

Design and Layout

1 Day Course

Our Design and Layout training course is aimed at individuals who are responsible for the production of professional print based layouts using any layout programme - including InDesign, Quark Xpress etc. The course structure is designed to give you the confidence to produce a range of printed material - brochures, reports, proposals and other business literature, with a set of hard and fast rules and design theory.

Who should attend?

You may have been tasked with the job of producing or managing the creation of a range of printed material. Whether from a design, administration or purchasing background, the appreciation of a few ground rules for the design of print based material will give you a foundation to work from.

No previous experience or specific design knowledge is required. (Note - if the course is being run on-site at a client, you need to be able to provide a computer running Mac or Windows and a suitable pre arrange layout program like InDesign/QuarkXPress).

The course on each day runs from 9.30 am to approximately 4.30pm.

COURSE CONTENT

• Introduction

- A look at good and bad design
- Design Freedom
- The approval system
- Walk away from your computer
- Scamps and Roughs
- Creating a Template Collection
- Questions to ask before you design anything

• The Design Process

- The Elements of Design
- Developing the Brief
- Research, sourcing images & graphics

The Layout Process

- Basic Concepts
- Guiding the Reader
- Negative Space, balance, unity and

consistency

- 3rd's, margins
- Use of layout tools, grids and guides
- Layout personality and style
- Breaking grids
- Symmetry and Asmetry
- Space and Balance

• Use of Typography

- The message given by type
- Text greys and tones
- The anatomy of type
- How type is measured
- Typesetting practice
- Headings and Emphasis
- Types of Typefaces: Serif & Sans Serif

• Output

- A checklist before going to print

• Use of Colour

- Working with Colour
- Different Colour Models
- The Mood of Colour
- Colour Harmonies
- Choosing Colours for the Project
- Spot/Pantone Colours

• Food for Thought

- Current and Past Trends
- Photography and Illustration
- Fashion/Trends
- Creative Overprinting
- Crops and Focus
- Bleeds and Background

- Understand the key principles of layout and typography
- Have the confidence to design and layout a variety of printed literature

What will I learn?

For more information or to book a course please call 01926 436934



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