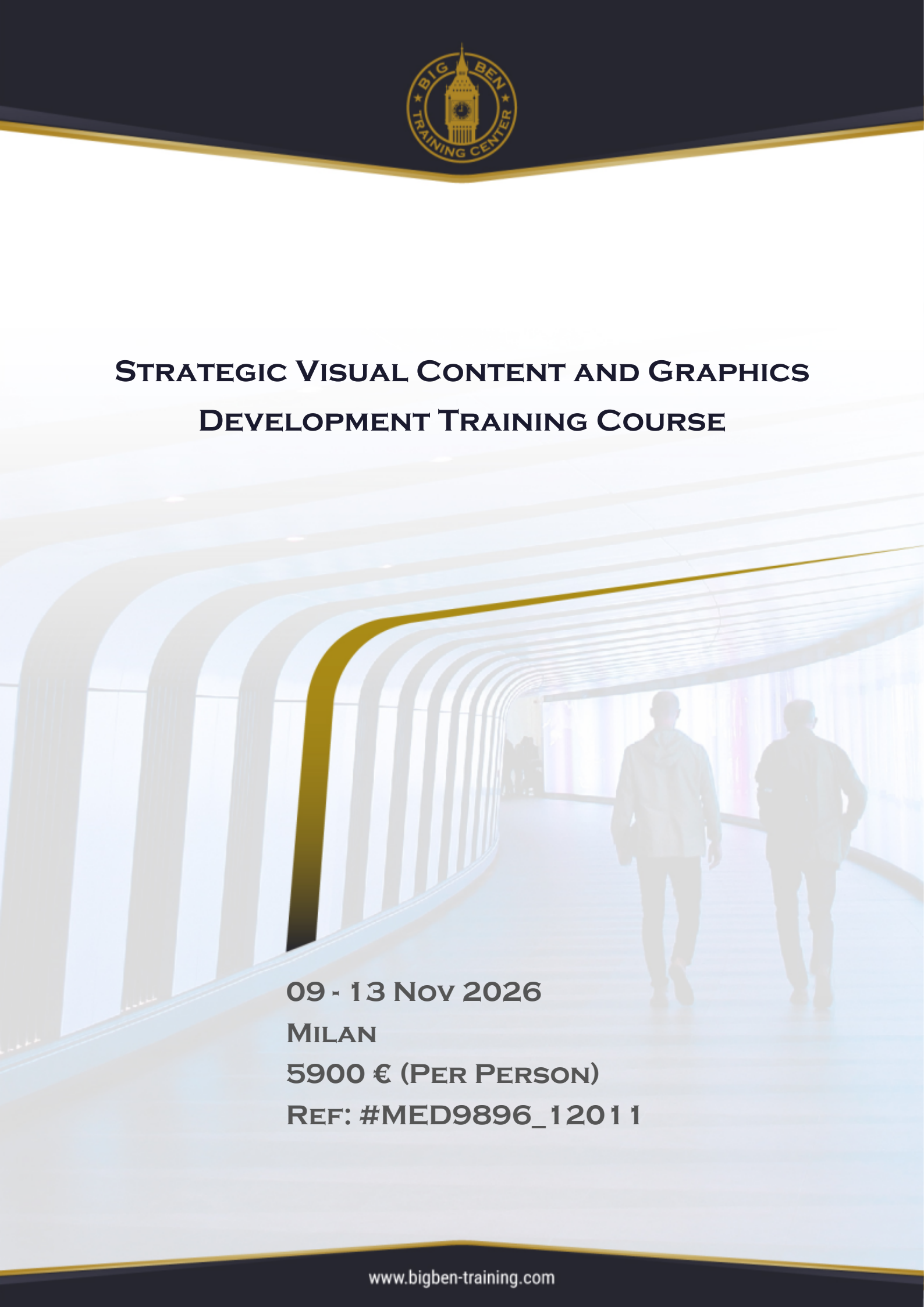
Strategic Visual Content and Graphics Development Training Course



09 - 13 Nov 2026

Milan

5900 € (Per Person)

Ref: #MED9896_12011

Course Introduction / Overview:

In the digital world, visual content is the most powerful way to tell a story and capture an audience's attention. This training program, offered by BIG BEN Training Center, is designed to give you the skills needed to create, manage, and use compelling graphics and visuals for any media platform. We will cover everything from the basic principles of graphic design to the specific techniques for creating different types of visual media, including infographics, video content, and social media graphics. You will learn how to use visual elements to support your message, build a brand identity, and drive audience engagement. The course draws on academic insights, including the work of prominent visual communication theorist Judith Wilde, whose book "Visual Communication: A Critical Introduction" gives us a framework for understanding how images and graphics shape our perceptions. By the end of this course, you will not only be proficient in using design tools, but you will also have a strategic understanding of how to use visual content to achieve your professional goals. This program is for anyone who wants to communicate more effectively with visuals.

Target Audience / This training course is suitable for:

- Marketing and communications specialists.
- Social media managers.
- Content creators.
- Public relations professionals.
- Graphic designers and web developers.
- Brand managers.
- Government agencies and public affairs officers.

Target Sectors and Industries:

- Marketing and advertising.
- Media and broadcasting.
- E-commerce and retail.
- Technology and software.
- Education and publishing.
- Non-profit organizations.
- Government agencies and public institutions.

Target Organizations Departments:

- Marketing and communications.
- Brand management.
- Social media.
- Public relations.
- Content creation.
- Corporate training.
- Digital media.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a visual content strategy that aligns with business goals.
- Create professional infographics, presentations, and reports.
- Master the basics of graphic design and visual storytelling.
- Use a variety of tools to produce high-quality social media graphics.
- Understand the role of color, typography, and layout in communication.
- Create a consistent brand identity across all visual media.
- Measure the effectiveness of your visual content.

Course Methodology:

BIG BEN Training Center uses a hands-on, project-based learning approach that gives participants practical experience in visual content development. The course is a combination of lectures, case studies, and a final portfolio project. We will use real-world case studies to analyze how successful brands use visuals to tell their story. Participants will work in small groups to develop a complete visual content strategy for a mock brand. They will create a variety of graphics, including infographics, social media graphics, and a short video. The program includes workshops on technical skills, such as using design software and preparing files for different platforms. Our experienced instructors will provide personalized feedback on all projects. This blend of theory, practical exercises, and peer feedback ensures that participants are not only proficient in design, but also strategic thinkers who can create visual content that truly resonates with their audience.

Course Agenda (Course Units):

Unit One: The Fundamentals of Visual Storytelling

- The psychology behind visual communication.
- Understanding color theory and typography.
- Principles of effective graphic design.
- The role of images, videos, and icons.
- Developing a strong brand identity with visuals.
- The difference between various visual media formats.
- Creating a visual content strategy.

Unit Two: Creating Infographics and Data Visualization

- The importance of infographics for complex information.
- Telling a story with data.
- Choosing the right chart or graph.
- Designing clear and compelling data visualizations.
- Using software tools to create professional infographics.
- Best practices for layout and information hierarchy.
- Making your infographics shareable and engaging.

Unit Three: Social Media and Digital Graphics

- The specific requirements for different social media platforms.
- The role of social media graphics in engagement.
- Creating compelling visuals for Instagram, Facebook, and Twitter.
- The basics of video content and short-form animation.
- Using GIFs and memes in your strategy.
- Designing a consistent visual style for your brand.
- The importance of mobile-first design.

Unit Four: Brand Consistency and Visual Assets

- The importance of visual brand identity.
- Creating a brand style guide.
- The role of logos and brand colors.
- Sourcing and using stock photography.
- Managing your visual assets and libraries.
- The legal and ethical side of using images.
- The future of visual content.

Unit Five: The Visual Content Project

- Presenting your final visual content strategy and portfolio.
- A review of the entire visual content development process.
- A deep dive into case studies of successful visuals and their impact.
- Troubleshooting common design challenges.
- The importance of feedback and iteration.
- A final Q&A with the instructors.
- Next steps in your visual content career.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How has the rise of short-form video and vertical content challenged traditional principles of static graphic design for digital platforms?

What unique qualities does this course offer compared to other courses?

This training program stands out because it goes beyond simply teaching you how to use design software. While many courses focus on tools, this one, offered by BIG BEN Training Center, emphasizes the strategic side of visual content. We teach you how to think like a designer and a marketer, ensuring that every visual you create has a clear purpose. The hands-on, project-based structure is a major plus, as you will develop a complete visual content strategy and portfolio that you can use right away. We also cover the nuances of creating visuals for specific media platforms, recognizing that what works on Instagram is different from what works in a report. This comprehensive approach, which combines design principles with strategic thinking, makes this program truly unique and highly effective.