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

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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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Adobe After Effects Fundamentals Training

Introduction to After Effects Training

- Overview of Adobe After Effects' key features
- Exploring the user interface: tools, menus, panels, and workflow logic
- Creating and setting up a new project
- Optimizing the Project panel layout for an efficient workflow
- Saving, backing up, and managing project files

Mastering Keyframes and Animation

- Inserting and managing keyframes to animate elements
- Using markers to sync animation with audio tracks
- Refining motion with the Motion Sketch tool

Dynamic Text Animations

- Creating point text and paragraph text
- Transforming text via layer properties
- Applying preset and custom animations
- Advanced techniques: path animation, parenting, and inheritance
- Adding visual effects: shadows, blurs, typographic transitions

- Previewing animations using Adobe Bridge

Editing Effects and Transitions

- Strategic use of adjustment layers and precomps
- Navigating the Effects and Presets panel
- Managing layers on the timeline: moving, splitting, and sliding
- Creating fades, visual transitions, and audio crossfades
- Adjusting duration and managing animation extensions

Animating Vector Shapes

- Designing custom shapes with the Pen tool
- Animating shapes: twists, rounded corners, waves, etc.
- Transforming, connecting, and interpolating paths
- Converting text into vector shapes for custom animation

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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Adobe InDesign Fundamentals Training

Introduction to the **Adobe InDesign** Training

- Overview of the InDesign interface and tool palette
- Customizing the workspace to boost productivity

Managing and Working with Frames

- Creating and linking text frames
- Setting up multi-column layouts
- Using automatic text flow balancing
- Managing guides (smart, layout, and custom)
- Understanding and applying layout grids
- Precise alignment, rotation, scaling, and positioning of frames
- Editing frame content, containers, and outlines

Advanced Paragraph Management in **Adobe InDesign**

- Text formatting using the control panel
- Inserting and managing text within frames
- Setting up hyphenation and justification
- Creating and applying paragraph styles
- Typing on a path and advanced typographic options
- Chaining text frames and configuring text frame options
- Using built-in spell check

Creating and Styling Tables

- Manual table creation within InDesign
- Importing tables from Word and Excel
- Formatting cells, rows, and columns

Integrating and Managing Images

- Importing and placing images
- Using the Links panel to manage linked files

- Clipping paths, cropping, and fitting techniques
- Applying basic text wraps and color treatments

Mastering Color in InDesign

- Creating and editing custom colors
- Working with swatches and color libraries
- Creating and applying gradients
- Understanding color modes (CMYK, RGB)

Preflight and Export Preparation

- Preflight checks to avoid print errors
- Font and image verification
- Previewing overprint and separations
- Packaging the entire project
- Exporting to PDF for print or digital use
- Using export presets for optimal output

Recommended Follow-up Training

Training: InDesign with AI — From Text to Image

Training: Indesign with AI — From text to image

Introduction: Refresher on InDesign

- Style Management: Character, Paragraph, and Object Styles
- Import Techniques
- Automatic Adjustment
- Hands-On Application: Mini-Project to Master the Basics

Artificial Intelligence in Graphic Creation

- Generating Images from Text Prompts
- Using a Reference Image to Enhance Creations
- Applying Effects and Styles for Personalized Visuals

Putting It Into Practice

- Techniques for Optimizing AI Image Searches
- Project: Creating a Catalog Combining Text and AI-Generated Images

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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

InDesign Training: Mastering the Creation of Long Documents

InDesign for Everyone: Creating Long Documents

Introduction to Paragraph, Character, and Object Styles

- Create and apply styles for headings, body text, and other document elements.
- Ensure consistency and uniformity throughout the document.

- Easily modify the appearance of elements by adjusting a single style.

Using Master Pages

- Create master pages for a consistent layout.
- Quickly apply repetitive design elements to all pages.
- Customize master pages for different content types (e.g., headers, footers, page numbering).

Organizing Long Documents: Sections

- Divide a large document into sections for simplified management.
- Options for numbering and sections.

Managing Links and Images

- Organize and manage linked files (images, graphics, etc.).
- Use the "Links" panel to update and check for missing or modified links.
- Ensure smooth image management to avoid errors during export.

Working with Layers

- Organize different elements of your document using layers (text, images, background, etc.).
- Facilitate the management of complex documents by isolating specific elements.
- Work more efficiently without risking disruption to other parts of the design.

Saving and Version Management

- Regularly save to prevent data loss.
- Create versions of your file to track project evolution.
- Use versioned copies to collaborate safely and revert to a previous version if necessary.

Preflight Check Before Printing

- Use the "Preflight" panel to identify errors before finalizing a document.
- Check for missing fonts, broken image links, and other common errors.
- Ensure flawless output before printing or exporting.

Keyboard Shortcuts and Productivity

- Learn and use keyboard shortcuts to work faster.
- Identify the most useful shortcuts in daily workflow.
- Maximize efficiency by intuitively using advanced tools.

Linking a Word Document to InDesign Instead of Importing

- Learn to link a Word document to InDesign to maintain text synchronization.
- Automatically update text in InDesign when changes are made to the Word document.
- Manage long and complex documents more smoothly with this linking method.

Mailchimp Training Course

Mailchimp training course

Why Mailchimp?

Setting up your account

Configuring the audience

Notion of "campaigns" and "lists

Creating a registration form

Create a subscriber list

Creating a campaign

Creating and sending your first newsletter

What content to use for your newsletter?

Recovering a list deleted by mistake?

Customizing a newsletter

Customize a subscription form

View campaign reports

Mastering Team Collaboration: An Essential Slack Training

Introduction to Slack
Benefits of Slack compared to email
Slack versus email
Main features
Creating your Slack workspace
Customizing your Slack workspace
Creating channels
Collaborating — messages
Collaborating — sharing documents and files
Collaborating — searching for information
Managing a channel — roles and permissions
Managing a channel — roles and permissions