



PUBLICATION DESIGN

Course Code: WSQ-PUB

What will you learn?

- Fundamentals of Publication Design.
- Effective uses of text and imagery within a publication.
- Understanding various formats and specifications.
- Understanding various constraints while undergoing a project.
- Suitability of design solutions.
- Basic and Intermediate operations of Adobe InDesign.

Course Schedule

Contact Hours: 18 hours

Course Frequency : Once per week

Course Duration : 6 weeks

Course Materials

- Design Brief Template
- Project Specifications
- InDesign CC Digital Classroom

About the Workshop

Explore the fundamentals of publication design through the study of various platforms like books, magazines and other print mediums. Participants undergoing this programme will learn effective cover designs to catch the attention and engage audiences.

This workshop is crafted to arm participants with publication techniques currently practiced in the industry. Throughout the programme, participants will be exposed to various publication techniques, styles and common problems and solutions encountered by designers today.

At the end of the programme, participants will be issued a Statement of Attainment (SOA) from the Singapore Workforce Development Agency.

Course Fees

SME Sponsored	MNC Sponsored	Self-Sponsored	Mid Career Enhanced Subsidy	Workfare Training Scheme	Full Course Fee
90% Subsidy	42% Subsidy	42% Subsidy	90% Subsidy	95% Subsidy	-
\$113.05	\$426.55	\$426.55	\$113.05	\$79.80	\$711.55
Absentee Payroll: \$7.50 Per Hour	Absentee Payroll: \$4.50	-	-	Training Allowance: \$4.50	-

WSQ subsidies are eligible for Singapore's and PRs above the age of 21.

Please check with our education consultants regarding funding eligibility.

Registration fee of \$30

Course Outline

Day 1	<ul style="list-style-type: none">• Course introduction• Getting project requirements• Creating a design brief
Day 2	<ul style="list-style-type: none">• Interpreting the house style and other similar design• Applying design solutions to a design brief
Day 3	<ul style="list-style-type: none">• Book Design - Layout
Day 4	<ul style="list-style-type: none">• Book Design - Text & Images
Day 5	<ul style="list-style-type: none">• Book Design - Use of colours
Day 6	<ul style="list-style-type: none">• Reproduction techniques• Image formats and understanding resolutions