Adobe Authorised Training Centre

QuarkXPress Authorised Training Centre

Design and Production Overview

media training

enquiries@mediatraining.ltd.uk 020 7359 9855 www.mediatraining.ltd.uk

Course description

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

Course information

Course duration

One day

Course cost

Public scheduled course: £345 plus VAT per person.
This course runs as a public scheduled course on a regular basis.
Please call 020 7359 9855 or visit www.mediatraining.ltd.uk for dates.

Private course:
Individual tuition: £495 plus VAT.
£745 plus VAT for two delegates.
£935 plus VAT for three delegates.
Each additional delegate: £100 plus VAT.

Course location

We have two fully equipped training centres in central London; one is in Highbury and Islington (one stop from Kings Cross) and one next to Waterloo station.
We can also run courses onsite at your offices if you prefer.

Pre course requirements

There are no pre course requirements.

Post training support

The cost of the course includes lunch, a course book to take away, a certificate and six months telephone Helpline support.

Follow on courses

Introduction to QuarkXPress, Introduction to Adobe InDesign.

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An overview of professional publishing software
- What do Adobe InDesign and QuarkXPress 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
- What does Illustrator actually do?
- Creating a simple vector graphic
- Understanding vector-based illustrations

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, RAW, JPEG etc
- Understanding image resolution
- The relationship between resolution and image size
- What does digital proofing mean?
- What are pixels and vectors?
- What is a clipping path?
- Understanding transparency
- Estimating production time

Printing considerations
- What problems can occur when digital artwork is sent to bureau?
- What does Adobe Acrobat do?
- Common problems
- A print checklist

Questions and answers