

Design and Production Overview

(1 day)

Background

This course is designed for those working in publishing who do not regularly use design or page layout programs but need an overview of what these programs do and how they fit into the process of digital production.

The course will give you increased confidence when dealing with designers, printers and publishers and will demystify the often confusing terminology involved giving you a good grounding in the basic principles and process of digital design and production.

Course Outline

INTRODUCTION

An overview of the digital production process
Planning a document
How programs work together

AN OVERVIEW OF PROFESSIONAL PUBLISHING SOFTWARE

What do QuarkXPress and Adobe InDesign actually do?
How are they different?
Creating a simple page layout
Importing text from a word processing program
Importing an image
Using the basic text features
An overview of Illustrator and FreeHand
What does Illustrator actually do?
What does Freehand actually do?
Creating text and images

FONTS

Everything you wanted to know about fonts but were afraid to ask

AN OVERVIEW OF PHOTOSHOP

What does Photoshop actually do?
Scanning an image
Cropping an image
Exporting images from Photoshop
Demystifying terminology
Different file formats – EPS, TIFF, PDF, PICT etc
An introduction to image resolution
What does digital proofing mean?
What does Adobe Acrobat do?
What are pixels and vectors?
What is a clipping path?
Estimating production time

PRINTING CONSIDERATIONS

What problems can occur when digital artwork is sent to bureau?
Common problems
A print checklist

QUESTIONS AND ANSWERS



0845 644 1712