



Consulting and Training | Reach New Heights

Course Name

Creative Design and Visual Communication Excellence

Sector Name

Sales, Marketing and Customer Service

Document Type

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Creative Design and Visual Communication Excellence

Course Introduction

This **five-day** training program is designed to equip professionals with the knowledge and practical capabilities required to develop impactful visual communication materials, strengthen brand identity, and enhance organizational communication effectiveness.

The program explores creative design principles, visual storytelling, branding consistency, data visualization, digital communication, and strategic creative leadership. Participants will learn how to transform complex information into engaging visual content, develop audience-focused communication materials, and apply innovative design approaches to support stakeholder engagement and organizational objectives.

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Creative Design and Visual Communication Excellence

Target Audience

Design and creative communication professionals, corporate communication and marketing teams, brand management and content development staff, media and public relations professionals, presentation and reporting specialists, and professionals involved in organizational visual communication.

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Learning Objectives

- ✓ Apply visual communication and creative design principles to organizational communication.
- ✓ Develop effective visual content aligned with corporate branding and communication objectives.
- ✓ Use visual storytelling to communicate ideas, messages, and information clearly.
- ✓ Create engaging presentations, infographics, and data visualizations.
- ✓ Improve the clarity, accessibility, and consistency of visual communication materials.
- ✓ Enhance stakeholder engagement through creative digital content.
- ✓ Evaluate the effectiveness of visual communication initiatives.
- ✓ Promote innovation, collaboration, and continuous improvement in design practices.

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Course Outline

✓ DAY 1

Foundations of Design and Visual Communication

- ✓ Strategic role of design and visualization in organizational communication
- ✓ Principles of visual communication and audience engagement
- ✓ Understanding branding, visual identity, and communication consistency
- ✓ Visual storytelling and effective message delivery concepts
- ✓ Design governance and alignment with organizational objectives
- ✓ Challenges impacting modern visual communication environments

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Course Outline

✓ DAY 2

Creative Design Strategy and Content Development

- ✓ Developing creative concepts and communication-focused design approaches
- ✓ Designing communication materials aligned with organizational objectives
- ✓ Visual hierarchy, layout planning, and content structuring techniques
- ✓ Branding consistency and visual identity management practices
- ✓ Audience-focused design and communication responsiveness
- ✓ Best practices in creative design and content presentation

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Course Outline

✓ DAY 3

Data Visualization and Information Presentation

- ✓ Principles of data visualization and visual reporting
- ✓ Transforming complex information into clear visual insights
- ✓ Presentation design and infographic development approaches
- ✓ Enhancing readability and audience understanding through visualization
- ✓ Supporting decision-making through effective visual communication
- ✓ Improving engagement through structured visual storytelling techniques

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Course Outline

✓ DAY 4

Digital Design and Communication Effectiveness

- ✓ Digital communication and multimedia design considerations
- ✓ Managing visual content across communication platforms and channels
- ✓ Enhancing stakeholder engagement through visual experiences
- ✓ Monitoring design effectiveness and audience interaction
- ✓ Continuous improvement in creative communication environments
- ✓ Supporting organizational visibility and communication impact

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Course Outline

✓ DAY 5

Strategic Creative Leadership and Future Visualization Readiness

- ✓ Leadership principles in creative and communication environments
- ✓ Innovation and digital trends in design and visualization
- ✓ Building agile and visually driven communication cultures
- ✓ Supporting sustainable organizational growth through communication excellence
- ✓ Enhancing creativity, collaboration, and organizational influence
- ✓ Creating future-ready, innovative, and high-performing design and visualization environments

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Oct. 18, 2026	Oct. 22, 2026	5 days	4250.00 \$	KSA , Riyadh

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