

Blog post #1: My Favorite Newly Learned Design Programs and Skills

This semester, I am enrolled in Digital Style and Design in Public Relations Messaging. Prior to my enrollment in this course, my knowledge of the Adobe platforms was extremely slim. I was unaware of all the amazing shortcuts and tools this software provides to design professionals. I have enjoyed learning my way around Adobe and am eager to increase my understanding the more I play around in it.

Beginning to navigate through the software can be extremely intimidating, however I recommend using the [Adobe Help Tutorials](#) which are accessible online once logging into your account. While diligently watching and taking notes on the tutorials, Adobe Indesign quickly became my favorite program. What I love most about this program is that while there are so many cool things you can do on it, it is not overwhelming to navigate after watching the tutorials. I used this platform to create my personal brand logo for a project I completed in my class. This was the first time I ever attempted a project here, and I am happy with the results which are below.



I do not think of myself as a very creative person when it comes to the visual design aspect. However, I was thankful to learn that even creating a very simple personal brand looks somewhat creative thanks to the many font options and colors on Indesign. The [Applying Colors and Effects](#) video tutorial was most helpful to me in this specific project. Having these tutorials

available to me as I completed all aspects of this project was so helpful. The tool I found most helpful to learn about was saving color swatches to use later. I used this throughout my entire Branding Suite project.

For someone as challenged as I am when it comes to Adobe, these tutorials alone are the best tool. I recommend watching each tutorial multiple times as well as having them up while completing projects in the beginning. Having them so easily accessible had aided me in exploring the platforms further. Since I knew I had to take a style and design class, I was worried that I would be unsuccessful. This has always been the area of public relations that has been least interesting to me. However, these tutorials have saved me in this class and completely changed my outlook on the class as well as the Adobe platforms as a whole.

Even if you find Adobe to be challenging and intimidating, I urge you to watch the tutorials, begin with Indesign and focus on the easiest parts of that first. The more comfortable you are with the simple tools and tutorials, the easier it becomes to continue navigating all of the adobe platforms.