

WHAT ON EARTH, ARE THEY TALKING ABOUT?

CREATIVE LINGO UNPLUGGED



Are you technically challenged? Struggling to understand apps? Perplexed by Terminology?

When joining forces with any other profession but your own, it's like learning a new language, which can sometimes sound like gibberish. Working with design and digital people in their world, is exactly that!

This course takes you on a journey into their world to better understand the lingo used, so that you can start saving time, and most importantly, know what you or the designers are doing in order to save money!

Being able to tell a story in a world full of ever-changing stimuli is becoming increasingly challenging, therefore we encourage our clients to start thinking about their own, unique story. Once clear, we can help unravel the story in a language that will enable both you and your design agency to be on the same page!

So whether a little curious; are in the field of Marketing, PR, Communications or Sales Promotions; or just want to decipher/understand digital/design communication and terminology, then this is the workshop for you!

This course is an interactive workshop, tailor-made to suit the needs of you and your team. Run as an in-house at your chosen venue.

What on Earth is this Course about?

- * Understanding the most important print lingo
- * Understanding the basics of web technology and working with your website 'backend'
- * The mobile design revolution and how it can benefit you
- * A summary of over eight of our best media courses
- * How to offer better and more intuitive solutions for your clients or your marketing team
- * How to do marketing with a tight budget on the web
- * The future of digital design (UX and Apps)

Who are we?

We are a training provider with a sister design agency that add a personal touch to our work, by being in tune with our client's needs, asking the right questions from the start and diving into their world of expertise in order to deliver on expectation. And in doing so, a brand comes alive!

Our eligibility is based on the result of making positive change, no matter how big or small the project.

We combine creative and strategic thinking with technical expertise and personalised service.



Digital Marketing and Social Media:

Digital marketing and how it works. How best to use social media to your advantage!



The Web & Mobile Design:

Understand the ins and outs of web design, the coding involved, responsive design and content management systems; as well as the design of electronic flyers and newsletters. Discovering adwords and The Creative Cloud.



Printing:

Understand your designer when it comes to photos and manipulating them to suit print material, and in so doing choose a suitable printer to meet your needs.



What is DIGITAL and the future of digital design?

Understanding apps, how to create animated documents & digital PDF's; as well as user interface.