

InDesign Look Book

During this course, you will use Adobe InDesign to create look books, spec sheets and digital marketing material for both print and viewing on screen. Perfect for Fashion designers looking to promote their work to clients and attract new business, the course equips you with all the tools you will need to create a professional marketing portfolio.

The course covers the following main topics:

- Creating Flyers and mail shots
- Creating Look Books
- Importing and manipulating images
- Creating spec sheets and tables
- Gain an understanding of Basic Principles of InDesign & Digital Publishing

Requirements and Suitability

Students must have an intermediate understanding of InDesign.

Please bring a USB with your logo, images, and relevant marketing information about your brand to work with.

Our 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.

To enrol visit www.ftmlondon.org

The Fashion and Textile Museum is part of Newham College. London.

Course Outline and Topics

Look Books & Brochures

Creating multi page documents
Inserting and correctly formatting images
Understanding document sizing setup and formatting
Inputting text effectively
Learn basic typography principles

Creating Promotional Material

Creating eye catching promotional material (Posters, leaflets and more)
Inserting and correctly formatting images
Creating poster templates
Creating striking artwork
Inserting images into text

Spec Sheets

Using InDesign to create clear and accurate spec sheets
Creating tables
Using tabs

Personal Projects

Making interactive PDFs
Work on own designs
Applying techniques to your own work

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