

Graphic Secrets for Creative Pros

In this session, you'll glean many time-saving tips for creating tough selections, and learn fast ways to create today's most popular photo effects like silhouettes, partial color, duotones, gorgeous grayscale, creative photo frames, and more. We'll also take a look at the four secrets of great design that will ensure your layouts to look their very best.



Photoshop 'Secrets'

- Combining selection tools
- Converting the Background layer
- Refine Edge
- Creating vignettes with layer masks
- Brush shortcuts for size and hardness
- Partial color with Color blending
- Lab vs. Black & White for Grayscale
- Switching fonts on the fly
- Auto-Select Layer
- Multiple undos

Illustrator 'Secrets'

- Pen tool tips
- Transform Again
- Transform Each
- Reset Bounding Box
- Adding (polygon) sides and (star) points
- Free Transform shortcuts
- Rotating and customizing guides
- Copying text styles with the Eyedropper
- Scaling strokes & effects
- Archiving E-mail Messages

InDesign 'Secrets'

- New Document dialog options
- Multi-file place

- Drag & drop images and/or text
- Live image preview
- Fix for drop shadow distorting text
- Text flow options
- Allow Document Pages to Shuffle
- Selecting (and Deleting) all guides
- Alphabetical menus
- Undo beyond last save

Four 'Secrets' of Great Design

- Unity**
 - Items belong together, not arbitrary
 - Agree visually, conceptually, or both
 - Can be aligned, repetitive, or in proximity
- Dominance**
 - Creates an area of interest; a focal point
 - Provides viewers with a way 'into' design
 - Viewers don't have to think
- Hierarchy**
 - Moves eye from most to least important
 - Enables page to be scanned
 - Communicates relative importance
- Balance**
 - A state of 'equalized tension'
 - Controlled by visual weight
 - Symmetrical, asymmetrical most common



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