



## PUBLICATION DESIGN FOR NON-DESIGNERS

### COURSE DURATION: 2 Days

This course, using either Quark or InDesign, has been developed for new designers and for those who have had little or no design training yet need to create documents from scratch. Simple rules are set out to enable the planning of well designed and effective publications, to avoid some of the pitfalls, to develop skills and to critically appraise and evaluate their final design. Over time the imagination and innovation aspects of design can be developed as inherent creativity is nurtured and encouraged by practicing some simple techniques.

### PRE-REQUISITES

Previous knowledge of a page layout program.

### COURSE OUTLINE

#### Knowing what can be achieved

- Considering different opinions about good design
- Understanding the important features of a design
- Exploring the good and the bad
- Exploration of what makes up a pleasing design
- Exploring non-negotiable aspects of good design
- Good design vs great design
- Considering the clients' and readers' expectations
- Where trends fit in
- Setting criteria to help plan the design

#### Key design elements

Relevance, Contrast, Proportion, Consistency, Direction, Entirety, Restraint

#### The building blocks of design

Line, Shape, Form, Texture, Pattern, Colour

#### Publication Design

- Laying out the page to good design principles
- Setting up bleeds
- Manipulating different elements of the page
- Using white space
- Using rules, borders, boxes and drop shadows
- Understanding the page layout tools
- Understanding the text tools

#### Applying the AIDA rules of effective design

Attention, Interest, Desire, Action

#### Using the power of type

- Understanding type usage guidelines
- How to combine type within type families
- How to combine different fonts
- The rules that can't be ignored and those that can
- Some typography tips and tricks
- Using type effects to affect the design

#### Using colour as a design tool

- Considerations when printing colours
- Understanding colour models
- Choosing colours that go well together
- About spot and process colours

#### Using graphics effectively

- The appropriate use of graphics
- Hints and tips for using photos
- Understanding resolution for print and screen

#### Avoiding the most common design flaws

- Rivers of white space
- Inappropriate column spacing
- Claustrophobic pages
- Whispering headlines
- Floating heads and subheads
- Too few/too many typefaces

#### Checking your publication against AIDA and other criteria

#### Acquiring design flair

- Further design aspects that can be learned
- Forming your own opinions about design
- How to look at publication to improve your own use of design

#### Working on your creativity