



## Print & Publishing

Duration: 96 Hrs.

### Program highlights and Objectives:

Print & publishing course aims to equip individuals with the skills and knowledge necessary to create, design, and manage both print and digital publications. This includes understanding design principles, layout techniques, typography, and color theory. The course also covers pre-press processes, print finishing, and digital publishing strategies. Ultimately, the objective is to prepare individuals for careers in the printing and publishing industry.

### Course Outline:

#### Adobe Photoshop

- **Layers:** Manage Background, Smart, Shape, and Path Layers for flexibility.
- **Essential Tools:** Use Marquee, Lasso, Crop, Content-Aware, Pen, Healing Tools.
- **Blending Modes:** Apply 27 Blending Modes, Drop Shadow, Bevel, and Gradient Overlay.
- **Transform Tools:** Free Transform, Scale, Rotate, Distort, and Puppet Warp.
- **Text & Shapes:** Rectangle, Ellipse, Custom Shapes, and Horizontal Type Tools.
- **AI Features:** Leverage Generative Fill, Expand, Neural Filters, and Distraction Removal.
- **Image Adjustment:** Enhance with Camera Raw and 32-bit HDR workflows.

#### Adobe Illustrator

- **Vector Graphics:** Understand scalable, resolution-independent artwork.
- **Essential Tools:** Master Selection, Pen, Curvature, and Live Paint Tools.
- **Typography:** Use Type, Area Type, and Type on Path for creative text.
- **Generative AI:** Generative Fill, Shapes, Re-color, and Text to Pattern.
- **Shape & Modifier Tools:** Various shape tools, Rotate, and Puppet Warp.
- **Design Processes:** Create logos, packaging, brochures, and character designs.
- **Effects & Export:** Use 3D, Artistic Effects, and export for print.

#### Adobe InDesign

- **Interface & Setup:** Set page sizes, margins, bleeds.
- **Text & Images:** Format text frames, thread text, place, and crop images.
- **Layers & Master Pages:** Organize content and ensure consistent formatting.
- **Styles & Typography:** Apply Object Styles and OpenType for professional text.
- **Print:** Create buttons, hyperlinks, and prepare files for print/PDF.

### Industry standard hand-on Project

*Above mentioned topics will be covered in detail during training sessions.*