

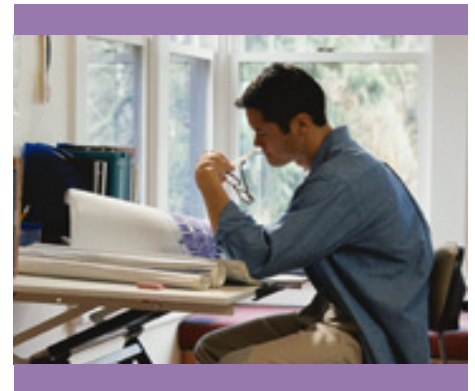


## Design Secrets for Non-Designers

*A practical one-day workshop for anyone who occasionally produces design, from flyers for notice boards to newsletters, brochures and promotional items*

*It is suitable for both in-house PR executives and those in consultancy*

PROFESSIONAL  
**£325\***



\*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

### Aims of the course

Delegates develop their ability to produce creative and informative in-house design.

They learn the key elements of design and how to get ideas and transform them through the design process.

They are introduced to the basic principles of effective design and shown how to avoid design blunders.

### Delegates learn how to:

- Create and develop original design ideas.
- Understand key design concepts and their use.
- Utilise in-house facilities to save money and time.
- Create impact with words and images.
- Develop a house style.



PR Training Provider

**[www.henshallcentre.com](http://www.henshallcentre.com)**

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.

### COURSE CONTENT

#### **Ideas - Conception to Production**

Getting ideas and developing them to meet your requirements. Writing yourself a brief. The design process.

How to produce thumbnails, roughs and layouts by hand.

When to use a computer.

#### **Words You Want to Read**

The importance of typefaces and fonts. How to choose the right one for the right design. The golden rules of using type.

Using typographical elements to enhance your design.

#### **A Picture Paints a Thousand Words**

How to use images effectively to create impact in a design. Technology using images.

Which pictures to use and how to use them to the best effect.

#### **Layout**

Using images and type together for maximum impact.

Producing a range of layouts that work.

Composition and the impression it gives. Using space to its maximum advantage.

#### **The Final Impact**

The print production process - how to produce your designs to a professional standard with a minimum cost.

Developing a house style to reflect your organisation.

The impact of colour.

### Plan your training

*Design Secrets for Non-Designers* provides delegates with a creative yet simple approach to creating design. It is a practical course that focuses on having and developing ideas.

It is a natural companion to *Understanding Design & Print*, which focuses on the impact of production considerations on the designs you specify or commission.