

# instructor

**Mat Thorne** is an artist and designer from West Virginia. He earned his BA in Photojournalism and New Media from Western Kentucky University, and was the Art Director for Maine Media Workshops from 2004-2008. He continues his relationship with the Workshops as a faculty member, leading courses in digital photography, multimedia, and design. Thorne is also a lecturer, consultant, and freelance designer in New York City where he currently resides.

**Website:** <http://www.mat-thorne.com>

## Advanced Book Design with Blurb

Aug 28 — Sep 03, 2011      Tuition: \$1050

Self-publishing continues to grow in leaps and bounds as technology now provides individuals with total control over their books. Blurb is at the forefront of this growth introducing a new workflow to their online book-publishing service: PDF to book. This new approach to self-publishing allows more control of book design with the use of professional software such as Adobe InDesign. This advancement has transformed many photographer's approach to book design and broken through the limitations of having to use template-based proprietary software.

This one-week course introduces students to Adobe InDesign for the layout and design of books. Participants work on their own unique book throughout the week, using InDesign for its production. Participants study the fundamentals of book design and typical photography book content and put this newfound knowledge to work in their own books. Topics such as typography, page layout, image sequencing, front and back matter, color management, image preparation, and cover design are practiced in-depth. New software information is immediately put into practice on each student's personal book, allowing for the real-world application of the software, an essential for learning new skills.

Students should come to the class with a "rough edit" of their photographs. A practical knowledge of Photoshop or Lightroom is required.

Workshop sponsored by:



## Promotional Design

Aug 21 — Aug 27, 2011

Tuition: \$1050

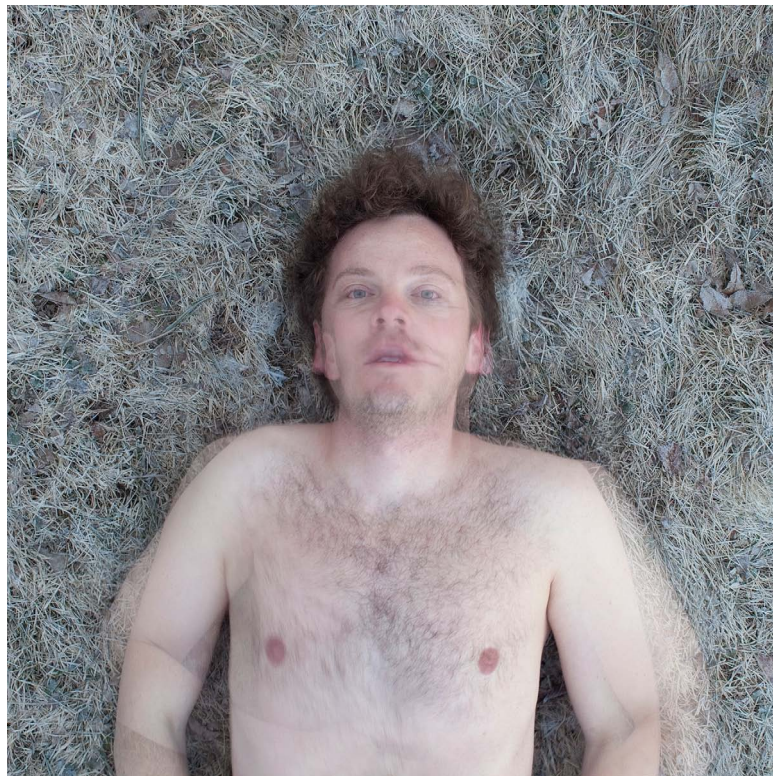
### Creating personalized promo materials utilizing Adobe InDesign.

Desktop publishing has never been easier than it is today. With the tremendous variety of online printing services, photographers can create stunning promotional materials without the expense of hiring a professional designer. Photographers do, however, need to build a new set of skills to take full advantage of these services.

This course serves as an introduction to Adobe InDesign and how it can be utilized to create professional quality printed promotional materials such as business cards, post cards, leave-behinds, books, magazines, and more. The concept of "branding" is applied to all materials created in the class, ensuring a cohesive suite of promotional materials. Additional topics such as typography, logo design, page layout, printing methods, color management, exporting formats, and DIY printing are discussed and directly applied to the work being produced. Layout and design for creating personal portfolio websites is also discussed.

At week's end, students leave with a beautiful suite of printed materials as well as the knowledge to continue producing their own promotional items in the future.

A practical knowledge of Adobe Photoshop is required.



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