



Modern Editorial Layout & Print Production

13 - 17 Apr 2027
Baku

Modern Editorial Layout & Print Production

Ref.: 103600533_81498 **Date:** 13 - 17 Apr 2027 **Location:** Baku **Fees:** 5000 **Euro**

Course Overview

The Editorial and Print Design: Modern Layout and Print Production Skills course provides an intensive professional pathway that helps participants understand and implement editorial and print design processes comprehensively, from concept development to producing high-quality printed materials.

The course is based on the principles of print design, printed graphic design, and visual communication as presented in the attached reference Print Communication Design Course. It focuses on using professional software such as Adobe InDesign, Illustrator, and Photoshop for print production. This enables participants to develop strong editorial works such as brochures, catalogs, posters, and printed advertisements.

The program offers a practical methodology that begins with establishing a deep understanding of typographic layout and visual hierarchies, and extends to art direction and visual storytelling using photography and illustration. Participants will also develop the ability to produce professional printed materials aligned with modern design standards.

The course also provides clear insights into how text and imagery can be integrated to create impactful corporate publications and targeted editorial content. Practical training will also cover preparing print-ready files and managing print production workflows, making the course ideal for designers, marketers, entrepreneurs, and creative teams within organizations.

Ultimately, the program supports participants in transitioning from basic knowledge to professional expertise while developing a strong visual sense aligned with the demands of today's editorial and print design industry.

Target Audience

- Beginner and intermediate graphic designers
- Marketing and corporate communication professionals
- Entrepreneurs and startup founders
- Media and publishing staff in organizations
- Creative and marketing teams in companies
- Design and visual arts students



Target Departments

- Marketing and corporate communication departments aiming to improve corporate publication design with professional print quality
- Public relations departments seeking to develop impactful editorial materials based on editorial design and typographic layout
- Branding and visual identity departments responsible for designing brochures, catalogs, and posters
- Production and content teams responsible for visual communication and advertising outputs
- Internal printing and publishing units managing professional print production

Target Industries

- Media and publishing
- Advertising and marketing agencies
- Technology companies and startups
- Educational institutions
- Fashion and consumer goods companies
- Cultural centers and museums
- Government and public sector organizations
- Organizations relying on printed manuals or promotional materials

Course Objectives

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

- Apply principles of print design and editorial design to produce professional printed materials
- Use Adobe InDesign, Illustrator, and Photoshop effectively for print production
- Plan and design brochures, catalogs, and posters according to modern typographic layout standards
- Build effective visual hierarchies combining text and images for strong visual communication
- Implement art direction techniques using photography and illustration
- Prepare print-ready files and manage print production processes
- Improve the quality of corporate publications in line with professional print graphic design standards



Training Methodology

The course follows an interactive learning approach that combines academic explanation with practical application, using the attached Print Communication Design Course material as the foundation for exercises. Participants will analyze successful printed designs and complete practical assignments including brochure design, catalog design, and poster creation.

The methodology includes interactive workshops where participants develop a complete print design project from concept to final output using Adobe InDesign, Illustrator, and Photoshop. Participants will also practice typographic layout techniques, visual storytelling development, art direction, and preparing files for professional printing.

The course includes group discussions, demonstrations, individual and team exercises, and structured feedback sessions designed to strengthen participants' graphic design skills. The training focuses on transforming theoretical knowledge into practical workplace skills, enabling participants to produce professional printed materials and meet contemporary editorial standards.

Course Tools

- Case examples from international and local companies
- Ready-made templates for typographic layouts and brochure planning
- Adobe Creative Cloud learning resources InDesign, Illustrator, Photoshop
- Case studies of corporate publication design projects
- Recommended references in visual communication and professional print production
- Note: No physical tools are provided. The course focuses on professional insights and practical examples.

Course Content

Day 1: Principles of Typography and Editorial Design

- **Topic 1:** Fundamentals of Typography
- **Topic 2:** Visual Principles of Layout Design
- **Topic 3:** Visual and Typographic Hierarchies
- **Topic 4:** Introduction to Print Design
- **Topic 5:** Elements of Editorial Design
- **Topic 6:** Understanding Typographic Layout and Page Composition
- **Reflection and Review:** Review of core concepts and basic exercises



Day 2: Adobe CC Tools for Print Design

- **Topic 1:** Introduction to Adobe InDesign for page layout
- **Topic 2:** Using Illustrator for vector graphics in print
- **Topic 3:** Image processing in Photoshop for print production
- **Topic 4:** Integrating the three applications in one project
- **Topic 5:** Building professional editorial grids and layouts
- **Topic 6:** Practical application in poster design
- **Reflection and Review:** Reviewing applications and correcting designs

Day 3: Editorial Production and Publication Design

- **Topic 1:** Building visual storytelling in publications
- **Topic 2:** Planning and structuring brochure content
- **Topic 3:** Print specifications and typographic choices
- **Topic 4:** Art direction for photography and illustrations
- **Topic 5:** Designing brochures and catalogs
- **Topic 6:** Designing professional corporate publications
- **Reflection and Review:** Reviewing editorial production

Day 4: Print Preparation and File Production

- **Topic 1:** Scanning and color conversion
- **Topic 2:** Print imposition and professional printing techniques
- **Topic 3:** Choosing paper, materials, and color systems
- **Topic 4:** Special printing techniques and finishing
- **Topic 5:** Binding methods and options
- **Topic 6:** Preparing final print-ready files
- **Reflection and Review:** Review of printing and production processes

Day 5: Practical Application and Production Management

- **Topic 1:** Managing printing workflows and communication with print houses
- **Topic 2:** Scheduling and managing production stages
- **Topic 3:** Strategies for improving editorial design quality
- **Topic 4:** Student projects and presentation of work
- **Topic 5:** Analysis of corporate publications and brand materials
- **Topic 6:** Steps for producing professional printed materials
- **Reflection and Review:** Comprehensive review and final evaluation



FAQ

What prerequisites are required before enrolling in the course?

No advanced technical background is required. Basic computer knowledge and an interest in print and editorial design are sufficient. The course is suitable for beginners and intermediate participants.

How long is each daily session and what is the total course duration?

Each daily session lasts approximately 4–5 hours, including breaks and interactive activities. The full course runs for five days, totaling 20–25 hours.

How This Course Differs from Other Courses

This course goes beyond teaching technical tools by providing a comprehensive editorial and visual design perspective that integrates print design, printed graphic design, and visual communication, as presented in the *Print Communication Design Course* reference.

The program is based on practical applications inspired by real projects, giving participants hands-on experience in designing brochures, catalogs, posters, and corporate publications.

Unlike traditional courses that focus only on Adobe software, this course provides a holistic methodology integrating:

- typographic layout planning
- visual storytelling
- art direction
- professional print production

Participants will also gain the ability to manage print projects effectively and prepare final print-ready files, a critical skill that many design courses do not address.

Through practical exercises, participants will develop a strong visual sense and the ability to make informed design decisions, making this one of the most comprehensive and modern training programs in editorial and print design.



Training Course Categories

Agile PM and Project Management Training Courses

Certified Courses By International Bodies

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

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	Bangkok Thailand	Barcelona Spain
Berlin Germany	Cairo Egypt	Cape town South Africa
Casablanca Morocco	Chicago USA	Doha Qatar
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	Munich Germany	Muscat Oman
Nairobi Kenya	New York USA	Paris France
Phuket Thailand	Porto Portugal	Prague Czech Republic

Training Cities

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Rome

Italy

San Diego

USA

Seoul

South Korea

Sharm El-Sheikh

Egypt

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