

CREATIVE SKILLING

WORKSHOP REPORT

Presented By
CREATIVE SKILLING TEAM



Government Degree College, Kuppam

Principle name: Narayana Moorthy
Program Inaugurated by: Narayana Moorthy
Date: 06-02-2025 to 07-02-2025

No. of participants : 90
Certificates Issued : Level 1 - 10
Level 2 - 39
Level 3 - 48

Agastya Staffs Attended

1. Ms. Lalitha Priya—Trainer
2. Ms. Kalyani

Objective

The Creative Skilling Program aims to equip participants with essential design and presentation skills using modern tools and software from Adobe. The program focuses on color palette creation, typography, and the use of Adobe Firefly, Adobe Express, resume creation, and PowerPoint presentation design.

Day 1

06-02-2025



Session 1

1. Basic Elements of design

Goal:

Understanding the basic elements of design is crucial for creating visually appealing and effective designs.

Key Learning Points:

The Principles behind great designs

- Unity: "The consistent color scheme and font choices throughout the presentation created a sense of unity, making the overall design cohesive and harmonious."
- Balance: "The symmetrical arrangement of images and text in the layout provided a pleasing sense of balance, ensuring that no part of the design felt heavier than another."
- Hierarchy: "By using larger headings and bold colors for the most important information, the designer effectively established a clear visual hierarchy."
- Contrast: "The use of contrasting colors between the background and the text made the content stand out and easier to read."
- Emphasis: "The designer placed emphasis on the call-to-action button by making it significantly larger and a brighter color than the surrounding elements."
- Repetition: "Repetition of the circular motif throughout the design created a rhythm that tied all the elements together, reinforcing the overall theme."

Session 2

2. Color palette and Fonts

The aim is to acquire knowledge about the fundamental role that color plays in design and learn how to combine color, the basics of typography, and the appropriate combination of fonts.

Tools Used:

Adobe color palette

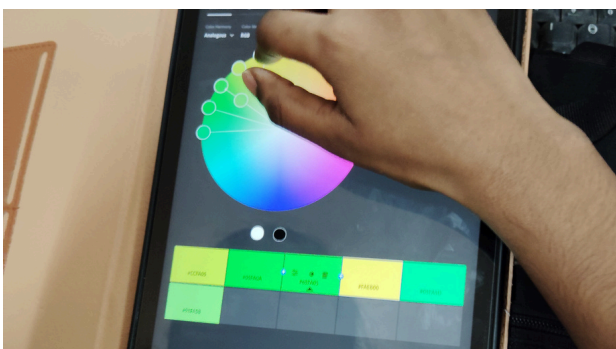
Adobe Typefaces

Key Learning Points:

- **Color Theory:** Understanding primary, secondary, and tertiary colors, as well as color harmonies such as complementary, analogous, and triadic.
- **Typography:** It includes an understanding of the distinctions between serif, sans-serif, script, and decorative fonts.
- **Font Pairing:** Methods for matching fonts to produce legible and aesthetically pleasing text.

Activities:

- **Color Exploration:** Experimenting with different color combinations using Adobe Color.
- **Palette Creation:** Developing custom color palettes for specific design projects.
- **Application:** Applying the created color palettes to design mockups in Adobe Express and Adobe Firefly.
- **Font Selection:** Exploring and selecting fonts from Adobe Fonts for various design projects.
- **Font Pairing:** Practicing font pairing techniques to create harmonious and professional designs.



Session 3

3. Adobe Express

Objective:

To leverage Adobe Express for quick and efficient creation of visually appealing content for various platforms.

Key Features:

- **Templates:** Utilizing pre-designed templates for social media posts, flyers, posters, and more.
- **Customization:** customizing templates to align with personal or brand-specific design guidelines.
- **Collaboration:** sharing and collaborating on projects with team members using Adobe Express's collaborative features.

Activities:

- **Template Customization:** Selecting and customizing templates for a social media campaign.
- **Branding:** applying color palettes and fonts consistently across different templates.
- **Project Collaboration:** Working in teams to create cohesive design campaigns using Adobe Express.



Session 4

4. Adobe Firefly

Objective:

To explore and utilize Adobe Firefly's capabilities for creating interactive and dynamic web experiences.

Key Features:

Animations: Adding animations to web elements to enhance user engagement.

Text to image: Prompt engineering, i.e. writing text to image prompts

Responsive Design: Ensuring designs are responsive and work well on various devices and screen sizes.

Activities:

Interactive Design: Designing interactive posters using Adobe Firefly.

Animation Creation: Adding animations to web elements to enhance the user experience.

Responsive Layouts: Creating responsive web designs that adapt to different devices.

Day 2

07-02-2025



Session 5

Adobe Courses

Introduction

Adobe Express, formerly known as Adobe Spark, is a versatile design tool that allows users to create visually appealing presentations, social media graphics, videos, and more. This report details the process of creating a PowerPoint presentation using Adobe Express, highlighting its features, advantages, and potential limitations.

Key Features:

- **Templates:** The platform provides a wide variety of professionally designed templates tailored for different types of presentations.
- **Customization Options:** Users can customize every aspect of their presentation, including text, images, backgrounds, colors, and more.
- **Animations and Effects:** Simple animations and effects can be added to enhance the visual appeal of the presentation.

Conclusion:

The Creative Skilling Project provides participants with a thorough understanding and practical experience in color palette creation, typography, and the use of Adobe's powerful tools—Adobe Color, Adobe Fonts, Adobe Express, and Adobe Firefly. By the end of the project, participants are equipped with the skills to create visually appealing and professional designs for a variety of applications, ensuring they can confidently apply these techniques in real-world scenarios.

Thank You

Creative skilling team

