

# Creative AI with Adobe: Boost Your Visual Workflow

## Introduction to AI in Graphic Design

- Overview of generative AI
- Challenges and benefits in the creative workflow

## Photoshop & Generative AI

- Using intelligent selection tools (Object Selector, Sky, Subject)
- Creating layer masks
- Removing unwanted elements using Generative Fill
- AI-powered background replacement
- Adobe Generative Expand: how it works and best practices

### Workshop 1 – Retouch an existing image using AI tools

**Objective:** Remove an element, change the background, and apply a mask using the AI extension

## Illustrator & Generative AI

- Generate simple graphic elements via prompts (objects, icons, scenes)
- Apply visual reference styles
- Use filtered searches and get tailored results
- Create generative vector patterns
- AI-powered recoloring of illustrations

### Workshop 2 – Create a mini brand identity using AI

**Objective:** Generate a set of assets (icon, pattern, recoloring) from a simple creative brief

## New: InDesign & Image Generation

- Generate images directly in InDesign from a prompt
- Choose and adapt styles to match your layout
- Use cases: cover images, ambient illustrations
- Hands-on: quickly build a layout using a generated image
- Professional workflow insights (validation, editing in Photoshop/Illustrator)

### Workshop 3 – Design a cover or promo sheet using AI-generated visuals

**Objective:** Use image generation in a layout tailored to the document's style and purpose

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# Photoshop and Artificial Intelligence: Next-Gen Creative Tools

## Introduction to the Training: Artificial Intelligence in Adobe Photoshop

Dive into Photoshop's most innovative features with this training focused on the integration of artificial intelligence. Optimize your production workflow and push the boundaries of your creative vision.

## Mastering Selection Tools in Photoshop

- Make accurate selections tailored to different image types
- Efficiently save and reuse selections
- Integrate selections into a professional workflow
- **Practical workshop:** targeted selection exercises for greater precision

## Understanding and Using Masks in Photoshop

- Discover layer masks, vector masks, and clipping masks
- Perform non-destructive edits with layer masks
- Use vector masks for complex compositions
- **Practical workshop:** create a complete composition using masks

## Removing Objects Using Artificial Intelligence

- Erase unwanted elements with Content-Aware Fill
- Use AI-powered tools for clean and automatic removals
- **Practical workshop:** full image retouching using AI

## Creating with Artificial Intelligence in Photoshop

- Use Generative Fill to generate original visual content
- Replace or edit backgrounds with the help of AI
- Expand images beyond their original frame with Generative Expand
- **Practical workshop:** build a complete AI-assisted visual project

# Graphic Design Fundamentals – Build a Strong Creative Foundation

## Course Details – Introduction to Graphic Design

### Learning Objectives

- Understand the fundamentals of graphic design and its professional applications.
- Master the core principles: color, typography, layout, composition, and stylization.
- Learn how to create a complete visual identity (logo, brand guidelines, color palette...).
- Complete hands-on projects to solidify your skills: moodboards, logos, mockups, brand systems.

### Modules & Content

#### Module 1 – Graphic Design Fundamentals

- What is graphic design?
- The 4 essential pillars: color theory, imagery, typography, composition

#### Module 2 – Color & Palettes

- Color theory (contrast, harmony, symbolism...)
- Create cohesive and accessible color palettes
- Tools and inspiration to choose the right colors
- **Project 01:** Design moodboards and color palettes for various brands

#### Module 3 – Stylization & Visual Simplification

- Image stylization: schematization, visual expression, abstraction
- Techniques for graphic simplification
- **Project 02:** Deconstruct and stylize imagery for a brand identity

#### Module 4 – Typography & Hierarchy

- Type anatomy, typographic styles, font families
- Hierarchy, readability, spacing, kerning
- Choosing fonts based on brand identity
- **Project 03:** Create a font and type system for a brand

#### Module 5 – Layout & Composition

- Layout basics: grids, alignment, whitespace, contrast, repetition

- Grid systems: rule of thirds, spiral, Fibonacci
- **Project 04:** Build a layout based on a client brief

## Module 6 – Logo Design

- Understanding logo types: logotype, symbol, monogram, emblem
- Construction lines and visual consistency
- **Project 05:** Design a logo from a stylized image

## Module 7 – Brand Guidelines

- Build a complete brand style guide (visual identity system)
- Integrate color palette, fonts, logo usage rules
- **Project 06:** Create a full brand guide for a fictional company

## Learning Format

- Balanced mix of theory, live demos, and hands-on workshops
- Step-by-step projects to build a complete brand identity
- Visual supports, online resources, analysis grids

## Who is this course for?

- Beginners in graphic design
- Self-taught creatives seeking structure and foundational theory
- Entrepreneurs, students, content creators

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# Typography Fundamentals: Mastering the Art of Visual Communication

## Introduction to the Typography Training

- Understand what typography is and its central role in visual communication
- Briefly explore the history of typography to grasp its evolution and key trends
- Learn to classify typefaces by style, usage, and origin

## Decoding Typeface Anatomy

- Identify baseline, x-height, ascenders, and descenders
- Understand the vertical structure of letters (stems, ascenders, descenders, etc.)
- Master essential typographic terminology (serifs, counterforms, line

spacing, etc.)

## Mastering Typeface Grouping

- Discover the main type families (serif, sans-serif, script, display, etc.)
- Differentiate between typeface, font, and font weight
- Learn how to pair and combine typefaces for clarity, hierarchy, and visual harmony

## Integrating Typography into Graphic Design

- Design bold and expressive typographic layouts
- Create type-based posters to deliver a strong visual message
- Develop sigils and monograms from typographic elements
- Use drop caps creatively to enhance editorial layout

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# After Effects Advanced Training

## Introduction to the After Effects – Advanced Training

- Create dynamic and custom lower thirds to enhance your video productions
- Design smooth and elegant transitions for a polished, professional finish
- Animate titles, images, and logos in 3D for greater visual impact
- Master green screen keying (Chroma Key) for clean and effective compositing
- Leverage advanced masking techniques for precise and creative visual layering
- Apply rotoscoping techniques to isolate specific elements within a scene
- Use null objects to structure and streamline complex animations
- Integrate camera effects: control movement, zoom, and depth of field to achieve a cinematic look

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# INDESIGN TRAINING: COMPLETE 4-DAY

# COURSE

## Introduction to Adobe InDesign Training

- Overview of the software and its professional use cases
- Exploring the interface, tools, and work panels
- Customizing the workspace for an efficient workflow
- Setting document and software preferences

## Creating and Structuring a Document

- Defining format, margins, and automatic pagination
- Creating multi-column layouts and organizing pages
- Using guides, grids, and display modes
- Mastering simple and advanced master pages

## Working with Frames

- Creating and managing text, image, and vector frames
- Threading, aligning, resizing, and modifying frames
- Controlling content, containers, and outlines

## Mastering Text and Typography

- Text formatting via the control panel
- Paragraph, character, and GREP styles
- Text on a path, anchored objects, and text variables
- Managing columns, tabs, hyphenation, and text wrap
- Spellcheck and advanced find/replace functions

## Styling and Automation

- Using and nesting text and object styles
- Importing styles from Word and syncing across books
- Creating automated bullet and numbered lists
- Automatically generating tables of contents and footnotes

## Creating and Managing Tables

- Creating tables directly or importing from Excel/Word
- Applying table and cell styles
- Visually integrating tables into your layout

## Images and Media

- Importing and placing images (manually or with grid placement)
- Managing visuals with the Links panel
- Clipping, cropping, text wrapping, and dynamic captions

- Using embedded image metadata

## Colors, Swatches, and Gradients

- Creating, editing, and organizing custom colors
- Using swatches and libraries (Pantone, CMYK, RGB)
- Applying transparency, overprint, and trapping settings

## Structuring Long Documents

- Working with sections, chapters, and threaded frames
- Creating InDesign books and managing layers
- Generating bookmarks, indexes, and interactive buttons (Indexmatic)

## Preparing Documents for Print and Web

- Preflight checks, font and image verification
- Previewing separations and packaging files
- Creating preflight and export profiles
- Exporting to PDF, SWF, or interactive web formats
- Print setup, proofing, and full cover design

## Recommended Complementary Training

### [InDesign with AI – From Text to Image](#)

: Learn how to integrate artificial intelligence into your creative workflow using Adobe Firefly.

For official resources and additional learning materials, visit the

[Adobe InDesign User Guide](#)

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# Brochure & Leaflet Design Fundamentals – Create Impactful Print Communications

## Introduction to Brochure Design

- Definition of a brochure and its role in marketing communication
- Strategic applications: promotion, information, lead generation

- Fundamentals of effective layout and page design

## Structuring Information for Impact

- Understanding information hierarchy: principles and best practices
- Highlighting key messages for better readability
- Visually organizing content into clear information groups
- *Practical workshop: structuring content for a brochure*

## Designing a High-Performance Folded Leaflet

- Identifying the right content based on communication goals
- Selecting the appropriate format for distribution and target audience
- Exploring brochure types (bi-fold, tri-fold, accordion, etc.)
- *Workshop: fold simulation and dummy creation*

## Professional Manufacturing & Design

- Standard and custom formats: benefits and limitations
- Balancing layout with content volume
- Segmentation techniques for better clarity and engagement
- Designing a visual journey for the reader
- Considering physical impact: 3D perception and tactile experience
- *Workshop: creative research and concept development*
- *Workshop: full design of a professional folded leaflet*

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# Canva: a free and accessible tool?

A tool that allows you to create logos, videos, slideshows, visuals and more for free? This is exactly what Canva offers us! Without having to master Photoshop or software that is sometimes more complex, Canva represents a very interesting option as it meets everyone's needs and is very accessible.

## What is Canva?

Canva is a web platform that allows you to do graphic design and create documents of all kinds. The free version gives users access to templates, images, illustrations, and even more options. However, although this version can be very useful for new users, it is limited in terms of functionality. As for the pro version, a paid version, it gives access to the entire content catalog. The possibilities are almost endless!

### **Its versatility**

We particularly like the platform for its great versatility. Its usefulness reaches as much the person responsible for creating slideshows for work as the content manager wishing to wow the gallery with powerful visuals. With Canva, you can create business cards, social media posts, graphic organizers, video ads and more! It goes without saying that Canva is a must when it comes to graphic design.

### **Its ease of use**

Whether you're a graphic design pro or a beginner, you'll have no problem getting by with Canva. Its interface is minimalist and the different options are well integrated and discarded. You can create exactly what you have in mind either by using the images and illustrations offered by the site or by uploading your own.

### **Its free illustrations and patterns**

Canva offers thousands of completely free illustrations and templates! So if you lack inspiration in your creative process, the existing models will revive your inspiration and your creativity! Since Canva's illustrations are many and varied, there's definitely something for everyone.

Your best ally in visual or content creation is without a doubt Canva! Using this platform, you will be able to create graphic projects that will stand out. All you have to do is let your imagination run wild!

If you would like to learn how to create a consistent and effective visual identity with Canva, we will be happy to help you! Doussou Formation offers the training that will take you to new heights in terms of graphic design and brand image development. Here's the training you need if you want to consolidate your digital content.

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## **Photoshop + Illustrator + InDesign**

# Training

## **Creative Cloud**

The essentials  
How it works

## **Photoshop**

### **Introduction to Photoshop training**

Software interface  
Selections and their management  
Colors (RGB, CMYK)  
Layers, layer styles and how to manage them properly  
Drawing tools  
Creation and management of text  
Touch-ups  
Color corrections  
Filters

## **Illustrator**

### **Introduction to Illustrator training**

Creating a new document  
The toolbox  
Zoom and move  
Work plans  
Guides and the different display modes  
Selections and layer management  
Drawing with the Pen tool

## **InDesign**

### **Introduction to Indesign training**

Launching the software and customizing the workspace  
Creating an InDesign document  
Document properties  
Grids, rulers and guides  
Blocks: creating and transforming them  
Spacing between blocks  
Managing text in blocks  
Characters and paragraphs  
Tables  
Images

# PhotoShop Advanced Training

## Introduction to the [Adobe Photoshop – Advanced Training](#)

This advanced training is designed for image professionals, graphic designers, content creators, and communication specialists who want to fully leverage Photoshop's capabilities in demanding production environments. You'll learn high-level retouching, composition, and visual processing techniques tailored for both digital and print media.

## Image Fundamentals and Color Management

- Principles of additive and subtractive color synthesis
- Color spaces: HSL, RGB, CMYK
- Understanding reproduction constraints across media (photography, video, print)
- Essential adjustments: levels, curves, black & white, saturation

## Advanced Shape Creation and Management

- Vector tools: Pen, Custom Shapes, Pathfinder
- Alignments, distributions, style application and color harmonies using Adobe Color
- Converting shapes into selections or masks
- Managing vector masks and clipping paths

## Image Retouching for Production

- Visual analysis and targeted color corrections
- Expert use of adjustment layers and selective corrections

## Professional Graphic Production Tools

- Mastery of complex selections: Pen Tool, Transformations, Puppet Warp, Liquify
- Using guides, grids, quick masks, and efficient document navigation

## Professional Cutout Techniques

- Precision cutouts using paths, lassos, and smart selection tools
- Handling complex backgrounds, fine object isolation

## Layer Organization and Effects

- Blending modes, transparency, and non-destructive effects
- Dynamic text layers, layer masks, and creative fills

## Masks, Channels, and Advanced Selections

- Gradient masks and advanced typographic integration
- Using channels for precise selections and compositing

## Working with Smart Objects

- Creating, editing, and applying non-destructive filters
- Combining masks, filters, and dynamic layer structures

## Preparing and Optimizing for the Web

- Exporting to multiple formats: JPG, PNG, GIF, HTML
- Creating simple animations (GIFs) and slicing with the Slice Tool

## Creative Bonus Modules

- Photomontage, creative blur, light and depth effects
- Sky replacement, special effects, and dynamic filters
- Automation: recording actions, exporting to Illustrator
- Creating patterns, Camera RAW adjustments, and Parallax effects using the timeline