

## DESKTOP PUBLISHING ESSENTIAL SKILLS

Prerequisites:	Basic computer skills, PC / Mac
Duration:	4 weeks
Industry:	Graphic Design
Genre:	Design
Program(s):	Adobe® InDesign™, Adobe® Illustrator™, Adobe® Photoshop™

### COURSE 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.

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.

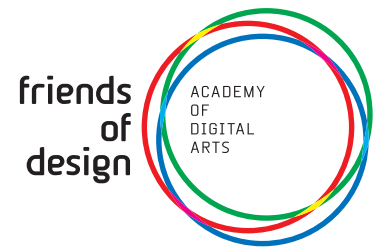
### COURSE MODULES

#### 1. Software Modules

- Module 1: Adobe® Photoshop
- Module 2: Adobe® InDesign
- Module 3: Adobe® Illustrator
- Module 4: Finishing Art for Designers

#### 2. Theory Modules

- Digital text - Intro to digital text treatment, Design using digital text, and Typography
- Vector graphics (Adobe® Illustrator)
- Photoshop for Creatives
- Page Layout (Adobe® InDesign basics)
- Preproduction & Print introduction
- Software specific terminology & preferences
- Workflow with Adobe® Acrobat
- Co-ordinating professional print jobs
- Stock photos, Fonts & Rights introduction



186 Bree Street  
Cape Town 8001

T +27 21 300 0298  
F +27 86 743 7426

[info@friendsofdesign.net](mailto:info@friendsofdesign.net)  
[www.friendsofdesign.net](http://www.friendsofdesign.net)

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