

Learn essential graphic design and layout skills that'll make every project you produce more visually powerful and effective!

HOW TO DESIGN

Newsletters,
Brochures, Ads,
Catalogs,
Reports,
Proposals,
Presentation
Materials
and More!

An intensive two-day workshop that immerses you in the essentials of professional-quality desktop publishing and graphic design.

Attend this exciting program and we **GUARANTEE** you'll learn how to make each project you produce **LOOK BETTER ... and WORK BETTER!**

To enroll, visit us on the Web at www.NationalSeminarsTraining.com or call **1-800-258-7246**

INTENSIVE 2-DAY WORKSHOP

Learn How to Create Visually Exciting Documents That Get Fantastic Results ... *Every Time!*

All the desktop publishing software in the world can't make your documents visually compelling if you don't have solid skills in layout and design. Without this essential design knowledge, any newsletters, brochures or catalogs you create will look ordinary. Presentation materials will lack visual pizzazz. Reports and proposals you prepare may well go unread. And ads or Web pages? Mediocre, at best.

To produce documents that get noticed – and get results – you need a solid understanding of the basics of good design.

That's where this comprehensive two-day workshop comes in.

There's no experience required to attend: If you don't have a background in design, but you use desktop publishing software and want to give a professional polish to everything you create, this workshop is for you! In just two intensive days of training, we'll show you how to make every document you produce more eye-catching, more compelling — and much more effective.

We'll introduce you to the elements of good design, the essential design tools that'll make your job a lot easier, and — most importantly — enable you to grab your readers' attention and entice them to keep reading!

YOU'LL LEARN ...

- ▼ **Design guidelines for different types of documents, from newsletters to basic Web pages**
- ▼ **How to create “hot spots” that place added emphasis on what's really important**
- ▼ **Why white space is so critical — even if you really need that space for text**
- ▼ **Quick and simple techniques for creating easy-to-read, visually impressive charts**
- ▼ **The psychology of color — and how to use it most effectively**
- ▼ **Shortcuts for turning out polished projects when you're in a time crunch**

This workshop offers you much more than others on similar topics because it provides two full days of intensive training — that's two entire days you'll spend learning with a desktop publishing design expert who can answer all your questions! We guarantee that you'll learn far more than in a one-day course, and you'll retain more of what you learn, thanks to our exclusive accelerated training techniques.

How to Design Newsletters, Brochures, Ads, Catalogs, Reports, Proposals, Presentation Materials and More! gets to the nitty-gritty “how-to's” of design — the essentials that help you create fresh, exciting documents that get the results you need. You won't find these skills in your software manual ... and you won't convey the professional flair that gets your documents noticed without them!

Don't miss this important opportunity to take your design skills from so-so to sensational — in just two days of training. There's simply no faster or better way to get the design know-how you need to make every project an attention-grabber!

Great Group Discount! When 3 enroll from your organization, a 4th attends FREE!

Six Essentials of Great Design

1. Create Attention Grabbers and “Hot Spots”

Getting your reader to notice your work is half the battle — the other half is making sure you drive home your main messages. Discover the many ways to “hook and reel in” your readers. Plus, learn how to create “hot spots” on the page that always get read — even by “skimmers” who want just the facts.

2. Establish a Tone That Speaks to Your Audience

Graphics, type fonts, backgrounds — these elements all give your document a specific “personality.” And that personality should be one your audience can relate to. Learn how to choose these elements wisely to create the tone that best suits the message you’re trying to communicate to your readers.

3. Simplify! And Make Every Document Easier to Read

It’s often difficult to fit everything you need to say into the allotted space. We’ll show you simple tricks for presenting complex information in an easy-to-read format and how to create balance among the elements on the page. You’ll also learn invaluable tips for improving overall readability.

4. Use Color Correctly to Enhance Your Message – Not Detract From It

Color is so powerful it can communicate without words, which is why this workshop includes an important discussion on the psychology of color. You’ll find out what reactions various colors can evoke in your readers, plus learn guidelines for using color most effectively in different types of documents.

5. Use Pictures and Graphics to Add Visual Impact

Sometimes the right photograph or graphic can “say it all.” We’ll let you in on the best sources of photographs, illustrations and other graphic images that will convey your message perfectly. You’ll also gain great tips for positioning your graphics to give your documents maximum impact.

6. Avoid the Pitfall of Graphic Overload

Some desktop publishing users have a tendency to overfill their pages with too many graphic elements and special effects. The results are difficult to read — and they look amateurish, which reflects poorly on both the designer and organization. Attend this workshop and you’ll never risk falling into that trap again!

WHO SHOULD ATTEND?

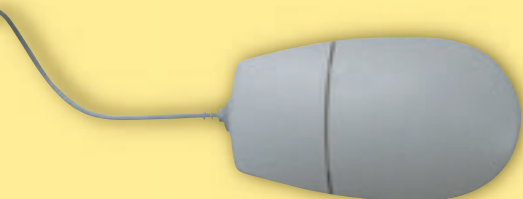
This skill-packed workshop will be of great benefit to anyone who creates documents using desktop publishing software, including ...

- Newsletter editors
- Brochure designers
- Catalog design professionals
- Desktop publishers
- Beginning Web page designers
- Administrative assistants
- PR professionals
- Advertising professionals
- Marketing professionals
- Graphics production assistants
- Marketing directors
- Small business owners
- Speakers and trainers

And anyone else who wants to produce top-quality, attention-getting documents!

Results 100% Guaranteed!

This two-day workshop in essential layout and design skills is 100 percent guaranteed to provide you with the design techniques, tools and know-how that’ll make an immediate impact on the effectiveness and visual appeal of every document you create from now on. If you’re in any way unsatisfied with what you gain from this workshop, just let us know and we’ll refund your enrollment fee in full. Our money-back guarantee means that when you reserve your place in this program, you have absolutely nothing to lose — and everything to gain!



Take the first step toward making your documents ... and yourself ... look terrific. Enroll today by visiting us on the Web at www.NationalSeminarsTraining.com or call 1-800-258-7246.

DISCOVER THE SECRETS OF PRODUCING YOUR COMPREHENSIVE 2-

WORKSHOP HOURS: 9 A.M. TO 4 P.M. BOTH DAYS



Bring your fellow designers to train as a team – and SAVE 25%!

Bring your co-workers so you can all learn how to turn out great looking graphic designs – and you'll SAVE 25% on your enrollment fee. Thanks to our great team training discount, when 3 enroll from your organization, a 4th can attend FREE!

BRING THIS TRAINING TO YOUR ORGANIZATION



ON-SITE TRAINING SERVICES: WORLD CLASS TRAINING. GUARANTEED RESULTS.

Our On-Site Training Department can deliver this seminar — or more than 100 other cutting-edge training programs — directly to you for private, in-house training.

Over 20 years of experience allows us to create comprehensive training programs that deliver the skill sets your employees need to succeed in today's volatile business climate.

Find out how our guaranteed on-site learning solutions can benefit your organization. Call 1-800-344-4613, e-mail us at onsite@natsem.com or visit us on the web at www.NationalSeminarsTraining.com.



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Planning Pointers That Guarantee a Great Start

- The importance of understanding who your readers are and why you're communicating with them before you design
- What do you want your document to accomplish?
- The message is everything: How to make sure all elements of your design are in harmony
- How-to's for making a strong, positive first impression
- Planning tips that'll save you tons of time later on
- Using thumbnails to map out where you're headed

Design 101: Recognizing the Elements of Excellent Design

- Look and learn! Examples of exceptional design in various types of documents
- What makes a design effective?
- Understanding how balance and proportion work to create visually appealing layouts
- How to grab the reader's attention ... and hold it!
- Tips for making sure those who skim your documents don't miss your key points
- Boxes, sidebars and call-outs: Creating a focal point on a text-heavy page
- The critical importance of using white space — and how to do it effectively
- Headlines, subheads and other key elements that increase readability
- How to create "flow" to guide the reader through your document
- "Design disasters" guaranteed to make you look like a rookie — and how to avoid them

Choosing Type Styles and Sizes for Maximum Impact

- Selecting text type: The pros and cons of serifs and sans serifs
- What you need to know about leading, tracking and kerning
- How many different point sizes can you safely mix on a page?
- ALL CAPS vs. Upper and Lower Case: Knowing the rule and when you can break it
- Right-justified, left-justified or centered — which alignment is best for your document?
- Bold, italics and underlining — professional-looking uses and common abuses
- How to determine what size type is the right size
- Reverse type: A powerful graphic technique to use with caution
- The personality of typefaces and how they reflect the tone you want
- When you need to transfer printer fonts: Protect yourself by knowing the law

Using Graphics to Drive Your Message Home

- Guidelines for selecting photographs that will "speak" to your reader
- Illustrations and other graphic elements: How-to's for using them for maximum impact
- How to size and position your graphic elements on the page
- Basic chart formats and when to use each
- Advantages and disadvantages of "clip art"
- Understanding when graphics enhance your message — and when they detract
- Visual elements that give your project a shot of personality and style
- Readable, easy-to-create graphs that are sure to impress

A POLISHED, PROFESSIONAL DESIGN DAY WORKSHOP AGENDA

REGISTRATION BEGINS AT 8:30 A.M. ON DAY 1

Working With Color and Other Powerful Tools of the Trade

- The psychology of color: How your readers react to certain colors and why
- Guidelines for using color creatively and effectively
- Do's and don'ts for color combos
- A word of caution on choosing and using backgrounds and color screens
- A look at desktop publishing's nifty special effects and how to use them to add visual appeal
- Tips for using bars, rules and borders
- Drop caps, dingbats and wingdings: When to use them and when to lose them
- How to avoid the tempting trap of "graphic overkill"

Layout and Design Guidelines for Different Document Types

- Basic design rules for creating visually appealing newsletters
- How-to's for making your brochures more eye-catching — and more effective
- Guidelines for adding visual punch and readability to catalogs
- Making your presentation materials pack a punch
- Proposals and reports: How to break up the gray with design elements
- Design basics for producing attention-grabbing ads
- Easy-to-create Web page layouts for beginners

Whatever your training need, National Seminars Group has the solution! Visit us online at www.NationalSeminarsTraining.com to request a FREE catalog of training events coming to your area.

Cool Technologies Every Desktop User Should Know About

- Tips for making the most of layout packages like InDesign, Quark and PageMaker
- How-to's for creating incredible images with Illustrator, Photoshop and other image manipulation software
- Mac vs. IBM for layout: Pros and cons of both
- Making Web layout tools work for you — the first time!
- Scanner secrets for achieving better-quality images
- A printer troubleshooting checklist that will help ensure you get the results you want
- What you need to know about using digital cameras
- CD-ROMs, tape backup units and other peripherals that'll save you time and money
- An eye-opening look at the latest and greatest: Hot new design software technologies

Pulling It All Together: Creating Professional-Looking Documents That Get Results — Every Time

- Creating the total image: How to coordinate color, type and graphics to create the tone or mood you want
- Great resources for finding terrific creative ideas
- Use your own laser printer or use a service bureau? Knowing why and when to do each
- Talking with printers and service bureaus: Important questions to ask to make sure your final document turns out exactly the way you want
- Understanding your options when the finished product isn't right
- Evaluating your current design software programs and DP equipment: Is it what you need to get the job done — or is something else better?

MORE GREAT REASONS TO ATTEND ...

Get Ready for Some Great Ideas!

Great ideas — they're hard to come by. When you attend this workshop, you'll gain dozens of innovative, practical ideas that'll take you in whole new creative directions, expanding your area of expertise and giving a big boost to your overall effectiveness.

Save Time and Money in Getting Your Designs Produced

Let's face it, your design may be spectacular, but if you aren't up on the in's and out's of getting it produced, the end product may turn out to be a real nightmare. That's why this workshop provides invaluable time- and money-saving tips. From how to prepare your files for output to understanding printer lingo, we've got solid answers that'll make your life a lot easier!

Discover What's Ahead in Desktop Publishing

The world of desktop publishing changes every minute. New software. New hardware. New gadgets and gizmos, many of which have incredibly powerful applications for you. This workshop gives you a glimpse at the exciting new advancements on the horizon.

Enjoy an Inspiring, Motivating Day Away From the Office

Kick back with fellow creatives, share ideas with others in your field, and listen to an expert in the field share invaluable tips in two visually stimulating and creativity-building days of learning. Hey, everyone needs a chance to let his or her mind go in a stimulating environment ... to renew creative energy. This is truly a mind-expanding workshop guaranteed to pay off big.

Why Train With National Seminars Group?

That's a good question, because when you select a design workshop, you've got plenty to choose from. A number of seminar and workshop providers are out there competing for the training dollars of professionals like you.

But the simple truth is: All training organizations are NOT alike!

Our success rate in training desktop publishing professionals is second to none.

No training organization has offered a greater variety of programs to enhance the skills of those working with desktop publishing software than National Seminars Group. Our track record in serving both employers and employees in this area is exemplary, because we continually research the latest design technologies to keep our curriculum cutting-edge.

Our trainers are the best — hands down! We are picky, picky, picky when it comes to choosing trainers for our workshops! That's why our speakers are among the most highly rated in the business, earning rave reviews from coast to coast. Our trainers are not only experts in their fields, they are motivating, insightful and entertaining speakers who can answer all your questions.

With our exclusive accelerated training approach, you learn much more in less time. Our accelerated approach to learning is a key reason why employers throughout the country are so sold on our workshops. This training method is exclusive to our organization and is designed to help you digest a large amount of information in a small amount of time — and to retain more of what you've learned!

Our workshops are more FUN. It's true: We design and pace your learning experience to be fun, as well as informative. Sit on your backside for two days while some talking head drones away at the lectern? Not when you train with us, you won't! You'll get tons of ideas on great design not only from your expert trainer, but also from the fellow attendees you'll meet.

So why not train with the best? Choose National Seminars for all your career training needs!

Grab Their Attention With Creative ... Professional ... Designs That Get a Response!

Do you wish every design you create could be more professional – and – attention-grabbing? Now it can be! The Designer's Resource Collection includes everything you need to create pieces sure to impress any audience. Whether you're working on a company newsletter, a presentation to hundreds of people or a corporate report, you'll discover the tips and techniques the experts use to be more impressive ... more effective! Don't miss out. Order your set today!

The Designer's Resource Collection Includes:

- *Quick and Easy Newsletters (Handbook)*
- *Writing Business Proposals and Reports (Handbook)*
- *Non-Designer's Design Book, 2nd Edition*
- *Wake Up Your Creative Genius (Handbook)*

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or Mail the registration form to:
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P.O. Box 419107
Kansas City, MO 64141-6107

Registration Information

Our Registration Center is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

Group Discount: When 3 enroll from your organization, a 4th may attend for FREE!

Check-in begins at 8:30 a.m. The workshop schedule is 9 a.m. to 4 p.m. Lunch is on your own.

Cancellation. If you cannot attend, you may send a substitute or receive a credit memo toward a future workshop. If you cancel your registration up to five business days before the workshop, your registration fee will be refunded less a \$10 enrollment charge.

CEUs: Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions. RUCCEC is an approved provider of continuing nursing education by the Missouri Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Tax Deduction. The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

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VIP #919-118101-001