

## Adobe CS4 for Marketing

**Price:** \$ \$895 + GST (Open enrolment only)

**Length:** 3 days

[View Upcoming Course Dates](#)

### Target Audience

In your role, you are responsible for developing and delivering marketing and communications initiatives and support internal communication functions. This role supports all marketing programs including campaign and brand management, customer communications, advertising and promotions. You may be responsible for developing print and digital communication tools such as logos, newsletters, ads, proposals and presentations.

### Learning Goal

The objective of this 3-day workshop is to learn the foundation of the three top applications from the Adobe CS Suite (Photoshop, Illustrator, InDesign). After this workshop, individuals will be able to use these 3 Adobe applications to design a corporate brochure, create a newsletter and manipulate high resolution images.

### Possible Role Names

Communications Coordinator  
Marketing Specialist  
Business Writer  
Copywriter

\*This package is also great for small business owners/operators who want to learn the basics of Adobe to use as a marketing/communications tool.

### Next Role Names

Marketing Manager  
Communications Manager  
Art Director  
Publication Manager

### Objectives

- Understand the workflow between Adobe applications
- Get the results you want from page-layout and image-editing applications
- Gain understand of print layout and terminology

### Pre-requisites

Previous knowledge of these applications is not required. Participants should have basic Windows operating skills ([Computers 101 class](#) or equivalent). This includes understanding the basic operation of a mouse and keyboard, being able to navigate the Windows hierarchy, as well as being able to open and close files in an application.

## Adobe CS4 for Marketing Learning Plan

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<p>Students will be introduced to Adobe Creative Suite and will learn how to get the most out of using these powerful applications together. This 3 day course is hands-on and project-driven. No previous experience with Adobe Creative Suite is necessary. CS4 is utilized in class but if CS2 and CS3 adaptations will be shown.</p>		
<p><b>Day 1: Adobe Illustrator – work with logos and maps</b></p> <ul style="list-style-type: none"> <li>• Introduction to Illustrator</li> <li>• Trace bitmap logo, convert to Vector</li> <li>• Build new logo</li> <li>• Create a location map</li> <li>• Create a business card</li> </ul>	<p><b>Day 2: Adobe Photoshop – work with photographs</b></p> <ul style="list-style-type: none"> <li>• Introduction to Photoshop</li> <li>• Crop and size photographs</li> <li>• Change color mode</li> <li>• Color adjustments</li> <li>• Select and eliminate backgrounds</li> <li>• Save file formats for print</li> </ul>	<p><b>Day 3: Adobe InDesign – bring illustrations, photographs and text together</b></p> <ul style="list-style-type: none"> <li>• Introduction to InDesign</li> <li>• Setup a tripanel brochure with paragraphs styles and masterpages</li> <li>• Add photos, illustrations, logos and text</li> </ul>