

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

Conceptual/theoretical modules

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

Name	Course Duration	Cost p/p Incl Vat	Times
13 Weeks Desktop Publishing	Dependent on the no. of modules selected.	3 Modules booked consecutively: R 13 600.00	
Module 1 - Photoshop CS4/5 3 wk Software training 1 wk Photoshop Project	4 weeks 05 - 28 July 04 - 27 Oct	R 4200.00	
Module 2 - Indesign CS4/5 3 wk Software training 1 wk Indesign Project	4 weeks 02 - 25 Aug 01 - 24 Nov	R4200.00	5:30pm - 8:30pm Mon, Tues & Wed
Module 3 - Illustrator CS4/5 3 wk Software training 1 wk Illustrator Project	4 weeks 31 May - 23 Jun 30 Aug - 22 Sept 29 Nov - 21 Dec	R4200.00	
Module 4 - Finishing Art for Designers	1 weeks 28 Jun - 30 June 27 Sept - 01 Oct	R2508.00	

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

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

via phone - Telephone 021 402 0303