

# InDesign for Fashion & Textiles Marketing

Do you have great product but need practical help in promoting and marketing your work?

Would you like to create eye catching layouts for web, email and print?

In this fast paced two-day course you will learn key skills using Adobe InDesign to create essential marketing materials.

## The course covers the following:

- Leaflets / E-flyers
- Stationery
- Posters
- Files configured for digital mail outs

## Requirements and Suitability

Students must have a basic understanding of InDesign.

**Please bring a pen, notebook and USB stick to save your work.**

To enrol visit the FTM website [www.ftmlondon.org](http://www.ftmlondon.org) or call the Museum on 020 7407 8664.



## Gives You Perfect Control Over Design And Typography

Create Elegant And Engaging Pages, Layouts And Promotional Materials

FTM short courses are a great value way to learn essential design softwares. Courses take place in FTM's IT suite, equipped with the latest facilities and software. Taught by our team of highly experienced tutors, tuition is in small groups with a focus on your particular learning requirements. *The Fashion and Textile Museum is part of Newham College. London.*

## Course Outline and Topics

Creating Leaflets and E-flyers

Creating leaflets from scratch

Understanding document sizing setup and formatting

Inputting text effectively

Learn basic typography principles

Creating Posters & Promotional Material

Creating eye catching material

Inserting and correctly formatting images

Creating poster templates

Making interactive PDFs

Creating your own Stationery

Using the knowledge gain to create or update your own company stationary.

Format correctly for printing & digital mail shots.

## The Fashion and Textile Museum

83 Bermondsey Street, London SE1 3XF

T: 020 7407 8664

E: [info@ftmlondon.org](mailto:info@ftmlondon.org)

[www.ftmlondon.org](http://www.ftmlondon.org)

