

friends of design

Academy Of Digital Arts



simply creative learning

SPECIALIST COURSES

Looking for something special?

Enjoy the comfort and convenience of customised course ware and even on-site training, anywhere in the country. Whether you're learning from scratch or want to get up to speed on new features, and you have a group of 3 or more people, then Friends of Design's course ware specialists will tailor just the course for you.

What's on offer?

We offer customised training on a wide range of topics in the fields of print, web and motion graphics. Be it software migration you need, or essential skills training for newbies, refresher training for your pro's or work flows assessments to pinpoint bottlenecks in your production process, we can do it.

On site assessments & consulting*

We visit you at the front-line, assess your team, their abilities and your aspirations. We then provide you with a feedback document, with a detailed assessment of the current work flows and where we can help you improve your team's performance and productivity. This feedback document also includes a full training proposal that fits into you budget and time schedule. We also offer post-training on-site assistance to teams requiring extra support during project deadlines or problematic tasks.

* Consulting rates apply, so please contact us for details.

What about larger groups?

Group discounts are available for groups of 5 or more and, additionally, we provide you with options on training schedules that suit your deadlines.

And the advantages of customised training?

More flexibility with your time schedule. We set up a training timetable according to your availability, not by our public schedule.

What else is included?

Notes, customised exercises, assessments (on request) and follow ups to review the effectiveness of the training. Add snacks and creative, calm environment for learning - away from the stresses of the office.

What our clients have to say:

"Best training I have ever had! I am going to send all our guys here!" - **Caroline Pryce, NHU Africa (Final Cut Pro, June 2010)**

"I've enjoyed the course so much, I would love to learn the rest of the package!" - **Cameron Freegard, Graphic Designer for Woolworths (Adobe Illustrator for Fashion Designers, July 2010)**

"The lecturer demonstrated Acrobat capabilities brilliantly!" - **Lawrence Johnson, Digital Asset Administrator, Maskew Miller Longman (Adobe Acrobat CS3 to CS5 Updates, Oct 2010)**

It's easy

Updating your skills won't be a lengthy process with us. **Call us today on 021 402 0303** or email us for further information and get your team updated, confident and on the road to success.











WHO WE ARE











Friends of Design Academy of Digital Arts, an innovative and rapidly growing digital design school in Cape Town, has taken the lead in the instruction of digital design in Cape Town, South Africa.




Focusing on print, web and new media design, the Adobe and Apple certified training centre is recognized as the trendsetter in the local industry.

Our staff members have deep, wide-ranging expertise in their respective fields. They bring professional industry experience to the print,

web and motion graphic design courses. We foster experimentation and discovery, with a team that creates an inspiring environment that instills students with passion, enthusiasm and dedication. We achieve this through a dynamic curriculum; experienced staff; and professional-grade facilities that are regularly updated to meet industry and market demands. We promote student growth and development as our primary objective, and strive to ensure that staff and students thrive in a positive and nurturing environment.

	COURSE DESCRIPTION	INDUSTRY/IES	GENRE/S	PROGRAM/S
DESKTOP PUBLISHING DTP ESSENTIAL SKILLS				
1	Adobe® Photoshop™ (15-20hrs)	All except Administration	All	
2	Adobe® Indesign™ (15-20hrs)	Print Publishing, Graphic Design, Education, Administration, Advertising & Marketing, Mobile	Design, Print Design, Publishing, Version Upgrades, Interaction Design	
3	Adobe® Illustrator™ (15-20hrs)	Fashion Design, Illustrator, Packaging, Web Design, Advertising & Marketing, Graphic Design, Print Publishing	Design, Print Design, Publishing, Version Upgrades, Interaction Design, Web Design	
DTP MIGRATION SKILLS				
4	Finishing Art for Designers (12 hrs)	Print Publishing, Advertising & Marketing, Packaging, Illustration	Design, Print Design	  
5	FreeHand to Adobe® Illustrator™ Migration (12 hrs)	Print Publishing, Graphic Design, Advertising & Marketing, Packaging, Illustration	Design, Print Design, Web Design, Version Updates, Migration	
6	FreeHand to Adobe® InDesign™ Migration (12 hrs)	Print Publishing, Graphic Design, Advertising & Marketing, Packaging, Illustration	Design, Print Design, Web Design, Version Updates, Migration	
7	QuarkXpress to Adobe® Indesign™ (12hrs)	Print Publishing, Graphic Design, Administration	All except Web Design, Motion Graphics & Interaction Design	
8	Adobe® Photoshop™ for Photographers (Retouching Technologies)	Photography, Graphic Design, Print Publishing, Fashion Design	All industries except Migration & Interaction Design	

	COURSE DESCRIPTION	INDUSTRY/IES	GENRE/S	PROGRAM/S
WEB DESIGN ESSENTIAL SKILLS				
9	Adobe® Flash™ Essential Skills (15-20hrs)	Web Design, Graphic Design, Advertising & Marketing, Fashion Design	Web Design, Design, Motion Graphics, Interaction Design, Publishing	
10	Adobe® Dreamweaver™ Essential Skills (15-20hrs)	Web Design, Graphic Design, Advertising & Marketing	Web Design, Design, Motion Graphics, Interaction Design, Publishing	
11	HTML 4.0 / XHTML 1.0 and CSS 2.0 Essential Skills (15-20hrs)	Web Design, Graphic Design, Advertising & Marketing	Web Design, Design, Motion Graphics, Interaction Design, Publishing	
12	Adobe® Contribute™ Essential Skills (15-20hrs)	Web Design, Graphic Design, Advertising & Marketing	Web Design, Design, Motion Graphics, Interaction Design, Publishing	
13	Adobe® Actionsript 2.0 / 3.0	Web Design, Graphic Design, Advertising & Marketing,	Web Design, Design, Motion Graphics, Interaction Design, Publishing	Actionsript
14	WordPress Essential Skills (15-20hrs)	Web Design, Graphic Design, Advertising & Marketing	Web Design, Design, Motion Graphics, Interaction Design, Publishing	
15	Adobe® Photoshop™ for Web (6hrs)	Graphic Design, Web Design, Mobile, Photography, Illustration	Design, Web Design, Interaction Design	
MOTION GRAPHIC DESIGN				
16	Apple® Final Cut Pro Studio™: Apple® Final Cut Pro™ Essential Skills (15-20hrs)	Film / TV, Advertising & Marketing	Design, Motion Graphics, Interaction Design, Version Upgrades	
17	Apple® Final Cut Pro Studio™: Apple Motion (20hrs)	Film / TV, Advertising & Marketing	Design, Motion Graphics, Interaction Design, Version Upgrades	
18	Apple® Final Cut Pro Studio™: Apple Soundtrack (12hrs)	Film / TV, Advertising & Marketing	Design, Motion Graphics, Interaction Design, Version Upgrades	
19	Apple® Final Cut Pro Studio™: Apple Color (12hrs)	Film / TV, Advertising & Marketing	Design, Motion Graphics, Interaction Design, Version Upgrades	
20	Apple® Final Cut Pro Studio™: DVD Studio™ (12hrs)	Film / TV, Advertising & Marketing	Design, Motion Graphics, Interaction Design, Version Upgrades	
21	Apple® Final Cut Pro Studio™ (FCP 100, FCP 200 Apple Certified courses) (40hrs)	Film / TV	Motion Graphics, Version Upgrades, Interaction Design, Graphic Design	
22	Adobe® After Effects™ Essential Skills (20hrs)	Film / TV, Advertising & Marketing	Design, Motion Graphics, Interaction Design, Version Upgrades	
23	Adobe® Premiere Pro™ Essential Skills (20hrs)	Film / TV, Advertising & Marketing	Design, Motion Graphics, Interaction Design, Version Upgrades	Adobe® Premiere™
24	Adobe® Premiere™ Essential Skills (20hrs)	Film / TV, Advertising & Marketing	Graphic Design, Motion Graphics, Interaction Design, Version Upgrades	Adobe® Premiere™
25	Adobe® Premiere™ Comprehensive (incl Onlocation, Encore) (26hrs)	Film / TV	Graphic Design, Motion Graphics, Interaction Design, Version Upgrades	Adobe® Premiere™

	COURSE DESCRIPTION	INDUSTRY/IES	GENRE/S	PROGRAM/S
SPECIALIST COURSES				
26	Adobe® Photoshop™ Extended for Engineers (12hrs)	Engineering	Design	Adobe® Photoshop Extended™ & Photoshop™
27	Adobe® Photoshop™ Extended for Medical Imaging (12hrs)	Medical	Design	Adobe® Photoshop Extended™ & Photoshop™
28	Adobe® Illustrator™ for Packaging Design (12hrs)	Packaging	Design, Print Design	
29	Cybertactics – Web Strategy (Theory for Advertising Creatives) (24hrs)	Advertising & Marketing, Web Design	Web Design, Design	Adobe® Flash Catalyst™
30	Adobe® Acrobat™ Form Design (6-9hrs)	All except Packaging and TV / Film	Interaction Design, Web Design, Print Design, Electronic Publishing	Adobe® Acrobat™
31	Adobe® Acrobat™ Interactive Design (6-9hrs)	Print Publishing, Administration, Education, Advertising & Marketing	Design, Interaction Design, Web Design, Print Design, Electronic Publishing	Adobe® Acrobat™
32	Adobe® Acrobat™ General Workflows (6-9hrs)	All except TV / Film	All except Motion Graphics & Migration	Adobe® Acrobat™
33	Adobe® Acrobat™ Multimedia Projects (6-9hrs)	All	All except Migration	Adobe® Acrobat™
34	Adobe® Acrobat™ Collaborative Workflows (6-9hrs)	Advertising & Marketing, Print Publishing, Education, Administration, Electronic Publishing	Publishing, Design, Print Design, Web Design, Interaction Design, Version Updates	Adobe® Acrobat™
35	Adobe® Print Updates (6hrs)	Print Design, Publishing, Graphic Design, Administration, Education, Advertising & Marketing	Version Updates, Packaging, Print Design, Design, Publishing	 Adobe® Acrobat™, Bridge™
36	Adobe® Web Updates (6hrs)	Web Design, Graphic Design, Education, Administration	Version Updates, Web Design, Design, Interaction Design	Adobe® Flash™, Flash Catalyst™, Dreamweaver™, Fireworks™
37	Adobe® InDesign™ for ePublishing (6hrs)	Mobile Devices, Advertising & Marketing, Education, Graphic Design	Design, Interaction Design, Electronic Publishing	
38	Adobe® Photoshop™ for Interior Design (26hrs)	Interior Design, Graphic Design, Photography	Design	Adobe® Photoshop Extended™ & Photoshop™



BBBEE Certificate

Friends of Design – Academy of Digital Arts has a status of Level Four (100%) Contributor to BBBEE, which means our clients are able to claim 100% of their spend with us as part of their Preferential Procurement. For a copy of our certificate email: info@friendsofdesign.net. For further information see **Kbonga BEE Verification Agency** and **B3E2 Consulting**

Call us now!

Tel: +27 21 402 0303 Fax: 086 743 7426

Email: info@friendsofdesign.net

www.friendsofdesign.net



AUTHORISED
Training Centre



Authorized
Training Center

Friends of Design Academy of Digital Arts

2nd Floor HAK House | 186 Bree Street | Cape Town | 8001 | P.O. Box 961 | Green Point | Cape Town | 8051
T +27 21 402 0303 | F 086 743 7426 | RegNo: 2006/14757 | info@friendsofdesign.net | www.friendsofdesign.net

FOLLOW US!



Join our Facebook group : www.facebook.com/fodacademy



Follow our daily design twitterings on Twitter : www.twitter.com/friendsofdesign