

1st Edition

Authors Gabriel David A. Medina

Lhanamir G. Divina

Series Editor

Jaime D.L. Caro, Ph.D.

IMPORTANT REMINDERS

Marg.

THESE MATERIALS WILL STRICTLY BE FOR REFERENCE/INSTRUCTION PURPOSES ONLY. THE CONTENTS OF THESE MATERIALS SHOULD NOT IN ANY MANNER BE SHARED OR DISTRIBUTED AS RIGHTS TO ITS ACCESS IS SOLELY GIVEN TO THE REQUESTING CLIENT. PLEASE USE PROPER CITATION/ATTRIBUTION WHEN USING THESE MATERIALS.

TABLE OF CONTENTS

LESSON 1 Photoshop It!	01
Visual Communication Defined Eye Talk All Around Visual Communication and Photoshop Digital Art as a Flexible Medium Eye Love Chicken	10 13
LESSON 2 Photoshop Ads Up	19
Photoshop and Its Many Media Applications Photoshop - Rock Star of Creative Industries Let's Edit! - Green Screen	21 26 30
LESSON 3 Getting Familiar with Logos	41
Logos and Their Importance Photoshop and The Types of Logos The Rationale Let's create a logo!	43 44 49 52
LESSON 4 Mag Photo Ops	61
Digital Photography Photography 101 Composition Guides Photoshop for Photographers Let's make a magazine cover!	63 64 68 70 75
LESSON 5 The Right Type	85
Introduction to Typography Classification of Typefaces Working with Text in Photoshop Let's design a cover page!	87 90 92 95
zero deorgii a cover page.)3

	LESSON 6 Print Ad Layout	103
10		105 108 113
	IECCON 7 A Drive Ad Con Vous Provinces	119
1.9 10	The Different Advertising Tones Kinds of Ads Print Ad from Scratch	121 123 127 128
0.7	LESSON 8 Packaging Basics and a supplied and a second and	197
4.1	All About Packaging Packaging Design Elements Types of Packaging Designing a Product Packaging Sticker	139 141 143 146
91	LESSON 9 Marketing & POP Displays	155
10	Point of Purchase (POP) Defined Types of Point of Purchase (POP) Materials Designing a Mobile Making a Leaflet	157 158 162 166
2.00	LESSON 10 Web Page Ads and Ends	173
or 63	The Five Parts of a Web Page	175 180 181