



Adobe Visual Design II

Objective: 6.00

Understand the role of InDesign in print design and advertising.



ADOBE VISUAL DESIGN

Adobe Classes

Wake County Public Schools



Objective 6.01

Understand basic differences between designing with InDesign for print or web.

Designing in ID

- **Designing for Print:**

- While designing, ensuring that your document has been created in parameters that is best conveys information to the audience in a tangible physical form. I.e. paper, poster, billboard, etc...

- **Designing for Web:**

- While designing, ensuring that your document has been created in parameters that is best for screens. I.e. social media ads, documents to display on a web site, etc...

Designing in ID

- **Color Modes:**

- How different components of a color are combined or subtracted to create color. Examples: RGB, CMYK, Grayscale.

- **CMYK:**

- Cyan / Magenta / Yellow / Black color profile used for printing.

- **RGB:**

- Red / Green / Blue color profile used for screens.

Designing in ID

- **Color Gamut:**
 - The total number of colors a specific device can produce and show.
- **Color Libraries:**
 - Specific sets of colors stored in a library together.

Objective 6.02

Understand how other Adobe products integrate into the InDesign workflow.

Integrating Adobe Products

- **Creative Cloud Libraries**

- Allows you to gather design elements for specific projects, clients, or teams and use in any Creative Cloud app.

- **Library Panels**

- Panel in all Adobe programs that allows you to access saved design elements.

Integrating Adobe Products

- **Adobe Stock**

- A subscription service that provides designers access to millions of royalty free images, illustrations, vector graphics, 3D assets, or templates.

- **Collaborate feature**

- Allows you to add other Creative Cloud users to share creative cloud libraries, files, or assets.

Objective 6.03

Understand advertising strategies, proposals, headlines, slogans and text copy for various types of design used in advertising.

Advertising

- **Commercials**

- Are short, stylistic, and impactful videos used to sell products, goods, services, and even political campaigns.

- **PSAs**

- aka Public Service Announcements, are primarily designed to inform and educate rather than sell a product or service

Advertising

- **Target Audience**

- A group of people, at which a film, advertising, or campaign is aimed at, defined based on their common characteristics such as demographics and behaviors.

- **Message**

- The central idea that the creators of a commercial want the target audience to believe.

Advertising

- **Testimonials**

- When a private citizen (regular person) talks about the good qualities of a product to promote it.

- **Celebrity Endorsements**

- When a famous person talks about the good qualities of a product to promote it.

Advertising

- **Headlines**

- The heading at the top of a page or design.

- **Logos**

- A mark or symbol that represents a company or product. Logos can include visuals or letters or both.

- **Slogans**

- Short and memorable phrase used to promote a product.

Persuasion

- **Persuasion**

- Is also called Rhetoric, which is the art of using words a certain way to influence or appeal to, evoke emotions, opinions, attitudes, and behaviors

- **Logos**

- Uses logic or reasoning to appeal to the audience of a commercial.

- **Pathos**

- Appeals to our emotions or feelings to appeal to the audience of a commercial.

- **Ethos**

- Uses credibility to appeal to the audience of a commercial.

Objective 6.04

Demonstrate writing copy for print, electronic, and broadcast advertising using Adobe InDesign.

Copy

- **Copy:**
 - Text written for advertisements or publicity materials.
- **Print copy**
 - Copy created exclusively for print use.
- **Electronic copy**
 - Copy created exclusively for digital uses.
- **Copywriting**
 - The activity of writing text for advertisements or publicity materials.