TRAINING SCHEDULE

International Training
Center Paris

GRAPHIC DESIGN AND MULTIMEDIA INTRODUCTION

Overview:

This Graphic Design and Multimedia Introduction training is designed to provide an overview of the fundamental concepts and tools used in graphic design and multimedia. The course is suitable for beginners and professionals who are looking to enhance their design skills. Participants will learn the basic principles of design, including layout, typography, color theory, and composition, and gain hands-on experience with multimedia tools like Adobe Photoshop, Illustrator, and InDesign.

Training Objectives:

By the end of the training, participants will be able to:

- Understand the basic concepts of graphic design and multimedia, including layout, typography, color theory, and composition.
- Use Adobe Photoshop to create and manipulate images, including editing, retouching, and enhancing photographs.
- Use Adobe Illustrator to create vector graphics, including logos, icons, and illustrations.
- Use Adobe InDesign to create layouts for print and digital media, including brochures, flyers, and e-books.
- Understand the importance of visual communication and how to effectively convey messages through design.
- Apply design principles and techniques to create professional-looking graphics and multimedia projects.
- Understand basic design principles, such as typography, composition, color theory, and visual hierarchy.
- Develop a basic understanding of design tools and software, such as Adobe Creative Cloud.
- Apply multimedia tools to create visual content for websites, social media, and other digital platforms.

- Develop a basic understanding of multimedia formats, such as JPEG, PNG, MP4, and GIF.

This 10-day Graphic Design and Multimedia Introduction training program will provide participants with a comprehensive overview of the principles of design and multimedia tools. They will learn the basics of Adobe Photoshop, Illustrator, and InDesign, as well as design principles such as typography, color theory, and visual hierarchy. The hands-on projects will allow participants to apply their knowledge and create professional-looking graphics and multimedia projects. By the end of the training, participants will have a strong foundation in graphic design and multimedia, which they can apply to their personal or professional work.

Targeted Groups:

- Marketing graphic designers
- Content creators interested in graphic design
- Entry-level multimedia professionals
- Individuals looking to enhance visual content creation skills
- Professionals transitioning to graphic design roles

Planning:

Day 1:

- Introduction to graphic design and multimedia
- Principles of design: layout, typography, color theory, and composition
- Introduction to Adobe Creative Cloud and the different software applications

Day 2:

- Adobe Photoshop basics: workspace, image editing, and manipulation
- Selection tools, layers, and image adjustments
- Hands-on project: basic photo editing and manipulation

Day 3:

- Adobe Illustrator basics: workspace, vector graphics, and shapes

- Tools and techniques for creating logos, icons, and illustrations
- Hands-on project: create a simple logo

Day 4:

- Adobe InDesign basics: workspace, layout creation, and design principles
- Tools and techniques for creating print and digital layouts
- Hands-on project: create a basic brochure layout

Day 5:

- Typography basics: typeface selection, font pairing, and hierarchy
- Principles of color theory: color selection, contrast, and harmony
- Hands-on project: create a simple poster design

Day 6:

- Advanced Adobe Photoshop techniques: photo retouching, compositing, and special effects
- Hands-on project: create a digital collage

Day 7:

- Advanced Adobe Illustrator techniques: advanced shapes, gradients, and patterns
- Hands-on project: create a simple infographic

Day 8:

- Advanced Adobe InDesign techniques: advanced layout creation and interactive design
- Hands-on project: create an interactive PDF e-book

Day 9:

- Introduction to multimedia: video, audio, and animation
- Hands-on project: create a simple video and animation using Adobe After Effects

Day 10:

- Final project: apply all the skills learned throughout the training to create a comprehensive graphic design and multimedia project
- Review and feedback on projects