

Course Name**Adobe Creative Design Techniques****Course Duration****One Day Workshop****Course Objectives**

What makes one publication more appealing than another? In this workshop delegates will learn the theory of what best practice is, when it comes to designing publications and also how to implement these techniques using Adobe InDesign.

You can bring your hard copies or electronic files of the documents you are either wanting to improve or need specific assistance with. There will also be time during the workshop to discuss queries relating to PhotoShop, Illustrator and Acrobat.

Course Content**Top Tips**

- Scrapbook
- Planning
- Message to Project

Types of Newsletters

- Promo
- Relationship
- Expert

Workshop

- Questions & Answers
- Real live problems
- Tips and Advice

Applying Interest

- Being Unique
- Using Mixed Grids
- Understand Form and Function
- Designing a good Newsletter
- Applying the 3 C's
- Page Composition Tips
- Using Grids and Guides
- Key Parts of a Newsletter
- Typography Guidelines
- Image (Bitmap) Guidelines
- Graphics (Vector) Guidelines

Prerequisites

You should have attended the Adobe InDesign Level One, or have a good working knowledge of InDesign.

Interested in this course?

Contact us today to see how Insight can tailor training to suit your needs. Call us on **08452 306 099** or visit our website **insighta.co.uk**