



Creative Advertising & Graphic Design Theories for Beginners

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Requirements

- Basic knowledge of Photoshop and Illustrator is highly recommended but isn't required

Advertising & Graphic Design have always been associated with creative and brilliant ideas, right? There is an art to being a talented Graphic designer...

The course is about the science of creative advertising and Graphic design.

What can you expect to be taught through the Creative Advertising & Graphic Design Course?

1 Creative Thinking Techniques used in advertising & Marketing:

In this way, you'll be able to understand the thought process and graphic design methods employed in the most renowned international advertising campaigns by coca-cola Pepsi, Mercedes Benz, Nevia, McDonald's & more...

2 Graphic Design Theories & Art Motions:

We will also discuss the most famous Art and graphic design movements from design history, like the Bauhaus for example so that you can gain insight from them on the best ways to incorporate the minimalist approach to design in your own designs.

We will also learn how to apply the Gestalt theory that describes how our perception of visuals is constructed and how we can deceive visually-based systems and sometimes, even your mind could be in fact fooling you most of the time.

3 Graphic Design Compositions and Colors:

Learn how to apply Graphic Design composition rules & theories as well as how to organize the graphic design elements to ensure harmony and balance.

We will discuss the use of colors in graphic design, the best time to pick a particular color based on the meaning behind it, and the best ways to apply powerful color palettes in your advertisements and designs.

4 Types of text in detail:

And, of course, the best typography will set your designs apart and conveys an image in the most powerful manner. This is why we are taught about Typography anatomy as well as classifications, terminology, how to manage your typography within certain visual guidelines, as well as how to use a hierarchy or even to choose various fonts, and, most importantly, where to locate stunning fonts. In addition, we will identify the most commonly made typographic errors in advertising and graphic design, as well as ways to avoid these.

5 Graphic Design Elements derived from Scratch & Photoshop & Illustrator The Intensive Training Program:

Additionally, you will be taught how to design graphics design components from scratch with Adobe Illustrator or even get incredible graphics design components from amazing sources

7 The Practical part of this course (An entire advertising campaign) (Digital marketing)

And by now then, you'll be ready to enjoy the exciting part of the course, during which we brainstorm together to create an entire Creative Advertising campaign, Where we will use the space-time theme of Albert Einstien's general relativity concept to reverse the effects of time and gravity, which is really awesome, then we'll apply that knowledge by putting the complete



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digital marketing strategy with the most widely used applications such as Adobe Photoshop and Illustrator We will follow a simple process to ensure that anyone can understand the process, even if beginners. It is likely to be simple and reduce the amount of time spent on social media ads.

8 Fantastic Resources and Community Group for inspiration, feedback, and Job opportunities:

There are also a lot of other resources, including graphic design templates, fantastic exercises, and links.

This course is to be used for:

- Graphic Designers who wish to increase their creativity and techniques of design
- Marketers and Digital Marketers who wish to establish an innovative Advertising and Art Direction
- Art Directors and Creatives who are looking to begin with metaphors and popular ways of thinking to come up with innovative advertising campaigns
- Graphic Designers who lack imagination or creative concepts
- Anyone who is interested in learning the art of Graphic Design & Advertising & wants to get started with their creative journey by displaying their portfolio
- Advertisers that want to elevate their campaign to the next step



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