

# aractech

Global Learning for Operational Leaders



PUBLIC RELATIONS | PR-010

## Graphic Design & Desktop Publishing

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# Course content

## Why Attend

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.

## Course Methodology

- 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.

## Course 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

## Target Audience

- Graphic Designers
- Marketing Professionals
- Communication Teams
- Desktop Publishing Staff

# Course outline

## Detailed course outline

Day-by-day outline for Graphic Design & Desktop Publishing.

### 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

### 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

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### 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

### 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

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### 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

# Seminar dates

## Available seminar dates

Live dates and pricing for Graphic Design & Desktop Publishing generated from the course details page.

Date	Location	Format	Fee
1 - 5 June 2026	Istanbul	Classroom	€2,695
8 - 12 June 2026	Kuala Lumpur	Classroom	€1,575
15 - 19 June 2026	Amsterdam	Classroom	€2,940
6 - 10 July 2026	London	Classroom	€2,975
20 - 24 July 2026	Kuala Lumpur	Classroom	€1,575
3 - 7 August 2026	Amsterdam	Classroom	€2,975
10 - 14 August 2026	London	Classroom	€2,695

**Live online option**

Online delivery is available at €1,250.