

Hands-On Workshop on Design Fundamentals by Daniel Edwards

Resource Person: Daniel Edwards

Venue: Ammachi labs Conference room

Date: 12\12\2014

Attendees: 13

Ammachi Labs conducted a 6-week hands-on Workshop on "Design Fundamentals" from December 14, 2014- February 25, 2015. The resource person was Daniel Edwards.

Workshop Introduction:

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Working in a Global culture of the digital age, where new job roles are created every day, technical skills are not enough to maximize the Lab members' potential. It is increasingly becoming a necessity to regularly update one's skills. Seeing this as our responsibility to help staff members upgrade their skills, we conducted a few trainings in various areas ranging from employability skills to design workshops.

Team members from Ammachi labs had participated an interactive six-week Design Intensive taught by designer Daniel Edwards. Daniel is the lead designer at Madison college in Wisconsin with an extensive portfolio in design and art. Fundamental of design, composition, graphic design software tips and tricks were covered.

Week	Day	Advanced	Beginner
1	1	<i>Intro (one day only)</i>	<i>Intro (one day only)</i>
2		<i>Fundamentals of Design</i>	<i>Fundamentals of Design</i>
	1	Composition	Composition
	2	Composition	Composition
	3	Color Theory	Color Theory
	4	Typography	Typography
	5	Typography	Typography
3		<i>Photoshop Part 1</i>	<i>Photoshop Part 1</i>
	1	Photo Retouching (optimizing,color correction)	Intro to tools-lasso tool, pen tool

	2	Photoshop Actions/Puppet Warp Tool	Paint brushes, clone stamps-Patching/Spot Healing Tools
	3	Basic Surgery/ Clipping out figures from images	Dodge and Burn tools
4		<i>Photoshop Part 2</i>	<i>Photoshop Part 2</i>
	1	RGB vs. CMYK / Optimize for Web/ PNG/Image Resolution	Photo Retouching (optimizing,color correction)
	2	Smart Objects/ Mock Ups	Basic Surgery/ Clipping out figures from images
	3	Non-Destructive Changes/ Large Scale Printing Solutions	RGB vs. CMYK / Optimize for Web/ PNG/Image Resolution
5		<i>Illustrator</i>	<i>Illustrator</i>
	1	Tools Overview	Tools Overview
	2	Pathfinder, Lines, Drawing Modes/Live Trace/Type on a Path/Blend tool	More Tools
	3	Logo Design Process in Practice	Pathfinder, Lines, Drawing Modes
	4	Logo Design Process in Practice	Live Trace, Type on a Path/Blend Tool/ Rotate-Duplicate Trick
	5	Infographic Design Process in Practice	Infographic Design Process in Practice
6		<i>InDesign</i>	<i>InDesign</i>
	1	Overview / Main Tools (unique to InDesign)	Overview / Main Tools (unique to InDesign)
	2	Concepts of Page Layout	Concepts of Page Layout
	3	Concepts of Page Layout	Concepts of Page Layout
	4	Master Pages/ Interactive PDFs	Master Pages/ Interactive PDFs
	5	Color Spaces/ Acrobat Pro	Color Spaces/ Acrobat Pro

Objective: To explain advance design principles, composition, photography, graphic design software tips to Ammachi Labs team members through hands-on workshop

Outcome: Denial's hands on mentorship has been a valuable resource for the entire team. The design team was inspired by Daniel and made efforts to incorporate the tips given by him in their daily tasks.

Conclusion: The workshop helped the ammachi labs graphics team to explore and investigate visual representation through a range of image-making techniques; understand basic principles

of working with shape, colour and pattern. The session also explored language and skills of typography and understand the principles of composition and visual contrast.



Fundamentals of design, composition by Daniel Edwards, Ammachi labs



Photographic composition session by Daniel Edwards



Course completion certificate is issued after the training.