



Consulting and Training | Reach New Heights

Course Name

professional Design Fundamentals and applications

Sector Name

Interpersonal Skills and Self Development

Document Type

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Course Introduction

Design is a fundamental communication tool that shapes how information is perceived, understood, and remembered. In professional environments, effective design helps convey messages clearly, enhance visual consistency, and support organizational identity across different materials and platforms.

Developed by **Boost**, this course introduces participants to the core principles of design and how they are applied in everyday professional contexts. The program focuses on visual thinking, layout, color, typography, and basic design logic—without requiring prior design experience or advanced technical skills.

Boost's Design course enables participants to understand how design works, communicate visually with clarity, and collaborate more effectively with designers or creative teams.

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Target Audience

- ✓ Professionals with no formal design background
- ✓ Administrative and communication staff
- ✓ Marketing, HR, and corporate support teams
- ✓ Employees involved in preparing presentations or visual materials
- ✓ Anyone seeking to improve visual communication skills

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Learning Objectives

- ✓ Understanding the role of design in professional communication
- ✓ Apply basic design principles to visual materials
- ✓ Improve clarity and consistency in visual layouts
- ✓ Use color, typography, and visuals effectively
- ✓ Evaluate design quality and avoid common visual mistakes
- ✓ Communicate design ideas clearly with creative teams

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Course Outline

✓ DAY 01

Understanding Design and Visual Communication

Module 1: What Design Is and Why It Matters

- ✓ Design as a communication tool
- ✓ Design in everyday professional materials
- ✓ The impact of good vs. poor design

Module 2: Visual Thinking and Message Clarity

- ✓ Translating ideas into visuals
- ✓ Understanding visual hierarchy
- ✓ Designing for clarity, not decoration

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Course Outline

✓ Day 02

Core Design Principles

Module 3: Balance, Alignment, and Spacing

- ✓ Organizing visual elements
- ✓ Creating clean and readable layouts
- ✓ Avoiding clutter and confusion

Module 4: Contrast and Visual Emphasis

- ✓ Highlighting important information
- ✓ Using contrast effectively
- ✓ Guiding the viewer's attention

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Course Outline

✓ Day 03

Color and Typography Basics

Module 5: Color Fundamentals

- ✓ Understanding color meaning and usage
- ✓ Choosing appropriate color combinations
- ✓ Avoiding common color mistakes

Module 6: Typography Essentials

- ✓ Font types and readability
- ✓ Using fonts consistently
- ✓ Combining fonts professionally

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Course Outline

✓ Day 04

Layouts and Visual Consistency

Module 7: Layout Design for Common Materials

- ✓ Designing slides, documents, and posters
- ✓ Structuring content visually
- ✓ Improving readability and flow

Module 8: Visual Consistency and Brand Awareness

- ✓ Importance of consistency in design
- ✓ Using logos, colors, and styles correctly
- ✓ Maintaining a professional visual identity

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Course Outline

✓ Day 05

Reviewing, Improving, and Applying Design

Module 9: Evaluating and Improving Designs

- ✓ Identifying strengths and weaknesses in designs
- ✓ Giving and receiving visual feedback
- ✓ Improving existing materials

Module 10: Applying Design Skills in the Workplace

- ✓ Applying design principles to daily tasks
- ✓ Working effectively with designers
- ✓ Building confidence in visual communication

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Feb. 1, 2027	Feb. 5, 2027	5 days	4250.00 \$	UAE , Dubai
June 7, 2026	June 11, 2026	5 days	4250.00 \$	KSA , Riyadh
Aug. 24, 2026	Aug. 28, 2026	5 days	2150.00 \$	Virtual , Online
Nov. 9, 2026	Nov. 13, 2026	5 days	4950.00 \$	England , London

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