

CREATIVE WORKSHOPS

PRESENTED BY
MULTIDIMENSIONS



ABOUT US

“We believe knowledge is power and would like to put that power into your hands”

Experience computer software training the way it was meant to be. Multidimensions is a leading training service provider for the computer design industry both in Cape Town and Johannesburg. Our trainers work in studio environments every day and use their experience in the field to teach attendees the necessary hands-on skills including time saving techniques and must-have ‘pro skills’.

We teach everything from Computer Literacy to super software skillset workshops in Adobe InDesign, Photoshop, Illustrator, Dreamweaver and the full Creative Cloud. These range from basic to advanced level. We also have workshops in Advanced PowerPoint, Web Design, HTML/CSS, Web Animation, CMS Systems (Wordpress & Joomla), Video Animation and Social Media platforms.

Whether you are an editor or a designer, our flagship workshop ‘Web Fundi in 3 days’ is a must-do. To stay ahead in new media developments it is imperative that you give yourself a basic understanding of the technology that drives the web. This workshop will give you that and heaps more.

Watch out for our incredible new workshops: Video Animation, Creative Cloud Xtreme, Illustrator Infographics and Edge Animate, and our newly updated InDesign Digital.

Our workshops also come with full video kits to further your knowledge at your own pace. Isn't it time you invest in yourself or your team with new super skills?! If you are at all uncertain about which course is right for you please contact us and we can discuss the various choices and course content further.

Contact us at courses@multidimensions.co.za

TESTIMONIALS

See what our clients have to say about us...

“

This workshop created so much inspiration & excitement for me. You **WANT** to do this & explore more. You want to grow as a designer.

– Media24

The fact that Multidimensions is a design agency, they preach what they practice, in practical terms, not theory only

– New Media Publishing

Mind blowing workshop, love the new capabilities and workflows demonstrated.

- ATKV

Excellent examples, easy to understand with an excellent overview of websites, more than what I expected

– New Media Publishing

The thorough, well-planned content & the volume of new knowledge I obtained is very valuable

- UNIDO

The possibilities of all programs but especially InDesign. The flexibility of Creative Cloud and the vibe was awesome'

– Spree

The wealth of information about all the new tech regarding Adobe as well as the ideas sprouting from that.

- RGcom

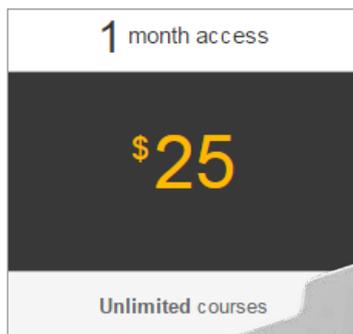
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COMPUTER LITERACY 101

WORKSHOP

Computer Basics

WORKSHOP CONTENT WINDOWS BASICS



Are you new to the exciting world of computing? Does the mere sight of a computer make you anxious? We're here to tell you it's as easy as riding a bicycle and we'll show you how!

Take a one day journey covering all the necessary skills to get you up-and-running with your desktop computer or laptop. We will focus on the Microsoft Windows operating system with insight into creating files and folders, copying files, working with applications, connecting to networks and using the internet for information searching. We'll also show you how to save images and do basic editing on them. We'll end off the day with an in-depth look at emailing. Don't wait another minute, to get yourself equipped for the electronic age, before it's too late.

WHAT YOU WILL LEARN...

- How do computers work?
- Understanding your operating system
- Understanding folders and folder structure
- Working with a laptop versus a desktop computer
- Using your desktop and removing the trash
- Understanding applications
- Printing documents
- Setting up a scanner
- Connecting to a wired or wireless network
- Searching the Internet
- Search techniques
- Email applications and where to find them
- Receiving emails and responding to them
- Sending and receiving email
- Sharing documents and images
- Working with word processors
- Extending your knowledge
- Downloading applications and mastering your computer

COURSE MATERIAL...

- 1 Month access to Lynda.com and USB Key with extra work files.

SOFTWARE APPLIED...

- Windows 7/8

DIFFICULTY LEVEL...

- Easy

CONTACT US...

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Bookings

michelle@multidimensions.co.za

Workshop content enquiries

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GRAPHIC DESIGN ESSENTIALS

WORKSHOP

DESIGN
& Layout

WORKSHOP CONTENT 5 DAYS DESIGN ESSENTIALS

If you're in the business of Marketing or Public Relations then we have a workshop that will change your career and for that matter, your life, forever...

Graphic design, also known as communication design, is the art and practice of planning and projecting ideas and experiences with visual and textual content. The form of the communication can be physical or virtual, and may include images, words, or graphic forms.

When we created the Graphic Design Essentials workshop we had a vision to bring what used to be a very exclusive skill to attendees that work within the marketing or PR related fields. Our goal was to make the field of graphic design more accessible, to show ways in which the power of this skill can be harnessed by everybody and not exclusively by people with a degree in design.

In this five day workshop we combine four of our most popular workshops to steer your creative thinking in very exciting new directions. We show you how to create print collateral, ad material, web graphics, posters, banners, exhibition material and even brochures and magazine layouts. As if that's not enough we also include 'The principles of great design' to make sure you understand why a design works.

We conclude the workshop with a look at the future of design as we showcase how to use Creative Cloud and mobile apps to capture ideas for your clients and make them sync with your software.

They say knowledge is power, so be prepared to be blown away at what insight you will have after this incredible journey into the world of design.

WHAT YOU WILL LEARN...

- The principles of great design
- InDesign: How to create designs and print collateral of any kind, from magazine layouts to brochures, posters, ads and exhibition material
- The design process and understanding graphic design lingo
- Photoshop: From creating compositions to web graphics
- Illustrator: Designing any vector graphics, from logos to billboards and infographics
- Essential skills: Combining all three software packages to create amazing artwork, understanding what makes great design and producing artwork that has massive impact
- Using Creative Cloud and mobile apps to brainstorm Marketing and Public Relations ideas
- Creating graphics for social media



WHAT YOU WILL BE ABLE TO DO...

- Understand designer lingo and what makes good design
- Strategise amazing Public Relations and Marketing campaigns based on all forms of collateral (Print, web and digital)
- Be able to do design work by combining all the software packages



COURSE MATERIAL...

- USB with plenty of video clips and material to help you on your journey into the world of design

SOFTWARE APPLIED...

- InDesign / Illustrator / Photoshop
- Creative Cloud

DIFFICULTY LEVEL...

- Easy



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INDESIGN

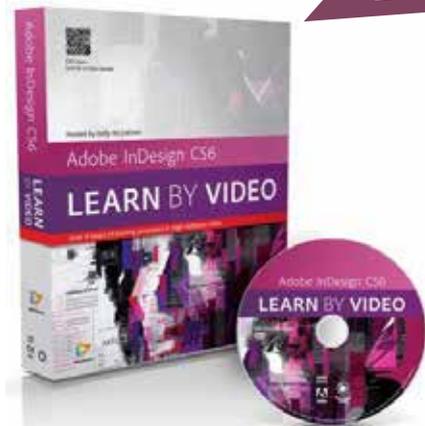
Basic to Intermediate level

WORKSHOP



WORKSHOP CONTENT

DESIGN, LAYOUT AND EDITORIAL



Ever wondered how they do magazine layouts, CD covers, brochures, booklets, annual reports and all other print material?

Are you an editor or sub-editor in the magazine or newspaper world, or do you just want to know what it means to work in block design or layout?

This one day course will show you everything to do with layout. From page structure, to creating booklets, and books, posters, annual reports and more in InDesign. Learn about image resolution, colour spaces, placing images for layout and using InDesign to draw vector graphics. If you're an editor we'll show you how to navigate InDesign documents easily in order to make text corrections or work with the "Story Editor" to make quick changes. We'll also take a look at books, indexes, style sheets, and text effects. If you haven't been working on InDesign this course will show you all you need to know to be able to do it all yourself!

WHAT YOU WILL LEARN...

- How to use InDesign as a layout program
- How to do magazine and newspaper layouts
- How to create brochures and annual reports
- Bringing images into your documents
- Image resolutions for print
- How to convert your final document to printable format
- How to export to web compatible PDF's
- Creating a table of contents and an index



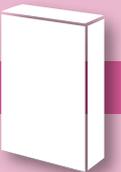
WHAT YOU WILL BE ABLE TO DO...

- Design any printed material (From brochures to billboards)
- Be able to do editorial changes on existing documents
- Make design and layout changes on any InDesign document
- Export for email, print or web from inside the program
- Use InDesign as a drawing tool to create logos and artwork
- Do full magazine layouts
- Design advertising material
- Create digital versions of printed material for emails
- Create final print ready PDF's



COURSE MATERIAL...

- Learn by Video DVD Kit



SOFTWARE APPLIED...

- InDesign CS5 - CC

DIFFICULTY LEVEL...

- Easy



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INDESIGN DIGITAL

WORKSHOP

New
Version

WORKSHOP CONTENT DIGITAL & INTERACTIVE



InDesign has evolved to become the ultimate powerhouse to create digital content. You can now use it to do anything from a PDF presentation to fully animated versions of your design.

We will show you how to setup engaging and interactive user experiences in a non-coding environment. Further more, you will learn how to prepare an InDesign document to use rich media elements (Animation, video, graphics) and set up interactivity using InDesign's tools. We dive into the world of EPUB's and also use XML with InDesign documents in order to simplify repetitive work.

We conclude with a look at the brand new 'Publish Online' function for mobile compatible publishing.

WHAT YOU WILL LEARN...

- Advanced tips for working in InDesign
- The interactive workflow
- Creating digital publications with animation (Flash based)
- Creating digital publications (IPAD and mobile devices)
- Interactive PDF's and interactive buttons
- Placing video into PDF's
- Creating interactive forms for user input
- What is the Digital Publishing Suite and where did it go?
- Panoramic shots and zoom functions
- Video and audio in digital documents
- The basics to creating EPUB ebooks
- Create fully interactive animated publications as SWF (Flash animated documents)
- Creating HTML5 animated versions using 'Publish Online'
- Using liquid and alternate layouts
- How to use XML to simplify repetitive layouts

COURSE MATERIAL...

- USB flash drive with course content

SOFTWARE APPLIED...

- InDesign CC (Optional)

DIFFICULTY LEVEL...

- Medium (Basic Knowledge of InDesign required)

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INDESIGN

Pro Skills (Advanced techniques)

WORKSHOP

Brand
NEW

WORKSHOP CONTENT ADVANCED DESIGN



InDesign has become the unrivalled industry master in layout and smart design. Now let us show you how to use it to its utmost, to work faster and smarter.

Have you experienced InDesign's full power yet? In this one day workshop we take a look at the more advanced features in InDesign and some super tricks of the trade to enable you to work faster and smarter.

Speed up your design workflow with expert advice on grids, styles, templates and typography. Take a journey through 50 essential techniques to help you design better and faster. Learn how to use object styles properly, come to grips with advanced grids and working with GREP styles.

If InDesign is your software of choice then this is a must-do course for you!

WHAT YOU WILL LEARN...

- Advanced tips for working in InDesign
- How to set up proper grids (Modular and Mathematical)
- Advanced typography
- Advanced object and table styles
- GREP styles
- In-depth look at the built-in Preflight features (Print prep)
- Make InDesign work better for you
- '90 minute 50 tips' tips for design

WHAT YOU WILL BE ABLE TO DO...

- Work faster and more effective
- Know what to watch out for to avoid printing mistakes
- Use templates, grids and GREP styles to chisel your designs to perfection
- Implement our tip guide and double your work pace

COURSE MATERIAL...

- InDesign Pro Software Skills guide and videos on USB

SOFTWARE APPLIED...

- InDesign CS5, CS6 and CC
- This course is geared for users from CS5 upwards

DIFFICULTY LEVEL...

- Medium to difficult
- Layout knowledge and working experience of InDesign required

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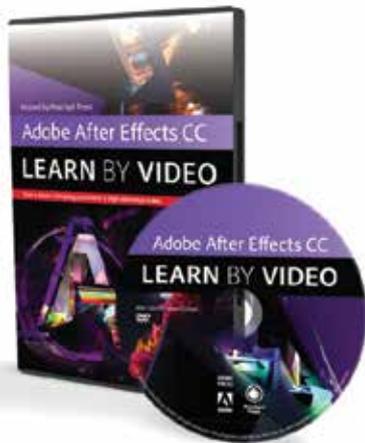


VIDEO ANIMATION

WORKSHOP

VIDEO editing

WORKSHOP CONTENT
CREATING VIDEO INFOGRAPHICS



The digital revolution has brought with it incredible development within the video editing arena. Video skills has become a buzzword in any creative studio. There has never been a better time to equip yourself with some proper video animation skills.

For most designers video has been a skill mostly left to the experts. Now, for the first time, we offer you a two day course that will show you just how easy animating video is. We'll show you how to prepare your artwork in Photoshop and then animate it into a full video production using Adobe After Effects. Along the way we'll give you all the know-how needed to start your journey into this magically creative field.

WHAT YOU WILL LEARN...

- How to prepare your artwork for video animation in Photoshop
- Setting up your video environment in After Effects
- Bringing your art to life
- Working with keyframes and effects
- Animating text
- Text and vector effects in video
- Combining videos in a project
- Working with Illustrator artwork
- Exporting your final video

TOPICS DISCUSSED...

- The After Effects interface
- Video infographics and animation
- Video export industry standards
- Preparing your video for TV and WEB
- Effects and Animation
- Exploring 3D Space
- Green Screen & Roto Compositing
- Project: Creating your own video infographic

COURSE MATERIAL...

- After Effects CC: Learn by Video

SOFTWARE APPLIED...

- Adobe Photoshop and Adobe After Effects

DIFFICULTY LEVEL...

- Medium (Basic knowledge of Photoshop needed)

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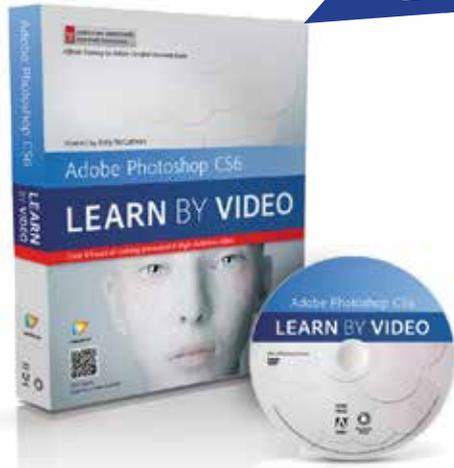
PHOTOSHOP

WORKSHOP

Basic to Intermediate level

DESIGN
& Layout

WORKSHOP CONTENT
DESIGN & IMAGE EDITING



Ever wonder why cover models look so good? Ever wanted to fix a photograph or create your own poster?

Want to know how to change 500 photos to grayscale or duotone with the press of a button? Colour correcting, painting, making selections, using masks, correcting digital photographs, using Camera RAW... These are all buzz words for power users of Photoshop.

Maybe it's time you learn what this powerful software is all about and why it's the unrivalled photo and design manipulation package worldwide. We will take you on a hands-on journey to get you up-and-running and designing in a flash. We'll teach you all about layers, selections, colour corrections; using Bridge, manipulating photos; using Text and everything else you've always wondered about, ending off in your first full movie poster design.

WHAT YOU WILL LEARN...

- How to use Photoshop
- How to manipulate and enhance any photo
- How to colour correct photos for print
- How to use layers
- Making selections and copying selections between documents
- How to use Adobe Bridge
- How to change photo information
- What is 'Camera RAW'?
- Creating actions in Photoshop
- Creating a movie poster or marketing material in Photoshop

WHAT YOU WILL BE ABLE TO DO...

- Manipulate/Enhance any photo
- Create printable ads or posters with text and photos
- Create content for websites or printed material
- Painting, retouching and enhancing an image
- Working with layers
- Working with selections
- Masks and channels
- Correcting and enhancing digital photos
- Typographic design
- Use Adobe Bridge to find files and do batch processing

COURSE MATERIAL...

- Photoshop Learn by Video DVD Kit

SOFTWARE APPLIED...

- Photoshop CS4 - CC

DIFFICULTY LEVEL...

- Easy

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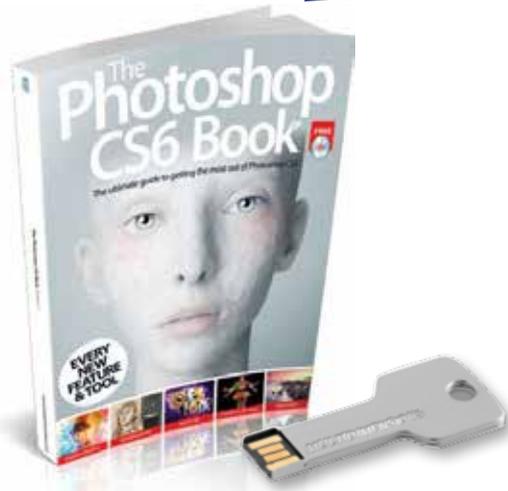
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PHOTOSHOP ADVANCED

WORKSHOP

DESIGN
& Layout

WORKSHOP CONTENT ADVANCED DESIGN



We take you on an in-depth look at how the programme has changed. We continue to explore different and better ways to achieve more and obtain greater results. All this at a fraction of the time.

This is an advanced course aimed at people already familiar with Photoshop and have worked on the programme for a couple of years. Take your Photoshop skills to a whole new power journey whilst discovering new ways to harness its flexibility and strength. We look at complex selections, Camera Raw, the third dimension, colour and tonal corrections, the masks panel, refining masks and Hyper Realism. This is the the perfect in-depth workshop to show you exactly what's possible if you utilise Photoshop to it's full potential.

WHAT YOU WILL LEARN...

- How to work more effectively in Photoshop
- Use brand new techniques
- How to use Photoshop and Bridge on an advanced level
- In-depth use of Camera Raw
- Advanced selection, masks and curves
- Using Photoshop for 3D Images, Mapping and design
- Multiple cloning, Displacement maps and Smart Filters
- Working with perspectives
- Adjustment Layers, complex strokes and deep etching hair!
- Creating hyper realistic images

TOPICS DISCUSSED...

- Using Bridge
- Camera Raw in-depth
- Adjustment layers and advanced use of layers
- Advanced masking
- Colour and tonal corrections
- Advanced photo retouching
- Actions and multi processing of images
- Output for print and web
- Advanced vanishing point filters
- Case studies: Using ultra advanced techniques

COURSE MATERIAL...

- USB flash drive with tons of useful content

SOFTWARE APPLIED...

- Photoshop CS4 - CC

DIFFICULTY LEVEL...

- Medium (Basic knowledge of Photoshop needed)

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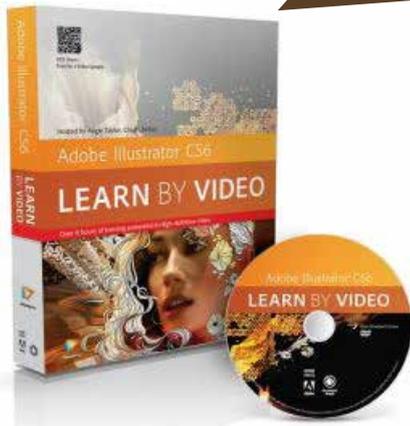
ILLUSTRATOR

Basic to Intermediate level

WORKSHOP

DESIGN
& Layout

WORKSHOP CONTENT BRAND DESIGN & LAYOUT



Creating logos, illustrations, graphs, visual representations of real-life situations - Illustrator is the most flexible graphic program available today.

By harnessing it's incredible power there will be very little you won't be able to do in terms of vector drawing, design and layout. Learn how to do direct modifications on vector files, how to use all the tools and special effects, and apply Photoshop filters to your vector drawings. Learn which colours work together in print by using colour guides. See how to paint into your newly drawn artwork by using Live Paint, use Character and Paragraph styles to get uniformity for layouts.

Learn all about appearances and graphic styles and how to utilise it to create advanced graphic layouts. Lastly we take a look at the fantastic new perspective grid and how you can draw straight into three dimensions.

WHAT YOU WILL LEARN...

- How to draw logos
- How to do layouts and add material
- How to use all the drawing tools in Illustrator
- Creating Illustrations using live paint and live trace
- How to use the power of appearances and graphic style to create sophisticated designs
- How to use type, paragraph styles and character styles
- Using vector and Photoshop filters
- Using Symbols

TOPICS DISCUSSED...

- The Illustrator environment
- Document set up, grids and guides
- Creating geometric objects
- Using colour guides
- Selections
- The transform commands
- Reshaping objects
- Live paint and live trace
- Type and type styling
- Appearance and graphic styles
- Symbols, effects and filters
- Case study: Creating a full brand with corporate stationary

COURSE MATERIAL...

- Illustrator Learn by Video DVD Kit

SOFTWARE APPLIED...

- Illustrator CS4 - CC

DIFFICULTY LEVEL...

- Easy

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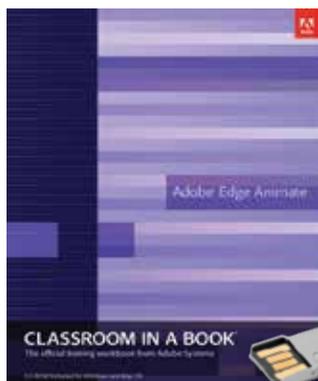
INFOGRAPHICS

Illustrator and HTML5 Animation

WORKSHOP

DESIGN & Animation

WORKSHOP CONTENT DESIGN & INTERACTIVE ANIMATION



With the fast paced changes taking place in design media it's crucial to stay a step ahead in your skill set. Infographics has become the must-have skill for any designer. Couple this with the amazing new animation possibilities in HTML5 and you have a speciality skill that will get you noticed.

In this two day course we take an advanced look at designing Infographics in Adobe Illustrator. Learn everything from the Graph tool to tracing maps, creating explanatory vector illustrations, advanced colouring techniques to simulating 3D effects and infographics in perspective.

HTML5 animation programs can be used to build animated banner ads, dynamic websites, and interactive games with the full capabilities of Javascript. Join us for a two day in-depth look at how web animation works and how to utilise it for creation of web graphics and interactive infographics. The future of animation and interactivity is HTML5 based so best you get geared up with this exciting skill.

TOPICS DISCUSSED...

Day 1 - Advanced Illustrator techniques

- Foundational overview of Adobe Illustrator's key tools, palettes, and panels.
- Basic Illustrator techniques
- Layout and composition
- Graphs and Data Maps
- Advanced use of the pen Tool
- Tracing maps
- Advanced coloring techniques
- Perspective Infographics (Simulated 3D) and Isometric perspectives

Day 2 - HTML5 Animation

- Getting started with HTML5 animation programs
- How and when are they used?
- Creating and Importing artwork from other software
- Drawing and designing animation
- Refining animation and adding complexity
- Adding Basic Interactivity; embedding media and advanced interactivity
- Publishing and Responsive Design
- Using your animations on websites
- Using HTML5 in a web environment

Advanced use HTML5 Animation

- Creating graphics and importing (Photoshop / Illustrator)
- Animating your Illustrator infographics
- Advanced example: Creating a full infographic
- Workshop: Do your own interactive infographic

COURSE MATERIAL...

- Illustrator Infographics and animation tutorials on USB

SOFTWARE APPLIED...

- Illustrator CS5 - CC / HTML5 animation software

DIFFICULTY LEVEL...

- Intermediate (Basic Illustrator knowledge required)

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WEB FUNDI IN 3 DAYS

WORKSHOP

Web
Design &
Coding



WORKSHOP CONTENT WEB DEVELOPMENT



The web is an ever-changing mixture of coding and design in pursuit of the ultimate media marketing solution. In this workshop we showcase every facet of this incredibly diverse and ever-changing marketing playground.

Take a journey through web languages, coding, WYSIWYG editors, design software, interactive design and much much more as we get you into hyper gear to face any web design challenge.

If you have some design knowledge but always wanted to get into the web design / development field then this is the course for you. We will show you everything to help you find your way in order to push your career into a web direction.

WHAT YOU WILL LEARN...

Theory

- The history of the web (Theory)
- Web hosting and servers
- Publishing websites
- HTML / CSS Sites
- Flash Websites
- Javascripting
- HTML5 / CSS3 and JQuery
- WYSIWYG Editors
- CMS Systems (Content Management Systems)

HTML and CSS

- Basic understanding of HTML
- Elements and Attributes
- Coding without a WYSIWYG editor
- Controlling style with CSS (Cascading Style Sheets)
- Previewing websites in browsers

Dreamweaver:

- The Dreamweaver interface
- Web layouts
- Formatting text with CSS
- Images and Rich Media
- Page Layout with CSS

Muse

- Creating websites speedily without any coding
- Using widgets for site features
- Creating sites your clients can update themselves

Content Management Systems

- Wordpress
- Creating a CMS system
- Choosing templates and frameworks
- Installing frameworks
- Modifying CSS files to customise CMS systems
- Components and modules

COURSE MATERIAL...

- Interactive Documents DVD Kit
- USB flash drive with additional extras

SOFTWARE APPLIED...

- Dreamweaver CC / Wordpress
- Photoshop CC / Muse CC

DIFFICULTY LEVEL...

- Medium

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WORDPRESS

Content Management Systems

WORKSHOP



WORKSHOP CONTENT WEB DEVELOPMENT



The world of web design and development is changing on a daily basis. What works on a website today will most likely be redundant six months down the line.

When building a website these days it's imperative to not only develop a site that works for the client but that can evolve with the client's needs.

WordPress has changed the face of web development giving users a CMS platform that's easy to manage but even more importantly giving designers an uncomplicated method of designing solid systems that bring database functionality to the client at a fraction of the cost of large systems. With a WordPress site your client can manage their own site content.

WHAT YOU WILL LEARN...

- Introduction to WordPress
- Installing WordPress Yourself
- Initial Configuration
- HTML and CSS basics
- Writing and Managing Content
- Formatting Content
- Theming and Visual Design
- Theme and template sites (Elegant Themes)
- Customising design with CSS
- Customising Your Site with Plugins
- Maintaining WordPress
- Extending Your Website
- SEO basics
- Getting Your Site Noticed on the Web

COURSE MATERIAL...

- Interactive Documents DVD Kit
- USB flash drive with additional extras

SOFTWARE APPLIED...

- Dreamweaver CS4-CC
- Wordpress
- Pre-requirements: Basic knowledge of CSS and HTML

DIFFICULTY LEVEL...

- Medium



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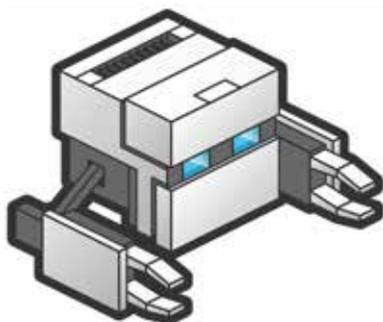


CREATING APPS APPS MADE EASY

WORKSHOP



WORKSHOP CONTENT APP DEVELOPMENT



Apps have dominated the digital space for the last 5 years. The use of mobile devices and tablets continue to increase and with it the need for great, functional apps. We're going to show you how easy creating them can be.

In this two day workshop we take you on a journey into the development of these powerful marketing tools. We look at creating apps using your existing knowledge of HTML, CSS and Dreamweaver and combining it with Angular JS. We then take you through the process of submitting the app to mobile using PhoneGAP and Apache Cordova.

It's been our goal to bring you a workshop that will show you that the development of apps is now more accessible than ever before. We will show you that it's easy after all. Whether you're a graphic or web designer or just want to get into the works of Apps, this workshop is for you.

WHAT YOU WILL LEARN...

- Introduction to the world of apps
- App essentials
- Planning your app
- Hybrid vs Native apps
- Understanding the technologies
- Using HTML and CSS for interface development
- Setting up single page applications (Jquery and Angular)
- Building with Dreamweaver
- Mobile UI Elements
- Responsive design
- Using phone function API's
- Setting up PhoneGAP
- Using PhoneGAP build to test your apps
- Deploying your app to the marketplace

COURSE MATERIAL...

- USB flash drive with notes and resources

SOFTWARE APPLIED...

- Dreamweaver
- PhoneGAP Build
- Preferred pre-requirements: Basic knowledge of CSS and HTML

DIFFICULTY LEVEL...

- Medium



CONTACT US...

+27 21 418 9911

Bookings

michelle@multidimensions.co.za

Workshop content enquiries

ruds@multidimensions.co.za

www.multidimensions.co.za/training



UX DESIGN USER INTERFACE



WORKSHOP CONTENT METHODOLOGIES

It's time you understand the mind of your users and how that relates to your design...

User experience design (UXD, UED or XD) is the process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product. User experience design encompasses traditional human-computer interaction (HCI) design, and extends it by addressing all aspects of a product or service as perceived by users.

With the arrival of the digital revolution it has become imperative for every member of your team to understand user behaviour and how to harness the knowledge to create the ultimate products. This workshop will show you how to get into the mind of your users and how to then apply this knowledge in the work you do.

Come with us as we explore methodologies and ideation techniques that would bring incredible insight into how people engage with every facet of your site, app or product.

Who should attend?

This workshop is not just for designers. It's for everybody that needs a thorough understanding of how their users perceive and experience their products or services.

WHAT YOU WILL LEARN...

- What it means to understand your user
- Gathering and analysing user data (Experience maps)
- What are personas and how can they help you?
- Using Ideation techniques to make sense of your data (Design Charrettes)
- Creating storyboards
- How to combine storyboards with data
- Planning your project, site or app
- Creating Paper Prototypes
- How prototypes help the user experience
- Low fidelity and high fidelity prototypes
- How to create and test your prototypes in teams
- Resources to help you with the prototyping process
- Creating the final project development plan

COURSE MATERIAL...

- Plenty of notes, manuals and paper prototype resources on USB to help on your journey into UX

SOFTWARE APPLIED...

- Online services and software as well as mobile apps

DIFFICULTY LEVEL...

- Easy to intermediate

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CREATIVE CLOUD XTREME



WORKSHOP CONTENT
PRINT & DIGITAL

Are you ready for a life-changing experience that will make you realise your full creative potential?

In the last two years Adobe has perfected their Creative Cloud offering and with it made the creative process completely mobile.

With our brand new Creative Cloud Xtreme workshop we're going to show you EVERYTHING! From the nine major desktop applications to the 14 uber creative apps for iPad and iPhone. This workshop will blow your mind and put your creative potential on steroids!

In Creative Cloud Xtreme we take you on a journey that will change the way you think about design and even more so about your creative career.

In this one day workshop we show you everything you've always wanted to know and everything you never knew you wanted or needed to know.

From new design tricks in your favourite programs: Photoshop, InDesign and Illustrator; to cutting edge HTML5 animation and video infographics in Edge and After Effects and building websites without any coding in Muse.

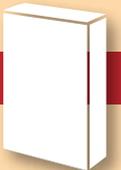
This workshop has it all. We will present the programs in seminar style so you can just sit back, relax and realise your full creative potential.

TOPICS DISCUSSED...



- What is Creative Cloud and how does it work?
- The Creative Cloud workflow (Collaborating on projects)
- New features in your favourite programs: Photoshop, InDesign and Illustrator
- Using Creative Sync and CC Libraries across all software
- The mobile apps: Adobe Capture, Photoshop Fix and Mix, Adobe Clip, Adobe Comp and Adobe Draw
- Sharing folders with your clients while leaving files in native formats
- How to send work started on the mobile apps to the desktop software
- Sharing your content with behance and working with other creatives
- Creating websites with MUSE and HTML5 animation
- Creating video animation with After Effects
- Sneak peaks: New features and software on the horizon

COURSE MATERIAL...



- Plenty of video clips and tutorials on USB

SOFTWARE APPLIED...

- Creative Cloud
- Photoshop CC
- After Effects CC
- Illustrator CC
- InDesign CC
- Dreamweaver CC
- Muse CC
- The mobile apps for iPhone, iPad, Android and Windows

DIFFICULTY LEVEL...

- Easy to intermediate



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WHAT ON EARTH are they talking about?



WORKSHOP CONTENT DIGITAL MARKETING

Knowledge is power...
and we would like
to put that power
into your hands.

Outdated, technically challenged, apps., digital... Are all words that commonly greet us when we meet with clients, course attendees and colleagues. Yes, our world of marketing, digital media, design and public relations has been turned upside down in the last couple of years as technology has travelled at the speed of light through its own evolution leaving most of us feeling out-of-depth in today's markets.

The only way to deal with this is to at least learn the basics and understand the language – because whether we like it or not the technology revolution is here to stay.

Who should attend?

Anyone in the fields of graphic design, web design, digital marketing, public relations, corporate communications, marketing, sales promotions... Whether you work in-house in an organisation or as a consultant and need to deliver return on investment.

WHAT YOU WILL LEARN...

- Understand the basics of web technology
- The mobile design revolution
- A summary of over eight of our best media courses
- How to offer better and more intuitive solutions for your clients
- How to do marketing with a budget on the web
- The future of digital design (UX and Apps)

TOPICS DISCUSSED...

The web...

- What you need in order to create a website
- Speak the language - HTML, CSS, JAVASCRIPT, HTML5
- Mobile websites and Applications
- Electronic Newsletters & E-flyers eg. Mailchimp
- Database management: Joomla / Wordpress
- What are CMS systems (Joomla and Wordpress) and why should your clients use them?
- Who is W3C and what are browser wars?
- Responsive design
- The future of the web
- Google analytics and adwords

The mobile design revolution...

- How mobile apps are changing the way creatives work
- Creative Cloud
- Collaborating with people from across the world with balance

The future of digital design...

- Creating digital PDF's
- Creating animated presentations
- User Interface - UX
- Apps

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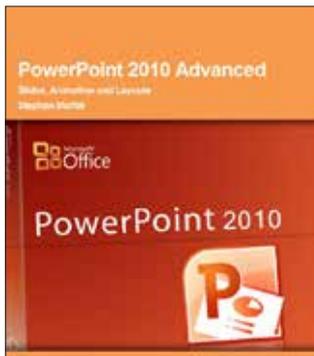


POWERPOINT ADVANCED

Brand
NEW



WORKSHOP CONTENT PRESENTATIONS



Take your powerpoint presentation skills to a whole new level...

Microsoft PowerPoint has become the must-have skill to efficiently communicate information through visual presentations. Yet, very few people know how to harness its full power properly. In this one day workshop we take an in-depth look at some of the more advanced features of the software, including creating templates, colour schemes, master slides, working with images and multimedia; and customising PowerPoint.

Who should attend?

Anyone who wishes to enhance their basic presentations - interactive, electronic or printed, skills as well as managing the presentation branding.

WHAT YOU WILL LEARN...

- The Basics – A quick overview
- Master Slides and Templates
- Formatting Presentations
- Interactive Hyperlinks
- Working with Tables, Graphs & Charts
- Advanced Drawing & Diagrams Techniques
- Working with Images & Multimedia
- Interaction between PowerPoint and other Applications
- Finalising & delivering a presentation
- Using Collaboration and Distribution Tools
- Customising PowerPoint
- Guidelines for creating effective presentations - Design & Compatibility

COURSE MATERIAL...

- PowerPoint 2010 Advanced - eBook

SOFTWARE APPLIED...

- Microsoft PowerPoint 2010
- Microsoft PowerPoint 2013 available on request

DIFFICULTY LEVEL...

- Easy to intermediate

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 **multi
dimensions**
...of course we can

BLENDER 3D BASIC



WORKSHOP CONTENT 3D MODELING



This course is aimed at beginners or people who are new to Blender...

Let us teach you how to navigate 'at the click of a mouse'!

Blender is a free and open source 3D creating suite. It supports its entirety of the 3D pipeline - modeling, rigging, animation, simulation, rendering, composing and motion tracking, even video editing and game creation. The Blender Basics include how to select and transform objects and understand interface, viewport and how to create 3D models by using mesh manipulation and texturing.

Who should attend

Anyone with a creative spark and a love for digital and 3D art. Blender learners must have an understanding of photoshop or gimp.

This course is presented by our Junior Facilitator

TOPICS DISCUSSED...

- What is Blender?
- Introduction to Blender
- Interface Navigation
- Software windows and panels
- Tools and toolbars
- Basic Modeling fundamentals
- Basic techniques (used in modeling)



COURSE MATERIAL...

- Course notes
- Blendtuts.com tutorials and more...
- Various downloaded videos



REQUIREMENTS...

- Basic understanding of Photoshop (See our Photoshop course)
- Standard 3 button mouse and full numeric keyboard (If using own Laptop)

SOFTWARE APPLIED...

- Blender 3D
- Photoshop
- Windows or Mac

DIFFICULTY LEVEL...

- Easy to intermediate



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