

16TH GRAPHICS EXPO OVERVIEW OF SEMINARS

Advanced Photoshop: Essential Color and Tonal Correction

Speaker: Mario Ramirez

June 16, 2011, 9:30am-12:30nn

Producing quality photos require skills in color correction and tonal adjustment. This session will show you how professionals do color and tonal correction. The focus is on maintaining and enhancing image tone, contrast and color. Transform flat photographs into images that jump off the printed page. Understand and master curves and levels for reliable color correction. Explore Photoshop's essential blending modes and adjustment layer masking to locally enhance images. Know how to reduce noise at the same time sharpen details. Simulate Neutral Density Filter and apply High Density Range (HDR) techniques.

Audience: Graphic artists and photographers who want to learn professional correction procedures as well as enhance image detail.

Explore Your Creativity: Adobe Photoshop's Fine Art Techniques

Speaker: Mario Ramirez

June 16, 2011, 2:00pm-5:00pm

These painting techniques are the opposite of high tech -- except that they are done in Photoshop. An advantage to working electronically is that you can create images that have a handmade look without appearing to mimic a specific traditional medium. This session will show you how to create, setup and use the Brush tool fully. Create a brush from imagery and use it in a composition, a great way to apply shapes repetitively or to apply as texture. Not confident of your artistic skills? Not to worry: You can simulate a fine art look by using Filters. Create a sketch by using Gaussian Blur and Glowing Edges. Pastels? Use Rough Pastels filter. For a more painterly look, apply Colored Pencil, Paint Daubs and Smudge Stick filters. Noise Median, Poster Edges and Glowing Edges allow you to create a watercolor look.

Audience: Photoshop users (graphic artists, designers and photographers) who want to explore the artistic side of Photoshop

Photoshop CS5 3D Design

Speaker: Mario Ramirez

June 17, 2011, 9:30am – 12:30nn

Photoshop Extended adds powerful 3D tools and capabilities to any designer's creative skills. This class will introduce the basics of 3D and how to use the tools and techniques available in Photoshop CS5 Extended. Topics include: the 3D workflow; how to import, composite, manipulate and render 3D assets; techniques for using cameras and perspective; creating 3D scenes from photos; working with Layers; painting 3D Objects; and manipulating 3D objects.

Audience: Advanced - Participants are expected to have experience using Adobe Photoshop Extended. The techniques taught are not supported in versions earlier than CS4. This course is offered for both Mac & Windows.

Adobe Photoshop CS5: Introduction to Interface Design for the Web and Cross Media

Speaker: Stanley Coloma

June 17, 2011, 2:00pm-5:00pm

This seminar will talk about tips and tricks on creating better looking and captivating user interfaces for different mediums including the web, print and video.

Audience: Graphic artists who want to improve their skills in layout and interface design. Digital artists who wants to take their skills further.

Adobe Photoshop CS5: What's New?

Speaker: Mario Ramirez

June 18, 2011, 9:30am-12:30nn

A lot! Learn the newest creativity tools and features in the latest version of the leading graphic imaging software, Adobe Photoshop CS5. The seminar will show the powerful new tools and features that give you much more control of your creativity – easier interface management with live Workspaces, more intelligent Refine Edge extracts subjects from backgrounds more quickly and accurately creating realistic composites, Content Aware Fill easily removes image elements and replaces them with surrounding content, High Dynamic Range Pro applies greater tone mapping power, creating high dynamic range images that range from photorealistic to surreal, Puppet Warp radically transforms specific image areas while anchoring others in place. You'll learn these plus more tools that boost your creativity while saving you valuable time.

Audience: New and current users of Photoshop CS5, CS4 and older versions.

Create Your Own Vector Portrait With Adobe Illustrator CS5

Speaker: Noel Rosos

June 18, 2011, 2:00pm-5:00pm

Produce high-quality vector-based images of yourself and your friends with Adobe Illustrator CS5.

Audience: Basic users, aspiring graphic artists

The Adobe Power Cube of Graphic Design

Speaker: Tony Bucu

June 16, 2011, 9:30am-12:30nn

Graphics and creative professionals should optimize the use of combining Photoshop and Illustrator as powerful imaging tools. As an industry standard software, Illustrator is focused on vector images while Photoshop on bitmap images. Learn how to optimize and integrate the use of these two softwares in creating and editing professional-quality graphics in your desktop publishing projects. This topic also includes the use of InDesign with Illustrator and Photoshop for multiple page layout and book and magazine design.

Beginner Level

Guerilla Graphic Design

Speaker: Tony Bucu

June 16, 2011, 2:00pm-5:00pm

Today's graphic design market is ever becoming more and more competitive that having a good concept and top-notch execution is only half of the total process. Nowadays, speed is of the essence. Not only should designers be able to deliver on time but in less time as well. In this emerging market of outsourced graphic design services, designers are trained to hone their creativity, then later on trained to do the same process in less time. Designers are trained to create ads from concept to finished layout in as little as 2-3 hours to 5 hours without sacrificing quality and accuracy. Part of their training involves speeding up the entire creative process and compacting it those in few hours. This is currently being implemented in a few companies where designers actually build around 100 ads per day, from a simple revision to a full-blown layout, using the resources available to them or creating them along the way. The topic also involves thinking headlines and short copy in a flash, quickstep photography, and producing mock ads (comprehensives) from scratch.

Audience: Graphic Designers, Art Directors, Creative Directors, BPO Creatives, Creative Assistants, Creative Consultants, Studio Managers.

Creating Eye-Popping Graphics

Speaker: Catherine Crisostomo

June 17, 2011, 9:30am-12:30nn

With its unrivaled collection of sophisticated illustration tools, Adobe Illustrator CS5 has been the favorite among professional electronic designers and illustrators. This session will help you achieve the same stunning illustrations and designs created by these professional artists. See how you can fully utilize the software to come up with amazing artwork. Imagine transforming your raster images to beautiful vector graphics which can be manipulated in Illustrator! Not only that, you will also see different ways to work with text to enhance your artwork!

Audience: For upcoming Adobe Illustrator users to intermediate

Creative Realistic Vector Illustration With CorelDRAW X5

Speaker: Sonny Leon

June 17, 2011, 2:00pm-5:00pm

From visualizing a finished concept before starting the first step, to creating images and characters straight from your imagination, to creating a work of art, with all of the complexities in its simplicity, learn how the line between vector and photo-realistic illustration has been blurred much further with CorelDRAW X5. Learn how to use CorelDRAW X5's powerful tools, from interactive vector graphic editing to shadow and light editing tools, to create realistic vector graphics for educational, promotional or artistic projects.

Audience: Digital Artists, Illustrators, In-house Graphic Designers, Graphic Artist, Creative Directors, Art Directors, Beginner and Intermediate CorelDraw X5 users.

Effective Logo Design in a Controversial World

Speaker: Stanly Coloma

June 18, 2011, 9:30am-12:30nn

In this seminar, we are going to share the different techniques in creating a more effective and timeless logo and how to avoid the stigma and the controversies of the creative community.

Audience: Graphic artists, web designers, marketing people who want to understand better the importance and process of developing better identity and branding for different creative campaigns

Effective Logo Design With CorelDRAW X5

Speaker: Sonny Leon

June 18, 2011, 2:00pm-5:00pm

In business, a good logo is one of the essential components of a successful company. It identifies and promotes the business in the market and attracts potential clients and customers and gives the company it represents a unique identity of its own. Learn what makes a good and effective logo or corporate identity, and how you can create a unique logo which stands out from the ordinary and communicates the right message.

Audience: Illustrators, In-house Graphic Designers, Digital Artists, Creative Directors, Art Directors, Small Office/Home and users, Beginner and Intermediate CorelDRAW X5 users.

Adobe Flash Catalyst CS5: Rapid Interaction Design Without Codes

Speaker: Stanley Coloma

June 16, 2011, 9:30am-12:30nn

This feature packed seminar will talk about the power of Flash Catalyst in creative interactive designs in a breeze without having to use codes.

Ideal for digital artist who want to transition to web design without much fuzz. Graphic artists who want to transition to interactive design. Web designers who wants to learn an alternative for Flash without having to learn codes.

Adobe Flash CS5 Digital Video Effects

Speaker: Dennis Lucero

June 16, 2011, 2:00pm-5:00pm

If you develop websites that include video content, this seminar is for you. Topics such as the proper use of the alpha layer for effects to be applied to FLV videos and what is the new F4V video format. We will also cover proper use of the Adobe Media Encoder, Settings for optimization, and Building a Flash Player. We wrap up with identifying which videos work well for encoding and viewing on the web and those that do not.

This seminar is for seasoned Flash developers, Video Bloggers, and individuals that want to take advantage of using video on the web as a major source for content.

What's New In InDesign CS5

Speaker: Michael Martinez

June 17, 2011, 9:30am-12:30nn

See what's new with InDesign CS5, and how these new features can help you work smarter and faster.

Audience: Layout and graphic artists who want to upgrade their knowledge on InDesign

InDesign CS5: One Document Many Destinations

Speaker: Michael Martinez

June 17, 2011, 2:00pm-5:00pm

Adobe antes up with the interactive features they've added with the release of InDesign CS5. See what makes InDesign a Digital Publishing Solution. Learn how to take advantage of the interactive features InDesign CS5 has to offer, movie import, built-in animation and export to SWF, Flash Pro and PDF functions that make your layouts fly off the page and onto the web.

Audience: Layout and Graphic Artists

Final Cut Pro 7 and Motion 4 Video Effects Applied

Speaker: Dennis Lucero

June 18, 2011, 9:30am-12:30nn

A run thru of the Final Cut Studio 101 class with real world application by combining what FCP and Motion has to offer and taking advantage of them. Tips & techniques discussed are the use and modification of Motion Templates, Using Z Space to animate videos and cameras, identifying the integration of the LiveType Engine with Motion, proper use of the refining editing tools (roll, ripple, slip, slide) of Final Cut Pro and finishing with Speed Changes in both Constant and Variable Rates.

Audience: Beginners and seasoned video editors that want to take their skill to the next level with motion graphics and effects using FCP & Motion.

Energizing Projects with ActionScript

Speaker: Jon Danao

June 18, 2011, 2:00pm-5:00pm

The days were long gone when Flash projects only have tweenings and gotoAndPlays. Now, Flash CS5 provides a complete solution to creating rich user experience with 2D and 3D animation, sound, video, inverse kinematics and dynamic data handling. Wow your audience (and your boss) with these simple techniques to create high-impact applications.

Audience: Graphic artists, web designers, marketing

Whats' New With Adobe Premiere Pro CS5

Speaker: Dennis Lucero

June 16, 2011, 9:30am-12:30nn

A real world run thru of the new features of the Adobe Premiere Pro CS5 video editing system and the Adobe Production Premium applications. Attendees will see how the other Adobe Production Premium CS5 applications complement Premiere Pro CS5 to create stunning videos in less time.

Audience: Switchers from different video editing software and users of older versions of Premiere Pro.

Advanced Photoshop for Graphic Designers

Speaker: Jun Miranda

June 16, 2011, 2:00pm-5:00pm

This seminar will cover the advanced features of Photoshop CS5 and lower versions that are relevant to the graphic designers and other digital artists who are engaged in prepress work. This session will cover creating an efficient workflow; advanced sharpening techniques; innovative color corrections; Lab approach to color correction, masking and selections, etc.

Audience: Graphic designers and digital artists who are already exposed to the basic features of Photoshop but need the advanced tools and techniques relevant to their respective creative fields.

Color Management Made Simple

Speaker: Jun Miranda

June 17, 2011, 9:30am-12:30nn

Reproducing color on paper is one of the most difficult stages in digital imaging. This session is aimed at helping those who are involved in digital and traditional printing achieve their objectives by giving them a strong understanding in the fundamentals of color theory, color management, and the application of these concepts to the color control workflow.

Audience: About everyone who has to deal with color reproduction-photographers, digital artists, graphic artists, color separators, prepress specialists, print producers, etc.

Mastering Channels and Masking in Photoshop

Speaker: Jun Miranda

June 17, 2011, 2:00pm-5:00pm

Since its inception, one of the most distinctive traits of Photoshop was that it understood and dealt with the concept of multiple channel documents. This session will expound on this feature of Photoshop and demonstrate how to use it to solve compositing, color enhancement, grayscale conversion, noise, and sharpening problems. It will also tackle other related topics such as clipping mask, layer mask and calculations.

Audience: Those who have mastered the basics of Photoshop and want to advance their skills and techniques to the next level to solve problems or expand their creativity.

Planning and Designing Web 2.0 Corporate Websites

Speaker: Fernando C. Mandizabal, Jr.

June 18, 2011, 9:30am-12:30nn

Web 2.0 describes changing trends in the use of internet technology and web design/development that aim to enhance creativity, communications, secure information sharing, collaboration and functionality of the web.

Learn the new landscapes and trends in building and designing websites, planning the elements of an effective corporate website, incorporating trends in social media, micro blogging, podcasts, and YouTube videos. Monitor and track website statistics through analytics. Learn from case studies of powerful websites and why it works. Modern web design techniques, web standards, interaction design patterns, web usability and accessibility will be discussed.

Level: Beginner to Intermediate

Producing Short and Simple Video Clips and Animation for Online Marketing

Speaker: Ronnie Millevo

June 18, 2011, 2:00pm-5:00pm

Producing short and simple yet powerful video clips, podcasts, web banners and animations is now the trend given Web 2.0 environment and tools in online and viral marketing. Corporate communicators, marketing and advertising professionals can easily produce these photos, videos, blogs, podcasts and multimedia materials. With authoring tools available, the task is made easy and seamless. Learn how to combine photos, graphics, text, animation, sounds and videos to be shared and uploaded in websites and social media (Facebook, YouTube, Friendster, Multiply, MySpace, Flickr, etc.) sites for marketing and advertising.

Level: Beginner to Intermediate

Capture, Edit and Produce videos With Your Mobile Phones Using Adobe Premiere Pro CS5

Speaker: Noel Rosos

June 16, 2011, 9:30am-12:30nn

Don't have a money to buy a video camera? No problem. Shoot videos on the go, edit them and upload them on the internet using Adobe Premiere Pro CS5.

Audience: Video enthusiasts, students, hobbyists

Edit High Definition Videos in Real-Time With the New Mercury Playback Engine of Premiere Pro CS5 (Introduction to Premiere Pro CS5)

Speaker: Noel Rosos

June 16, 2011 2:00pm-5:00pm

Avoid the hassles of slow playback and long rendering time with the new and improved Premiere Pro CS5. Get to know the new and exciting features of this year's installment of Adobe's Non-linear Video-editing program.

Level: Basic Users, Beginners (videographers and video editors)

The Evolution of a Digital Artist – From Print to Web, From Web to Video: A Creative Journey

Spekaer: Stanley Coloma

June 17, 2011, 9:30am-12:30nn

Avoid the hassles of slow playback and long rendering time with the new and improved Premiere Pro CS5. Get to know the new and exciting features of this year's installment of Adobe's Non-linear Video-editing program.

Audience: Digital arts enthusiasts who wants to develop their signature in the creative industry

The Business Side of Creativity

Speaker: Reynaldo Mendoza, Jr.

June 17, 2011, 2:00pm-5:00pm

Being creative is a wonderful thing. It allows us to earn a living from what we love to do and we can establish as a business. And it doesn't have to be expensive. But most of us creative professionals are at a loss where to start. How do we market ourselves? How do we get clients and deal with them? How do we charge so we keep our business afloat and profitable? This lecture discusses the essential topics of doing business as a creative professional so you don't have to learn the hard way – no more trial and error. Just good advise to jumpstart your freelance business or establish a small studio or company. Included in this lecture are – Establishing the business (freelance or a company), How to charge (Pricing, Collection and Tax), Marketing yourself and your work, Handling Clients (getting them and keeping them), Employed creative persons have business costs, and Presentations, Contracts and Business Permits.

Level: Beginner

Advanced Publication Design and Workshop

Speaker: Ige Ramos

June 18, 2011, 9:30am-5:00pm

Learn how to develop effective design layout in your print and web publishing communication projects. Learn the fundamentals of what makes a great design layout that elicit strong impression and recall when doing your marketing/corporate communication projects. Layout techniques, typography, type categories, and principle of design (balance, proportion, unity) will be included in the discussion. Learn from case studies of current and past creative projects to benchmark your own communications project/s.

A strategic planning and interactive design workshop will follow to execute learned principles and fundamentals. Participants should be able to come-up with an actual design project or output.

Level: Beginner to Intermediate