

**LEADERS
TRAINING CENTRE**

"Empowering Minds, Transforming Careers"

GRAPHIC Design

**BUILD YOUR CREATIVITY
NOW WITH US.**



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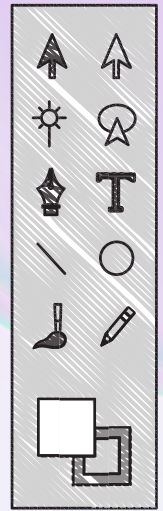
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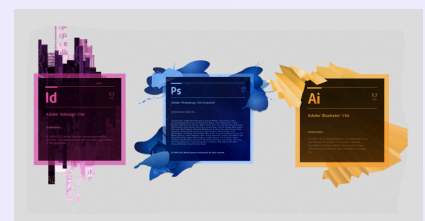
Graphic Design: Transform Ideas into Visuals

Unlock the fundamentals of graphic design and develop the skills to create professional-quality visuals. This course covers essential design principles, key tools, and techniques to help you craft eye-catching designs. By the end, you'll have the confidence to produce creative projects that effectively communicate your ideas and stand out in the design world.



CORE CONCEPTS

- ✓ **Color Theory & Composition:** Understand the power of color in design by mastering color harmonies, contrasts, and psychological effects. Learn how to apply these principles to create balanced, visually appealing compositions that guide the viewer's attention and enhance the overall design.
- ✓ **Typography:** Dive into the art of arranging text, focusing on font selection, size, spacing, and alignment. Discover how to create typographic layouts that not only improve readability but also establish a visual hierarchy, making your message clear and impactful.
- ✓ **Brand Identity & Logo Design:** Create a distinctive brand personality using colors, fonts, and symbols. This module teaches you the key principles of logo design and brand identity development, helping you build a unique, memorable visual presence that connects with your audience.
- ✓ **Visual Storytelling & Layouts:** Learn to tell compelling stories through visual elements. Master layout techniques that use imagery, icons, and design principles to lead viewers through a narrative, ensuring your design communicates a cohesive, engaging message.
- ✓ **Design Software Mastery:** Gain proficiency in essential design tools like **Adobe Illustrator, Photoshop, and InDesign**. Learn how to use these programs to create professional-grade graphics, from logos to complex layouts.



Hands-On Practice: to Transform Real- World Applications

CORE CONCEPTS

✓ What is Graphic Design?

Graphic design is everywhere around us—shaping how we perceive and interact with the world. From eye-catching logos and impactful ads to the T-shirt you wear and the packaging of your favorite products, graphic design plays a key role in communication. By learning graphic design, you gain the power to craft compelling visual messages that can inform, persuade, and captivate an audience.

Graphic design combines creativity with technology, allowing you to use images and typography to convey powerful messages. Whether you're creating designs for businesses, entertainment, or personal projects, mastering graphic design will open up endless possibilities. You'll not only be able to communicate visually, but also influence, organize, and engage your audience in meaningful ways. Take the leap into graphic design and unlock a world of creative potential!

✓ Image-based design



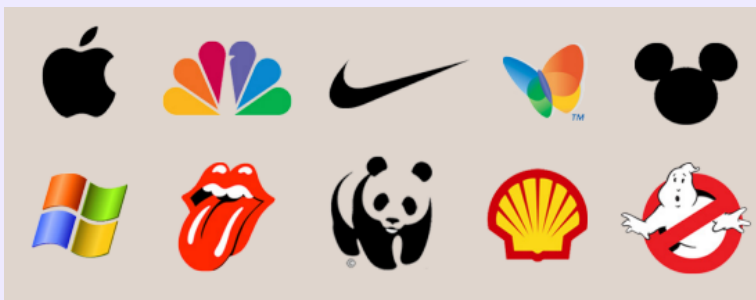
✓ Type-based design



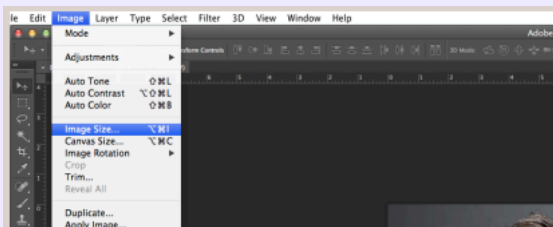
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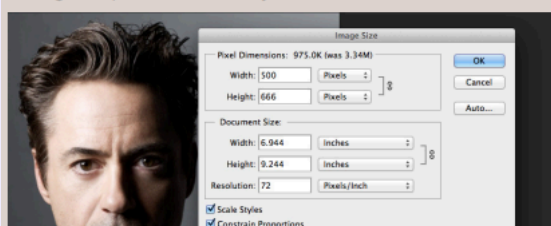
✓ Image-based design



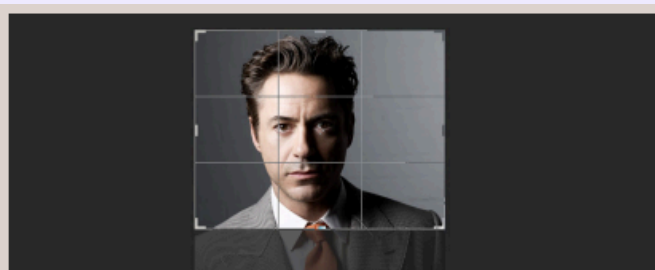
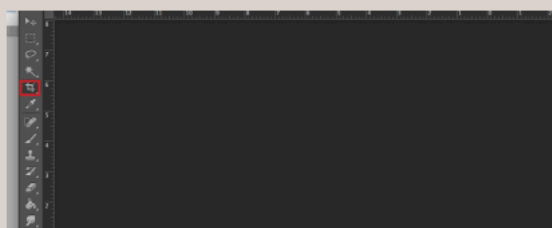
Let's learn new things



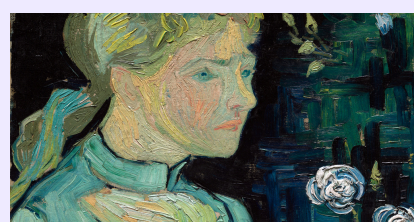
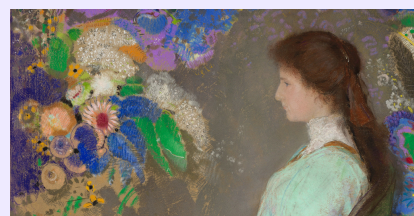
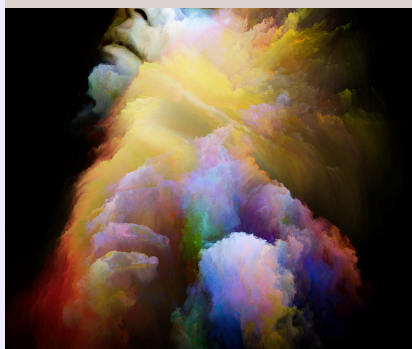
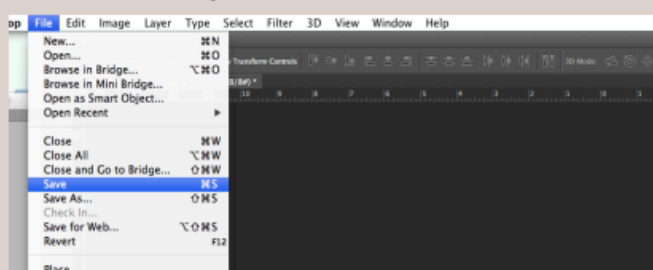
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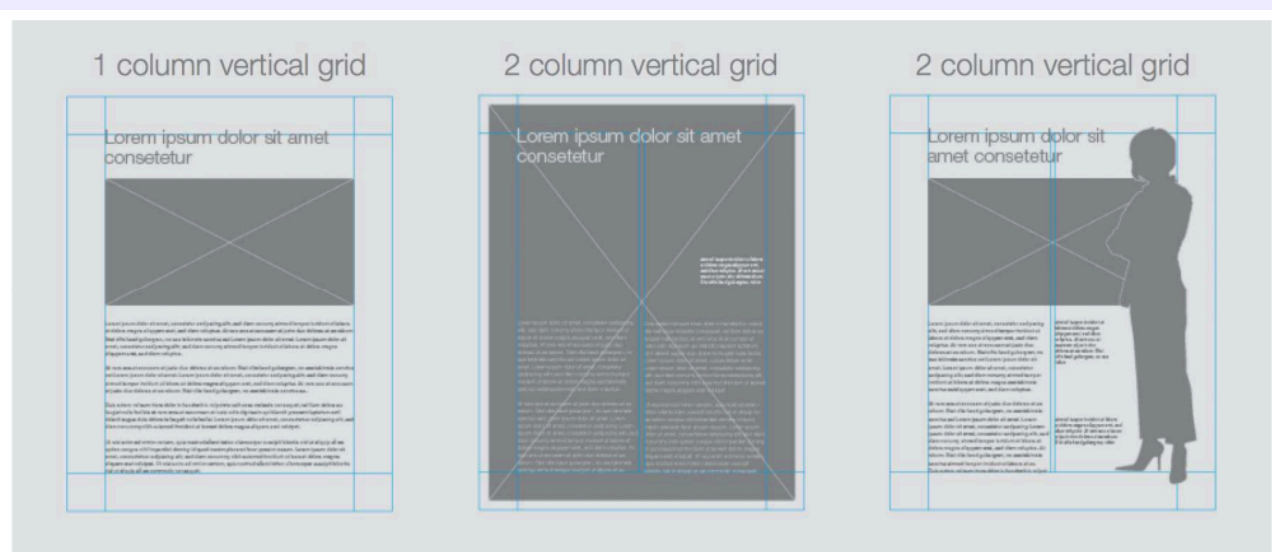
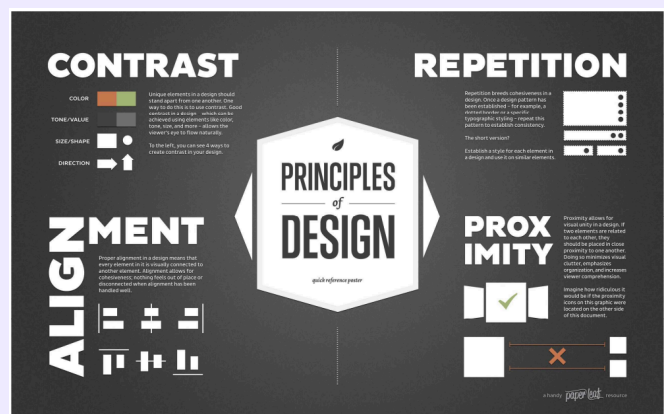
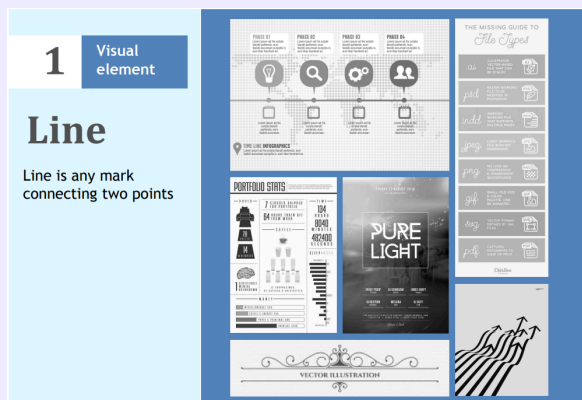
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Real-World Applications

CORE CONCEPTS

- ✓ **Portfolio-Worthy Projects**
Create professional projects that you can showcase in your portfolio. Each project includes a design brief, the creative process, and the final outcome, helping you experience the full design workflow from start to finish.
Industry Applications
- ✓ **Explore case studies** from diverse industries like advertising, branding, and digital media. Each case study highlights the design challenge, creative approach, and final solution, inspiring your creative journey and helping you see how design works across different sectors.
- ✓ **Reflections**
Reflect on how the techniques and strategies you learn can be adapted to various industries. This will expand your design knowledge and versatility, making you a more well-rounded designer ready to tackle a range of real-world challenges.





THANK YOU

FOR INQUIRIES, CONTACT US.



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