

# Catalog of training seminars

The following seminars are fully-developed, tried, tested and ready to present for your company. Browse through these pages to see what interests you or your workgroup.

Of course, the beauty of on-site training is that any seminar can be customized to your specific needs...just ask! Or, if you have a topic you'd like training on, but don't see it here, ask. If we have the expertise in the topic you request, we'll develop a custom course just for you!



## ADOBE INDESIGN

### InDesign CS4 upgrade & advanced techniques

This seminar is an opportunity to quickly learn all the new and revised features of InDesign CS4, in one half-day seminar. Several little-known, advanced techniques from previous versions of InDesign will also be demonstrated.

### Fast track to InDesign for QuarkXPress users

This seminar aims to get participants productive with InDesign as quickly as possible. The emphasis is on applying participants' knowledge of Quark tasks to equivalent InDesign tasks. Typically presented in two half-day sessions for new InDesign users.

### Power through your work with InDesign styles

This session is all about using Styles in InDesign CS3 and CS4. Paragraph Styles, Character Styles, Object Style, Table and Cell styles. After a brief introduction to the benefits of styles and why you should use them in your projects, we will do a "deep dive" into the innermost workings of the best ways to create, modify and apply styles. Whether you are new to styles, or a seasoned veteran, you will be sure to learn something new. Topics will include:

- How to create (and modify) styles with a minimum of clicks
- How to easily apply styles to text using InDesign's remarkable "Quick Apply" feature
- How to apply cascading sequences of paragraph styles with a single click
- How to create complex paragraph formatting quickly with nested styles
- How to use GREP styles to solve challenging formatting issues
- When and how to use Object styles
- How to create formatted tables quickly with Table and Cell styles

### 12 InDesign Essentials

Adobe InDesign is an amazing program. It is chock full of features and offers multiple ways to accomplish most tasks. This workshop will look at twelve essential concepts that will enable you to take full advantage of InDesign's streamlined workflow, power, and precision.

### Adobe InDesign production tips and tricks

Adobe InDesign has such a rich set of features, there is always more to learn. Whether you are new to InDesign or a seasoned veteran, you're sure to learn something from this seminar. Learn keyboard shortcuts, tips and tricks that will boost your production performance to the next level. Whether you're a designer, art director or production artist, you won't want to miss this one!

### Creating interactive Flash and PDF files with InDesign

Did you know that you can add interactivity and multimedia to InDesign CS4 layouts, and export that content to an interactive Flash or PDF file? This workshop will show you how. You will learn:

- How to add interactive navigation buttons, sound and video content to an InDesign layout
- How to create Powerpoint-style presentations in InDesign
- How to control page transitions in InDesign
- How to export your layout to PDF with the interactivity preserved
- How to easily export to a final Flash SWF file ready to place on a Web site
- How to export a layout in a format that can be opened in Flash for further editing

### Moving content between files

In this session, we will examine the pros and cons of six different ways to move text and images from one InDesign file and reuse that content in another InDesign project. Copy and Paste, Move Pages, Libraries, Snippets and placed PDF and InDesign files will be discussed.

### Creating print-ready PDF files from InDesign

Sure it's easy to create a PDF from InDesign, but will the PDF be ready for commercial printing? In this seminar, you will learn how to ensure that your PDFs are print-ready and of the highest quality. Learn the differences between the two ways to create PDF files from InDesign. Learn about how to deal with transparency, bleeds, crop marks, custom page sizes and binding issues when creating a PDF. Learn when and how to compress images to save space, and when to leave them alone. Learn how to create PDFs to match a particular print vendor's specifications, and how to use PDF standards to create a PDF when the vendor is unknown.

### InDesign/InCopy workflow

"What's this InCopy thing that I keep hearing about?" This is your chance to see InCopy in action. A real workflow between an editor and a production artist will be demonstrated in this session. Come and learn what InCopy can do for you, how it does it, and what is necessary for it to work well in the real world.

### InDesign Master Class: Table techniques

This session will get users up to speed on using InDesign's Tables feature to quickly and easily create and edit tables, and how to quickly format tables for clarity and readability.

### **InDesign typography**

Virtually every design project includes some text. Well-set type will draw the reader into the content and convey your message effectively. This seminar will “deep dive” into the rich and diverse typographic features found in Adobe InDesign. You will learn:

- The differences between OpenType, PostScript, and Truetype fonts, and why you should care
- How to use InDesign’s OpenType features such as Swash Characters, Contextual Alternates and Oldstyle Figures
- The best way to create typographically correct fractions using any font
- When and how to use Optical Margin Alignment
- How to set justified copy attractively, avoiding the dreaded “rivers of white”
- The top five copyfitting techniques, and how to use them invisibly
- How to fix and prevent unattractive or incorrect line endings, widows and orphans
- How to use obscure-but-useful features such as Align to Spine, Balance Ragged Lines and Last Line Right Indent.
- How, when, and why to use “special” characters such as em dashes, non-breaking spaces and figure spaces
- How to quickly locate and insert ornaments, dingbats, and alternate characters...and much more!

### **How to create presentations with InDesign and Acrobat**

This session will cover tricks for creating presentations using InDesign and Acrobat instead of PowerPoint. These presentations, complete with builds, transitions between slides, and even video clips, and be easily created in InDesign, and then deployed and delivered full-screen using Adobe Reader. You gain the benefits of using the tools you already know, along with the fine typography, precision, file format support and color model support of InDesign.

### **InDesign Master Class: Advanced styles and GREP**

#### **InDesign long document techniques**

#### **Data publishing with InDesign using XML**

#### **How to export InDesign content to the Web**

#### **Preparing InDesign layouts for successful printing**

#### **Creating accessible PDFs from InDesign files**

### Photoshop CS4 upgrade & advanced techniques

This seminar is an opportunity to quickly learn all the new and revised features of Photoshop CS4, in one two-hour seminar. Several little-known, advanced techniques from previous versions of Photoshop will also be demonstrated.

#### Photoshop Flexibility (non-destructive image editing)

Learn, practice, and apply these low-impact Photoshop “stretching” techniques, and the result will be measurable improvements in your Photoshop flexibility, guaranteed. The techniques you will learn in this seminar will enable you to change your mind easily, keep your options open, maintain the highest image quality and edit images non-destructively. You will learn about:

- Altering color and tone with Adjustment Layers
- Transforming images with Smart Objects
- Applying non-destructive filtering with Smart Filters
- Using a Layer Mask to “erase” part of an image
- Cropping an image with a Vector Mask
- Adding color to image with Layer Effects
- When to use the PSD file format
- Using Layer Comps to save “versions” of your artwork
- Using a Clipping Mask as a “cookie cutter” ... and much more!

### Photoshop color correction

Photoshop offers a plethora of tools and functions for correcting color. But color correction doesn't have to be hard. In this seminar, we will learn how to best approach color correction tasks in Photoshop. Particular focus will be spent on making non-destructive color changes. Topics will include:

- Identifying the three most powerful color correction features in Photoshop
- A deep-dive into the Curves Adjustment Layer feature
- Using Hue/Saturation for large color shifts
- Understanding the Shadows/Highlights feature
- Isolating the scope of color correction using masks

#### Mastering the 3D features of Photoshop Extended

The 3D features of Photoshop Extended allow designers to import and manipulate 3D imagery in exciting new ways that could change your workflow. Learn how to obtain 3D images from Web sites and other sources, how to rotate, slice and composite 3D imagery with 2D photos, learn how to map 2D artwork onto 3D images, and more.

#### Photoshop Masking Techniques

One of the most common Photoshop tasks is removing an object from its background. This can be easy with simple, high-contrast images. But what about “polar bear in the snow” type of images? There are at least eight different ways to select objects and remove backgrounds in Photoshop CS3-CS4. In this session you will learn the best approach for different types of images and how to use the various methods, including:

- How to master the Quick Selection tool
- The best method of extracting subjects with hair, fur and feathers
- How (and when) to use Layer Masks
- A neat channel-based selection trick for difficult subjects
- When it's appropriate to build a clipping mask, and when it isn't the best solution

### Mastering layers

This workshop will help participants harness the power of Photoshop's layer features. Participants will learn

- How to use automatic layer effects in unusual ways
- How to quickly align objects on layers, and other layer shortcuts
- How to use Layer masks to blend images
- How to use layer opacity and transparency
- How to merge, flatten, and link layers
- Quick layer selection techniques
- How to separate layer effects from an image
- How to use Adjustment layers to change the color and exposure of images

## ADOBE ILLUSTRATOR

### **Illustrator CS4 upgrade & advanced techniques**

This seminar is an opportunity to quickly learn all the new and revised features of Illustrator CS4, in one two-hour seminar. Several little-known, advanced techniques from previous versions of Illustrator will also be demonstrated.

### **Understanding Live Color in Adobe Illustrator**

The powerful Live Color feature in Adobe Illustrator does some amazing things, but most people don't understand this innovative feature. Learn how to harness the power of Live Color to quickly generate new color schemes, explore color variations, quickly change all the colors in a complex illustration, or map process color artwork to spot color quickly and easily.

### **Illustrator Production Tips & Tricks**

Illustrator is a vast program, used by many different types of people for many types of tasks. This session will focus on the types of tasks that would most commonly be asked of someone quickly creating and modifying artwork for use in advertising. Learn how to:

- Globally change the colors in artwork using the new Live Color features of Illustrator CS3
- Quickly build logos and complex artwork from relatively simple shapes using the Pathfinder features
- Copy and paste artwork from Illustrator to InDesign and when you would want to do this
- Create and edit fill patterns, blends and gradients
- Use valuable keyboard shortcuts, and much more!

### **Creative Realism with Adobe Illustrator**

This seminar will explore advanced creative techniques using the latest version of Illustrator. Artists tend to struggle creating organic, random, natural effects in Illustrator. The goal is to enable participants to overcome the clean, technical, sterile illustration style which Illustrator usually dictates, and use some advanced features to soften, randomize, and add a "human" or "organic" edge to their drawings. Topics include: Creating and applying fill patterns, simulating transparency, achieving lifelike shading, random transformations, granular hatch effects, and natural brushes.

## ADOBE BRIDGE

### Secrets of Adobe Bridge

Adobe Bridge is the hidden gem in Adobe Creative Suite — a fantastic utility that can do some amazing things. Bridge interfaces with InDesign, Illustrator, Photoshop, Flash, Dreamweaver and Acrobat in some incredibly useful ways. In this seminar, you will learn:

- How to use Bridge to manage your photos, artwork, and layouts
- How to use Bridge to preview virtually any graphics file type without needing to open Photoshop, Illustrator, InDesign or Acrobat
- How to use Bridge to retrieve images from your digital camera, and to quickly rank and sort those images
- How XMP metadata can help you locate, recall and manage your digital files
- How to automate your workflow: perform InDesign, Illustrator and Photoshop tasks from within Bridge
- How to easily drag and drop images from Bridge into InDesign and Illustrator

## ADOBE FLASH

### Intro to Flash CS4 for print designers seminar

The world is changing. Designers need to be literate in designing for multiple outputs...media beyond print. This seminar will introduce print designers to the world of interactive motion graphics using Adobe Flash. At the end of this session you will be equipped with the foundation and knowledge you need to begin exploring and experimenting with simple Flash projects on your own. You will learn:

- How to use the Flash interface—how it differs from the rest of the Creative Suite
- How to start a new Flash project
- How to bring content to Flash from InDesign, Illustrator and Photoshop
- How to edit objects in Flash—how this is different than Illustrator
- How to edit text in Flash—how this is different than Illustrator and InDesign
- What Flash Symbols are, and how to use them
- The four types of animation, and when to use which one
- How the Flash timeline works
- How to create “tween” animation in Flash

### Flash for print designers hands-on training

This hands-on training class will help print designers acquire skills creating interactive and motion graphics projects using Adobe Flash. This class is typically taught in two half-day hands-on sessions. We will go in-depth into all the topics in the “Intro to Flash CS4 for print designers” seminar, plus much more, including:

- How to add sound and video to a Flash animation
- A brief introduction to extending Flash further via simple ActionScript programming

### **Creative Suite and Acrobat**

If you're an Adobe Creative Suite user, this one is for you! This seminar will contain an overview of the many areas where the various Creative Suite applications (InDesign, Illustrator, Photoshop, Bridge, etc.) touch the world of Acrobat and PDF. Special attention will be paid to how Acrobat can help the various programs in the suite work together better.

### **You betcha! Acrobat can do that, and more!**

Acrobat Professional offers a lot more than just viewing and printing PDF files. In this session we will focus on 10 things that don't get much attention in Acrobat, but are very useful. My goal is that you would leave this seminar with a pocketful of tips that will make your life easier!

### **How to use Adobe Acrobat in a review cycle with clients or freelancers**

Rather than passing hard copy back and forth to be marked up with a red pen, why not route a PDF back and forth and collect comments and changes using Acrobat's Commenting and Reviewing features? This session will show you how to do this easily and successfully. Topics will include:

- How to set up an email-based review process
- How to set up a internet server-based review process, where reviewers are able to collaborate on the same document, and all collaborators see each other's comments.
- Best practices to follow when commenting on a document, so they are easy to understand by others.
- How to quickly understand and incorporate proposed changes into your final design

### **Commenting and reviewing best practices**

There is more to adding comments to a PDF than using the "Sticky Note" tool! In this session you will learn best practices to follow so that your comments and markups are easy to understand by others in the review cycle. Learn handy shortcuts for using the Text Edits tool and how to use the Drawing Markup tools correctly. Learn the best way to indicate revisions to graphics as well as text. Learn how to quickly hide and show comments, how to quickly identify comments in a document, and more. A successful commenting workflow hinges on collaborators following these best practices. Options for creating a shared review in Acrobat 8 and 9 will also be discussed.

### **Make good PDFs from files that contain transparent effects**

Adobe InDesign, Illustrator and Photoshop can all create beautiful, complex transparent effects. Getting these transparent effects into a full-fidelity PDF can be problematic, however. By following a few simple rules when you create and view your PDF in Acrobat, you can ensure that your PDFs will appear on-screen and print properly every time. Come to this seminar to find out how! Creating interactive forms with Adobe Acrobat

### **PDF Preflight — what you need to know**

Do you want to ensure that the PDF files you send to a printer are ready for high-quality output? Are you certain that batch of PDF files you are about to put on your Web site are all made to the same specifications? If so, you need to learn how to use Acrobat's Preflight feature, and this seminar is for you! You will learn:

- How to use the built-in preflight profiles to check your files for standard print conditions
- How to create and edit your own preflight profiles to check files for your specific, unique requirements
- How to use the Preflight tools to actually change PDF files, such as changing color files to grayscale, downsampling images, or embedding fonts.
- How to use the Object Inspector to examine the attributes of individual page items
- How overprint preview works in Acrobat

### **Creating interactive forms with Adobe Acrobat**

## OTHER

### Creative Suite Harmony

Do you use InDesign, Photoshop, Illustrator or Acrobat, but aren't taking full advantage of all that Adobe's "Suite" has to offer? Adobe intends that the programs in the Creative Suite work seamlessly together. Adobe Creative Suite also contains Adobe Bridge...a hidden gem of an application that works with files across the Suite. Take your knowledge of Adobe Creative Suite to the next level with this seminar! You will learn the following:

- How to move work seamlessly and effortlessly between Illustrator, Photoshop, and InDesign
- How to use the Adobe Bridge to visually browse files, automate tasks, process digital images, and manage stock photography
- How to manipulate layer visibility in Photoshop and Illustrator files from within InDesign
- How to use Photoshop's Smart Objects and Illustrator's Live Trace to enhance these two programs
- How XMP Metadata can help you manage digital files and enhance your workflow
- How to quickly and reliably create PDF files from InDesign, Illustrator, and Photoshop
- How to quickly create PDF slideshows or presentations from Photoshop or InDesign projects
- How to use PDF files as graphics in InDesign, Illustrator, and Photoshop
- How to preview color separations of Adobe Illustrator files in Acrobat
- How to use InDesign "Snippets" with the Bridge to quickly save and reuse repetitive page content
- A brief overview of the purpose and functionality of Adobe Version Cue... and much more!

### Adobe Creative Suite: 10 Things Every Designer Needs to Know

This workshop is especially for designers and art directors! We will explore features and techniques in Adobe Creative Suite that will help streamline the design process and enable you to be more creative, including:

- Interface zen: How to simplify the interface and become one with the software so that you can focus on the creative process
- The best way to quickly generate multiple design iterations in Adobe InDesign
- How to use Smart Guides to quickly and intuitively align objects with no fuss
- How (and why) to use layered Illustrator and Photoshop files in InDesign
- Quick tricks for creating presentation boards in InDesign and Illustrator
- New tools to use for remotely collaborating with clients
- How to quickly and easily bring design assets from Bridge into the Creative Suite programs
- Cool new design tools such as content-aware scaling, the Blob brush, on-canvas gradients and much more!

### What's cookin' in the labs?

Adobe has all kinds of cool things on the burners in their software development labs. While we can't talk about unannounced technology, Adobe is quite transparent about some of their development efforts. Learn more about exciting new products, technologies and services such as Acrobat.com Presentations, BrowserLab, Pixel Bender, Story, Configurator, Adobe AIR, Switchboard, XMP, Flash Catalyst and more. Come and join the speculation about what the computing and information landscape might look like in the future.

### Blogging 101

Do you want to start blogging, but don't know how? Are you already blogging, but have questions about how to do it better? Come to this informal session to join a conversation about blogging "best practices". Some topics we may discuss include:

- How a blog differs from a Web site
- The anatomy of a blog
- How to choose a blog host and start a blog
- Creating blog entries: how to pace yourself
- Understanding RSS feeds and blog subscriptions
- How to track blog readership
- How to foster a community of blog readers

### Using Acrobat.com Presentations

Finally, an alternative to PowerPoint! Learn how to take full advantage of this new free service from Adobe. Learn how to create presentations in collaboration with others, online. Learn how to use Adobe's provided templates, or create your own look for your presentation. Learn how to distribute finished presentations created with this new tool.

### Font management

### Preflighting files with FlightCheck

### Using Pitstop to edit and preflight PDF files

### Introduction to XML



CERTIFIED INSTRUCTOR



CERTIFIED EXPERT



COMMUNITY  
EXPERT

## ABOUT GILBERT CONSULTING

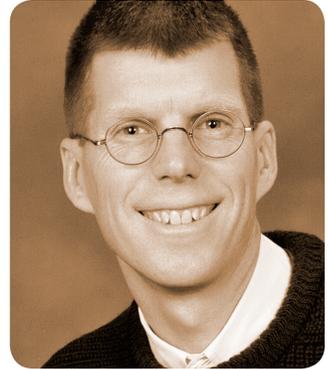
Keith Gilbert is the principal of Gilbert Consulting, a St. Paul Minnesota consulting and training firm. Keith has been instructing and consulting with graphic designers and communicators since 1985.

Keith is an *Adobe Certified Instructor* and an *Adobe Print Specialist*, one of a select group of individuals nationwide to be certified for on-site training in InDesign, InCopy, Illustrator, Photoshop, and Acrobat. Training and consulting engagements have taken him throughout the United States, Canada, Barbados and Nairobi, Kenya.

Keith has a degree in Computer Science from the University of Minnesota. He is passionate about design and typography. When not teaching and consulting, Keith tackles design and production challenges for a select group of clients. This gives him a chance to use the latest software to solve real world design and production problems.

Keith is a founding member and the Chapter Representative for the Twin Cities InDesign User Group. He is a frequent speaker at industry seminars and conferences.

Contact Keith at 651-633-7148 if you would like more information about training or consulting at your company.



**Clients include:** 3M, AAF Central MN, **Adobe**, Agility Logistics, AgriBank, AGS, Alberta Weekly Newspapers Association, American Express Financial Advisors, American Printing, Andersen Windows, **Apple Computer**, Association of Medical Illustrators, Aveda, Automatic Equipment Mfg., Banner Engineering, Banta, Basin Electric Power Cooperative, **Best Buy**, Bethany Press, Billy Graham Evangelistic Association, BI Performance Services, Bozell, Bolger, Boom Island, c3 Premedia, Caribbean Development Bank, Carleton College, Calumet Photographic, **Cargill**, **Carmichael Lynch**, Carlson Marketing, Century Graphics, Cenveo, Cities of Burnsville, Eagan, Edina, Golden Valley, Plymouth, South St. Paul and Woodbury, City and Regional Magazine Assoc., Clarity Coverdale Fury, Coleman Brandworx, **Colle+McVoy**, College of St. Catherine, Color Response, CompCare Publishers, Coughlan Publishing, Country Insurance, Creatis, **CreativePro**, Data Recognition Corporation, DBI-SALA, DecoPac, Deluxe, Det-tronics, Digi-Key, DPD Print Management, DowBrands, ECM Publishers, Ecolab, **EFI**, Ellerbe Becket, Experience Life magazine, Explore Minnesota Tourism, FAF Advisors, **Fallon**, Franke + Fiorella, Free Spirit Publishing, **Gabriel deGroot Bendt**, Gausman & Moore, **General Electric**, **General Mills**, Graf Advertising, GraphicsXpress, Gray Plant Mooty, Group Design, Hamline University, Hazelden, Hendlin Visual Communications, HGA, Holmberg, Home Service Publications, **Hormel Foods**, IFAI, IFG Asset Management, InDesign Magazine, Insignia Systems, **Jostens**, Kids Quest, KMSP Television, K.L. Publications, Lafayette Litho, Lakewood Publications, **Lands' End**, Laser Systems, Lifetouch, Litho Inc., Little & Co., The Liturgical Press, **Lockheed Martin**, Lumonics, Machine Tool Supply, **Macy's**, Malt-o-Meal, Mammoth Marketing Communications, Maurices, MCS, Medical Arts Press, **Medtronic**, Merrill, Metro Printing, Metro Transit, Meyers Printing, Midwest Energy Association, MIIAB, Minneapolis Public Library, MN Association of Government Communicators, MN Association of Realtors, MN Dept. of Administration, MN Dept. of Children, Families & Learning, MN Dept. of Human Services, MN Dept. of Natural Resources, MN Dept. of Public Safety, MN Dept. of Revenue, MN Dept. of Trade & Economic Development, MN Secretary of State office, Mobium, Mortenson, MSP Communications, National Computer Systems, North American Membership Group, Northrup King, Norwest, Organic Valley, Parachute Design, **Pearson**, Phipps Creative Services, Preventive Care, Prime Therapeutics, Printing Industries of Minnesota, Prisma, Prudential Insurance, Purup Prepress America, **Quebecor World**, R&D Systems, Ramsey County, **RR Donnelley**, Sage Company, **San Diego Union-Tribune**, Sandoz Nutrition, Science Museum of MN, Scoville Press, SEH, Sibley Medical, SIT Investments, Smead, Spectrum, South Central College, South Dakota Education Association, **Southern Graphics**, St. John's University, Stanton Publication Services, Sterling Sommer Creative Printing, Sun Newspapers, Tad Ware & Company, **Taylor, Target Corp.**, TargetCom, Tescom, Thomson Learning, Thrivent, Ulteig Engineers, **United Nations**, United Properties, University of Minnesota, University of Wisconsin Eau Claire, Upsher-Smith Laboratories, **U.S. Bank**, Utne Magazine, UV Color, Vertis, Viking Press, Walman Optical, Web Label, Welsh, Westwood Professional Services, Wilson's, Worzalla, Yamamoto Moss MacKenzie

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