



Images, Interactivity and Data Journalism Course Outline

Duration: 5 Days





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Related Courses:

InDesign, Flash, Photoshop Work with precision, speed, and rock-solid stability on large, complex files—powered by the new Adobe Mercury Performance System. A modern interface streamlines daily tasks while you take advantage of new pattern tools, image tracing, and gradients on strokes. Spend less time waiting, more time creating.

Pre Requisites:

Basic computer skills.

Illustrator CC Basic to Intermediate Course Outline

Getting to know the Workspace

- Choosing a workspace
- Opening a file
- The document window
- Using Artboards
- Navigating multiple artboards
- Using the new Artboards panel
- Creating New Artboards
- Switching screen modes
- Changing your view
- Preview versus Outlines
- Zooming and scrolling
- Scrolling with the Hand tool
- Changing views with the Navigator panel
- The Tools panel
- Using tools and panels
- The Control panel
- Moving the Control panel
- Panel groups and the dock
- Custom workspaces
- Saving workspaces
- Using the Manage Workspaces dialog box

Illustrator Essentials

- Using the shape tools
- Repositioning and visually resizing the rectangle
- Finding or changing the shape's dimensions using the Transform panel
- Rotating and shearing using the Transform panel
- Constraining a shape
- Entering exact dimensions
- Selecting artwork
- Helpful keyboard shortcuts for selections
- The selection tools
- Using shape and transform tools to create artwork
- Using the transform tools
- Adding a fill color
- Viewing in Outline view
- Using layers when building an illustration
- Creating a new blank layer
- Cutting and pasting objects
- Moving objects from one layer to another

Adding Color

- Basics of the Appearance panel
- Changing colors
- Adding Effects
- Creating a colorful illustration



Touch Type Tool - The Touch Type Tools allows you to manipulate individual characters within the text area. You are also able to use the Characters panel as well. Things like kerning, leading, line-height, etc... can still be controlled.

- Using Live Paint
- Adding a symbol to your artwork
- Expanding the symbol
- Saving swatches
- What is a Global Color?
- Selecting the Same color
- Saving a set of colors as a group
- Creating a color group from selected colors
- Using the Color panel
- Adding Pantone colors

Working with the Drawing Tools

- Working with the Pen tool
- Drawing straight lines
- Drawing curved lines
- Drawing hinged curves
- Drawing curved lines to straight lines
- Drawing straight lines to curved lines
- Shape Tools
- Using the Eraser tool
- Editing existing paths
- Adding and removing points
- Cutting and joining paths
- Working with Live Trace
- Expanding Live Traced artwork
- Working with Live Paint
- Combining shapes using the new Shape Builder tool
- Subtracting with the Shape Builder tool



Images and Brushes - We're now able to add raster images to our Art, Scatter and Pattern brushes. Say if you wanted to use an image like this photographed stitch "X" pattern above and repeat it across a path. This all can be done in Adobe Illustrator CC. This feature also increases workflow as we are able to edit the paths and reshape the raster images applied to the

Working with Text

- Formatting type
- Paragraph formatting
- Formatting imported type
- Paragraph and character styles
- Text on a path
- Warping text
- Text in a shape
- Creating outlines
- Check spelling
- Find and Replace

Working with Symbols

- Cleaning out the symbol library
- Creating symbols
- Editing symbols
- Importing a symbol library
- Using the symbol sprayer tools
- Editing nested symbols
- Replacing symbols



Multiple-file Placement

Illustrator CC has a new tool which allows you to import multiple files into your document. I would imagine this is the same type of functionality that Adobe InDesign currently has. This tool allows you to select the location of the placement as well as the size of the imported file.

Saving and Exporting

- Saving using the AI file format
- Saving an illustration with layers
- Saving a layered PDF
- Integration with other applications
- Saving as EPS
- Save for Web

Whats New

- Getting into perspective
- Defining the grid
- Changing the plane
- Using the Perspective Selection tool
- Creating shapes with the Shape Builder tool
- To combine shapes
- To delete shapes
- To divide overlapping shapes
- New Brush Controls
- Advanced drawing controls
- Artboard panel
- Touch Type Tool
- Images in Brushes
- Font Search
- Font Sync
- Multiple-file place
- CSS Extraction
- Colour Sync
- Area and Point Type Conversion
- File packaging
- On-art free transform



CSS Extraction - Imagine being able to export CSS code directly from your web layouts in Illustrator. This is exactly what the CSS Extraction feature let's us do. Not only does it create the CSS code for us but it also let's us extract code from SVGs as well. This tool will really save us time when it comes to static design to coded layouts in HTML and CSS.

* Please note that we offer free electronic support to clients on content covered on our courses.



Course Overview and Objectives

After Effects CC software lets you deliver cinematic visual effects and motion graphics faster than ever before with new Global Performance Cache. Extend your creativity with built-in text and shape extrusion, new mask feathering options. Get into motion graphics - come learn what After Effects CC can do!

Pre Requisites:

Practical working knowledge of Mac OS X

After Effects CC Basic to Intermediate Course Outline

Lesson 1: Fundamentals of Motion Graphics

- RGB Color Model
- Frame Size
- Resolution
- Pixel Aspect Ratio
- Alpha Channels
- Frame Rate
- Time Code
- Interpreting Footage

Lesson 2: Getting to Know the Workflow

- How After Effects Works
- Overview of panels
- Creating a project and importing footage
- Creating a composition and arranging layers
- Adding effects and modifying layer properties
- Animating the composition
- Previewing your work
- Optimizing performance in After Effects
- Customizing workspaces
- Controlling the brightness of the user interface
- Finding resources for using After Effects

Lesson 3: Creating a Basic Animation Using Effects and Presets

- Importing footage using Adobe Bridge
- Importing video clips
- Importing stills
- Importing a sequence of stills (interpreting)
- Importing multilayered photoshop and illustrator files
- Creating a new composition
- Applying effects to a layer
- Changing parameters globally
- Creating keyframes
- Keyframe interpolation: auto, continuous, and bezier interpolation
- Temporal and spatial Interpolation
- Roving in time for spatial properties
- Creating and applying an animation preset
- Previewing your work

Lesson 4: Working With Masks

- About masks
- Creating a mask with the Pen tool
- Editing a mask
- Feathering the edges of a mask
- Replacing the content of the mask
- Mask interpolation
- Using masks from Illustrator and Photoshop
- Masks for spatial keyframes



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Lesson 5: Animating Text

- About text layers
- Creating and formatting point text vs paragraph text
- Using a text animation preset
- Text on a path
- Animating imported Photoshop text
- Animating text using a path animation preset
- Using a text animators
- Adding properties
- Adding a range selector
- Using a text animator group

Lesson 6: Working with Shape Layers

- Adding a shape layer
- Creating custom shapes
- Creating stars
- Default properties of shape layers
- Add properties
- Creating Groups
- Stack your shapes & properties
- Using Brainstorm to experiment

Lesson 7: Other Effects

- Time remapping
- Motion sketch
- The smoother
- The wiggler
- Auto orient
- Splitting a layer
- Adjustment layers
- The effects and presets panel

Lesson 8: Distorting Objects with the Puppet Tools

- About the Puppet tools
- Adding Deform pins
- Defining areas of overlap
- Stiffening an area
- Animating pin positions
- Recording animation

Lesson 9: Rendering and Output

- Creating templates for the Render Queue
- Exporting using the Render Queue
- Rendering movies with Adobe Media Encoder

Lesson 10: Parenting

- Understanding Parenting
- Simple Pickwhipping



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- Parenting to a null
- Using Parenting for positioning
- Using Parenting in Special Effects

Lesson 11: Other Effects

- Time remapping
- Understanding Compound Effects
- Gradient Wipe
- Displacement Map

Lesson 12: Transfer Controls

- Understanding Layer Blending Modes and how to change those using shortcuts
- Using Track Mattes
- Understanding precomposing and nesting
- Stencil and Silhouette
- Preserve Transparency

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Overview:

The tool allows you to create different content types.

Post: Images for sharing on social media, blogs, banners, etc.

Page: Content pages (articles and blogposts).

Video: Create content along a timeline (audio, images, text)

Pre Requisites:

Basic computer skills.

Adobe Spark Course Outline

Post: Create Images

- Enter a message to be displayed on the image.
- You can add multiple text areas.
- Choose a background graphic.
- Search Adobe Library, Dropbox, or Google Photos.
- Connect your Adobe Creative Cloud Account Or upload your own.
- Choose the color palette/style that fits your brand.
- Resize the graphic to your needs.
- Publish or download the graphics.

Post: Create Website

Create Pages by adding:

A page header consisting of:

- A headline,
- A sub headline, or
- A cover picture (allowing you to set a focal point, if you want).
- Text,
- Video,
- Gallery components,

Images:

- Your own images or search Adobe Library,
- Search your Google Photos or Dropbox, or Connect and get images from your Adobe Creative Cloud account.
- Links, or Apply different themes.

Post: Create Video Content

- Create a video based on slide content.
- Choose music to go along with the video.
- This is especially handy, as choosing the right sound for a video is often a process that takes too much time.
- Define how long each slide is shown.
- Choose from different themes.
- Save an mp4 version of the video created to upload anywhere else.
- Add images from the same sources as those used in pages or the Post component.
- Embed videos in your website.



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Infographics Course Outline

Introduction to infographics

- Anatomy of an infographic
- What makes a successful infographic?
- Balanced branding infographics
- The integrated infographics communications strategy

Infographics essentials

- Numerals and numbers
- Data integrity
- Data richness
- Fonts legibility
- Typography in charts
- Essential of colour
- Infographics colour palettes
- Working with colour in charts
- Colour chart templates
- Colour scale application

Designing compelling charts

- Lines
- Vertical bars
- Horizontal bars
- Pies
- Tables
- Pictograms
- Maps

Referencing data

- Do the Math
- Mean, median, mode
- Standard deviation
- Average vs. weighted average
- Moving average
- Logarithmic scale
- Comparable scales
- Percentage change
- Re-indexing to 100 or 0

Common Infographic Styles

- Diagram Infographics
- Process Infographics
- Chart Infographics
- Timeline Infographics
- Best practice for data presentation

Related Courses:

Photoshop, Principles of Design, Typography, Principles of Colour, Drawing for designers, Illustrator, After Effects, Sketch, Draw, Comp,

Course Overview and Objectives

Thousands of infographics are produced everyday, but less than 1% are successful. To create a successful infographic, you can't combine any text and imagery and call it a day. Infographics aren't just eye candy! When designers truly understand the power of visual communication that their infographics succeed. Using design guidelines, you can illustrate information in clear language and complex ideas.

This course will teach you how to create engaging and successful infographics that will stand out from the crowd. We explore the science behind good visual communication, review different types of infographics, and dive into design principles and techniques that will help you build engaging and successful infographics.

Pre-requisites:

A basic to intermediate knowledge of design and software



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Order you information

It's intuitive to read top to bottom and clockwise. Never chart segments clockwise from smallest to largest.



Typography in charts

In charts, typography should not be center stage. The data is the focus. Type in charts is there to describe the chart clearly and not to evoke an emotion, as in a magazine or poster.



Design process is key

Establish workflows for collecting, analyzing, storyboarding and producing visual stories. Rethink the use of pre-designed infographic templates.

Sourcing good ideas

- Researching topics for different infographic styles
- Finding the best data
- Defining and refining your infographic

Telling the story

- Infographic content as communication
- Structuring the narrative
- What's new or different?
- Reliable data: using statistics and facts to support the story
- Brief but never dull: the art of concise design

The Call to Action

- The core message of your infographic
- Designing for your audience
- Compelling content equals best practice
- Attention-grabbing headlines and other sells

Avoiding common pitfalls

- Weak, old or non-existent stories
- Inaccurate or out-of-date data
- Over-branding

The design brief

- Visualising the story
- Standing out from the crowd

Tricky Situations

- Missing data
- Big numbers, small change
- Comparable scales
- Coloring with black ink

Charting Your Course

- Mapping it out
- Before you set out
- Staying on track
- Managing costs & resources

Infographics publishing

- Planning ahead
- Marketing do's and don'ts
- Working with PR and HARO
- Measuring efficacy
- Net steps in successful infographics publishing

NB: We offer electronic support to clients on content covered on our courses.