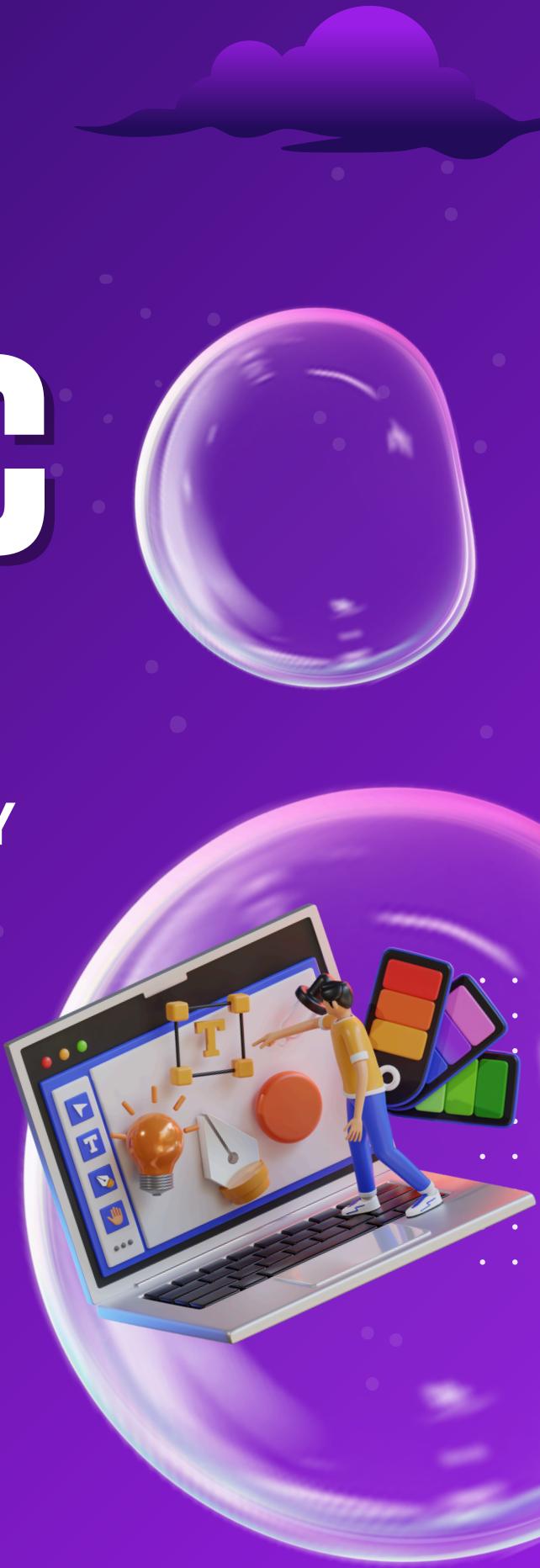


# LEADERS TRAINING CENTRE

"Empowering Minds, Transforming Careers"

# GRAPHIC Design

BUILD YOUR CREATIVITY  
NOW WITH US.



+974 44664321



<https://leaders.qa>

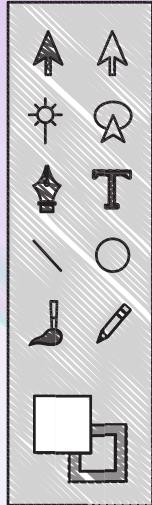


info@leaders.qa

# Graphic Design:

## Transform Ideas into Visuals

Unlock the fundamentals of graphic design and develop the skills to create professional-quality visuals. This course covers essential design principles, key tools, and techniques to help you craft eye-catching designs. By the end, you'll have the confidence to produce creative projects that effectively communicate your ideas and stand out in the design world.



### CORE CONCEPTS

- Color Theory & Composition:** Understand the power of color in design by mastering color harmonies, contrasts, and psychological effects. Learn how to apply these principles to create balanced, visually appealing compositions that guide the viewer's attention and enhance the overall design.
- Typography:** Dive into the art of arranging text, focusing on font selection, size, spacing, and alignment. Discover how to create typographic layouts that not only improve readability but also establish a visual hierarchy, making your message clear and impactful.
- Brand Identity & Logo Design:** Create a distinctive brand personality using colors, fonts, and symbols. This module teaches you the key principles of logo design and brand identity development, helping you build a unique, memorable visual presence that connects with your audience.
- Visual Storytelling & Layouts:** Learn to tell compelling stories through visual elements. Master layout techniques that use imagery, icons, and design principles to lead viewers through a narrative, ensuring your design communicates a cohesive, engaging message.
- Design Software Mastery:** Gain proficiency in essential design tools like **Adobe Illustrator**, **Photoshop**, and **InDesign**. Learn how to use these programs to create professional-grade graphics, from logos to complex layouts.



# Hands-On Practice: to Transform Real- World Applications

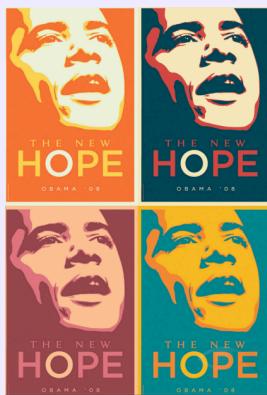
## CORE CONCEPTS

### What is Graphic Design?

Graphic design is everywhere around us—shaping how we perceive and interact with the world. From eye-catching logos and impactful ads to the T-shirt you wear and the packaging of your favorite products, graphic design plays a key role in communication. By learning graphic design, you gain the power to craft compelling visual messages that can inform, persuade, and captivate an audience.

Graphic design combines creativity with technology, allowing you to use images and typography to convey powerful messages. Whether you're creating designs for businesses, entertainment, or personal projects, mastering graphic design will open up endless possibilities. You'll not only be able to communicate visually, but also influence, organize, and engage your audience in meaningful ways. Take the leap into graphic design and unlock a world of creative potential!

### Image-based design



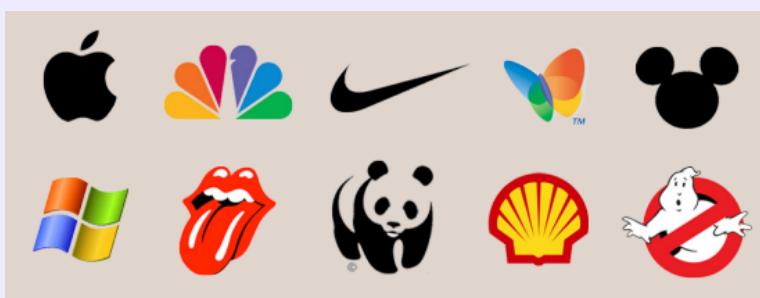
### Type-based design



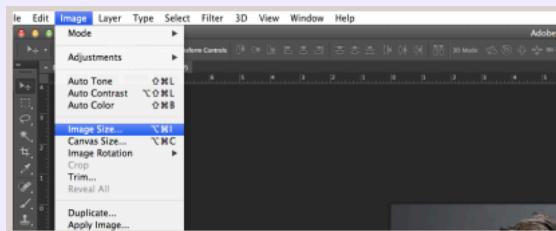
### Image and type



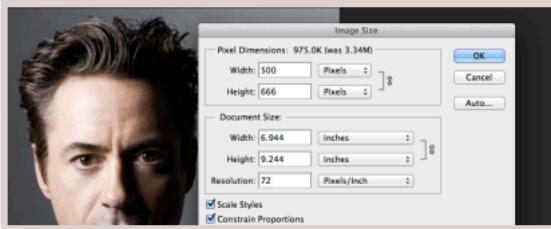
### Image-based design



# Let's learn new things



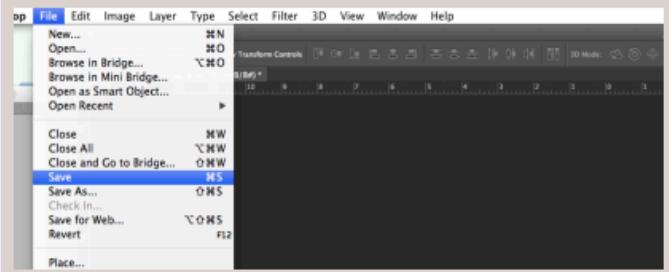
Change the pixel size to what you need. Press ok.



To crop a photo, select the cropping tool.



Press Save to save your work.



# Real-World Applications

## CORE CONCEPTS

### ✓ Portfolio-Worthy Projects

Create professional projects that you can showcase in your portfolio. Each project includes a design brief, the creative process, and the final outcome, helping you experience the full design workflow from start to finish.

Industry Applications

### ✓ Explore case studies

from diverse industries like advertising, branding, and digital media. Each case study highlights the design challenge, creative approach, and final solution, inspiring your creative journey and helping you see how design works across different sectors.

### ✓ Reflections

Reflect on how the techniques and strategies you learn can be adapted to various industries. This will expand your design knowledge and versatility, making you a more well-rounded designer ready to tackle a range of real-world challenges.



**1 Visual element**

### Line

Line is any mark connecting two points

**CONTRAST**

Unique elements in a design should stand out from the rest. One way to do this is to use contrast. Good contrast is achieved using elements like color, tone, size, shape, and direction. These are key to have readability and to create contrast in your design.

**REPETITION**

Repeating brands somewhere is a good way to make them stand out. For example, a repeating pattern of dots or a typeface can be repeated to establish consistency.

**ALIGNMENT**

Proper alignment in design means that every element is visually connected to another. Alignment creates a sense of coherence, making each element its place or giving it a specific role in the overall design.

**PRINCIPLES of DESIGN**

quick reference poster

**PROXIMITY**

Proximity gives the visual hierarchy in a design. If elements are visually related to each other, they are grouped together, proving to one another that they belong together. Cluttered, emphasized, and isolated elements decrease viewer comprehension.

**1 column vertical grid**

**2 column vertical grid**

**2 column vertical grid**



**THANK YOU**  
**FOR INQUIRIES, CONTACT US.**



**CONTACT US :**



**Call**

+974 44664321



**Mail**

[info@leaders.qa](mailto:info@leaders.qa)



**Address**

No.56, Street 922, Zone 44 Nuaija, Doha , Qatar



**Web Adress**

[www.leaders.qa](http://www.leaders.qa)