



MFE-IT

Reference: MFE-DG

Graphic Design Training Course

The essential foundations to design professional visuals

Duration: 5 days | Hours: 35 h

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

DESCRIPTION

This Graphic Design training gives you the essential foundations of the profession to design professional visual materials. Over five highly practical days, you take in the fundamentals of layout, colour and typography, then get to grips with the key tools to produce consistent print and web visuals. By the end, you are able to design clear, impactful communication materials.

LEARNING OBJECTIVES

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

- Master the fundamentals of composition and layout
- Use colour and typography effectively
- Design visuals for print and web
- Structure a consistent visual identity
- Prepare files for print and screen
- Gain method and creative independence

PREREQUISITES

- Be comfortable with the computing environment
- No prior knowledge of design is required

TARGET AUDIENCE

- Communication officers, freelancers, marketing assistants, beginner graphic designers and anyone who needs to produce visual materials day to day.

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 — Design fundamentals

- Principles of composition and layout
- Grids, alignment and visual hierarchy
- Colour notions and harmonies
- Typography: families, pairings, legibility

Module 2 — Creating visuals

- Formats, resolutions and colour modes
- Creating a poster or flyer
- Working with images and text together
- Consistency and variations of a design

Module 3 — Print and layout

- Preparing a multi-page document
- Managing margins, bleeds and marks

- Good printing practices
- Pre-flight checks before sending to the printer

Module 4 — Web and social media

- Designing visuals for the web
- Formats and templates for social media
- Optimising images and exports
- Multi-format consistency

Module 5 — Method and finalisation

- Organising your files and templates
- Receiving and incorporating feedback
- Presenting your work
- Delivering clean, usable files

COURSE HIGHLIGHTS

- Focused on practice with around 60% guided exercises
- Option to work on your own files or projects
- Small group of 1 to 3 participants for personalised support
- Led by an expert trainer
- Certificate of completion provided

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