

Join Us Saturday, May 9th at the Art Institute!

In this one-day class in the first four hours, you will be led through a workflow procedure that will demonstrate why you need an asset management system and why so many photographers are turning to Photoshop Lightroom. During the second 4 hour session, you will learn about color management between Adobe Illustrator and InDesign for page layout along with demystifying the challenges an artist faces while working with specs from a magazine or newspaper.

Normally this workshop costs more than \$300 per day! Because both David and Sarah are InDesign User Group Members, we are offering this class for only \$27.50, which includes lunch! Space is limited, reserve your spot today!

Register for the class at

<http://www.davidarogers.com/events/idug0509.html>

David A Rogers is a Digital Graphics Consultant and Educator based in the Tampa Bay Area, specializing in helping photographers and artists navigate to the best digital workflow practices. In this talk, David will take you through a workflow procedure that will demonstrate why you need an asset management system and why so many photographers are turning to Photoshop Lightroom for efficient file organization, processing and publishing.

Topics of coverage:

- 1) Managing Your Assets Efficiently - getting them in place and finding them.
- 2) Processing Efficiently - Learn why volume is no longer an issue.
- 3) The Lightroom / Photoshop Partnership - Get in, get out, done!
- 4) Showing Off Your Work - Just press Play.
- 5) Designing Superior Prints - Quality, quantity, repeatability.
- 6) Exposing Yourself on the Web - look Ma, no code!

Sarah Schweiger of Sarah Schweiger Creative Design Services is a freelance graphic designer and photographer in the bay area, specializing in helping non profit and profit organizations grow their business and community awareness through effective graphical marketing campaigns.

Sarah will discuss the use of color management between Adobe Illustrator and InDesign for page layout. She also will discuss how to correctly setup and review documents for delivery to newspapers and magazines using real life examples. Strategies will be revealed for previewing documents and easy fix-ups in Adobe Acrobat.

Topics of coverage:

- 1) Learn how to work with spot colors for doing a 1 to 3 job. Most designers are accustomed to working in 4 colors in a CMYK project, but working in 1 to 3 colors poses unique challenges to setting up the file correctly.
- 2) Many graphic designers find newspaper and magazines specifications challenging. Sarah will work through actual examples to show how she sets up the file from start to finish.
- 3) Learn how to communicate with confidence and ask intelligent questions regarding unclear ad specifications when speaking with a media art department.