



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

## COURSE OUTLINE

Course	<b>DIY GRAPHIC DESIGN FOR THE NON-DESIGNER</b>
Date	<b>17 &amp; 18 September, 2018</b>
Region	Western Cape
Venue	The Bureaux Blac, 100 Beach Road, Nautica Building
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

### Workshop Outline

**“Don’t sell them a product, tell them a story” has changed to “don’t tell them, show them”. This creates all sorts of challenges for communicators who gained most of their experienced in a text-dominant field.**

Graphic design has become an imperative public relations and communication tool. Unfortunately, our fast paced and demanding communication environment does not always allow the luxury of time, or funds, to appoint a professional graphic designer for a quick social media post or informal invitation.



During this two day workshop we will aim to teach delegates, that have no graphic design experience, the very basic skills needed to enable them to create their own designs. Our facilitator will introduce delegates to free, easy-to-use graphic design tools and will spend time teaching them how to design social media graphics, posters, presentations, and infographics, to mention a few.

### The workshop will cover:

- The power of visuals
- The importance of corporate identity
- Graphic design fundamentals
- Graphic design jargon
- Bad vs good vs great visuals
- Print vs web vs social media design
- Finding design inspiration

- Stock images
- How to properly brief a graphic designer
- Introduction to graphic design tools
- Practical exercises (social media graphics, posters, infographics, etc.)

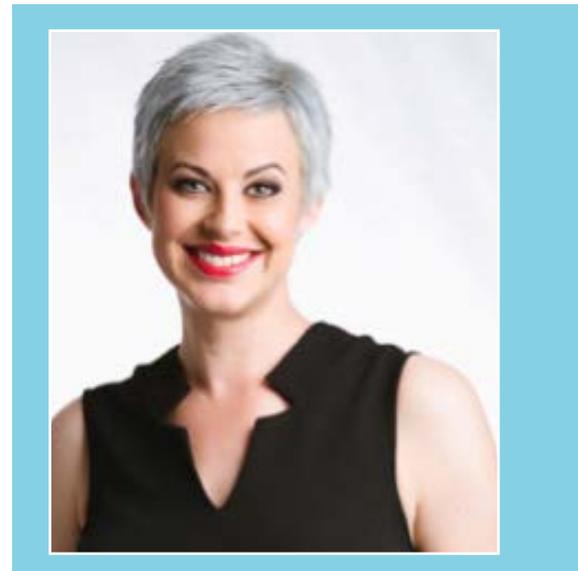
## Requirements:

- Own laptop with MS Power point installed and activated
- Power cable for laptop
- Internet connection
- Must be able to access emails during the workshop (to be used for free tool signup confirmation)

## About the facilitator

**Juanita Vorster** (CPRP) wanted to become a graphic designer, but decided to qualify as a public relations practitioner instead. Her love of striking visuals and two years studying art at school has proven to be immensely helpful in her career as communicator.

Juanita loves finding free design tools and easy ways to create striking designs. She believes that even if you can't create beautiful images yourself, as a professional communicator you should at least be able to brief the professional designers in a way that ensures that you get what you want on first draft.



<b>Duration:</b>	<b>2 Days</b>
<b>CPD Points:</b>	<b>15</b>
<b>*Early bird PRISA Member:</b>	<b>R4800.00</b>
<b>Late PRISA member:</b>	<b>R5030.00</b>
<b>*Early bird non-member:</b>	<b>R5320.00</b>
<b>Late non-member:</b>	<b>R5600.00</b>
<b>PRISA registered student:</b>	<b>R2720.00</b>
<i>Accommodation NOT included in any of the fees Fees subject to change</i>	

**\*Early bird: Book and pay before 17 July 2018**

*Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.*



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Book online now to secure your seat as space is limited  
Contact: Annah Jordan at [annah@prisa.co.za](mailto:annah@prisa.co.za) or 011 326 1262