

Globe Training Centre – (GTC)

Graphic Design with Desk Top Publishing (DTP)

(Curriculum)

Training Objective: To introduce commercial graphic-art design skills with latest two dimensional (2D) software applications.

Training Outcome: At successful completion of the module participants will be able to:

- a. Understand concepts of commercial graphic design and story board concepts
- b. Understand art direction
- c. PC software tools for press and web advert design
- d. Distinguish between digital and offset printing
- e. New concepts in web advertising
- f. New trends and developments in the industry.

Content:

- **Introduction to designing principles**
- **Introduction to advertising and methods (press and web)**
- **Art directing techniques**
- **Color composition methods and techniques**
- **Designing with Adobe Photoshop CS3**
 - Options
 - Adjusting Tone, Balance and Focus from a Scanned Image
 - Editing a Scanned Image
 - Using the Bevel and Emboss Effects
 - Using Mixed Typefaces
 - Creating a Floating Selection
 - Using the Pen Tool and Floating Selection
 - Using Layer Opacity to Visualize a Composite
 - Creating Graphics for the Web
 - Working with 3D Transform's Sphere Shape
- **CorelDraw**
 - Introduction CorelDraw
 - CorelDraw Desktop
 - Page Setup
 - Toolbox
 - Working with Text
 - Working with Objects
 - Working with Shapes
 - Adding Perspective
 - Enveloping
 - Blending

(Continue)

CorelDraw *(Continued)*

Extruding
Power Clips
Power Lines
Applying special effects to lines
Creating Presets
Printing

▪ **PageMaker**

Introduction to PageMaker
PageMaker desktop
PageMaker basics
Setting up Views
Toolbox
Working with Text
Working with Objects
Control pallet
Style pallet
Color pallet
Library pallet
Printing

▪ **Use of Macromedia Dreamweaver and Flash for web ads**

Training Method: Instructor led practical sessions and assignments.

Duration: 04 Days (08:30 a.m. – 05:00 p.m.)