# Photoshop for Social & Digital Media

In this course we go through the techniques for creating awesome graphics and images for use on Twitter, Facebook, LinkedIn, Instagram and any other social networks.

We also use these techniques and design considerations in relation to website and blog imagery from hero banners to animated ads.

Pre-requisites
We'll be using Adobe Photoshop throughout but no previous Photoshop or design skills are required.

This course is run on a bespoke basis, giving you the opportunity to tailor the course to your exact requirements. To provide a starting point, we'd recommend you use the suggested course outline as a guide only.

The course runs from 9.30 am to approximately 4.30 pm.
Duration: 1-2 days.

**Introduction**
Current trends in digital and social design
Planning and Briefing
Meta Data, copyright and ownership
Search keywords

**Design and Layout**
Hero images and smaller graphical elements
Responsive layout concepts
Guides, grids, and rulers

**Typography**
Photoshop type
Area and point type
Paragraph, character attributes
Paragraph & Character style sheets
Lorem Ipsum Text Filler
Finessing type

**Animation**
Animation/Movement
Using the animation palette
Tweening and animation
Creating animated banner ads

**Image/graphic Optimisation**
Mobile image creation

Page weight
Browser preview
Specifying image size
Creating JPEG, PNG-24, PNG-8 & GIF
Understanding Scalable Vector Graphics - SVG
Creating transparent & matted images

**More with Photoshop**
Fill & Stroke
Gradient & pattern fills
Snap to pixel
Importing images/Smart objects
Managing and manipulating

**layers**
Transparency and layer masks
Vector layers
Using layer effects

**Control colour, contrast and brightness**
Colour swatches
Creating/managing styles
Placing and scaling images
Filters/Smart Filters

Keyboard shortcuts
Questions and answers

"A highly professional company run by knowledgeable, friendly people"