PRINT

LAYOUT

TYPE

The Fundamentals of

LAYOUT & DESIGN

Enroll Today!

📞 **PHONE**
1-800-556-3009

📠 **FAX**
913-967-8847

💻 **ONLINE**
www.careertrack.com

✉️ **MAIL**
CareerTrack
P.O. Box 219468
Kansas City, MO
64121-9468

Learn the basics of graphic design to create eye-catching brochures, newsletters, ads, reports and more!

Among the skills and insights you'll learn:

- What "good" design is and what it can accomplish

- What "bad" design looks like and how to prevent it

- How to achieve the best look and feel for a particular document

- How to guide readers toward what's important and away from what's not

- The power — AND the pitfalls — of designing with computers

- How to manage the design process from drawing board to finished product

Professional training in the fundamentals of good graphic design

CAREERTRACK

Learn skills you'll use every day

Good design doesn't just happen.

It takes special skills to assemble the headlines, text and graphics of a printed page so they'll catch the reader's eye and elicit the response you want.

And once you learn these basic design skills, you can apply them anytime you need to communicate ideas on paper swiftly, clearly and effectively.

This program introduces you to the core skills of good graphic design. Learn them. Use them. Practice them. Experiment with them.

In no time, you'll see your publications take on a fresh and exciting look that will make people take notice and want to read them.

Newsletters, ads, even number-heavy reports and proposals — all of them will benefit from the know-how you gain from this skill-packed course.

Should you attend?
Yes, if you fit any part of this profile:

- You've been charged with creating newsletters, ads, reports and similar materials, but you lack formal training.

- Document design has always been a part of your job but every piece you produce ends up looking the same as the others.

- You want your printed materials to reflect a more upbeat, professional image for your organization.

- People look to you for graphic guidance but sometimes you're as unsure as they are.

- As a star employee you're good with everything in the office but now you need newer skills with design.

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ARE YOU IN CHARGE OF "MAKING IT LOOK GOOD?"

This workshop will teach you the essential design principles you need.

In just one day, you're going to get
from here ...   **to here ...**

But just as importantly, you'll also understand what you did — and why you did it — every step of the way.

The Fundamentals of Layout & Design

Why you'll get phenomenal value from this course

In just a few hours, you'll learn the skills to move your layout and design talents into a whole different league.

It's fast and effective because:

- The course content is built around topics with the greatest payback for layout and design novices. It doesn't waste your time on ideas and techniques you'll seldom use or need.

- What you'll learn will help you to enhance your work procss for design.

- You don't have to take volumes of notes. Your cost includes a course workbook to capture the key points for you.

- You get involved — examples, overheads, audience participation and hands-on exercises drive home important principles.

You'll put the skills and insights you gain to work immediately — on your own computer, with your own documents and at your own pace.

> **Want your headlines to pop? Your type to "talk?" Your layouts to come alive? You'll learn how at this workshop.**

Most importantly, you'll like this course because you'll see your work get better and better with every document you design.

You'll learn how to create layouts that demand to be read.

This course does more than show you how to arrange elements on a page for maximum impact and readability. It takes you beyond "here's how you do it" and explains *why* you're doing it. As a result, you'll not only get under the skin of good design, but you'll also venture into the minds of your readers.

- You'll see how to add interest and drama to the dullest of topics.

- You'll learn to guide your readers where you want them to go.

- You'll discover how to hit the visual hot buttons to give you the reader reaction you're hoping for.
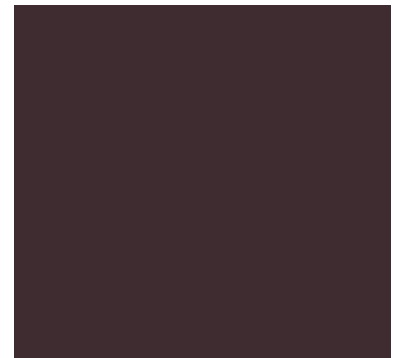
What you'll learn in one fast

Course Content

Know your reader
- Why reading is a "risk" to most people and how to use good design to overcome their natural reading resistance

- How the human eye travels over a printed page and where you should position your most important and least important points

- "Do I read or do I toss?" What goes through your reader's mind in those first few seconds and how to influence the outcome

- Tips for matching the messenger to the message: the role of "image" and "mood" in graphically communicating your ideas

- How to inject personality into your printed matter and increase the odds it gets read, respected and acted upon

Know your message
- How to translate your key objectives into effective design

- What people tend to read first and how you can capitalize on their natural reading tendencies

- Ways to graphically spotlight ideas, benefits or product features to make a powerful — and favorable — first impression

- How to avoid "overdesigning"

- What makes a piece look amateurish — how to spot and fix mistakes creeping into your designs

A comprehensive course book makes sure everything you learn goes home with you. Your tuition includes a convenient summary of the key points you'll learn throughout the day. It simplifies note taking, makes following along easy and will serve as a trusted "memory jogger" if you ever need it later on.

Know your mission
- How to use graphics to get quick action: tips to make readers pull out their checkbooks or reach for their phones

- Long vs. short order forms — when to use a dense "contract" look and when it's better to be light and airy

- How different colors affect readability (some colors compel, others repel)

- Simple graphic devices that speak louder than words (helpful to know when space is tight)

The best use of photos and captions
- Tips for choosing photos that fit your design (and move your message along)

- Silhouetting — how it can add drama and impact to ordinary photos

- When you "frame" photos: the different effects borders and backgrounds can give to the same shot

- How using captions correctly can quickly grab the reader's attention

Eye-catching heads and subheads
- The typefaces, sizes and styles best suited for banner headlines

- Where to put subheads for maximum impact

- All caps? Small caps? Caps and lowercase? Some good rules to follow

Sidebars and call-outs
- Provide visual relief

- Emphasize key points

- Speed up or slow down the tempo of your design

Ways to make your type "talk"
- Things to consider when picking a typeface to reflect your image or intent

-paced, skill-boosting day

- Some basic typographic rules to follow for:
    - "Speccing" headlines and text
    - Determining the best type size for a column width
    - Varying the leading between lines and spacing between paragraphs
    - Using kerning, tracking and word spacing to add or subtract "air" between letters and words
    - Choosing italics, boldface, all caps and serif or sans serif fonts
    - Specifying alignments (when to justify your text, when to set it ragged left or ragged right)
- Effective use of drop caps, indents and reverse type (white on black)

- Some basics on mixing fonts within documents (when it's OK to break the rules)

Putting it all together — how to create pages that please the eye and deliver your message
- What balance is and how to achieve it from page to page, spread to spread
- The role of the grid in planning your layout
- How to use white space as a graphic device
- The secret of arranging elements to follow natural eye flow
- The most effective use of clip art, SmartArt, tables, charts, graphs, logos, bullets and dingbats
- How to separate elements with borders, rules and screens without a "boxy" look

Our goal for you

is you'll take away countless tips, techniques, shortcuts and new approaches. You'll be able to use your new design skills right away and build on them for years to come.

Thousands of people have benefited from this course: people who are expected to design everything from newsletters to order forms but who often don't have a clue whether they're doing it "right."

In this workshop, our aim is to equip you with a working knowledge of what goes into good design and show you what it takes to produce professional-looking documents every time.

You'll learn how to create easy-to-read documents, transmit the right information, reflect your best image and elicit the intended results.

Beyond that, you'll find this course is fun, fast-moving and packed full of examples. So sign up, show up and watch your designs take on a more professional look in no time at all!

Plus, you'll take home:
- A 7-step process to help you make the most of any desktop-publishing system
- 3 simple ways to boost your natural creativity when you need good ideas in a hurry
- 8 graphic techniques that grab attention and increase readability by as much as 200%
- A 17-point checklist to guard against ineffective, amateur-looking designs

No matter what your job or skill level, you'll come away eager to try what you've learned.

"The seminar was fabulous. I'm not one given to superlatives, but this experience was overwhelming. I have at least 10 single ideas, each worth the price of the seminar."

— Mike Thomas, Owner
Mike Thomas Carpet Care

"The seminar overall was wonderful! It allowed me to see designing concepts in a totally new perspective."

— Florence F. Castro
Faculty DVPT Coordinator
Maricopa City Community College

GUARANTEED RESULTS

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this workshop will provide you with the tips and techniques you need to design successfully. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your workshop attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.

Onsite Training Solutions

GET THE RESULTS YOU'RE LOOKING FOR!

Bring our powerful, high-impact training programs to your organization and show your employees you're serious about their professional growth and achieving critical organizational goals and objectives.

CHOOSE FROM OVER 150 COURSES!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting and intriguing!

TAILOR THE TRAINING TO MEET YOUR SPECIFIC NEEDS!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues and scheduling concerns.

MAXIMIZE YOUR TRAINING BUDGET!

On-Site Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

For a free consultation,
visit us online at
careertrack.com/onsite

or call us at
1-800-944-8503!

REGISTRATION INFORMATION

Enroll Today! Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program**.

Quick Con irmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

CANCELLATIONS AND SUBSTITUTIONS

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

PLEASE NOTE

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).

- Walk-in registrations will be accepted as space allows.

- For seminar age requirements, please visit http://www.careertrack.com/faq.asp#agerequirements.

- Please, no audio or video recording.

- You will receive a Certificate of Attendance at the end of the program.

TAX-EXEMPT ORGANIZATIONS

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

TAX DEDUCTION

If the purpose of attending a CareerTrack program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

CONTINUING EDUCATION CREDIT

CareerTrack offers Continuing Education Credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines, and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

CareerTrack is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org. This course qualifies for 6 CPE credits. To obtain a certificate documenting your CPE credits, please visit http://www.careertrack.com/certificate. Certificates will be available 10 days after your event has ended.

Fast workshop facts:

- **One-day workshop — 9 a.m. to 4 p.m.**

- **100% satisfaction guaranteed**

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Express Enrollment!

http://events.careertrack.com/296368

Call 1-800-556-3009 ■ **Fax** to 913-967-8847 ■ **Mail the registration form below!**

☐ **YES!** Please register me for the one-day, *The Fundamentals of Layout & Design* workshop. Group discounts available; see page 7 for details.

ID# 910380

SEMINAR 1
Seminar City: _____
Seminar Date: _____ Event #: _____

YOUR ORGANIZATION 2
Organization: _____
Address: _____
City: _____ St: _____ ZIP: _____
Tele: _____ Fax: _____
Approving Mgr's Name: ☐ Mr. ☐ Ms. _____
Job Title: _____
Email Address: _____ ☐ Business ☐ Home
☐ **Quick Confirmation** Please ☐ email or ☐ fax my confirmation to me within 48 hours.

WHO WILL BE ATTENDING 3
☐ Mr. ☐ Ms. _____
Job Title: _____
Email Address: _____ ☐ Business ☐ Home
☐ Mr. ☐ Ms. _____
Job Title: _____
Email Address: _____ ☐ Business ☐ Home

Please list additional names on a separate sheet.

METHOD OF PAYMENT 4
Important: Send your payment now. Tuition is due before the seminar.
Please make checks payable to CareerTrack and return this form to:
P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).

Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6%) and West Virginia (6%).

Please check one of the following:

☐ Registration fee enclosed. Check # _____ Amount $_____

☐ Our Purchase Order is attached. P.O. # _____

☐ Bill my organization. Attention: _____

☐ Charge to: ☐ AMEX ☐ DISCOVER ☐ MC ☐ VISA Exp. Date: _____ MO. YR.

Acct. # _____

Card Holder's Name: _____

Tax-Exempt #: _____
Please attach a copy of your Tax-Exempt Certificate for payment processing.

Note: If you've already registered by phone, by fax or online, please do not return this form.

REGISTRATION FORM — THE FUNDAMENTALS OF LAYOUT AND DESIGN