrates their skills to future employers.

Target Audience:

- Graphic Design Enthusiasts
- Aspiring Graphic Designers
- Marketing & Branding Professionals
- Entrepreneurs and Small Business Owners looking to enhance their design capabilities

Targeted Organizational Departments:

- Marketing Departments: Enhance their brand messaging and materials with professional branding and marketing design skills.
- Creative Teams: Develop high-quality visual communications and cohesive brand visuals using Adobe Photoshop, Illustrator, and InDesign.
- Human Resources: Help teams build visually engaging job postings, presentations, and internal communications with advanced graphic design techniques.
- Product Development Teams: Strengthen their product packaging and promotional materials with professional design tools and strategies.

Targeted Industries:

- Marketing and Advertising: Strengthen branding and marketing campaigns with professional graphic design for marketing skills.
- Media and Publishing: Equip designers with the skills to create professional publications and layouts using Adobe InDesign.
- Web and Digital Design: Focus on digital design training for online branding, web graphics, and social media campaigns.
- Corporate Branding: Companies looking to create strong visual identities and branding assets



will benefit from the expertise gained in logo design training and portfolio development for designers.

Course Offerings:

By the end of this course, participants will be able to:

- Master Adobe Photoshop to retouch photos and create graphics for web and print.
- Create professional page layouts with text and images using Adobe InDesign.
- Design scalable vector graphics such as logos, icons, and packaging with Adobe Illustrator.
- Apply graphic design concepts such as color theory and typography to create balanced and compelling visuals.
- Build and expand a professional graphic designer portfolio with hands-on projects and real-world assignments.
- Develop graphic design projects that are suitable for marketing and branding purposes.
- Learn effective job preparation for designers and career development strategies.

Training Methodology:

This graphic design training program uses a combination of learning methodologies to ensure that participants not only acquire theoretical knowledge but also gain practical, hands-on experience. The course incorporates:

- Case studies where participants analyze real-world graphic design projects to understand industry standards.
- Group work to foster collaboration and creativity, simulating professional team environments.
- Interactive sessions that explore tools like Adobe Photoshop, Illustrator, and InDesign for task-based learning.
- Feedback sessions and graphic design mentoring to guide participants through the learning process and refine their portfolios.
- Practical assignments and portfolio development for designers to track progress and build industry-ready skills in branding and marketing design.

Course Toolbox:

- Workbooks with step-by-step instructions for each application.
- Design templates and checklists to help structure projects and workflows.
- Reading materials on graphic design theory, color theory for designers, and typography.
- Online resources for supplementary learning, including video tutorials and design case studies.
- Portfolio Review and feedback sessions with graphic design mentors to refine your portfolio.
- Access to Adobe Portfolio to build and showcase your work online.

Course Agenda:



Day 1: Introduction to Adobe Creative Cloud and Adobe InDesign

- **Topic 1:** Introduction to Adobe Creative Cloud Applications for Graphic Designers
- **Topic 2:** Navigating Adobe InDesign Interface and Workspace
- **Topic 3:** Creating Layouts with Text, Color, and Graphics in InDesign
- **Topic 4:** Designing Multi-Page Documents and Using Master Pages
- **Topic 5:** Preparing Files for Output: Printing and PDF Creation
- **Topic 6:** Practical Exercises on InDesign Layout Design
- **Reflection & Review:** Discuss the day's key learnings and challenges with InDesign

Day 2: Mastering Adobe Photoshop for Graphic Design

- **Topic 1:** Introduction to Adobe Photoshop for Graphic Design
- **Topic 2:** Photo Retouching Techniques: Adjusting Color, Contrast, and More
- **Topic 3:** Creating Graphics for Print and Digital Media
- **Topic 4:** Image Preparation for Web, Videos, and Print Design
- **Topic 5:** Working with Layers, Filters, and Advanced Photoshop Tools
- **Topic 6:** Hands-on Practice with Photoshop Graphics Creation
- **Reflection & Review:** Review the Photoshop skills learned and reflect on application to real-world projects

Day 3: Learning Adobe Illustrator for Logo and Vector Design

- **Topic 1:** Introduction to Adobe Illustrator for Vector Graphic Design
- **Topic 2:** Creating Logos, Icons, and Patterns with Illustrator
- **Topic 3:** Using the Pen Tool and Drawing Templates for Digital Drawings
- **Topic 4:** Working with Typography and Text Effects in Illustrator
- **Topic 5:** Creating Scalable Vector Graphics for Web and Print
- **Topic 6:** Hands-on Practice with Illustrator: Designing Logos and Icons
- **Reflection & Review:** Discuss challenges and solutions from hands-on Illustrator practice

Day 4: Graphic Design Theory and Branding Design

- **Topic 1:** Understanding Graphic Design Theory: Composition and Visual Balance
- **Topic 2:** Applying Color Theory to Create Visually Compelling Designs
- **Topic 3:** Typography Principles: Font Selection and Application in Design
- **Topic 4:** Designing for Branding: Creating Logos and Brand Identity
- **Topic 5:** Developing Marketing Materials: Packaging, Brochures, and Flyers
- **Topic 6:** Real-World Branding and Marketing Projects for Your Portfolio
- **Reflection & Review:** Reflect on branding principles and their real-world applications

Day 5: Portfolio Development and Job Preparation

- **Topic 1:** Introduction to Portfolio Development: Organizing Your Work



- **Topic 2:** Refining Your Portfolio: What to Include and How to Showcase Your Skills
- **Topic 3:** Creating Web-Ready Portfolios with Adobe Portfolio
- **Topic 4:** Resume and LinkedIn Profile Tips for Graphic Designers
- **Topic 5:** Mock Interview and Job Application Tips for Designers
- **Topic 6:** Professional Portfolio Review and Final Project Presentation
- **Reflection & Review:** Final reflections on the course, review of portfolio projects, and career advice

How This Course is Different from Other Graphic Design Courses:

The course stands out by providing hands-on learning with industry-leading tools like Adobe Photoshop, Illustrator, and InDesign, combined with a strong focus on building a graphic design portfolio that reflects professional standards. Unlike other courses, this program includes personalized graphic design mentoring to guide participants through their learning journey, helping them refine their skills, portfolios, and resumes. The course covers not only the technical aspects of digital design training but also emphasizes creative design processes, enabling participants to develop strong branding and marketing design skills. This interactive approach, paired with real-world assignments, ensures that participants graduate with both practical knowledge and a professional portfolio, giving them an edge in the competitive design industry.

WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



AGILE LEADERS
Training Center

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Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Finance and Accounting Programs
- Human Resources Management Programs
- Management & Leadership Programs
- Political & Public Relations Programs
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- Quality & Process Management
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



Where to Find Us

You can join our training programs at our centers located in

We also offer online training sessions through the Zoom platform.



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- Spain**
Barcelona
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