

# Evening Desktop Publishing Courses

Learn to create printed visual communication that is compelling and professional. Create stunning visual effects using a combination of Adobe Photoshop, Indesign and Illustrator's powerful tools. Learn concepts and techniques to create professional posters, brochures, flyers and packaging and more. Build foundational skills that allow you to explore graphic creation for fields such as fashion design and interior design too.

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## Software modules

- Module 1: Adobe Photoshop
- Module 2: Adobe Indesign
- Module 3: Adobe Illustrator
- Module 4: Finishing Art for Designers/ Adobe Acrobat and Portfolio Preparation
- Vector graphics (Adobe Illustrator)
- Photoshop for Creatives
- Page Layout (Adobe Indesign basics)
- Preproduction & Print introduction
- Software specific terminology & preferences
- Workflow with Adobe Acrobat

## Conceptual/theoretical modules

- Digital text - Intro to digital text treatment, Design using digital text, and Typography
- Co-ordinating professional print jobs
- Stock photos, Fonts & Rights introduction

Name	Course Duration	Cost p/p Incl Vat	Times
<b>13 Weeks Desktop Publishing</b>	Dependent on the no. of modules selected.	4 Modules booked consecutively: R15 000.00	
	<b>4 weeks</b>		
<b>Module 1 - Photoshop CS5</b> <b>3 wk Software training</b> <b>1 wk Photoshop Project</b>	23 Jan - 15 Feb 30 Apr - 23 May 30 Jul - 22 Aug 29 Oct - 21 Nov	R 4 600.00	5:30pm - 8:30pm
	<b>4 weeks</b>		Mon, Tues & Wed
<b>Module 2 - Indesign CS5</b> <b>3 wk Software training</b> <b>1 wk Indesign Project</b>	20 Feb - 14 March 28 May - 20 June 27 Aug - 19 Sep 26 Nov - 19 Dec	R4 600.00	(Any class falling on a public holiday will be carried over to be held the Thursday evening of the same week (to be arranged between the lecturer and class).
	<b>4 weeks</b>		
<b>Module 3 - Illustrator CS5</b> <b>3 wk Software training</b> <b>1 wk Illustrator Project</b>	19 Mar - 11 Apr 25 June - 18 Jul 24 Sep - 17 Oct	R4 600.00	
	<b>1 week</b>		
<b>Module 4 - Finishing Art for Designers</b>	16 Jan - 18 Jan 23 Apr - 25 Apr 23 Jul - 25 Jul 22 Oct - 24 Oct	R2 800.00	

## Description

Whether it's a magazine spread, a poster, or even a Web page, nothing connects or communicates like an effective layout. Layout design, the art of what goes where on a page or editorial spread, is a creative challenge for any graphic or digital designer.

Need to think like a designer? This course gives you a primer on the basic elements of design: typography, images, colour, and layout. You'll go inside the design process and learn how to create layouts using such time-honoured principles as consistency and alignment. Through interaction with the instructor and other students, you'll with develop your ability to critique your design — identifying what's right and wrong, and how to fix it technically.

Learn how to build strong foundations for your page design, explore creative applications for lines and shapes, and discover how to break the rules while maintaining the underlying structure of a page. Digital illustration is a challenging but expressive area of digital design. It brings out each artist's unique personal style. Using Adobe Illustrator, you'll learn the tricks of the trade for creating illustrations, that intrigue and delight. The course provides a workout in those Illustrator tools (Pentool, Bezier curves, gradients) that are critical for such designs, while retaining a focus on the principles of effective illustration.

Adobe Photoshop is the premiere image manipulation tool for both print and the Web. If you are planning on working with images in any way, you need to know it. Learn how to select, enhance, distort, colour, scale and manipulate scanned images and artwork — or create them from scratch.

Course projects can include, time permitting, a magazine spread, a poster, patterned wrapping paper, a Corporate logo and stationery, a book or CD cover design.

## General

Please note the following:

- You will be issued with an access tag, this tag needs to be returned on the last night you attend class
- All work will be deleted from our server one month after you complete the course, please ensure that you bring a memory stick to transfer your work.
- Please ensure that all modules are paid in full on the commencement of the course, please supply us with proof of payment to that effect.

## Enrolment

Complete and fax / email an enrolment form (also available online) and proof of payment of your deposit to 021 402 0303. Or email the info to us at [info@friendsofdesign.net](mailto:info@friendsofdesign.net)

Friends of Design - Academy of Digital Arts  
Branch: Standard Bank Cape Town - Adderley Street  
Account No.: 070282692  
Branch Code: 020009

## Contact us

**via email** - for course queries & Enrolments: [info@friendsofdesign.net](mailto:info@friendsofdesign.net)

**via phone** - Telephone 021 402 0303