

software
novice **user level**
beginners
advanced
hobbyist

InDesign
workflow
print flow and read
practical application
Photoshop

Illustrator
smart design

Flash
streaming **video** YouTube
AfterEffects HD
simplify
Photoshop

web marketing
Dreamweaver
web web 2.0
best practices
Flash Media Server
delivery

trends
color psychology
real world **inspiration**
how and why target market



PRINT + VIDEO + WEB + INSPIRATION

LEARN FROM ADOBE EXPERTS the workflow processes to develop engaging print media work that can be crossed into interactive video and multimedia projects and then broadcast on a delivery platform to reach wide global audiences. Get fast paced methods for building truly inspirational media that will get your audiences attention.

CROSS MEDIA SEMINARS are a series of presentations that demonstrate the integration of print, video and the web using best practices with Adobe CS3 products. These presentations will include the following:

- Creative design skills and workflows with Illustrator CS3, InDesign CS3 and Photoshop CS3
- Creating video projects with Photoshop CS3 Extended
- Developing your print media to create multimedia pieces for Flash CS3 Professional.
- Designing special video effects with AfterEffects CS3 and integrating these projects with Flash CS3 Professional.
- Learning about different video delivery methods, including Flash Video Streaming platforms.
- Building compelling video and multimedia projects with Dreamweaver CS3.
- Taking your projects to the next level with Web 2.0 applications and integrating marketing into your projects.
- And much more.

Who should attend Cross Media Seminars?

Anyone interesting in implementing a smart and simplified workflow already available in your Creative Suite to enhance your creative potential, such as:

- Beginners
- Hobbyist
- Amateurs
- Professionals
- Business Professionals
- Video Professionals
- Web Designers
- Print Designers



LUMENBRITE TRAINING : CROSS MEDIA SEMINARS

Phoenix Convention Center

Sept 9 10 11 2008

9:30am – 4:30pm each day

PRINT + VIDEO + WEB + INSPIRATION

Grow with new media using Adobe CS3 products.

Multimedia infused with inspiration.

SEPT 9 :

- Smart and Creative workflows with Photoshop, Illustrator and InDesign
- Create and edit content for Print, Web and Video
- A Smart Design Process including flow, read and color psychology
- Things you may already know that can apply to new workflows
- Inside Photoshop CS3 Extended, Video and Animation

SEPT 10 :

- Cross Media workflows with Flash, Illustrator, After Effects
- Flash Video Techniques
- Learn about the new web video revolution
- Incorporate your print assets
- Create engaging Flash video content and applications
- Deliver your message to the masses – effectively

SEPT 11 :

- Incorporate your print and video assets for the web
- A complete web project built using standards for best delivery
- Flash Media Server – Video Streaming for mass consumption
- Web 2.0 Applications and you
- Web marketing with ads and video

EARLY REGISTRATION : BY AUG 26

\$449 entire seminar

\$149 per day

REGISTRATION : AFTER AUG 26

\$495 entire seminar

\$179 per day

STUDENTS :

\$395 entire seminar

\$139 per day

>> *Ask us about group rate discounts.*