DOUSSOU FORMATION

Graphic Design Fundamentals — Build a Strong Creative Foundation

Course Details — Introduction to Graphic Design

Learning Objectives

- Understand the fundamentals of graphic design and its professional applications.
- Master the core principles: color, typography, layout, composition, and stylization.
- Learn how to create a complete visual identity (logo, brand guidelines, color palette…).
- Complete hands-on projects to solidify your skills: moodboards, logos, mockups, brand systems.

Modules & Content

Module 1 — Graphic Design Fundamentals

- What is graphic design?
- The 4 essential pillars: color theory, imagery, typography, composition

Module 2 — Color & Palettes

- Color theory (contrast, harmony, symbolism…)
- Create cohesive and accessible color palettes
- Tools and inspiration to choose the right colors
- **Project 01:** Design moodboards and color palettes for various brands

Module 3 — Stylization & Visual Simplification

- Image stylization: schematization, visual expression, abstraction
- Techniques for graphic simplification
- **Project 02:** Deconstruct and stylize imagery for a brand identity

Module 4 — Typography & Hierarchy

- Type anatomy, typographic styles, font families
- Hierarchy, readability, spacing, kerning
- Choosing fonts based on brand identity
- **Project 03:** Create a font and type system for a brand

Module 5 — Layout & Composition

- Layout basics: grids, alignment, whitespace, contrast, repetition

- Grid systems: rule of thirds, spiral, Fibonacci
- **Project 04:** Build a layout based on a client brief

Module 6 — Logo Design

- Understanding logo types: logotype, symbol, monogram, emblem
- Construction lines and visual consistency
- **Project 05:** Design a logo from a stylized image

Module 7 — Brand Guidelines

- Build a complete brand style guide (visual identity system)
- Integrate color palette, fonts, logo usage rules
- **Project 06:** Create a full brand guide for a fictional company

Learning Format

- Balanced mix of theory, live demos, and hands-on workshops
- Step-by-step projects to build a complete brand identity
- Visual supports, online resources, analysis grids

Who is this course for?

- Beginners in graphic design
- Self-taught creatives seeking structure and foundational theory
- Entrepreneurs, students, content creators

InDesign Training: Mastering the Creation of Long Documents

InDesign for Everyone: Creating Long Documents

Introduction to Paragraph, Character, and Object Styles

- Create and apply styles for headings, body text, and other document elements.
- Ensure consistency and uniformity throughout the document.
- Easily modify the appearance of elements by adjusting a single style.

Using Master Pages

- Create master pages for a consistent layout.
- Quickly apply repetitive design elements to all pages.
- Customize master pages for different content types (e.g., headers,

footers, page numbering).

Organizing Long Documents: Sections

- Divide a large document into sections for simplified management.
- Options for numbering and sections.

Managing Links and Images

- Organize and manage linked files (images, graphics, etc.).
- Use the "Links" panel to update and check for missing or modified links.
- Ensure smooth image management to avoid errors during export.

Working with Layers

- Organize different elements of your document using layers (text, images, background, etc.).
- Facilitate the management of complex documents by isolating specific elements.
- Work more efficiently without risking disruption to other parts of the design.

Saving and Version Management

- Regularly save to prevent data loss.
- Create versions of your file to track project evolution.
- Use versioned copies to collaborate safely and revert to a previous version if necessary.

Preflight Check Before Printing

- Use the "Preflight" panel to identify errors before finalizing a document.
- Check for missing fonts, broken image links, and other common errors.
- Ensure flawless output before printing or exporting.

Keyboard Shortcuts and Productivity

- Learn and use keyboard shortcuts to work faster.
- Identify the most useful shortcuts in daily workflow.
- Maximize efficiency by intuitively using advanced tools.

Linking a Word Document to InDesign Instead of Importing

- Learn to link a Word document to InDesign to maintain text synchronization.
- Automatically update text in InDesign when changes are made to the Word document.
- Manage long and complex documents more smoothly with this linking method.

Brochure & Leaflet Design Fundamentals — Create Impactful Print Communications

Introduction to Brochure Design

- Definition of a brochure and its role in marketing communication
- Strategic applications: promotion, information, lead generation
- Fundamentals of effective layout and page design

Structuring Information for Impact

- Understanding information hierarchy: principles and best practices
- Highlighting key messages for better readability
- Visually organizing content into clear information groups
- *Practical workshop: structuring content for a brochure*

Designing a High-Performance Folded Leaflet

- Identifying the right content based on communication goals
- Selecting the appropriate format for distribution and target audience
- Exploring brochure types (bi-fold, tri-fold, accordion, etc.)
- *Workshop: fold simulation and dummy creation*

Professional Manufacturing & Design

- Standard and custom formats: benefits and limitations
- Balancing layout with content volume
- Segmentation techniques for better clarity and engagement
- Designing a visual journey for the reader
- Considering physical impact: 3D perception and tactile experience
- *Workshop: creative research and concept development*
- *Workshop: full design of a professional folded leaflet*

Looking for a tool for your multi-

page needs? : Consider Adobe InDesign

InDesign, as its name suggests, is graphic design software. The latter offers about the same tools as its Photoshop and Illustrator cousins. On the other hand, the real strength of InDesign is multi-page work. So, if you have to produce books, brochures or flyers, for example, InDesign will be your best tool.

Adobe InDesign: What are the benefits?

It is a software that was launched in 2002 with the aim of replacing PageMaker. We must therefore see InDesign as a mix of Photoshop, Illustrator and Word. You will be able to independently process your content there thanks to the boxes. So you might have text in one and a photo in another. Your modifications can be done separately and will not impact the other content boxes.

Thus, InDesign remains the ultimate tool for layout. This is the main advantage of using this software. Indeed, you can work on several pages, unlike Photoshop which only allows you to work on one page at a time.

The software allows you to export your files in PDF for printing or in SWF for the internet. Very versatile and offering many tools, InDesign is a lever for your multi-page document projects.

So you can mix text, pixel content and vector images. All this, on one page. This is obviously one of the main attractions of InDesign. Not being as advanced as its Photoshop or Illustrator counterparts, it nevertheless offers a lot of tools and comes first when it comes to multi-page documents.

Adobe InDesign: How can Doussou Formation help you?

Getting started with new software is never easy. We know this well and that is why we have designed a tailor-made training to teach you how to use InDesign. We will start by showing you the interface of this software. Once you're comfortable with the elements, we'll dive deeper into them, starting with document creation and content block management. You will then see the text within InDesign and then the tables. Next, we'll explore color management together. Once these basic elements are understood, you will be ready for the more advanced content.

That is to say, the advanced layout allowing to design a book for example. Or, dynamic legends for example. With the tools of InDesign and the expertise

of Doussou Formation, designing multi-page documents of professional quality will no longer be a secret for you.

Our training revolves around theoretical and practical elements in order to make you work on your learning. Our tailor-made formula allows our trainers to adapt to your needs and desires so that you improve the aspects you will use.

Photoshop + Illustrator + InDesign Training

Creative Cloud

The essentials
How it works

Photoshop

Introduction to Photoshop training

Software interface
Selections and their management
Colors (RGB, CMYK)
Layers, layer styles and how to manage them properly
Drawing tools
Creation and management of text
Touch-ups
Color corrections
Filters

Illustrator

Introduction to Illustrator training

Creating a new document
The toolbox
Zoom and move
Work plans
Guides and the different display modes
Selections and layer management

Drawing with the Pen tool

InDesign

Introduction to Indesign training

Launching the software and customizing the workspace
Creating an InDesign document
Document properties
Grids, rulers and guides
Blocks: creating and transforming them
Spacing between blocks
Managing text in blocks
Characters and paragraphs
Tables
Images
Pages
Long documents

Web Design Training : Adobe Photoshop + Adobe Illustrator

Introduction to the Web Design Training

Adobe Photoshop

Discovering Photoshop

Understand the work environment and the tools
Manage the control panel
Save your workspaces

Choosing colors and color modes

Color modes
Color palette, swatches, gradients

Drawing in Photoshop

Use the pencil, the brush and the airbrush
Use the eraser tool
Use the paint bucket tool

Use the gradient tool

Mastering the selection tools

Move tool
Classic selection tools
Use the Lasso tool
Use the Magic Wand tool
Use the Quick Selection tool
Copy, move or delete a selection
Save and reuse a selection
Expand or reduce a selection
Select or deselect all

Working text in Photoshop

Create and edit text
Format text
Format a paragraph
Area type or point type?
Convert text to image
Create and use character styles on Photoshop

Use layers, masks and styles

How layers work
Use the layers panel
Manage layers
Manage the layout of a document with layers
Manage layer groups
Layer compositions
Build a vector mask and output an element
Use fill layers

Adobe Illustrator course

Discovering Adobe Illustrator

Illustrator interface
Customize the workspace
Uses : logo, illustrations, layouts…
Vector processing and formats

Master vector drawing with Illustrator

Create predefined objects
Precise objects positioning
Foreground and background

Rules, grids and landmarks
Learn selection tools
Create paths and shapes
Pen tool : anchor points, handles and curves
Key combinations
Paths modifications : adding or removing anchor points
Brush tool and Blob Brush tool
Display modes
Graph tools

Modifications

Transformation tools
Ctrl + D Function
Transformations functions
Envelope Distort tool
Pathfinder
Fusion tools

Masks

Create a simple clipping mask
Illustrator effects
Appearance panel
Alignment: objects distribution
Illustration enrichment
Contours
Colors and using swatches : styles
Global colors
Create and apply gradients
Transparency and blending modes

Work with text

Enrichment of point type
Type on a path, area type and vertical type tool
Find fonts

Layers

Layers organisation
Isolation mode

Save and export

Save in Adobe Illustrator format
Export in pixel format
PDF format for printer
Save: EPS, PDF, Flash

Training: Analysis and Design with UML 2.0

The Object Approach

abstraction
Objects
classes
encapsulation
Specialization and generalization
The legacy
Composition
Abstract and concrete classes
Polymorphism
the notion of stereotype in UML

Requirements modeling

use cases
Actor
Scenario
Communication relationship
Relationship between use cases
The extension relationship
Specialization and generalization of use cases

Representation of interactions between objects

The sequence diagram
Sending message
The lifeline of an object
The notion of interaction framework
The communication diagram

The life cycle of an object

States
events
transitions
stock
Properties and state identification

Static modeling of objects

The representation of classes
Associations between objects
The representation of associations between classes
The cardinality of associations
Differences between composition and aggregation

Advanced Training: HTML5 / CSS3, JavaScript / DOM + Responsive Design

Advanced Training Introduction: HTML5/CSS3, JavaScript/DOM + Responsive Design

Why HTML5?

Tag formatting

HTML, CSS, XHTML, XML, HTML5 standards

The W3C and validators

Encoding logic, ISO-8859-1, UTF-8,..

Basic Concepts Review

Tag types

Style rule syntax

CSS positioning (relative, absolute, float, display)

Practical Workshop: *Create an XHTML/CSS site*

Transition to HTML5

Syntax, new doctype, and tools

Structure and semantics

Div and span

New HTML5 tags

Practical Workshop: *Rebuild our site using HTML5/CSS3*

Multimedia Tags

Insert an image (<figure> tag)

Insert a video (<video> tag)

Insert audio (<audio> tag)

Browser compatibility

Practical Workshop: *Use JavaScript to control audio and video objects*

Forms

New types for <input>

New attributes

New elements <output>

Form validations in HTML5

Practical Workshop: *Create an HTML5 form*

Drawing: Dynamic Image Creation with JavaScript

Canvas tag

SVG

Drawing shapes (rectangle, circle, etc.)

Colors, fills, gradients

Practical Workshop: *Enhance video playback with a progress bar*

Geolocation

Overview

Positioning (latitude, longitude)

CSS3

Overview

Syntax, CSS3 prefixes

Rounded corners

Drop shadows

Text-Shadow

Box-shadow

Linear gradients

font-face

Attribute selectors

CSS3: Transformations, Transitions, and Animations

Rotation

Translation

Animations

Practical Workshop: *Animate various element properties*

Introduction to JavaScript

JavaScript Basics

Core JavaScript concepts

Event handling

Dynamic CSS management

Practical Workshop: *Validate fields in our contact form*

Document Object Model

What is the DOM?

Node concept

Node hierarchy (DOM Tree)

Relation properties

State properties

Node access methods

Firefox DOM Inspector

Modify HTML content

Modify HTML element styles

Practical Workshop: *Create a photo gallery*

Responsive Design

Principles

CSS 3 Media Queries

Practical Workshop: *Create a multi-platform site (smartphone, tablet, etc.)*

Using Bootstrap

Introduction to Bootstrap

Bootstrap installation

Grid system for positioning

Layouts

Responsive Design

Practical Workshop: *Create a page using Bootstrap*

Bootstrap Components

Dropdown menus

Navigation bars

Breadcrumbs

InDesign Advanced Training

Introduction to the Adobe InDesign – Advanced Training

- Set up document and application preferences
- Understand color management and ICC profiles
- Master the key stages of a professional production workflow
- Effectively use and customize template files

Advanced Layout Techniques

- Create and manage complex master pages
- Structure long documents (sections, chapters, text frame threading)
- Assemble a book using InDesign CC
- Optimize vertical content alignment
- Organize elements using layers for better clarity

Advanced Text Features

- Manage multi-column text layouts
- Insert bullet points, numbering, and anchored objects
- Use tabulations and special spacing options
- Implement text variables and break characters

Advanced Style Management

- Streamline formatting with paragraph, character, and object styles
- Create list styles with automatic numbering
- Configure nested styles and GREP styles
- Import styles from Word documents
- Synchronize styles across documents in Book mode
- Automatically generate tables of contents and footnotes

Image Import and Management Mastery

- Use grid-based image importation techniques
- Create dynamic captions from metadata

Advanced Color and Table Management

- Manage transparency, overprint settings, and ink coverage
- Design layouts using tables
- Apply table and cell styles consistently

Document Structuring and Metadata

- Generate tables of contents and interactive indexes
- Use advanced indexing tools such as Indexmatic

- Create bookmarks and integrate interactive buttons

Preparing for Final Output

- Design a book spine and back cover
- Create and apply custom preflight profiles
- Perform comprehensive preflight checks
- Export to PDF for print or digital formats (interactive PDF, SWF)
- Print layout spreads according to industry standards

Suggested Complementary Training

Course: InDesign with AI — From Text to Image

Articulate Storyline 360 Training: Create Interactive eLearning Modules

Module 1 — Introduction to Articulate 360 and eLearning Standards

- Overview of the Articulate 360 suite: Storyline, Rise, Review, Content Library
- Key eLearning concepts: modules, learning paths, interactive activities
- Industry standards: SCORM, xAPI, AICC
- High-level view of an instructional design cycle using Articulate tools

Module 2 — Creating a Course with Storyline

- Getting to know the interface and core functionalities
- Inserting slides, text, images, and videos
- Building interactions: buttons, clickable zones, layers, states
- Adding quizzes and assessments
- Managing navigation and customizing the course player

Module 3 — Editing and Improving an Existing Course

- Importing and opening an existing project
- Identifying inconsistencies (navigation, design, content)
- Editing text, media, and interactions
- Best practices for review and instructional validation
- Quality checks: accessibility and mobile compatibility

Module 4 – Exporting and Creating SCORM Packages

- Configuring tracking and scoring (SCORM 1.2, SCORM 2004, xAPI)
- Selecting the right export settings for your LMS
- Generating and testing a SCORM package
- Verifying content with SCORM Cloud before deployment

Module 5 – Using Articulate Review for Collaboration

- Publishing a project to Review 360
- Inviting collaborators and collecting feedback
- Version control and tracking revisions
- Integrating the review process into a team workflow

Module 6 – LMS Integration

- Importing a SCORM package into an LMS (e.g., Moodle, TalentLMS, Docebo)
- Key LMS settings: results tracking, completion, progress
- Testing compatibility and troubleshooting common issues
- Best practices for go-live deployment and user support

Module 7 – Practical Workshop and Final Project

- Building a mini interactive module with a quiz
- Exporting to SCORM and uploading to a test LMS
- Validating the project using Articulate Review with feedback loop simulation
- Final skills assessment and participant feedback