

SMPS Curriculum:
April 30 and May 15

Biography:

With over 25 years experience in the desktop publishing and graphic design industries, and as an Adobe Certified Instructor and Expert in InDesign Jonathan Levit is a highly sought after trainer and consultant.

His goal is to improve the production and creative process for companies and individuals. His expertise is matched by his ability to communicate in depth knowledge and concepts in a way that is easily understood and is presented in an engaging and dynamic environment.

Working within the print and digital publishing world, Jonathan provides template development and creation, training, and consulting services. Integrating real world experience, he has improved the workflow, production, and creative departments for a variety of clients including the top magazines, advertising agencies, newspapers, and in-house creative and marketing departments in the world. Some of Jonathan's clients include Warner Brothers, Ogilvy & Mather, Boeing, Time Warner, The L.A. Times, Disney and UCLA.

Jonathan has helped companies reduce their production time from hours (and days) to minutes, while enhancing the aesthetic of their layouts.

Course Description:

This level 1 course will give you an overview of InDesign and teach you how best to prepare and approach the production and design of your documents. You will learn to work with objects, type and graphics. By completing this course, you will have a solid understanding and foundation for how best to maximize your efficiency when building your documents.

The level 2 course covers more advanced techniques when working with objects and text. Color, master pages and tables are all covered in this course. You will also learn how to prepare and export your document for print and PDF

Quotes:

"Taking a design course with Jonathan Levit is like being taught to play baseball by Hank Aaron . Jonathan knows the material inside and out and yet he is patient and encouraging with the beginning learner. He packs a lot of information into the session and keeps students engaged as they learn. At the end of the course, you know with great certainty that Jonathan has provided you with the tools you need to design effective documents. Before you know it, you will knock it out of the ballpark with your documents!"

*Malea S. Ortloff
Education Specialist / Public Affairs Officer
EMWD*

"In his teaching forum, Jonathan demonstrated a marvelous mix of professionalism, a dynamic knowledge base of Adobe InDesign and a friendly, patient approachability that made his class fun and engaging throughout."

*Joseph LaBrash
Graphic Designer
West Marine, Inc.*

"Terrific course. I learned a lot and Jonathan was really great! His sense of humor added a lot to the course. Jonathan is the best instructor I've ever had!"

*Lisa Patten
MMC, inc.*

Curriculum

Part 1: April 30

Introduction & Interface

- Introduction
- Creating a New Document
- The Interface & Control Panel
- Creating a Workspace
- Tools

Working With Objects

- Introduction to Preferences
- Intro to the 3 Primary Objects & The Control Panel
- Rounding Corners
- Creating a Text Frame
- Drawing Lines

Typography

- Character Formatting
- Fonts
- Paragraph Formatting

Graphics

- Placing an Image
- Graphic File Formats
- Resolution & File Size
- Raster vs. Vector
- Selecting the Image
- Fitting Options
- Text Wrap
- Applying Effects
- Editing an Image
- Link Status
- Exploring the Links Panel

Text Styles

- Introduction
- Paragraph Styles
- How to Edit a Style
- Creating a Style
- Overrides
- Make a New Style
- Apply Style to Selection
- Add to CC Library
- Renaming Styles
- Redefining Styles
- Based On
- Overrides
- Renaming Styles
- Setting Defaults
- Duplicating A Style
- Fit Frame to Content
- Character Styles
- Next Style
- Drop Caps
- Nested Styles
- Aligning to Baseline Grid
- Clean Up with Tracking
- Override Highlighter

Printing/PDF/Package/Preflight

- Preflight Panel
- Creating a Preflight Profile
- Printing
- Package
- Exporting to PDF

Part 2: May 15

Aligning Objects

- Aligning Objects
- The Align Panel
- Smart Guides
- Gridify

Working With Text

- Introduction
- Multi-Column Text Boxes
- Span Columns
- Placing Text
- Preview Mode
- Text Wrap
- Text Frame Options
- Overset Text
- Paragraph Rules
- Eye Dropper
- Baseline Grid

Object Styles

- Creating an Object Style
- Applying Next Style
- Quick Apply
- Nesting Paragraph Styles in Object Styles

Color

- Applying Color
- CMYK vs. RGB
- Creating a Swatch
- Tint Swatches
- Spot Colors
- Ink Manager

Navigating the Document & Master Pages

- Understanding the Pages Panel
- Adding Pages
- Navigating Pages
- Moving & Deleting Pages
- Creating a New Master Page
- Renaming a Master Page
- Applying a Master to a Page
- Understanding Master Page Items
- Overrides
- Automatic Page Numbering
- Parent/Child Relationship
- Facing Pages
- Sections

Building Tables

- Create and Modify a New Table
- Format a Table

Printing/PDF/Package/Preflight (Review)

- Preflight Panel
- Creating a Preflight Profile
- Printing
- Package
- Exporting to PDF