



PUBLIC RELATIONS

Graphic Design & Desktop Publishing

Course code: PR-010

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

Professional graphic design and desktop publishing are essential for creating strong visual communication across print, digital, and marketing channels. Effective design combines creativity with technical skills, typography, layout principles, image production, and brand consistency. This course provides participants with practical tools to create professional designs, prepare files for print, develop digital graphics, and support modern communication and marketing needs.

Why Attend

This course uses an interactive and practical approach through presentations, live demonstrations, software practice, design workshops, case studies, group discussions, and hands-on creative exercises.

Who Should Attend

Graphic Designers
Marketing Professionals
Communication Teams
Desktop Publishing Staff
Content Creators
Small Business Owners
Anyone seeking practical design skills

— Learning Objectives

- Understand core principles of graphic design and visual communication
- Apply colour theory, typography, and composition effectively
- Use professional design software for creative projects
- Prepare images and files for print production
- Create digital illustrations and visual assets
- Design professional layouts for desktop publishing
- Apply web and marketing design principles
- Build consistent branding across multiple channels

— Course Outline

DAY 1

Fundamentals of Graphic Design

- Introduction to graphic design and its purpose
- Colour theory and colour psychology
- Resolution principles and image quality
- Vector and postscript concepts in design workflows
- Essential hardware components for graphic design
- Popular software: Adobe Photoshop, Illustrator, InDesign
- Setting up a professional design workplace
- Ergonomics, colour calibration, and file management
- Exercise: Analyse professional posters for colour, typography, and composition

DAY 2

Digital Imaging and Printing Production

- Digital imaging tools and raw materials
- Graphic tablets, scanners, and digital cameras
- Scanning and image capturing principles
- Scanning resolution, file formats, and colour sampling
- Photography basics and royalty-free image usage
- Composition, lighting, licensing, and copyright rules
- Prepress processes and print file preparation
- Printer management and digital printing techniques
- Embedding and linking graphics in print-ready files
- Working with PDFs for print production
- Case study: Evaluate a faulty print sample

DAY 3

Digital Illustration

- Comparing vector and bitmap graphics
- Digital illustration tools and techniques
- Bézier curves, selections, masks, rasterising, clipping paths
- Object management and layer organization
- Grouping, locking, aligning, arranging, transforming
- Brushes, filters, gradients, and effects
- Photo manipulation and montage techniques
- Producing realistic illustration effects

- Combining pixels with paths, perspective, and shadows
- Typography and text integration into illustrations
- Exercise: Create a mixed-media illustration

DAY
4

Design and Typography for Desktop Publishing

- Design principles and reader perception
- Typographic rules for print publications
- Legibility, spacing, type families, and font pairing
- Popular typefaces and font selection for branding
- Layout components in desktop publishing

- Grids, margins, master pages, paragraphs, and text styles
- Integrating graphics with text and copy-fitting
- Managing multi-page layouts and preparing files for print
- Activity: Redesign a three-page brochure

DAY
5

Web and Marketing Design Principles

- Introduction to web design concepts and principles
- Visual hierarchy, responsiveness, and user experience
- Web graphics and internet image formats
- Webpage layout and structural elements
- HTML structure and CSS formatting basics
- Common web design software
- Best practices for navigation and hyperlinks
- Connection between design and marketing
- Visual consistency across channels
- Case study: Review a company website for usability and branding improvements

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Barcelona - Spain	€2,125
12 - 16 October 2026	Istanbul - Türkiye	€1,925
9 - 13 November 2026	Amsterdam - Netherlands	€2,100
16 - 20 November 2026	Istanbul - Türkiye	€1,600
7 - 11 December 2026	Paris - France	€2,200
14 - 18 December 2026	Barcelona - Spain	€2,100
21 - 25 December 2026	Munich - Germany	€2,125
4 - 8 January 2027	Istanbul - Türkiye	€1,425

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.