

# PRINT MEDIA GRAPHICS

## Training program



**This highly specialized and concentrated Program is ideally suited to following individuals who are:**

- **Fresh University Graduates and like to pursue a career in Print Media Graphics**
- **Involved in the Graphics and working in the their fields**
- **People who are working in the graphics and multimedia graphics and enhanced their skills in the same field of print graphics**

**Program is offered by: 3D Educators – Trainers & Consultants**

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**3D EDUCATORS**

**TRAINERS & CONSULTANTS**

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**HEAD OFFICE**

Suite # 7, Nobel Heights, Opposite Sales Tax House, KDA Scheme # 7, Main University Road – Karachi  
Ph: 021-4857148, Fax: 021-4141329, 0322-2083032, [info@3deducators.com](mailto:info@3deducators.com), <http://www.3deducators.com>

**CAMPUS II**

Suite # 305 Business Center Main Shahrah-e-Faisal, Adjacent PSO Pump Nursery Karachi – 0322-2083032

# Program Details

## Inauguration

The Training Program will be inaugurated by a senior member of 3DEducators

## Program Structure

Number of classes in a week	Three Class Per Week
Duration of each class	3 - Hour
Timings	10:00Am – 1:00 Pm
Days	Wed, Sat
Total Fee:	Rs.10,000/- Only

## Other Learning Activities:

Classroom Assignments	2
Presentations by Trainees	2

# Program Syllabus

**Adobe Illustrator**

**Rs.4000/-**

Course Outline

1. Introduction to Graphics
  - Vector Graphics
  - Bitmap Graphics
  - Pixel
  - Resolution
  - Working with Nodes
  - Concepts of Dimension (2D, 3D)
2. Intro to Illustrator
  - Document setup
  - Understanding Interface
  - Shortcut Keys
3. Understanding Objects
  - Basic Objects
  - Text
  - Convert Text to Path
  - Group Ungroup
  - Arrange
  - Different effects of Gradients
  - Lock Unlock
  - Hide Unhide
  - Path
  - Trimming, Merging through Pathfinder
4. Tool Bar
  - Direct Selection Tool
  - Lasso
  - Magic Wand
  - Type
  - Pen tool
  - Line Tool
  - Basic Shape tool
  - Brush
  - Pencil

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- Rotate – Reflect – Twist
  - Scale – Shear – Reshape
  - Wrap – Twirl – Pucker - Bloat – Scallop – Crystallize -Wrinkle
  - Gradient
  - Meshing
  - Blend
  - Scissor
  - Slice
5. Type Tool with complete Properties
  6. Select Menu complete
  7. Filters
  8. Effect
  9. Rasterize Objects
  10. View Menu
  11. Uses of Layer
  12. Short cut keys
  13. Brush – Symbol – Swatch – Style Libraries

## **Adobe PhotoShop**

**Rs.3000/-**

### Course Outline

1. Basic Concepts of Graphics
  - Vector Graphics
  - Bitmap Graphics
  - Pixel
  - Resolution
  - Image Quality
2. Color Concepts
  - RGB
  - CMYK
  - Gray Scale
  - Black & White
3. PhotoShop Designing Tools (Tool Bar)
  - Marquee Tool (rectangle, ellipse)
  - Lasso, polygon, magnetic lasso
  - Magic Wand
  - Clone, Pattern Stamp
  - Pencil
  - Eraser

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- Crush
- Paint Bucket, Gradient
- Pen Tool
- Blur , Smudge , Sharpen
- Dodge , Burn , Sponge
- Text Tool
- Direct Selection Tool
- Picker
- Zoom , Pan

#### 4. Saving Image

- PSD
- For Web

#### 5. **Understanding Layer Concepts**

- Make new layer
- Using Layer Options and playing with Layer Opacity
- Copying Layer and via Layer
- Deleting Layer and History Option
- Layer Blending

#### 6. Working with Selection

- Inverse, Deselect, Color Range
- Expand, Contract, Smooth, Border
- Feather
- Save / Load Selection

#### 7. Transform / Free Transform

#### 8. **Mask Mode**

- Layer Masking
- Using Layer Mask
- Selection with Quick Mask
- Type Masking

#### 9. **Working with type tool**

- Type horizontally and vertically
- Type Mask Tool
- Using type Effects and giving dynamic look
- Convert type tool to render layer
- Make Transparency layer

#### 10. Merge

- Merge Linked
- Merge Visible
- Flatten Image

## 11. Filters

### **Macromedia Freehand 10**

**Rs.3000/-**

#### Overview

- Vector Based Graphics
- Freehand File Formats
- Bitmap images
- Vector graphics
- Text
- Freehand and the Web

#### The Interface

- The Main Toolbar and Text Toolbar
- The Tools Panel
- Selection and Text Tools
- Drawing Tools
- Transform Tools
- The Colour Pop-Up Boxes
- Identifying Tools with Tool tips
- Page Rulers and Guides
- The Status Bar
- The Freehand Inspector Panels
- Object Inspector
- Stroke Inspector

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- Fill Inspector
- Text Inspector
- Document Inspector
- The Transform Panels
- Move/Rotate/Scale/Skew/Reflect & Swatches Panel
- The Colour Mixer
- The Layers Panel

#### Customizing the Workspace

- Default Panel Layout
- Docking the Toolbars
- Customizing Toolbars
- Collapsing Panels
- Grouping Panels
- Hiding Panels
- Customizing Shortcut Keys
- Freehand 10 Preferences

#### The Illustration Tools

- The Drawing & Pen Tools
- Adding Colour
- Contour Gradients
- Using Lens Fills
- Arranging Objects
- Creating Illustrations
- Using the Line Tool
- Distorting Objects

- Blending Objects
- Creating Tints
- Using the Envelope Tool
- Creating 3D Effects by Using the Perspective Grid

#### What's New

- Master Pages
- The New Contour Gradient
- The New Brush Strokes
- The New Print Area
- Overview of Print Area Options

#### Multi-Publishing

- A Description of Multi-Publishing
- Overview of Macromedia Flash 5
- The Flash Interface
- The Flash Toolbar
- Exporting Artwork to Flash 5