



## Visual Communication & Graphic Design Techniques in Marketing/ Advertising

Τα σημερινά μέσα μαζικής ενημέρωσης και οι διάφοροι τύποι μάρκετινγκ βασίζονται πολύ περισσότερο στα δημιουργικά και γραφιστικά λογισμικά για τη δημιουργία περιεχομένου για διάφορες κινητές συσκευές πολλαπλής χρήσης. Αυτό σημαίνει ότι οι θέσεις εργασίας σε αυτόν τον τομέα είναι περιζήτητες και οι ανάγκες μεγάλες. Οι εργοδότες είναι πρόθυμοι να βρουν κατάλληλα καταρτισμένους ανθρώπους με σύγχρονες δεξιότητες.

Αυτό το πρόγραμμα προσφέρει μαθήματα με ιδιαίτερη έμφαση στο σχεδιασμό, τις πρακτικές δεξιότητες γραφιστικού λογισμικού και τις γνώσεις visual communication στο μάρκετινγκ για θέσεις εργασίας όπως ψηφιακοί σχεδιαστές, ειδικοί σε μάρκετινγκ, σχεδιαστές επικοινωνίας, γραφίστες, διαφημιστές και διοργανωτές εκδηλώσεων.

**Κωδικός:** ED20A17

**Τίτλος προδιαγραφής προγράμματος κατάρτισης:**

Visual Communication & Graphic Design Techniques in Marketing/ Advertising

**Διάρκεια κατάρτισης (ώρες):** 40 ώρες

**Ημερομηνία Έναρξης:** 21/05/2020

**Περιγραφή υποψηφίων για συμμετοχή:**

Επαγγελματίες για εξειδίκευση στο αντικείμενο, όπως Digital Media Practitioners, Δημοσιογράφοι, Σκηνοθέτες, Web Designers, Web Developers, Σχεδιαστές, Φωτογράφοι, Διαφημιστές, Public Relations και όσους ασχολούνται επαγγελματικά με Visual Communications και γραφιστικές τέχνες για την προώθηση υπηρεσιών και προϊόντων τους.

**Προϋποθέσεις συμμετοχής:**

Άριστη γνώση Η/Υ και διαδικτύου

**Γλώσσα Διδασκαλίας:**

Ελληνικά

**Διδακτική Ύλη:**

Διδακτικό υλικό στην Ελληνική και Αγγλική Γλώσσα

**Διδακτική Μεθοδολογία:**

Διάλεξη, συζήτηση, επίδειξη και πρακτική εξάσκηση  
**Παράλληλη Εκμάθηση Photoshop, Illustrator και In-Design.**

**Στόχοι Κατάρτισης:**

- Εφαρμόζουν δεξιότητες επίλυσης προβλημάτων στον δικό τους χώρο: καταιγισμός ιδεών, σκίασης, χρωματισμού και φωτισμού.
- Χρησιμοποιούν τεχνικές ελέγχου εικόνων και γραφικών για την επίτευξη αισθητικών στόχων
- Συνθέτουν φωτογραφίες, διανυσματικά γραφικά και τυπογραφικά στοιχεία
- Παρεμβαίνουν δημιουργικά στις φωτογραφίες τους με τεχνικές διόρθωσης χρωμάτων, τονικότητας και μεταποίησης, αναδεικνύοντας το περιεχόμενό τους.
- Αναλύουν τις κοινωνικές προεκτάσεις και τον ρόλο της φωτογραφικής εξιστόρησης στην δημοσιογραφία, το μάρκετινγκ και την επικοινωνία.
- Δημιουργούν και να εξάγουν οποιαδήποτε μορφή ψηφιακού εγγράφου (interactive pdf, epub, ebooks)
- Σχεδιάζουν οποιαδήποτε μορφής διαφημιστικού εντύπου ή καταχώρησης (brochures, κατάλογοι κτλ)



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**Venue:** Webinar

**Dates and Times:**

Dates	Times
Thursday, 21/05/2020	17:45 - 21:00
Monday, 25/05/2020	17:45 - 21:00
Thursday, 28/05/2020	17:45 - 21:00
Monday, 01/06/2020	17:45 - 21:00
Thursday, 04/06/2020	17:45 - 21:00
Thursday, 11/06/2020	17:45 - 21:00
Monday, 15/06/2020	17:45 - 21:00
Thursday, 18/06/2020	17:45 - 21:00
Monday, 22/06/2020	17:45 - 21:00
Thursday, 25/06/2020	17:00 - 21:15
Monday, 29/06/2020	17:45 - 21:00
Tuesday, 02/07/2020	17:45 - 21:00
Monday, 07/07/2020	17:45 - 21:00

**Participation Cost**

The cost includes notes and certificate.

	Total Cost	HRDA Subsidy	Net Cost
<b>Participation Cost</b>	€970	€680	€290
<b>For Unemployed</b>	Please contact us		

Delivering training since 1996



## Visual Communication & Graphic Design Techniques in Marketing/ Advertising

### ΑΝΑΛΥΣΗ ΠΕΡΙΕΧΟΜΕΝΟΥ ΕΝΟΤΗΤΩΝ :

#### Unit 1 (5 hours)

##### **Introduction to Visual Communication and Graphics**

- Visual language
- Visual vocabulary
- Visual grammar
- Visual design constructs
- Visual design process
- Gather and understand the information
- Determine what you want to communicate
- Determine the most appropriate visual constructs
- Test to see which construct works
- Minimize visual noise by trying multiple options
- Test to see which concept communicates most effectively
- Produce the final visual
- Graphic attributes
- What are graphic attributes?
  - Size
  - Shape
  - Texture
  - Viewpoint
  - Depth
  - Dynamics
  - Style

##### **The visual and communication industry**

- video filming and editing,
- photography,
- graphic design,
- website design etc

##### **Graphic Design Categories**

- Signs and Symbols
- Typography and Layout
- Illustration
- Digital Imagery
- Association with a certain style of art

- Computer graphics

##### **Overview of the Design Process**

- Introducing visual design
- Understanding Image Based Design
- Understanding Type Based Design
- Introduction to a Digital Imaging editor software

#### Unit 2 (5 hours)

##### Color

##### **What is color?**

##### **Color schemes**

- The color wheel
- Primary colors
- Secondary colors
- Tertiary colors
- Color schemes
- Complementary color schemes
- Double complement color scheme
- Split complement
- Triadic color schemes
- Alternate complement
- Tetrad schemes
- Analogous schemes
- Schemes using hue, lightness and saturation
- Achromatic color schemes
- Monochromatic color schemes
- Picking your scheme

##### **Color physiology**

- The effects of warm and cool colors
- The effect of contrast
- The effect of color blindness
- Color psychology

##### **Color connotations**

- Align color with your communication objectives



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### **Computer color**

- Bitmaps versus vectors
- Anti-aliasing
- GIFs, PNGs and JPEGs
- GIF and JPEG in practice
- Hexadecimal numbers
- Tips for creating images

### **Using Color**

Understanding Color Modes

Creating Swatches

**Project:** Logo creation for a European Project

### **Unit 3 (5 hours)**

#### **Typography attributes**

##### **What is typography?**

##### **Typography anatomy**

- Type classifications
- Type families
- Type alignment
- Type spacing
- Type alignment and spacing
- Type size
- Type case
- Additional terminology

##### **How to use typography**

- Limit the number of typefaces you use
- Choosing type sizes
- Emphasizing individual words
- Determining line length and alignment
- Using contrast

##### **How to use Web typography**

- Choosing Web type
- Using Cascading Style Sheets

**Project:** Designing a Poster for the promotion of a photo gallery exhibition

### **Unit 4 (5 hours)**

#### **Contrast guideline**

- What is the contrast guideline?
- How to use contrast
- What to avoid when using contrast
- Example: Page contrast
- Example: Visual contrast
- Example: Tool palettes
- Example: Contrasting Web sites
- Example: Playing with contrast

#### **Repetition guideline**

- What is the repetition guideline?
- How to use repetition
- What to avoid when using repetition
- Example: Olympic symbols
- Example: Icons using repetition
- Example: Icons not using repetition

#### **Alignment guideline**

- What is the alignment guideline?
- How to use alignment
- What to avoid when using alignment
- Example: Web alignment
- Example: Another Web alignment
- Example: Web grid system
- Example: Desktop grid system

#### **Proximity guideline**

- How to create proximity
- Page layout proximity
- Computer screen proximity
- Things to avoid
- Example: Good use of proximity
- Example: Poor use of proximity



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### **Guideline tradeoff**

- Making tradeoffs
- Let's begin with a bad design
- Identify the information elements
- Proximity change
- Alignment change
- Contrast change
- Alignment change
- Contrast alternatives with the logo

**Project:** Designing a Website layout

### **Unit 5 (5 hours)**

#### **Simplified drawings**

- What are simplified drawings?
- When to use simplified drawings
- How to design simplified drawings
- Callouts

#### **Photographs**

- What are photographs?
- >When to use photographs
- How to use photographs

**Project:** Designing a Facebook Post

### **Unit 6 (5 hours)**

#### **Diagrams**

- What is a diagram?
- When to use diagrams
- How to use diagrams
- How to design diagrams

**Project:** Promoting services online with the use of Diagrams

### **Unit 7 (5 hours)**

#### **Text procedures**

- What is a text procedure?
- When to use a text procedure
- Use numbered lists for procedures
- Guidelines for procedures

#### **Icons and visual symbols**

- What are icons and visual symbols?
- When to use icons and visual symbols
- How to design icons and visual symbols

**Project:** Using Typography and Advanced Techniques & Tricks

### **Unit 8 (5 hours)**

#### **Screen captures**

- What are screen captures?
- When to use screen captures
- How to do screen captures
- Tips for screen captures

**Project**



## Registration Form

**Seminar Code: ED20A17 — Title: Visual Communication & Graphic Design Techniques in Marketing/ Advertising**      **Start Date: 21/05/2020**

### A. Organization's details (if applicable)

Company/Organization:		Size:	<input type="checkbox"/> Small	<input type="checkbox"/> Medium	<input type="checkbox"/> Large
Economic Activity:		Telephone:		Fax:	
Address:		Postal Code:			
Person responsible for the registration:		Email:			
		Direct Telephone:			

### B. Participant's details (1)

<input type="checkbox"/> Mr <input type="checkbox"/> Ms	Name		Surname	
Title/ Job Position:			Email:	
Job description:			Telephone/Mobile:	Fax:
Reasons for participating in the seminar:		\		
Please fill this section if there are special requests for the lunch provided (only in the case that lunch is included) <input type="checkbox"/> Fasting <input type="checkbox"/> Vegetarian <input type="checkbox"/> Vegan				
<input type="checkbox"/> They will participate to the seminar more than one participants ( <i>In this case please fill in the second page as well</i> )				

### C. Participation Cost

#### **PARTICIPATION IN THE SEMINAR IS PREPAID (at least three days before the start of the seminar)**

Please invoice  The participant    The company   Credit Customer Number (if applicable):

- For participants entitled the Human Resources Development Authority subsidy (HRDA):      € 290
- For participants **not entitled** the Human Resources Development Authority subsidy (HRDA):      € 970

Cheques must be issued to **EDITC Ltd** and payment can be made directly through deposit to the account of the company

**Account Name:** EDITC LTD

**IBAN:** CY19 0050 0115 0001 1501 0686 9601

**Account Number:** 115-01-068696-01

**SWIFT/BIC:** HEBACY2N

### D. Terms and conditions for participation on EDITC seminars

- The company accepts registrations for participation in the seminars at least 5 working days prior to the start of the seminar. EDITC does not commit to accept any registrations received in less than 5 working days before the start of the training program.
- Written cancellations received 5 working days before the start of the training program are accepted and in the case where a payment has been made by the client, the full amount is reimbursed to the client. Cancellations that do not meet the above term are invoiced. The client may replace the participants) provided that they meet the criteria for participation on this program.
- The company has the right to cancel or postpone a training program up to one day before the start date of the program. All prepayments are returned to clients.
- All registrations are strictly prepaid except credit customers. EDITC will not allow the entry of participants in the class unless their financial obligations have been settled.
- EDITC will inform the client upon receipt of the application form. Written confirmation for the implementation of the training program will be sent within 3-5 days before the start date of the seminar. In exceptional cases written confirmation may be sent one day before the start of the program. **Participants are encouraged to contact the company in case they did not receive the confirmation.**
- Participants with less than 75% attendance cannot be subsidized by the HRDA and in this case the participants (or their company) will have to pay the amount of the subsidy (in addition to their own payment amount).
- In case of subsidized programs by the HRDA all the required forms of HRDA must be sent to EDITC before the start of the training program. EDITC will not allow the entry of participants in the class unless the HRDA forms have been submitted to EDITC.
- Certificates of participation will be given to participants after the completion of the course provided that their financial obligations and obligations regarding HRDA forms are settled. Otherwise certificates will be mailed as soon as the above obligations are settled.

**We agree with the above terms and conditions**

Signature:

Date:

Stamp (in case of company):



## Registration Form

### B. Participant's Details (2)

<input type="checkbox"/> Mr <input type="checkbox"/> Ms	Name		Surname	
Title/ Job Position:			Email:	
Job description:			Telephone/Mobile:	Fax:
Reasons for participating on the seminar:				
Please fill this section if there are special requests for the lunch provided (only in the case that lunch is included)				
<input type="checkbox"/> Fasting <input type="checkbox"/> Vegetarian <input type="checkbox"/> Vegan				

### B. Participant's Details (3)

<input type="checkbox"/> Mr <input type="checkbox"/> Ms	Name		Surname	
Title/ Job Position:			Email:	
Job description:			Telephone/Mobile:	Fax:
Reasons for participating on the seminar:				
Please fill this section if there are special requests for the lunch provided (only in the case that lunch is included)				
<input type="checkbox"/> Fasting <input type="checkbox"/> Vegetarian <input type="checkbox"/> Vegan				

### B. Participant's Details (4)

<input type="checkbox"/> Mr <input type="checkbox"/> Ms	Name		Surname	
Title/ Job Position:			Email:	
Job description:			Telephone/Mobile:	Fax:
Reasons for participating on the seminar:				
Please fill this section if there are special requests for the lunch provided (only in the case that lunch is included)				
<input type="checkbox"/> Fasting <input type="checkbox"/> Vegetarian <input type="checkbox"/> Vegan				

### B. Participant's Details (5)

<input type="checkbox"/> Mr <input type="checkbox"/> Ms	Name		Surname	
Title/ Job Position:			Email:	
Job description:			Telephone/Mobile:	Fax:
Reasons for participating on the seminar:				
Please fill this section if there are special requests for the lunch provided (only in the case that lunch is included)				
<input type="checkbox"/> Fasting <input type="checkbox"/> Vegetarian <input type="checkbox"/> Vegan				

**We agree with the above terms and conditions**

Signature:

Date:

Stamp (in case of company):