



Modern Print Layout & Production Mastery

18 - 22 May 2027
Madrid



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Ref.: 103600502_81319 **Date:** 18 - 22 May 2027 **Location:** Madrid **Fees:** 5700 **Euro**

Course Overview

The Editorial & Print Design: Modern Layout and Print Production Skills course offers an intensive professional pathway that enables participants to fully understand and execute editorial and print design processes—from concept development to producing high-quality printed materials.

The course is built on principles of print design, graphic communication, and visual storytelling as presented in the attached file, with a strong focus on using professional software such as **Adobe InDesign, Illustrator, and Photoshop** to create brochures, catalogues, posters, and other printed materials.

Participants will follow a practical, hands-on methodology that begins with deep comprehension of typographic layout and visual hierarchy, progresses into art direction, and concludes with building cohesive visual narratives using photography and illustration. They also gain the skills needed to prepare print-ready files and manage production workflows according to modern design standards.

The course provides a complete understanding of how to integrate text and imagery to produce impactful corporate publications and editorial content. With practical training in print setup and production management, the course is ideal for designers, marketers, entrepreneurs, and creative teams within organizations seeking to elevate their printed communication materials. It transforms participants from foundational knowledge to high-level proficiency and strengthens their visual judgment to align with today's editorial and print design market.

Target Audience

- Beginner and intermediate graphic designers
- Marketing and corporate communications professionals
- Entrepreneurs and startup founders
- Media and publishing staff
- Corporate creative and marketing teams
- Students of design and visual arts

Target Departments

- Marketing and Corporate Communications seeking professional-quality company publications
- Public Relations departments aiming to enhance editorial materials using layout and print design
- Branding and Visual Identity teams developing brochures, catalogues, and posters
- Production and content teams responsible for visual communication and advertising materials
- Internal printing and publishing units managing professional print outputs

Target Sectors

- Media and publishing
- Advertising and marketing agencies
- Technology companies and startups
- Educational institutions
- Fashion and consumer product companies
- Cultural centers and museums
- Government entities
- Organizations using printed guides, manuals, or promotional materials

Course Objectives

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

- Apply print design and editorial design principles to develop professional printed materials
- Use Adobe InDesign, Illustrator, and Photoshop for high-quality print outputs
- Plan and design brochures, catalogues, and posters using modern typographic layout standards
- Build effective visual hierarchies that integrate text and imagery
- Apply art direction techniques using photography and illustrations
- Prepare print-ready files and manage print production workflows
- Enhance the quality of corporate publications in line with modern graphic design standards



Training Methodology

The course uses a hands-on, interactive learning approach that blends academic explanation with practical application. Participants will analyze successful design samples and complete real-world exercises involving brochures, catalogues, and advertising posters.

Training includes:

- Interactive workshops
- Practical projects using Adobe InDesign, Illustrator, Photoshop
- Typography and layout exercises
- Visual storytelling and art direction tasks
- File preparation and print-production exercises
- Group discussions, demonstrations, individual and team assignments
- Detailed feedback and professional critique sessions

The methodology emphasizes transforming conceptual knowledge into applicable design skills suitable for corporate environments.

Course Tools

- Practical examples from editorial and print design
- Local and international corporate design samples
- Ready-to-use templates for layout and brochure design
- Adobe CC educational resources InDesign, Illustrator, Photoshop
- Case studies of corporate publications
- Recommended references in visual communication and print production

Course Agenda

Day 1: Foundations of Typography & Editorial Structure

- **Topic 1:** Principles of Printing and Typographic Systems
- **Topic 2:** Visual Layout Foundations and Modern Design Rules
- **Topic 3:** Building Effective Visual and Typographic Hierarchy
- **Topic 4:** Introduction to Print Design Concepts and Applications
- **Topic 5:** Core Elements of Editorial Design and Page Architecture
- **Topic 6:** Page Composition, Grids, and Structuring Text-Image Flow
- **Reflection & Review:** Key principles of editorial layout and foundational print design



Day 2: Adobe CC Tools for Professional Print Design

- **Topic 1:** Mastering Adobe InDesign for Page Layout and Multi-Page Documents
- **Topic 2:** Using Illustrator for Vector Graphics and Print-Ready Artwork
- **Topic 3:** Advanced Photoshop Techniques for Image Editing in Print
- **Topic 4:** Integrating InDesign, Illustrator, and Photoshop in Unified Projects
- **Topic 5:** Building Editorial Grids, Modular Layouts, and Multi-Column Structures
- **Topic 6:** Practical Poster and Advertising Layout Design
- **Reflection & Review:** Review of applied software techniques and project improvements

Day 3: Editorial Production & Corporate Publication Design

- **Topic 1:** Constructing Visual Narratives for Brochures and Publications
- **Topic 2:** Planning Content Flow and Sequencing for Corporate Documents
- **Topic 3:** Print Specifications, Color Modes, and Technical Production Choices
- **Topic 4:** Art Direction for Photography, Icons, and Illustrations in Print
- **Topic 5:** Designing Brochures, Catalogues, and Multi-Section Publications
- **Topic 6:** Creating Professional Corporate Publications and Brand Print Assets
- **Reflection & Review:** Editorial production quality assessment and refinement

Day 4: Preparing Print-Ready Files & Production Techniques

- **Topic 1:** Scanning, Color Conversion, and Managing CMYK/RGB Workflows
- **Topic 2:** Imposition Techniques and Professional Print Setup
- **Topic 3:** Selecting Paper Types, Materials, Textures, and Color Finishes
- **Topic 4:** Special Printing Techniques and Creative Finishing Options
- **Topic 5:** Binding Methods, Folding Styles, and Print Assembly Standards
- **Topic 6:** Creating Final Export Files and Quality-Assured Print Packages
- **Reflection & Review:** Evaluation of print-file preparation and production readiness

Day 5: Practical Application, Print Management & Final Projects

- **Topic 1:** Managing the Printing Process and Communicating with Print Houses
- **Topic 2:** Scheduling, Tracking, and Controlling Production Stages
- **Topic 3:** Strategies to Improve Editorial and Print Design Quality
- **Topic 4:** Student Project Development and Professional Presentation
- **Topic 5:** Corporate Publication & Brand Asset Analysis and Feedback
- **Topic 6:** Complete Workflow for Producing High-Quality Printed Materials
- **Reflection & Review:** Comprehensive final review and end-of-course evaluation



FAQ

What qualifications are required to join the course?

No advanced technical prerequisites—basic computer literacy and interest in print/editorial design are sufficient. The course is suitable for beginners and intermediates.

What is the duration per day and total hours?

Daily sessions are approximately 4–5 hours, including breaks.
Total duration: 20–25 hours over 5 days.

Is prior knowledge of visual hierarchy or print imposition required?

No, these concepts will be explained from the beginning with hands-on guidance.

How This Course is Different from Other Editorial & Print Design Courses

This course distinguishes itself from other “Editorial & Print Design: Modern Layout & Production Skills” programs by offering a complete, end-to-end learning experience that merges creative design, editorial structure, and real production workflows. Unlike standard courses that focus mainly on Adobe tools, this program goes further by integrating practical industry methods, modern layout principles, and visual storytelling techniques derived directly from real design practices.

Participants learn how to plan, design, and produce corporate publications using professional-level visual hierarchy, narrative sequencing, and print-ready file preparation. The course also emphasizes production management, paper selection, finishing techniques, and communication with printing houses—skills rarely included in similar programs. By the end, learners gain the ability not only to design attractive layouts but to deliver high-quality brochures, catalogues, posters, and branded publications that meet professional print and editorial standards, making this course uniquely comprehensive and industry-focused.

Training Course Categories



Agile PM and Project Management Training Courses



Certified Courses By International Bodies



Communication & Public Relations Training Courses

Communication and Public Relations Training Courses



Data Analytics Training and Data Science Courses



Environment & Sustainability Training Courses



Finance and Accounting Training Courses



Governance, Risk and Compliance Training Courses



Human Resources Training and Development Courses



IT Security Training & IT Training Courses



Leadership and Management Training Courses



Legal Training, Procurement and Contracting Courses



Maintenance Training and Engineering Training Courses

Training Course Categories



Marketing, Customer Relations, and Sales Courses



Occupational Health, Safety and Security Training Courses



Personal & Self-Development Training Courses



Quality and Operations Management Training Courses



Secretarial and Administration Training Courses



Training Cities



Abu Dhabi - UAE



Accra - Ghana



Al Jubail - Saudi Arabia



Amman - Jordan



Amsterdam - Netherlands



Athens - Greece



Baku - Azerbaijan



Bali - Indonesia



Bangkok - Thailand



Barcelona - Spain



Berlin - Germany



Cairo - Egypt



Cape town - South Africa



Casablanca - Morocco



Chicago - USA



Doha - Qatar



Training Cities



Dubai - UAE



Frankfurt - Germany



Geneva - Switzerland



Istanbul - Turkey



Jakarta - Indonesia



Johannesburg - South Africa



Kuala Lumpur - Malaysia



Kuwait - Kuwait



Langkawi - Malaysia



Lisbon - Portugal



London - UK



Madrid - Spain



Manama - Bahrain



Marbella - Spain



Milan - Italy



Montreux - Switzerland



Training Cities



Munich - Germany



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Nairobi - Kenya



New York - USA



Nice - France



Paris - France



Phuket - Thailand



Porto - Portugal



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Sharm El-Sheikh - Egypt



Singapore - Singapore



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Training Cities



Tbilisi - Georgia



Tokyo - Japan



Toronto - Canada



Trabzon - Turkey



Vienna - Austria



Zanzibar - Tanzania



**Zoom - Online
Training**