

# 3

# INTRO TO GRAPHIC DESIGN

Duration: 3 Days

Time: 8.30am to 4.00pm

## OVERVIEW

This 3-day Intro to Graphic Design course will introduce you to the software that professional graphic designers use to create attention-grabbing visuals for social media and print/online marketing.

Using the latest version of Adobe Creative Cloud, industry experts with real-world experience will walk you through the tools and techniques you need to create marketing collateral in-house and share their tips and tricks so you can hit the ground running.

Over 3 consecutive days you'll be introduced to the basics of Adobe Illustrator, Adobe InDesign and Adobe Photoshop and learn how to edit and create vector files, edit and retouch photos, then bring it all together to design a flyer in Adobe InDesign that is print ready.

This popular course is great for those wanting to learn all three Creative Cloud programs and gain an understanding of basic graphic design concepts and techniques.

Intro to Graphic Design is designed for those with little or no experience with Adobe Illustrator, Adobe InDesign and Adobe Photoshop and will fast-track your learning to leave you with a basic understanding of graphic design.

## What you will Learn:

In 3 days you will learn the basics of Illustrator, Photoshop and InDesign as well as Acrobat.

- Create Vector elements
- Enhance a photo
- Then bring them all into InDesign to create a double sided DL flyer for print

## Course Content

### InDesign

- Setting Preferences
- The control panel
- Basic keyboard short cuts
- Setting up the document
- Placing an image
- Facing pages
- Colour swatches
- defining colours
- Multiple text columns
- text wrap
- Styles
- Character Styles
- Nested Styles

### Photoshop.

- Making Selections
- Basic re-touching using 3 tools
- Replacing backgrounds of an image
- Combining images into one
- Creating a front cover
- Selecting with quick masks
- Cropping, blending
- Gradient tool - patterning
- Preparing Digital photos for print and web
- File formats for Photoshop
- Intro to Adjustment Layers and Masks
- Creating a Silhouettes

### Illustrator

- Pen Tool
- Segments, Anchor Points, Curves
- Colour fills/ strokes
- Anchor points
- Direction points
- Creating a sign
- Working with a templates
- Basic shapes
- Live trace
- Live Paint
- Gradients
- Swatches
- Merging shapes
- Transparency options



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## Final Project

- Setting the double sided flyer up in InDesign
- Bring in Photoshop files that have been enhanced the day prior
- Bring in our vector elements that we have created
- Placing objects
- Using the InDesign gradient
- Creating a drop shape in InDesign
- Alignment in InDesign
- Text wrap in InDesign
- Adding bleed to InDesign file
- Producing a HIGH RES PRINT ready PDF.

## Some of the projects we cover over the three days include :

- Web graphic ad
- Live Tracing an Image and colouring in
- Colours CMYK vs RGB
- File formats for outputting for both print and web for all 3 programs
- Cutting out a person and changing the background
- Creating a pattern in photoshop from part of the image and applying that.
- Setting up an A4 Print ready ad.
- DL Front and Back - print ready ad
- Web graphic ad for social media
- Creating PDF's with adobe Acrobat and file sizes with acrobat for web/print/email



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