Visual Communication and Infographics Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Visual Communication and Infographics have become essential tools in today's digital-first world, where attention spans are short and data-driven storytelling dominates decision-making. Visual Communication and Infographics Training Course is designed to equip learners with cutting-edge skills in data visualization, visual storytelling, infographic design, and information architecture, enabling them to transform complex information into clear, engaging, and impactful visual content. Participants will explore modern tools and techniques used in graphic design, UI/UX communication, business reporting visuals, and social media content creation, ensuring they stay competitive in a rapidly evolving creative economy.

In an era driven by AI-powered design tools, digital marketing analytics, and content-heavy platforms, visual communication is no longer optional it is a strategic advantage. This course focuses on practical, industry-relevant applications of infographic design, brand storytelling, motion graphics basics, and data-driven design thinking, empowering learners to create visuals that influence audiences across corporate, educational, and digital media environments

Programme Curriculum

Visual Communication and Infographics Training Course

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Course Duration

5 days

Course Objectives

1. Master principles of visual storytelling and data visualization
2. Develop professional skills in infographic design and layout composition
3. Understand UI/UX visual hierarchy and information architecture
4. Create engaging content for social media marketing and digital branding
5. Apply design thinking methodology in visual communication
6. Build competency in Adobe Illustrator, Canva, and Figma tools
7. Interpret and convert raw data into interactive dashboards and visuals
8. Enhance skills in motion graphics and animated infographics
9. Improve clarity in corporate reporting and business presentations
10. Learn principles of color psychology and typography trends
11. Apply AI-assisted design tools for content creation
12. Develop storytelling skills for content marketing and brand identity
13. Create portfolio-ready projects in modern visual communication design

Target Audience

1. Graphic Designers and Creative Professionals
2. Digital Marketers and Social Media Managers
3. Business Analysts and Data Professionals
4. UI/UX Designers and Product Designers
5. Students in Media, Communication, and Design
6. Content Creators and Influencers
7. Corporate Communication Teams
8. Freelancers in Branding and Advertising

Course Modules

Module 1: Fundamentals of Visual Communication

- Principles of visual hierarchy, balance, and contrast
- Understanding audience perception and cognitive load
- Basics of typography, spacing, and alignment
- Introduction to visual grammar and semiotics
- **Case Study:** Apple product launch visuals and minimalist communication strategy

Module 2: Data Visualization & Infographic Design

- Converting raw data into visual stories

- Charts, graphs, and diagram selection techniques
- Designing for clarity, accuracy, and engagement
- Storyboarding data narratives
- **Case Study:** COVID-19 global dashboard visualizations

Module 3: Tools for Modern Design

- Interface and workflow optimization
- Template customization and branding systems
- Vector vs raster graphics usage
- Collaborative design workflows
- **Case Study:** Canva-powered startup marketing campaigns

Module 4: Information Architecture & UX Visual Design

- Structuring content for user understanding
- Navigation flow and visual hierarchy
- Wireframing and prototyping basics
- Accessibility and inclusive design principles
- **Case Study:** Airbnb UX redesign and information clarity improvements

Module 5: Brand Identity & Visual Storytelling

- Logo design principles and brand consistency
- Creating visual tone and emotional engagement
- Story-driven design for marketing campaigns
- Visual branding across platforms
- **Case Study:** Nike “Just Do It” campaign visual storytelling

Module 6: Social Media Infographics & Content Strategy

- Designing for Instagram, LinkedIn, and TikTok formats
- Viral content structure and engagement psychology
- Carousel posts and micro-infographics
- Content calendar visualization
- **Case Study:** HubSpot social media infographic strategy

Module 7: Motion Graphics & Animated Infographics

- Basics of animation principles in communication
- Tools for motion design and transitions
- Data animation techniques
- Storyboarding motion content
- **Case Study:** Google Year in Search animated visuals

Module 8: AI-Powered Visual Communication & Portfolio Development

- Using AI tools for design automation
- Prompt-based infographic generation
- Portfolio structuring for job readiness
- Freelancing and monetization strategies
- **Case Study:** AI-generated marketing dashboards in modern agencies

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com