

# friends of design

Academy Of Digital Arts



Simply creative learning

## Want to change your career or up skill?

We offer you evening or short day courses in the following programs:

Adobe InDesign® Adobe Illustrator® Adobe Photoshop® Adobe Acrobat®  
Adobe Dreamweaver® XHTML CSS Adobe Flash® Actionscript,  
Adobe After Effects® Apple Final Cut Pro Apple Motion Apple DVD Studio.

This is why we are your BEST choice when it comes to digital training:

- Our trainers have deep, wide-ranging practical expertise in their respective fields.
- Are trainers are highly qualified technical trainers with CTT+, Adobe or Apple accreditations.
- We foster experimentation and discovery, with a team that creates an inspiring environment that instills students with passion, enthusiasm and dedication.
- We have dynamic curriculae 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 our students thrive in a positive and nurturing environment.
- We offer a relaxed, friendly yet professional environment in which you can meet and mingle with other like-minded creative people.
- Our courses run at convenient times for those with work and family commitments, namely 3 or 4 evenings a week, from 5:30pm - 8:30pm.
- We are conveniently situated in the heart of Cape Town city centre with access to all major highways and main roads.



## PART TIME PRINT PUBLISHING

**4**  
core courses on offer

Desktop publishing or print design is the process of creating intelligent & powerful visual communication for print media & beyond. Do you want to create layouts that *rock*? Join our evening Desktop Publishing courses which include **4 weeks Adobe Photoshop®**, **4 weeks Adobe InDesign®**, **4 weeks Adobe Illustrator®** and **1 week Finishing Art Essential Skills**. Courses are modular and run back to back, Mondays to Wednesdays from 5:30pm - 8:30pm.

1

**Ps PHOTOSHOP®**

Photoshop® is the market leader for commercial image manipulation software.

It is a graphics editing program developed by Adobe Systems and is very popular for creating surreal effects and blending imagery.

**This course is ideal for:**

Film, video, and multimedia professionals, Graphic designers, Web designers, Designers using 3D and motion (Extended features) Manufacturing professionals, Medical professionals, Architects and engineers, Scientific researchers, Professional photographers, Serious amateur photographers

2

**Id INDESIGN®**

InDesign® is the foundation tool for dynamic publishing - in both print and digital media. Use it to create compelling layouts for posters, flyers, brochures, magazines, books, interactive PDFs and E-zines.

**This course is ideal for:**

Print Designers, Cross-Media Designers, Production Managers, Copywriters/Editors

3

**Ai ILLUSTRATOR®**

Illustrator® is a comprehensive vector graphics environment for producing original, engaging vector artwork for use in many fields, including fashion, graphics, online and motion graphic design. Use it to create logos, simple illustrations and complex visuals for use almost anywhere.

**This course is ideal for:**

Fashion Designers, Interior Designers, Print Designers, Online or Web Designers, Textile Designers, Cross-Media Designers

4

**FINISHING ART**

Prepare your creative layouts and designs for print with confidence and complete your print jobs with the finesse and expertise of an old-school finishing artist. Work through actual problem files and learn simple, hands on techniques to avoid embarrassing and costly print blunders.

**This course is ideal for:**

Budding print designers, Amateur graphic designers

These part time studies are at a steady, comfortable pace which allows you time to produce practical projects and build a mini portfolio as you go!

THE CUTTING EDGE JUST GOT SHARPER

## PART TIME WEB PUBLISHING

**3**  
core courses on offer

Web design is the skill of designing and creating content that is delivered to an end-user through the World Wide Web. It includes multiple disciplines, such as animation, communication and graphic design, human-computer interaction, information and interface design, marketing, search engine optimization and typography. So, you want to build web sites that *connect*? Enroll on our evening Web course, covering **4 weeks XHTML & CSS Essential Skills**, **5 weeks Adobe Flash® Essential Skills** and **4 weeks WordPress® Essential Skills**. Courses are modular and run Mondays to Wednesdays from 5:30pm - 8:30pm.

1

**F1 ADOBE FLASH®**

Flash® is a multimedia platform that has become a popular method for adding animation and interactivity to web pages. Flash is commonly used advertisements for web pages, Internet applications and presentations and contains a powerful scripting language called ActionScript.

2

**<> HTML/XHTML & CSS**

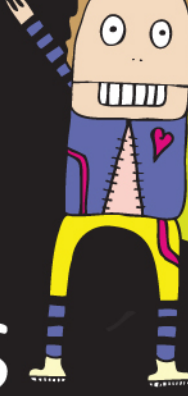
HyperText Markup Language (HTML) used to structure text and embed images and objects into web pages. Cascading Style Sheets (CSS) is a powerful style sheet language used to describe the look and formatting of an X/HTML document.

3

**W WORDPRESS ESSENTIAL SKILLS**

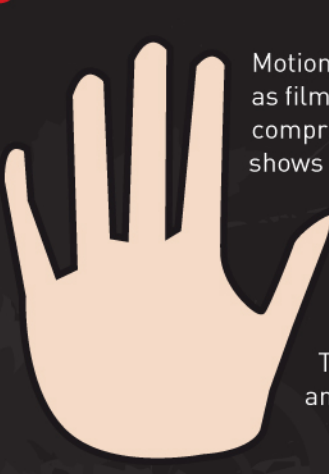
WordPress is a popular, open-source, community-supported, blog publishing application and content management system. Use this tool to add commercial value to your already functional HTML and Flash sites.

Visit our web site for detailed course outlines.  
[www.friendsofdesign.net](http://www.friendsofdesign.net)



BOOK ALL MODULES IN ADVANCE AND GET A DISCOUNT OFF THE TOTAL PRICE. Conditions apply, please contact us.

## PART TIME MOTION GRAPHICS



Motion Design is the art of visual design within the context of motion graphics such as film, video or computer animation. Examples include the typography and graphics comprising the opening titles of films or TV shows, or those fun animations between shows on MTV, as well as three-dimensional spinning logos seen on television.

Want to create visuals that *flow*? Choose from three motion graphics courses available: **An Apple certified Final Cut Pro (FCP200) video editing course**, **a power-packed Adobe After Effects® compositing and visual effects course**, and **a Game Design theory course** that demystifies the field of gaming and offers practical applications of games in the advertising industry.

These courses run throughout the year, so please check our web site for dates and details or call us on 021 461 0971.

**APPLE FINAL CUT PRO (FCP200)**

Final Cut Pro is a video production tool that provides professional editing tools for video. Use it to create clips, mix sound, add titles, create transitions, apply filters, capture video and audio and prepare video for final output.

**ADOBE AFTER EFFECTS®**

After Effects® is a popular, post-production tool used by industry professionals to create motion graphics and stunning visual effects. It's often referred to as the "Photoshop for film" and is considered the perfect tool to bring illustrations and photos to life or to add engaging animations and effects to web sites, advertisements and presentations.

**GAME DESIGN**

For many designers, both amateur and professional, games remain a misunderstood creative solution. If you work in a creative environment, you will benefit greatly from valuable information on the local and international players, the budgets and the job descriptions, and insights into the numerous marketing opportunities and solutions that online, mobile and educational games can offer your clients. In addition, you will learn how to conceptualise and professionally pitch a new game concept.

**NEED SOMETHING SPECIAL?**

We offer you a customisation option on every topic that is trained. If you are a group of 5 people or more, just contact us with your requests. We will visit you on-site, assess your workflows, propose a training schedule with course outline and kick it off when it best suits you! Check out our web site for a list of our happy, customers.

[www.friendsofdesign.net](http://www.friendsofdesign.net)

Got designs on a better future?

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AUTHORISED Training Centre



Authorized Training Center

Friends of Design Academy of Digital Arts

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