

# PRINCIPLES OF LAYOUT AND DESIGN

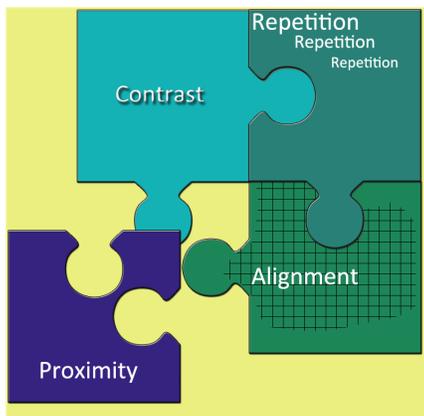
## August 28 & 29, 2018

Region: Gauteng

Venue: TBC

Time: 08:30 – 16:00

Registration: 08:00 to start promptly at 08:30



### Workshop Outline:

Media-intensive messages and information overload are woven into the very fabric of our day-to-day life. We are so swamped with information that we read only what we want to read – we absorb only what we find interesting and ignore the rest. It is therefore imperative that as communication experts we package our communication messages in a compelling and attractive way. Design and layout is all about creating a pleasing spatial relationship between the individual components of an article in order to grab the reader or viewer's attention.

This two-day workshop will provide participants with information on the principles of design and layout needed to maximise the impact of various communication methods. It will assist participants in applying these principles to a variety of media; and in arranging individual elements, such as text and graphics, in an eye-catching way.

### Outcomes of this workshop for participants:

- Understand the purpose of the design
- Ways of organising the information
- Ways of ensuring readers' attention
- Understand the elements of design – for example, colour, balance and contrast
- Be able to apply the elements of layout to various media
- Gaining tips for web design

### About our facilitator:

Lindy Goodfellow's credentials include over 20 years' experience in corporate communication, strategic media relations, and internal and external communication in both public and private sectors. For 10 years she headed strategic corporate communication and media relations for a global pharmaceutical company and within this portfolio generated a variety of corporate booklets which were distributed globally. She also has a passion for creative communication, and was the copywriter and editor of the monthly internal publication and the intranet. She also designed a website for the company.

Lindy is currently the business owner of Jibba-Jabba Communications, a public relations consultancy specialising in the full range of public relations services.

She is a Chartered Public Relations Practitioner (CPRP) and a registered member of the Public Relations Institute of South Africa (PRISA), under whose auspices she provides public relations training. Lindy holds an Honours Degree in Counselling Psychology and a Diploma in Public Relations Management.

<b>Duration:</b>	<b>2 Day</b>
<b>CPD Points:</b>	15
<b>*Early bird PRISA Member:</b>	R4800.00
<b>Late PRISA member:</b>	R5030.00
<b>*Early bird non-member:</b>	R5320.00
<b>Late non-member:</b>	R5600.00
<b>PRISA registered student:</b>	R2720.00

Accommodation NOT included in any of the fees

Fees subject to change



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. Services Seta SDL no 950721458

\*Early bird: Book and pay before 29 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.

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.