



# دورة التصمير الجرافيكي: احتراف أدوات أدوبي وهفاهيم التصمير



## دورة التصميم الجرافيكي: احتراف أدوات أدوبي وفاهيم التصميم

الرجوع: 36362\_26868 التاريخ: 20 - 24 Apr 2027 الموقع: دبي - Road Zayed Sheikh Marriott by Inn Residence الرسوم: Euro 6500

### Course Overview:

The course is an in-depth program designed to provide participants with comprehensive training in the key aspects of graphic design. By the end of this course, learners will master industry-standard design applications such as Adobe Photoshop, Adobe Illustrator, and Adobe InDesign, equipping them with the necessary tools to create professional designs. Participants will also gain a deep understanding of graphic design concepts, colour theory for designers, and the design theory fundamentals needed to craft visually compelling designs across various media formats. With hands-on projects in branding and marketing design, logo design training, and portfolio development for designers, learners will have the opportunity to build a strong graphic design portfolio that demonstrates their skills to future employers.

### Target Audience:

- Graphic Design Enthusiasts
- Aspiring Graphic Designers
- Marketing & Branding Professionals
- Entrepreneurs and Small Business Owners looking to enhance their design capabilities

### Targeted Organizational Departments:

- Marketing Departments: Enhance their brand messaging and materials with professional branding and marketing design skills.
- Creative Teams: Develop high-quality visual communications and cohesive brand visuals using Adobe Photoshop, Illustrator, and InDesign.
- Human Resources: Help teams build visually engaging job postings, presentations, and internal communications with advanced graphic design techniques.
- Product Development Teams: Strengthen their product packaging and promotional materials with professional design tools and strategies.

### Targeted Industries:

- Marketing and Advertising: Strengthen branding and marketing campaigns with professional graphic design for marketing skills.
- Media and Publishing: Equip designers with the skills to create professional publications and layouts using Adobe InDesign.
- Web and Digital Design: Focus on digital design training for online branding, web graphics, and social media campaigns.
- Corporate Branding: Companies looking to create strong visual identities and branding assets will benefit from the expertise gained in logo design training and portfolio development for designers.

## Course Offerings:

By the end of this course, participants will be able to:

- Master Adobe Photoshop to retouch photos and create graphics for web and print.
- Create professional page layouts with text and images using Adobe InDesign.
- Design scalable vector graphics such as logos, icons, and packaging with Adobe Illustrator.
- Apply graphic design concepts such as color theory and typography to create balanced and compelling visuals.
- Build and expand a professional graphic designer portfolio with hands-on projects and real-world assignments.
- Develop graphic design projects that are suitable for marketing and branding purposes.
- Learn effective job preparation for designers and career development strategies.

## Training Methodology:

This graphic design training program uses a combination of learning methodologies to ensure that participants not only acquire theoretical knowledge but also gain practical, hands-on experience. The course incorporates:

- Case studies where participants analyze real-world graphic design projects to understand industry standards.
- Group work to foster collaboration and creativity, simulating professional team environments.
- Interactive sessions that explore tools like Adobe Photoshop, Illustrator, and InDesign for task-based learning.
- Feedback sessions and graphic design mentoring to guide participants through the learning process and refine their portfolios.
- Practical assignments and portfolio development for designers to track progress and build industry-ready skills in branding and marketing design.

## Course Toolbox:

- Workbooks with step-by-step instructions for each application.
- Design templates and checklists to help structure projects and workflows.
- Reading materials on graphic design theory, color theory for designers, and typography.
- Online resources for supplementary learning, including video tutorials and design case studies.
- Portfolio Review and feedback sessions with graphic design mentors to refine your portfolio.
- Access to Adobe Portfolio to build and showcase your work online.

## Course Agenda:

## Day 1: Introduction to Adobe Creative Cloud and Adobe InDesign

- Introduction to Adobe Creative Cloud Applications for Graphic Designers Topic 1: •
- Navigating Adobe InDesign Interface and Workspace Topic 2: •
- Creating Layouts with Text, Colour, and Graphics in InDesign Topic 3: •
- Designing Multi-Page Documents and Using Master Pages Topic 4: •
- Preparing Files for Output: Printing and PDF Creation Topic 5: •
- Practical Exercises on InDesign Layout Design Topic 6: •
- Discuss the day's key learnings and challenges with InDesign Reflection & Review: •

## Day 2: Infographic Design Basics and Enhancing Visual Presentation

- Introduction to Infographic Design: Principles and Best Practices Topic 1: •
- Learning to Present Data Uniquely and Clearly Topic 2: •
- Using Colours and Formatting to Create Appealing Content Topic 3: •
- Hands-on Practice: Designing Infographics with Adobe Illustrator Topic 4: •
- Case Studies: Analysing Effective Infographic Designs Topic 5: •
- Share and critique infographic designs created during the session Reflection & Review: •

## Day 3: Modern Tools and Data Analysis

- Familiarity with Advanced Software for Infographic Design Topic 1: •
- Transforming Complex Data into Clear Visual Stories Topic 2: •
- Techniques for Data Visualization: Charts, Graphs, and More Topic 3: •
- Hands-on Practice: Creating Data-Driven Infographics Topic 4: •
- Group Work: Collaborating on a Data Analysis Project Topic 5: •
- Discuss challenges and solutions in data visualization Reflection & Review: •

## Day 4: Advanced Design Techniques

- Utilizing 3D Graphics and Animations for Dynamic Presentations Topic 1: •
- Advanced Techniques in Adobe Illustrator for Infographic Design Topic 2: •
- Integrating Visual Elements to Enhance Storytelling Topic 3: •
- Practical Exercises: Creating Animated Infographics Topic 4: •
- Real-World Applications: Infographics in Business Reports Topic 5: •
- Evaluate the effectiveness of advanced design techniques Reflection & Review: •

## Day 5: Interactive Reports and Portfolio Development

- Integrating Infographics with Digital Technologies for Interactive Reports Topic 1: •
- Creating Web-Ready Portfolios with Adobe Portfolio Topic 2: •
- Resume and LinkedIn Profile Tips for Graphic Designers Topic 3: •
- Mock Interview and Job Application Tips for Designers Topic 4: •
- Professional Portfolio Review and Final Project Presentation Topic 5: •
- Final reflections on the course, review of portfolio projects, and career advice Reflection & Review: •

## How This Course is Different from Other Graphic Design Courses:

The course stands out by providing hands-on learning with industry-leading tools like Adobe Photoshop, Illustrator, and InDesign, combined with a strong focus on building a graphic design portfolio that reflects professional standards. Unlike other courses, this program includes personalized graphic design mentoring to guide participants through their learning journey, helping them refine their skills, portfolios, and resumes. The course covers not only the technical aspects of digital design training but also emphasizes creative design processes, enabling participants to develop strong branding and marketing design skills. This interactive approach, paired with real world assignments, ensures that participants graduate with both practical knowledge and a professional portfolio, giving them an edge in the competitive design industry.



## فئات الدورات التدريبية



HR TRAINING &  
DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم  
البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة  
المبيعات



دورات التدريب القانوني والمشتريات  
والتعاقدات



دورات الاتصال الجماهيري و السياسات  
والعلاقات العامة



دورات النظم السيبراني ودورات تقنية  
المعلومات



دورات الصيانة ودورات المجالات الهندسية  
المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



**AGILE LEADERS**  
Training Center

## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

## مدن التدريب



بورنو - البرتغال



برلين - ألمانيا



برشلونة - إسبانيا



براغ - جمهورية التشيك



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



زنجبار - تنزانيا



روما - إيطاليا



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سنغافورة - سنغافورة



سان دييغو - الولايات المتحدة الأمريكية

## مدن التدريب



طوكيو - اليابان



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية



فيينا - النمسا



فرانكفورت - ألمانيا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



لشبونة - البرتغال



لانكاوي - ماليزيا



كاب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



لندن - المملكة المتحدة



## مدن التدريب



نيروبي - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا



مونترنو - سويسرا



نيس - فرنسا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
Training Center

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