Commercial Print & Editorial Design: Layout and Production

20 – 24 September 2027
Addis Ababa

AGILE LEADERS
Training Center

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Ref: 103600502_225310 **Date:** 20 – 24 September 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Mastering editorial & print design requires blending dynamic visual storytelling with rigorous art direction across promotional print collateral. This programme concentrates on the development of high-impact brochures, product catalogues, and display posters, transforming raw marketing assets into compelling physical artifacts. Participants explore compositional pacing, image curation, font styling, and prepress standards across Adobe InDesign, Illustrator, and Photoshop. The syllabus guides creative staff through theme ideation, multi-page architecture, artwork packaging, and physical finishing selections. This course is delivered by Agile Leaders Training Center.

Who Should Attend

- Graphic artists and brand creators seeking expertise in promotional brochures, display posters, and commercial literature.
- Marketing coordinators and communication specialists steering publication campaigns and physical brand collateral.
- Art directors and content leads establishing aesthetic guidelines for enterprise literature and product catalogues.
- Publishing assistants aiming to refine image handling, typesetting discipline, and press-ready file delivery.
- Communications officers seeking higher craftsmanship in internal documents, event banners, and company lookbooks.

Departments and Industries

This training benefits creative, promotional, and marketing units across sectors reliant on high-grade promotional print collateral and brand literature.

- Marketing Communications, Brand Identity Units, and Creative Studios
- Public Relations, Advertising Agencies, and Commercial Media Teams
- Retail, Fashion, Consumer Goods, and Luxury Product Enterprises
- Cultural Venues, Exhibition Organisers, and Educational Establishments
- Corporate Publishing Divisions and Printing Management Units

Learning Objectives

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

- Apply core visual storytelling and art direction strategies across promotional print collateral.
- Structure dynamic page architectures for promotional brochures, lookbooks, and multi-page catalogues.
- Coordinate vector graphics, image assets, and live copy seamlessly within Adobe InDesign, Illustrator, and Photoshop.
- Curate commercial photography, custom illustrations, and iconography into unified aesthetic narratives.
- Specify paper stocks, binding mechanisms, inks, and tactile finishing treatments for maximum tactile appeal.
- Generate compliant press-ready file delivery packages and manage commercial print house collaboration.

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Course Agenda

Day 1: Visual Storytelling and Collateral Architecture

- Narrative frameworks in brand publishing: translating brand messaging into visual storytelling
- Anatomy of marketing literature: single-sheet handouts, multi-fold leaflets, and booklets
- Typesetting mechanics: line length, leading proportions, font pairing, and optical alignment
- Establishing informational rank through contrast, proportion, whitespace, and focal entry points
- Multi-column page grids and fluid structures for narrative pacing
- Poster composition: commanding attention, viewing distance calculations, and display dynamics

Day 2: Creative Cloud Synergy for Print Collateral

- InDesign workspace architecture: master pages, nested character styles, and baseline alignment
- Vector drawing in Illustrator: brand marks, technical diagrams, and scalable poster elements
- Photoshop prepress techniques: pixel resolution, CMYK tonal curves, and color adjustments
- Managing linked assets, smart objects, and CC libraries across multi-asset teams
- Designing impactful promotional brochures: folding dummies, panels, and read order
- Large-format display layouts: resolution requirements and bleed parameters for exhibition graphics

Day 3: Art Direction and Catalogue Architecture

- Art direction fundamentals: defining photographic tone, model casting, and lighting style
- Commissioning and integrating bespoke illustration styles, iconography, and data graphics
- Multi-page catalogue styling: category openers, product matrices, and SKU data organisation
- Managing reader interest across lengthy collateral using spreads, callouts, and hero imagery
- Visual consistency frameworks: style sheets, colour swatch systems, and brand governance
- Critical spread reviews: rhythm, contrast, and messaging clarity

Day 4: Materials, Finishes, and Prepress Mechanics

- Understanding color mechanics: process inks, spot colour libraries, and ink coverage thresholds
- Evaluating paper stocks: uncoated, silk, gloss, textured, grammage weight, and caliper bulk
- Speciality tactile treatments: spot UV varnishing, foil block stamping, embossing, and die-cutting
- Binding methodologies: saddle stitch, pur binding, section sewing, and mechanical wire binding
- Technical file verification: bleed margins, safe trim zones, creep compensation, and image links
- Generating PDF/X standards, colour profile embedding, and automated preflight reporting

Day 5: Print House Coordination and Project Showcase

- Procurement communication: building exact technical job specification briefs for press vendors
- Navigating proofing loops: scatter proofs, digital soft proofs, and wet running proofs
- Pressroom verification: monitoring ink balance, dot gain, registration marks, and trim accuracy
- Troubleshooting common mechanical faults: ghosting, hickeys, bronzing, and cracking on folds
- Participant collateral presentation: showcasing brochure, catalogue, and poster suites
- Detailed group critique and assessment against professional commercial publishing criteria

Practical Exercises

Participants complete structured assignments using industry-standard tools to reinforce practical knowledge.

- Suggested activity: Develop an art direction mood board and style guide for a seasonal lifestyle brochure.
- Suggested activity: Construct a multi-page catalogue styling spread with complex product listings and data tables.
- Suggested activity: Assemble a high-impact advertising poster balancing display headline type with feature photography.
- Suggested activity: Perform preflight checks and output a verified press-ready file delivery package with custom fold marks.

Frequently Asked Questions

What qualifications or prior experience are required to attend?

Basic computer operation skills and general familiarity with graphic software interfaces are sufficient. Prior prepress mastery or commercial publishing background is not required, as foundational concepts are thoroughly explained.

What is the daily schedule and total time commitment?

The course meets across one week, offering four to five instructional hours each day, including guided demonstrations, individual tasks, and feedback discussions, totaling 20 to 25 hours.

How does this course differ from other editorial publishing programmes?

While general publication courses often concentrate on long-form books or periodicals, this curriculum emphasizes marketing collateral, visual storytelling, art direction, and high-impact physical deliverables like promotional brochures, multi-page catalogues, and display posters.

Course Summary

Participants acquire the creative vision and prepress discipline needed to conceptualise, art direct, and produce distinguished promotional collateral that excels from initial sketch to finished commercial press sheet.