

ADV1160

Instructor: Genevieve Hitchings

Typography' – Booklet

Working with InDesign:

Use Rulers and Grids

Text Frame: Placing Text
Text threading
Paragraph Formatting
Character vs paragraph formatting: leading, kerning, tracking
Drop Caps
Working with Styles: Paragraph styles, character styles, nested styles

Color: Stroke/Fill color
Color Picker
Color Palette – Tint
Swatch Palette – Process (CMYK), Spot

Graphics Placing
Linking vs embedding
Scaling
Fitting
Text wrap palette

Vector Art Creating Shapes
Transformations
Corner effects
What is a Path (Pathfinder)
Align palette
Creating Outlines
Pen Tool

Pages, Master Pages and Layers
Left & right side vs none
Page numbers
Layers – text, images, all

Transparencies & Gradients
Drop shadow
Transparency
Blending Modes
Photoshop and Illustrator

Output & Export Preflight
Packaging