

learn

The Creative Collaboration Series - Pilot

In the spirit of creative collaboration, Netra is proud to offer a training series to empower her clients and other creative individuals to develop and produce their own promotional materials.

Offered as a series of half-day workshops, these ensure you're not away from your business for an extended period, allowing you to pick and choose the subjects that will be most beneficial to you and your business.

It is envisaged all training will be held in seminar and training venues close to public transport and that the cost of the sessions would range from \$150pp for the 2hr Info Seminar to \$395pp for the 4hr Hands-On Sessions.

SPECIAL OFFER

As a thank you for registering your interest, you are invited to bring a friend to the courses you book at no additional charge. Some conditions will apply.

Please fill out the form on the next page to enable us to gauge the level of interest in each state and schedule the courses requested.

Please email info@netrachetty.com.au with any questions.

Hands-On Sessions - 4hrs

Photoshop - Introduction

Learn the basics of the user interface and then jump into selections, adjustment layers and masks. Learn about cloning, healing, sharpening and noise reduction. Dabble in the save for web function, an explanation of file types, compressions and which will suit your images best. Get a firm grasp of the basic workflow of this powerful image manipulation tool. Bring your own images to use, with hands on help from two trained specialists.

Photoshop - Intermediate

If you've stopped using the filters randomly for cool effects then you have a handle on the basics. Expand your skills by learning to use lens correction and lens blur to create depth-of-field, clone in perspective and discover the flexibility of paths. Understanding blendmodes, layer effects and targeted colour adjustment. Discover why smart objects are so smart and how to do all of this without changing a single pixel of your original image. Bring your own images to experiment.

Info Seminar - 2hrs

Print 101 - 2hrs

If you think that a spec has anything to do with bacon, or that a bleeding edge has anything to do with a really bad paper cut, then this info session is for you! Ever wondered what all the print jargon was about? Or how to properly set up files for printing on a press. What's the deal with CMYK and PMS?! At a loss on how to select a printer right for your specific job requirements? No idea what to ask? Unravel the mysterious world of print industry basics.

InDesign - Introduction

Learn the basics of the interface, set up your own marketing material and learn the design rules to do it well. Exporting files for print and create multi-page PDFs for email. Bring your own business content and images to create your own promotional pieces with the guidance of two trained specialists.

InDesign - Intermediate

Learn to use master pages, create templates, set up styles for fonts and objects as well as develop interactive forms for clients to sign digitally or to gather data. You may bring your own business content and images to develop your own collateral as part of this workshop.

Marketing - Develop a Marketing and Communications Plan for your Business

Hands-on workshop where you will be able to develop your own Marketing and Communications Plan. Hosted by a Public Relations and Communications professional with years of industry experience including leading the public relations strategy and execution for a leading photographic brand. You will be able to come away from this session with a 6-12-month Marketing Plan and the tools to implement it effectively. The rest is up to you!

Design Principles 101 - 2hrs

Ever wonder why something that takes you hours and hours to create sometimes doesn't look quite 'right'? Reduce those endless hours of fiddling by understanding the basic principles of design and how to apply this to your own material to maintain a consistent visual identity. Learn to set up your material in a flexible yet consistent way that not only looks great, but saves you time and real print dollars.



Expression of Interest

My Details

Name:

URL:

Email:

Please send me updates about these courses

I am interested in attending...

Hands-on Session

- InDesign Introduction
- InDesign Intermediate
- Photoshop Introduction
- Photoshop Intermediate
- Marketing - Develop a marketing plan

Info Seminar

- Print 101
- Design Principles 101

Comments/Suggestions:

Please note:

By filling out and submitting this form, you are **not** making a booking, or entering into an agreement to attend. This form will be used to determine the scope of the pilot program. Once finalised, more information will become available.

Please email info@netrachetty.com.au with any questions.

in the following location

(dates subject to change dependant on feedback received)

- Sydney 24-26th February
- Brisbane 23-25th March
- Adelaide 20-22nd April
- Melbourne 24-25 May *(just before PMA)*
- Perth 23-24th June
- Other: _____

Comments/Suggestions:

Submit Form

Clear Form

