



MFE-IT

Reference: MFE-DGE

Graphic Design Essentials – 5-Day Training Course

Master the essentials and the three Adobe programs in 5 days

Duration: 5 days | Hours: 35 h

Remote • Sessions guaranteed from 1 registrant • 60% hands-on practice

DESCRIPTION

This condensed Graphic Design training gets you to master the essentials of the profession in five days, from visual fundamentals to hands-on use of the three industry-standard programs: Photoshop, Illustrator and InDesign. Highly practice-oriented, it takes you from theory — colour, typography, composition — to production, all the way to a complete visual-identity project. By the end, you are able to independently design your own communication materials: logos, posters, brochures and digital documents.

LEARNING OBJECTIVES

By the end of this training course, participants will be able to:

- Understand and apply the fundamental principles of graphic design (colour, typography, layout)
- Get to grips with Photoshop for retouching and creating visuals
- Create vector logos and illustrations with Illustrator
- Lay out professional documents with InDesign
- Design a coherent visual identity, from concept to production
- Gain the independence to produce your own communication materials

PREREQUISITES

- No prior experience in graphic design is required
- Be comfortable with the basic computing environment (PC or Mac)

TARGET AUDIENCE

- Entrepreneurs, freelancers, communication and marketing officers, and anyone wishing to create their own visual materials or strengthen their graphic skills to gain independence.

DETAILED PROGRAMME

The training alternates between theoretical input and hands-on practice (approximately 60% of the time). The modules are built around practical exercises based on real-world use cases.

Module 1 — Graphic design fundamentals

- Principles of composition, balance and visual hierarchy
- Colour theory and harmonies (RGB and CMYK modes)
- Typography basics and font pairing
- Analysing existing graphic projects to sharpen your eye

Module 2 — Retouching and creation with Photoshop

- Getting to grips with the interface, layers and selections
- Photo retouching, cropping and colour correction
- Creating posters and banners
- Cut-outs and simple compositing

Module 3 — Vector illustration with Illustrator

- The logic of vector drawing and drawing tools

- Creating logos and pictograms
- Colours, gradients and vector typography
- Advanced manipulation of objects and shapes

Module 4 — Layout with InDesign

- Frames, master pages and layout grids
- Creating brochures, flyers and multi-page documents
- Managing images and fonts
- Preparing files for print and web

Module 5 — Practical workshop — visual identity project

- Designing a complete visual identity from a brief
- Rolling it out across several materials (logo, poster, document)
- Presenting the project to the group
- Assessment and areas for improvement

COURSE HIGHLIGHTS

- Practice-oriented, with around 60% guided exercises
- The three industry-standard Adobe programs (Photoshop, Illustrator, InDesign) in a single course
- A running visual-identity project from the first day to the last
- Small group of 1 to 3 participants, sessions guaranteed from a single registrant

TEACHING METHODS

Format and Delivery

The training is delivered remotely via an interactive virtual classroom. It can also be delivered on-site, with content customised to match the needs of your professional project. The theory/practice split is approximately 40%/60%.

MFE-IT Ultra-Personalised Format

Each session accommodates between 1 and 3 participants, ensuring highly individualised support. A preliminary interview allows us to tailor the content to each participant's profile. Inter-company sessions are guaranteed from just 1 registrant (no risk of postponement except in cases of force majeure).

Skills Assessment

Throughout the training, the trainer assesses participant progress through multiple-choice questions, role-playing exercises and hands-on work. At the end, a certificate of achievement is issued to each participant.

Post-Training Support

For one month following the training, each participant can contact MFE-IT trainers with questions about implementing acquired knowledge. A response is provided by email or telephone within 48 working hours.

Accessibility

MFE-IT is committed to welcoming people with disabilities. Contact: contact@mfe-it.com.

PRACTICAL INFORMATION

Trainer Resources

- Structured demonstrations aligned with the detailed programme
- Exercise briefs and solutions throughout the training
- A ready-to-use technical environment for practical workshops
- Trainer validation of acquired knowledge at the end of each workshop
- Digital reference documents

Certification and Validation

At the end of the training, a certificate is sent by email specifying the objectives, nature, duration and assessment results. A completion certificate can also be provided on request.

Benefits for Participants

- Train from your workplace or home, with no travel required
- Benefit from an expert trainer-consultant on the subject
- Enjoy an ultra-personalised format (1 to 3 participants)
- Continue training even in the event of unforeseen circumstances

Benefits for the Organisation

- Optimise the training budget by reducing travel and accommodation costs
- Offer quality training to all employees, regardless of location
- Reduce absence time linked to travel
- Support team upskilling in all contexts