ALPHA FACTS

Alpha
Computer Consultants

Create Your Future

Fundamentals of Page Layout & Design

Fundamentals of Page Layout & Design course examines the fundamentals of good design. Users will be able to implement design concepts in layout and design to produce publishing material such as printed flyers and newsletters as well as websites and other marketing material. The course discusses how to achieve good design by looking at the theory and practice design principles and strategies. This course is NOT aimed to teach specific software applications, but prior experience in these applications is recommended.

Course Prerequisites: Previous experience using applications on a PC or Macintosh is an essential prerequisite for this course. Experience in using a page layout application such as InDesign is highly recommended.

Duration: One day 9:00 am – 4:30 pm

Course Content

What is design?
- Changing trends

The Tools of the Trade
- Paper

Concept Development
- Don't be stuck with 1 idea as the only solution
- It doesn't have to be an illustrious work of art to win
- Scribbles and sketches
- Target audience
- What is the age?
- Do the colours in my work offend the audience?
- Nationality effects the outcome of design
- Size Matters
- Secondary audience
- Can tacky sell?

Layout and design
- Creating a brief - meet your own criteria
- Budget v quality - quality for target
- Aim for 2 to 3 samples
- Effective space and layout
- Packaging
- Eye flow
- Dominance
- Dye-cuts
- Effective use of white
- Common applications used in pre-press design

- Six Elements of Design
- Can I follow a guideline?
- 1. Contrast
- 2. Scale
- 3. Tone
- 4. Type colour
- 5. Repetition, pattern and texture
- 6. Space and pace

Advertising, Posters and Flyers
- Advertising
- Posters
- Postcards
- Flyers, information sheets and handbills
- Small-space press ads
- Classified Ads
- Magazine and Display Ads
- Direct Mail Advertising

Magazine, Brochures and Booklets
- Magazine, Journals and Newsletters
- Pamphlets and Brochures
- Catalogues
- Covers

Point-of-Sale, Packaging & Stationery
- Stationery
- Letterheads
- Fax Sheets
- Business Cards
- Envelopes
- Labels, stickers and seals
- Folders and media kits

Colour
- CMYK
- Why go RGB/CMYK?
- The effectiveness of spot colours
- Two colour jobs
- Colours effect our emotion
- Mixing colour for fax, print, web etc.

Logos
- Creating a logo
- Is vector best?
- Research client/target
- Is it inventive or cliche?
- How many colours
- Simple or complex
- Will it work for my client
- Local or international
- Photos and drawn imagery
- PPI and DPI
- Types of Image files
- To busy?
- Watermark /ghosting images

Photography
- Authority and permission for images
- Why go studio?
- Digital v film
- Can I take my own images?
- Royalty free image banks and CDs

Type and Text
- Type families and styles
- Serif and san-serif
- How are points measured?

...Type and Text
- Effective type
- Saving space
- Body copy styles

Ready for Print
- Please sign off artwork
- What is the best format?
- What does the printer need?
- The PDF revolution
- What is a printer RIP?
- Always back-up your work (and keep it for at least 5 years)

Printing the work
- Buy a printer
- Print process
- Bleed
- Trim marks, fold marks and registration marks
- File Management
- Imposition
- Signage
- Extra colours
- Printing on plastics and obscure objects - screening

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02 9479 9701
alphacc.com.au
email sales@alphacc.com.au