

Multimedia design course

Stationery for print

[Get started](#) ▶

Course index

15 episodes - 4hours 7mins

Overview video

Learn all about this course and what we will be learning and creating over the next 15 episodes.

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Section 1 Preperation & design process

In this section I will be discussing some of the things you need to be aware of before tackling design for print. I will also be demonstrating my process for the print design.

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Section 2 Design & artworking

In this section we will be taking ideas of the page and on to the computer where we will bring them to life using Adobe Photoshop, Illustrator and InDesign.

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Section 3 Export & printing

In this section I will be demonstrating how to export PDF's from our documents for various scenarios. We will learn how to export for print and how to export as a booklet PDF.

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What we will create on this course

Business card, letterhead and 12 page brochure for a fictional brand





Overview:

Multimedia design course / for print

Overview

On this course, we are going to specifically focus on design for print.

On this course we are going to be designing some stationary for a fictional brand.

This is a common scenario which any designer will face. So this will be a good exercise for you, if you have not done this before.

Now, this is a Multimedia course, because over the next 15 episodes we are going to be using various software, design elements and techniques to create and implement design.

To help break down the process I have structured the course in three main sections:

Section 1 - Preparation & design process

Section 2 - Design & artworking

Section 3 - Exporting & printing

For this course, we are going to be using the three main Adobe programs to design for print, Adobe Photoshop, Illustrator and InDesign.

After watching this course, you will be able to use the programs like a pro and have a good foundation of skills to tackle other projects like this in future.

Watch video ▶

Please note

For this video tutorial course I will be using Adobe Photoshop, Illustrator and InDesign CC 2014 for mac.

Almost all of the principles demonstrated and covered will apply to future and previous versions. Some differences may apply if you are using a previous or future version.

Folder structure

Get the project folder



Get access to all the files featured in the course.

[Get here](#) ▶

01 - FINISHED EXAMPLES

01 - ID [WORK DOCS]

- 01 - PS BUSINESS CARD.idml
- 02 - PS LETTER HEAD.idml
- 03 - PS BROCHURE.idml

ASSETS

AI

- grey_pattern_cmyk.ai
- grey_pattern_cmyk.ai

PSD

- Building_1_grey.psd
- Building_1.psd
- Building_2.psd
- Building_3.psd
- Building_4.psd
- Building_5.psd
- Building_6.psd
- Building_7.psd
- Building_8.psd
- Building_9.psd
- Building_10.psd

CC 2014

- 01 - PS BUSINESS CARD.indd
- 02 - PS LETTER HEAD.indd
- 03 - PS BROCHURE.indd

02 - SCAMP DESIGN

- DESIGN PROCESS.pdf

03 - DESIGN PROCESS

- DESIGN PROCESS.pdf

DESIGN SHEETS

01 - BUSINESS CARD

- BC scamp sheet 1.jpg

02 - LETTERHEAD

- LH Scamp sheet 1.jpg

03 - BROCHURE

- Scamp sheet 1.jpg
- Scamp sheet 2.jpg
- Scamp sheet 3.jpg

05 - MY PROJECT

01 - RESEARCH

02 - DESIGN

03 - WORK DOCS

04 - ASSETS

05 - PDF EXPORT

06 - COMPATIBILITY

07 - PACKAGE

Place all your work files in this folder

04 - PROJECT ASSETS

00 - PROJECT BRIEF

- BRIEF.txt

02 - BRANDING

- BRANDING.ai

03 - COPY

- 01 - BUSINESS CARD COPY.tx
- 02 - LETTER HEAD COPY.txt
- 03 - BROCHURE COPY.txt

04 - FONT

- FONT INSTRUCTIONS.txt

05 - IMAGES

- Building_1.jpg
- Building_2.jpg
- Building_3.jpg
- Building_4.jpg
- Building_5.jpg
- Building_6.jpg
- Building_7.jpg
- Building_8.jpg
- Building_9.jpg
- Building_10.jpg

06 - PATTERNS

- PATTERN_1.ai
- PATTERN_2.ai
- PATTERN_3.ai
- PATTERN_4.ai
- PATTERN_5.ai
- PATTERN_6.ai

07 - MONOCHROME COLOURS

- BLUE.psd
- GREEN.psd
- GREY.psd
- ORANGE.psd
- PURPLE.psd
- YELLOW.psd

08 - BOOKLET PRINTING

- BOOKLET PRINTING INSTRUCTIONS.txt



Useful shortcuts - The following are used in the course

InDesign

A	Direct selection tool	cmd (Ctrl PC) + ;	Show guides	Press & hold shift + click	Select multiple layers
V	Selection tool	cmd (Ctrl PC) + A	Select all		
W	Toggle preview & Normal mode	cmd (Ctrl PC) + C	Copy	Press & hold shift + alt + click & drag	Scale object
Z	Zoom	cmd (Ctrl PC) + D	Place image	Press & hold shift + click & drag	Scale selection (<i>with marquee tool active</i>)
		cmd (Ctrl PC) + R	Show rulers	Press & hold shift + click & drag	Rotate in increments (<i>with selection tool active</i>)
		cmd (Ctrl PC) + V	Paste		
		cmd (Ctrl PC) + S	Save		
		cmd (Ctrl PC) + X	Cut	Press & hold spacebar + click and drag	maneuver around canvas area

Illustrator

cmd (Ctrl PC) + A	Select all
cmd (Ctrl PC) + N	New document
cmd (Ctrl PC) + Z	Undo

Photoshop

G	Paint bucket tool	cmd (Ctrl PC) + A	Select all	Press & hold shift + click	Select multiple layers
I	Eyedropper tool	cmd (Ctrl PC) + C	Copy		
		cmd (Ctrl PC) + T	Free transform	cmd (Ctrl PC) & hold shift + S	Save As
		cmd (Ctrl PC) + J	Duplicate layer		
		cmd (Ctrl PC) + S	Save document		
		cmd (Ctrl PC) + V	Paste		
		cmd (Ctrl PC) + W	Close document		





Section 1 - Preparation & design process

Ep 1 Design preparation for print

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Ep 2 What is a scamp?

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Ep 3 Design process for print

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Ep 4 What programs do I use for print design?

[Go to page](#)



Section 2 - Design & artworking

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| Ep 6 | Monochrome effect in Adobe Photoshop | Go to page |
| Ep 7 | Create a business card in Adobe InDesign | Go to page |
| Ep 8 | Create a Letterhead in Adobe InDesign | Go to page |
| Ep 9 | Setup a booklet brochure in Adobe InDesign | Go to page |
| Ep 10 | Add Images & texture to brochure design in InDesign | Go to page |
| Ep 11 | Add type to brochure design in InDesign | Go to page |



Section 3 - Export & printing

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Ep 13 Booklet printing

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Ep 14 IDML - InDesign Markup
Backwards compatibility in InDesign

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Ep 15 Packaging a document in InDesign

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Essential training

Beginners guide to InDesign



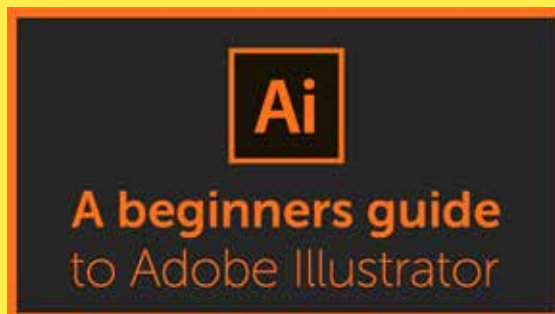
13 Episode course

Beginners guide to Photoshop



33 Episode course

Beginners guide to Illustrator



19 Episode course

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Would you like to learn more?

Colour Inspiration



4 Episode course



SECTION 1 - PREPARATION & DESIGN PROCESS

Episode 1:

Design preparation for print

Overview

When we think about design for print there are a number of factors we need to consider.

In this video I am going to be touching on the following topics:

- **Image quality**
- **Image file types**
- **Colour references**
- **Project preparation**
- **Document specification**

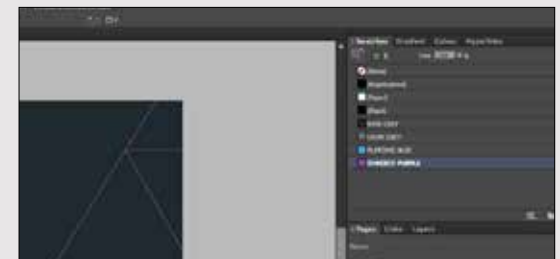
If these things are not addressed early on in a project they can come back to haunt you later.

Just when you think you have finished your design and its ready for print, you get the printer calling you up saying that various files are not

in the right format, colors are wrong and you need to go back over your work and spend more time tweaking it.

In this video I want to share with you my experience and inform you of the things you need to be aware of.

[Watch video](#) ▶





SECTION 1 - PREPARATION & DESIGN PROCESS

Episode 2:

What is a scamp

Overview

Now when I design for anything, especially print, before I jump onto the computer I usually start on paper, sketching my ideas and thinking about how I might want to layout out my design or focus on various design elements and details.

In the industry these drawings are referred to as scamps.

So what are scamps?

Well to put it simply, a scamp is a drawing, or sketch of an idea. These are created to bring to life and visualise your idea and share them with others.

Now a scamp can be a quick idea you had in a coffee shop, a simple doodle on a handkerchief, or a full blow colour work of art.

Scamps are used in the industry to communicate an idea, and depending on how much you want to communicate you can draw your scamp accordingly.

[Watch video](#) ▶





SECTION 1 - PREPARATION & DESIGN PROCESS

Episode 3:

Design process

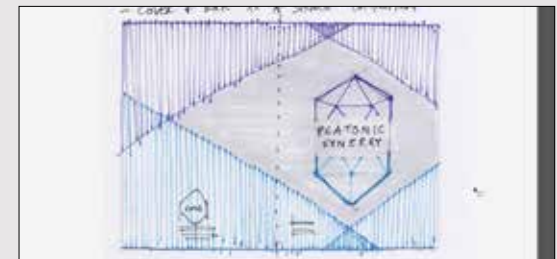
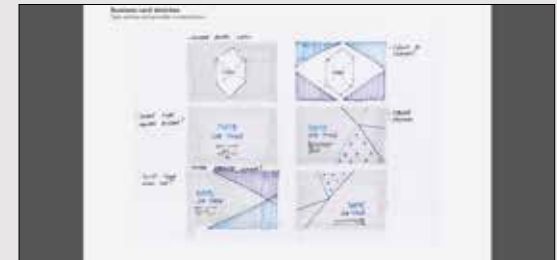
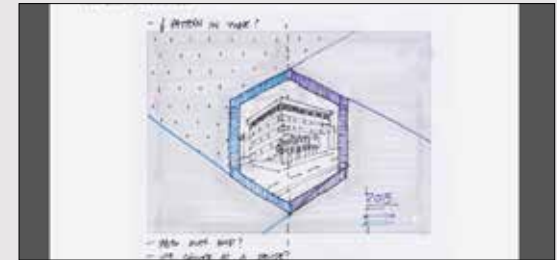
Overview

In this video I am going to discuss and demonstrate some of the design process I undertook to come up with the design for the finished business card, letterhead and brochure.

Along the way I will be referring to the finished design so you can see how the process developed into the finished design.

In this video I will be showing you some of the ideas I had, but I also encourage you to think about your own ideas, which you can develop later in the course as we begin to create the ideas in the software.

[Watch video](#) ▶





SECTION 1 - PREPARATION & DESIGN PROCESS

Episode 4:

What programs do I use for print design

Overview

As a freelance designer, in the industry I have to use various creative tools to get a particular job done.

I may visit many agencies over a course of a few months and I am expected to know how to use the programs in the correct way.

In this video I am going to discuss the right software to use for print.

Now this is going to be in the context of design for print where I will be looking to create a business card, letterhead and a 12 page brochure.

[Watch video](#) ▶





SECTION 2 - DESIGN & ARTWORKING

Episode 5:

Patterns in Adobe Illustrator

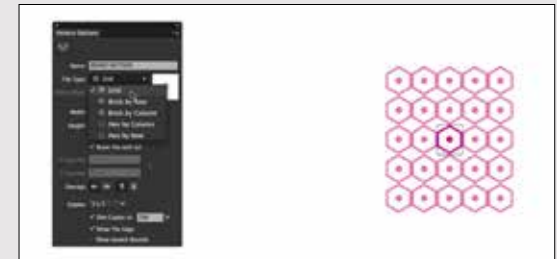
Overview

In this video I will be discussing and demonstrating how to create patterns in Adobe Illustrator.

Topics covered

- Create a pattern 00:02:44
- Pattern reviews 00:11:53

[Watch video](#) ▶





SECTION 2 - DESIGN & ARTWORKING

Episode 6:

Monochrome effect in Adobe Photoshop

Overview

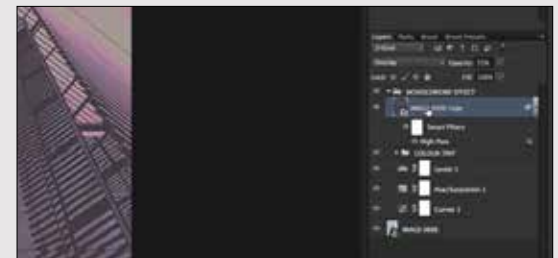
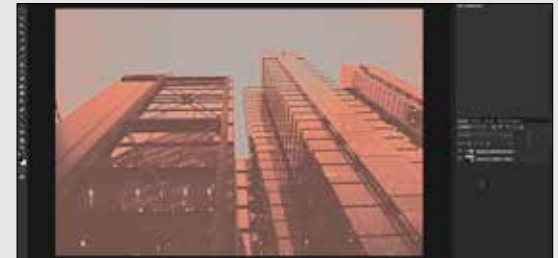
In this tutorial I am going to discuss and demonstrate how you can apply a really easy and non-destructive monochrome effect to your images in Adobe Photoshop.

Topics covered

- Create Monochrome effect

00:03:30

[Watch video](#) ▶





SECTION 2 - DESIGN & ARTWORKING

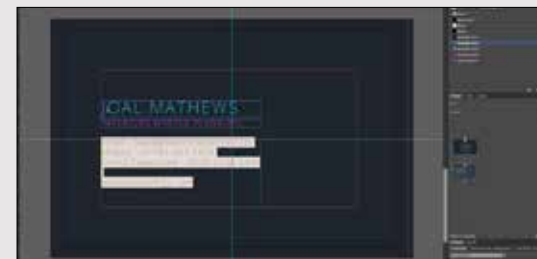
Episode 7:

Create a business card in Adobe InDesign

Overview

In this video I am going to discuss and demonstrate how to set up a simple business card in Adobe InDesign.

[Watch video](#) ▶





SECTION 2 - DESIGN & ARTWORKING

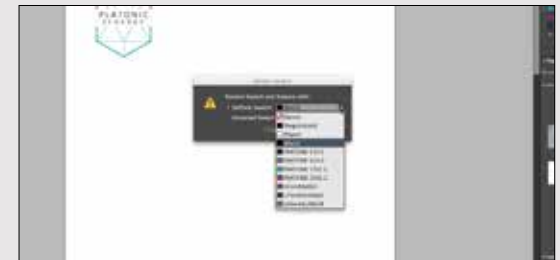
Episode 8:

Create a Letterhead in Adobe InDesign

Overview

In this video I am going to discuss and demonstrate how to set up a simple letterhead in Adobe InDesign.

[Watch video](#) ▶





SECTION 2 - DESIGN & ARTWORKING

Episode 9:

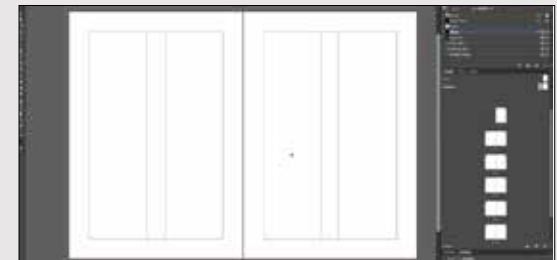
Setup booklet brochure in Adobe InDesign

Overview

In this video I am going to discuss and demonstrate how to set up a 12 page brochure ready for print in Adobe InDesign.

By the end of this tutorial, you should have a good understanding of how InDesign works and how to set up a document for booklet printing.

[Watch video](#) ▶





SECTION 2 - DESIGN & ARTWORKING

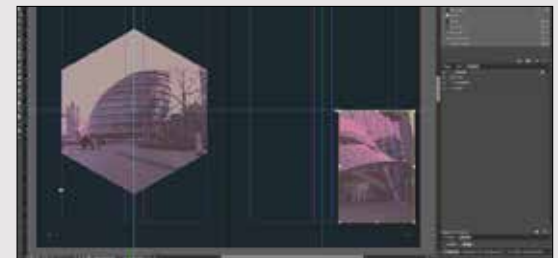
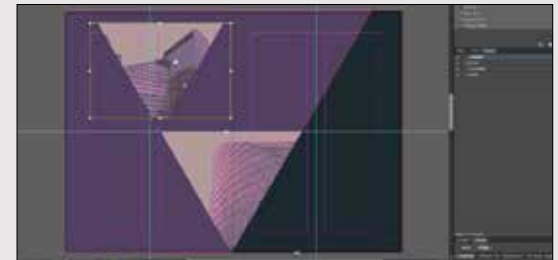
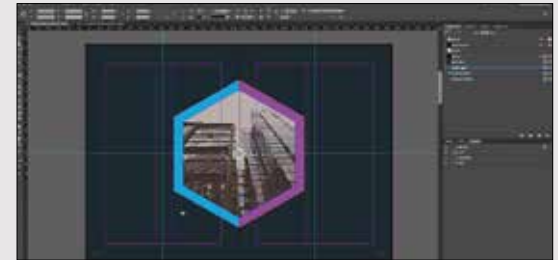
Episode 10:

Add Images and texture to brochure design in InDesign

Overview

In this video we are going to continue and I am going bring in all the images and textures and demonstrate how we can manage this.

[Watch video](#) ▶





SECTION 2 - DESIGN & ARTWORKING

Episode 11:

Add type to brochure design in InDesign

Overview

In this video we are going to continue developing the document and I am going bring in all the type, and demonstrate how we can manage this.

[Watch video](#) ▶





SECTION 3 - EXPORTING & PRINTING

Episode 12:

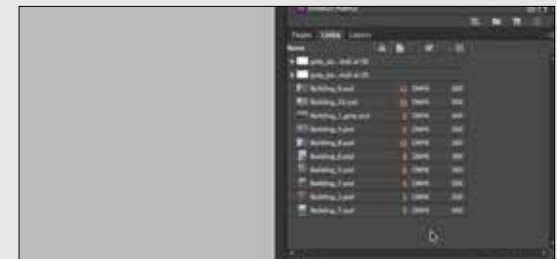
Exporting ready for print in InDesign

Overview

In this tutorial I am going to discuss and demonstrate how to export documents from InDesign out as PDF's. Later I'll be demonstrating in depth how to export PDF's ready for print.

In this video we will be exporting the three documents we made previously on this course, a business card, a letterhead and a 12 page brochure.

[Watch video](#) ▶





SECTION 3 - EXPORTING & PRINTING

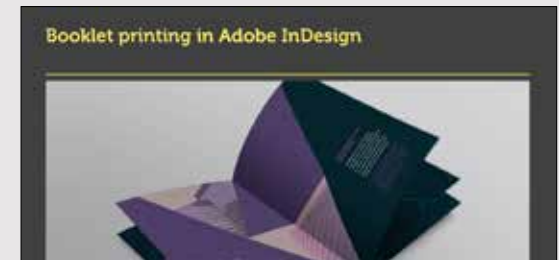
Episode 13:

Booklet printing as PDF in InDesign

Overview

In this video I am going to discuss and demonstrate booklet printing in Adobe InDesign and later I'll be demonstrating how to print a booklet as a PDF.

[Watch video](#) ▶





SECTION 3 - EXPORTING & PRINTING

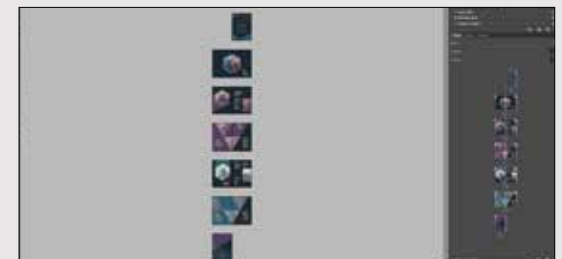
Episode 14:

IDML - InDesign Markup Backwards compatibility in InDesign

Overview

In this tutorial I am going to discuss backwards compatibility in Adobe InDesign and demonstrate how we can create IDML files.

[Watch video](#) ▶





SECTION 3 - EXPORTING & PRINTING

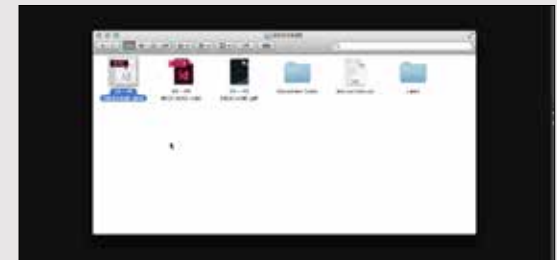
Episode 15:

Packaging a document in InDesign

Overview

In this tutorial I am going to discuss backwards compatibility in Adobe InDesign and demonstrate how we can create IDML files.

[Watch video](#) ▶





TastyTuts

Design & digital arts

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