Garnet
Garnet Global Training Center

GGT-MD-111

Media, Journalism & Digital Content

Graphic Design for Non-Designers

التصميم الجرافيكي لغير المصممين

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Foundation**

Overview

Graphic Design for Non-Designers is designed for people who are new to the subject, or who need a structured refresher before taking on more responsibility. Programs for newsrooms, communication teams and content creators. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Explain the key concepts, terms and standards of Graphic Design for Non-Designers.
- Know when to escalate and who to involve.
- Communicate confidently with specialists and colleagues.
- Plan the next steps in your own learning.
- Recognise the main hazards, errors and misconceptions newcomers face.

Who should attend

Journalists, media officers, content creators and spokespersons. No prior experience is required; it also suits new hires, graduates and staff moving into this field.

Key topics

- Storytelling and structure
- Writing for media
- Visual and video content
- Media ethics and law
- Audience analytics
- On-camera skills

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Introduction to Graphic Design for Non-Designers
- Audience analytics
- Common mistakes and how to avoid them

Day 2 Core concepts and terminology
- On-camera skills
- Storytelling and structure

Day 3 Basic methods and tools
- Writing for media
- Regional and international case studies

Day 4 Working safely and correctly
- Visual and video content
- Checklists and templates to take away

Day 5 Practical exercises and review
- Media ethics and law
- Group discussion and peer review

10-day outline

Day 1 Introduction to Graphic Design for Non-Designers
- Audience analytics
- Common mistakes and how to avoid them

Day 2 Core concepts and terminology
- On-camera skills
- Storytelling and structure

Day 3 Basic methods and tools
- Writing for media
- Regional and international case studies

Day 4 Working safely and correctly
- Visual and video content
- Checklists and templates to take away

Day 5 Practical exercises and review
- Media ethics and law
- Group discussion and peer review

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Measurement and reporting

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Hands-on workshop on a workplace challenge

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
18–22 Jul 2027	5-day classroom	Kuwait City	Arabic	4,750
2–6 Aug 2027	5-day online	Live online	Arabic	2,950
11–15 Oct 2027	5-day classroom	Dubai	Arabic	4,750
1–12 Nov 2027	10-day classroom	Barcelona	English	8,950
10–14 Jan 2028	5-day classroom	Geneva	English	4,750
17–21 Apr 2028	5-day classroom	Abu Dhabi	English	4,750
15–26 May 2028	10-day classroom	Istanbul	English	8,950
3–14 Jul 2028	10-day online	Live online	Arabic	5,450
14–18 Jan 2029	5-day classroom	Riyadh	English	4,750
19–30 Mar 2029	10-day classroom	London	English	8,950

Dates	Format	City	Language	Fee (USD)
8–12 Jul 2029	5-day classroom	Amman	Arabic	4,750
6–10 Aug 2029	5-day online	Live online	Arabic	2,950
1–5 Apr 2030	5-day classroom	Dubai	English	4,750
12–23 May 2030	10-day classroom	Riyadh	English	8,950
16–20 Jun 2030	5-day classroom	Kuwait City	Arabic	4,750
16–27 Sep 2030	10-day online	Live online	Arabic	5,450

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/