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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Adobe Illustrator Training : The Basics

Introduction to the Adobe Illustrator Training

Getting Started with Adobe Illustrator

- General overview of the software and its applications (logos, illustrations, layouts, etc.)
- Getting familiar with the user interface
- Customizing the workspace
- Understanding vector-based design and export formats

Vector Drawing and Fundamental Tools

- Creating and editing predefined objects
- Managing positioning, layers, foreground/background
- Using guides, rulers, grids, and display modes
- Custom paths with the Pen Tool (anchor points, curves, handles)
- Drawing tools: Brush, Blob Brush, Freeform tools
- Selection tools and essential keyboard shortcuts
- Creating charts using the Graph Tool

Transformations and Object Construction

- Basic and advanced transformations (scale, rotate, skew)
- Repeating actions with shortcuts (Ctrl/Cmd + D)
- Creating complex shapes with Pathfinder and Shape Builder Tool
- Distorting shapes using Envelope Distort
- Merging and blending vector objects

Masks, Styles, and Graphic Effects

- Creating clipping masks
- Using the Appearance panel and Illustrator effects
- Managing strokes, dashed lines, arrows, and custom styles
- Creating and applying graphic styles

Advanced Color Management

- Using the Swatches panel and creating global colors
- Applying linear and radial gradients
- Working with transparency, blending modes, and the Color panel

Working with Text

- Adding and formatting typographic content
- Curved text, area text, vertical text, and text on a path
- Font management and using Adobe Fonts

Layers, Isolation Mode, and Organization

- Object hierarchy and layer management
- Using Isolation Mode for precise editing
- Organizing elements efficiently within a document

Saving and Exporting

- Saving in native formats (.ai, .ait)
- Exporting as high-resolution PDFs for print
- Exporting to bitmap formats (JPG, PNG, TIFF, PSD)
- Optimizing files for web or social media

Which tool to use for illustration and vector drawing? : Adobe Illustrator

Are you talented and have you designed the logo for your new company yourself? However, every time you change the size of it, are you affecting the quality? That's because you're not using Illustrator!

Adobe Illustrator: What is it?

Adobe Illustrator is, as its name suggests, software for creating illustrations. So you can prepare logos and designs on it. This is the important distinction to make with Photoshop which instead focuses on photo editing. Another distinction to make is that Illustrator uses the vector image. Basically, the software takes mathematical formulas to generate your illustrations. So when you enlarge or reduce your drawings, it's just the equation data that changes. You won't have to deal with this, all you need to remember is that your image won't lose quality since there are no pixels unlike Photoshop.

Illustrator, like its cousins Photoshop, Premiere Pro or InDesign, remains an Adobe creation. Launched in 1987, the software has received myriad improvements since then. Always more accessible, the software which had

started on small black and white screens is now a reference for illustration.

Also, Adobe Illustrator chose the Béziers curve as the starting line. Thus, you only have to modify this curve in order to describe circles or other geometric shapes. Initially, this was intimidating for users. But the latter quickly realized that there were many advantages over the price.

Adobe Illustrator: What are the benefits?

The biggest advantage remains, without a doubt, the possibility of modifying the size of an image without losing resolution quality. This is due to the fact that to constitute an image, Illustrator does not use pixels, but rather vectors.

Obviously, each element that makes up your illustration can also be modified endlessly without losing resolution. It is therefore a plus if you have to create images whose format is gigantic or if you have to transpose an image that was originally small on a large surface.

The number of tools at your fingertips is immense. If you can think of it, chances are you can do it with Illustrator. Moreover, even if in this chapter Illustrator cannot compete with InDesign, you still have the possibility of creating more than one page. This is an advantage over Photoshop where you are limited to one page.

Adobe Illustrator: How can Doussou help you?

As we mentioned, the Béziers curve or vectors can be off-putting when you are not familiar with them. But if you want to do professional illustrations, learning to use Illustrator will be your most profitable investment.

At the end of your training with us, you will be autonomous with Illustrator and will be able to produce the logo of your future company yourself. You will be able to put your ideas on paper, however brilliant and original they may be.

We will introduce the course with a learning of the interface and the basics. When you're ready, we'll teach you about vector drawing, editing illustrations, and bringing in masks. Next, we'll explore text and layers. Finally, Doussou Formation will teach you how to export your work in order to benefit the world. Our approach allows us to adapt to your needs and desires. Do not hesitate to contact us if you have any questions.

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.

Foxit Phantom PDF Training

Professional Training — Foxit PhantomPDF: Master Advanced PDF Document Management

Streamline your document workflows with **Foxit PhantomPDF**, a powerful, intuitive, and cost-effective solution. This training is designed for professionals looking to improve the creation, editing, and structuring of PDF files within collaborative or administrative environments. Ideal for HR, legal, accounting, and marketing teams.

Getting started with the workspace

- Overview of the interface and main menus
- Efficient navigation through tabs and quick access to tools
- Smooth movement through large documents
- Custom display settings for optimal reading comfort
- Mastery of zoom, print, and preview tools

Create professional and compliant PDF documents

- Convert office files (Word, Excel, images) into PDF format
- Create PDFs from scratch or via clipboard content
- Extract text to RTF format for reuse
- Export documents to image format for web or print distribution

Edit, enhance, and structure your PDF files

- Directly edit textual content

- Add custom graphics and illustrations
- Insert shapes, images, stamps, and interactive objects

Improve internal document navigation

- Use thumbnails for a quick global overview
- Create hierarchical bookmarks to guide readers
- Add interactive links and navigation buttons
- Organize articles for a smoother reading experience

Manage document pages and structure

- Crop, rotate, and visually adjust pages
- Insert, replace, or delete pages as needed
- Smart page renumbering for logical document flow

Collaborate efficiently using commenting tools

- Activate the comment and annotation panel
- Add notes, highlights, and review marks
- Track and organize feedback for smoother teamwork

Customize your user experience

- Adjust settings to match your work style
- Define display and annotation preferences
- Configure fullscreen mode and launch behaviors
- Personalize grids, guides, and the visual workspace

Business Benefit: This training boosts team productivity, enhances collaboration on PDF documents, and ensures tighter control over validation and editing processes.

Web Design Training : Adobe Photoshop + Adobe Illustrator

Introduction to the Web Design Training

Adobe Photoshop

Discovering Photoshop

Understand the work environment and the tools

Manage the control panel
Save your workspaces

Choosing colors and color modes

Color modes
Color palette, swatches, gradients

Drawing in Photoshop

Use the pencil, the brush and the airbrush
Use the eraser tool
Use the paint bucket tool
Use the gradient tool

Mastering the selection tools

Move tool
Classic selection tools
Use the Lasso tool
Use the Magic Wand tool
Use the Quick Selection tool
Copy, move or delete a selection
Save and reuse a selection
Expand or reduce a selection
Select or deselect all

Working text in Photoshop

Create and edit text
Format text
Format a paragraph
Area type or point type?
Convert text to image
Create and use character styles on Photoshop

Use layers, masks and styles

How layers work
Use the layers panel
Manage layers
Manage the layout of a document with layers
Manage layer groups
Layer compositions
Build a vector mask and output an element
Use fill layers

Adobe Illustrator course

Discovering Adobe Illustrator

Illustrator interface
Customize the workspace
Uses : logo, illustrations, layouts…
Vector processing and formats

Master vector drawing with Illustrator

Create predefined objects
Precise objects positioning
Foreground and background
Rules, grids and landmarks
Learn selection tools
Create paths and shapes
Pen tool : anchor points, handles and curves
Key combinations
Paths modifications : adding or removing anchor points
Brush tool and Blob Brush tool
Display modes
Graph tools

Modifications

Transformation tools
Ctrl + D Function
Transformations functions
Envelope Distort tool
Pathfinder
Fusion tools

Masks

Create a simple clipping mask
Illustrator effects
Appearance panel
Alignment: objects distribution
Illustration enrichment
Contours
Colors and using swatches : styles
Global colors
Create and apply gradients
Transparency and blending modes

Work with text

Enrichment of point type
Type on a path, area type and vertical type tool
Find fonts

Layers

Layers organisation
Isolation mode

Save and export

Save in Adobe Illustrator format
Export in pixel format
PDF format for printer
Save: EPS, PDF, Flash
Export to common formats: PSD, JPG, TIFF

Illustrator Training : Complete 4-day course

Introduction to Adobe Illustrator Training

Getting Started with the Illustrator Environment

- Overview of the interface and main tools
- Display settings, grids, smart guides, and panels
- Preferences setup and color management
- Using smart guides for fluid positioning

Creating Vector Graphics

- Using predefined shapes and drawing tools
- Precise positioning, layer and stacking order management
- Rulers, guides, selection tools, and alignment
- Mastering the Pen Tool: curves and anchor points
- Editing techniques: brush, blob brush, and path modifications
- Creating simple charts with the Graph Tool

Object Transformation & Shape Construction

- Multiple transformations and action repetition

- Object fusion and envelope distortions
- Advanced use of Pathfinder and Shape Builder

Masking & Graphic Enhancements

- Effective use of clipping masks
- Applying effects and managing with the Appearance panel
- Strokes, alignment, and global color management
- Using gradients and blending modes

Typography & Text Formatting

- Creating point text and text on path
- Using curved, area, and vertical text
- Finding, managing, and customizing fonts

Layer Organization & File Management

- Efficient structuring with layers and Isolation Mode
- Saving and exporting to PDF, JPG, PNG, EPS, and more

Advanced Concepts: Optimization & Recap

- Managing artboards and drawing modes
- Precision work with the pixel grid

Advanced Vector Objects

- Creating patterns, symbols, and complex transformations
- Deep dive into Width Tool and envelope distortions

Complex Graphic Effects

- 3D effects, gradient mesh, and smooth transitions
- Using the perspective grid
- Expanding objects and recoloring illustrations

Working with Bitmap Images

- Managing linked/embedded images and the Links panel
- Image tracing, live paint, and Photoshop effects
- Generating automatic swatches and pixelation

Advanced Paths & Masking Techniques

- Transparent paths, opacity and clipping masks
- Organizing artwork with Isolation Mode

Professional Typography

- Creating and applying character and paragraph styles

- Building a consistent typographic hierarchy

Preparing Files for Print

- Document cleanup and final checks
- Previewing transparency flattening, separations, and overprints
- Print-ready quality control and export