CHARLESMANN ACADEMY

SkillsFuture Credit

UTAP
Union Training Assistance Programme

Essentials of Image Editing

Learn Professional Techniques to Achieve Greater Impact

One Day Training Course

Course Outline

Using high quality images online to create maximum impact, whether on websites, blogs or social media, is an important aspect of digital marketing and increases the chances of effectively engaging with users. Even for use in the medium of print, having high quality images can create the right perception and reputation for a brand when used correctly in brochures, posters and banners.

This one day image editing training course and workshop teaches the fundamentals and essentials of powerful photo enhancing and common Photoshop techniques, allowing you to use software to adjust and improve your digital images so that they can have the necessary impact when used online or offline. By learning the skills used by industry professionals, you will be able to edit and create your own images for use in marketing, completed to your exact requirements and preferences as needed by your brand.

For this training course, a free cloud based software with tools and features very similar to Adobe Photoshop, will be provided to get you started with the principles of image editing and photo enhancement.

The training course lasts one full day starting at 9.00am until 5.30pm, and is inclusive of course materials, certificate and complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

Course Benefits

Following this course, you will be able to:

- Understand the fundamentals of digitally editing and composing images
- Create relevant canvases and apply image settings to work from
- Understand the uses for the available tools made available along with their options
- Apply tools for relevant editing purposes
- Use the various selection tools to accurately and finely edit images
- Adjust image propoerties such as colours, contrast and others
- Apply special effects and filter effects to enhance images

Who Should Attend

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

Previous Clients

GLENMARIE PROPERTIES | TENBY SCHOOLS | PIDM Perbadanan Insurans Deposit Malaysia | MDV | SRI KDU | FURAMA BUKIT BINTANG

Course Programme

- Setting up a canvas
- Canvas settings and options
- Pixels and DPI
- Screen resolutions and sizes
- File formats
- Introduction to layers
- Managing layers
- Colours and swatches
- Selection tools
- Lasso tool
- Magnetic lasso tool
- Marquee tool
- Magic wand tool
- Masking tools
- Clone stamp
- Blur, sharpen and smudge tools
- Image adjustments
- Image brightness and contrast
- Image hue and saturation
- Colorising images
- Applying curves and levels
- Adjusting colour balance
- Filter effects
- Special effects

Course Trainer

Abdul Awwal Mahmood

Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

Related Courses

Beneficial courses similar to the above include:

- Social Media for Business
- Facebook for Business
- Mobile App Development for Business
- Search Engine Optimisation (SEO)
- Advanced Facebook Techniques
- Essentials of Image Editing

Registration Form

CHARLESMANN
ACADEMY

ESSENTIALS OF IMAGE EDITING Learn Professional Techniques to Achieve Greater Impact

COURSE FEES: $250.00 per delegate

COURSE PROGRAMME:

9.00am: Arrival and Introduction	**10.30am - 10.45am:** Morning Tea Break	**12.30pm - 1.30pm:** Lunch Break	**3.00pm - 3.15pm:** Afternoon Tea Break
9.15am - 10.30am: Introduction to Image Editing	**10.45am - 12.30pm:** Making Image Adjustments	**1.30pm - 3.00pm:** Using the Toolbox	**3.15pm - 5.30pm:** Selection Tools and Masks

DATE:	
COMPANY / ORGANISATION:	
FULL ADDRESS:	
AUTHORISED BY / JOB TITLE:	
CONTACT NUMBER:	
EMAIL ADDRESS:	
WEBSITE:	
COURSE DATE REQUIRED:	

	FULL NAME	NRIC	DATE OF BIRTH
ATTENDEE 1:			
ATTENDEE 2:			
ATTENDEE 3:			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances.

Please print and email this form to: info@charlesmann.com.sg
Alternatively, please post to: Grandlink Square, 511 Guillemard Road, #B1-03 Singapore 399849

On receiving this form, we will email you a pro-forma invoice. Payment can be made direct into our OCBC bank account:
OCBC Bank, Account No. 6894 8672 8001
Charles Mann Academy Pte Ltd

* Dates and/or venues can change due to unforeseen circumstances.