Publisher Basic with VSD certificate – publisherBASIC («9PBAS»)

Enter the world of publishing and become certified by VSD. Learn how to professionally develop print media, create print-ready PDFs, and implement CI/CD specifications.

Duration: 18 days
Price: 6'570.–
Course documents: Digital courseware

Content

1. Introduction and Familiarization with Project Management
   - Information about the training
   - Assignments
   - Data exchange between participants
   - Introduction to project management
2. Basics of Design
   - The visual user
   - Basics of design
   - Page format and layout
   - Color
   - Implementations
3. Color Management and visit of a Print Shop
   - Basics of color management
   - Application of color profiles
4. Photoshop Basics
   - The work organization
   - The user interface
   - Picture resolutions
   - Working with pixels
   - Create selections
   - Levels
   - Retouches
   - Formats
   - Set up Photoshop professionally
   - Advanced selection techniques
   - Advanced image editing
   - Save, import and print
5. Illustrator Basics
   - The work organization
   - The user interface
   - First steps
   - Create shapes
   - Working with Layers
   - Draw
   - Colors
   - Text
   - Output
   - Set up a document
   - Drawing techniques
   - Stocks
   - Symbols
   - Appearance

6. Concept Presentation
   - Presentation of tasks from previous modules
7. InDesign Basics
   - The work organization
   - Overview Adobe InDesign CC
   - Site management
   - Colors
   - Working with text
   - Graphics and images
   - Printing and output
   - Creating documents
   - Working with formats
   - Colors and gradients
   - Content placement
   - Control and safe output
   - Practical application of typography
8. Acrobat DC Basics
   - Everyday pre-press work: typical problems at a glance
   - Understanding PDF versions and standards
   - Transparencies: reduce or not?
   - Office documents and color areas
   - Black, deep black and other color settings
   - Working with the output preview
   - Document analysis in the object inspector
   - Checking and changing color spaces
   - Preflight: easy search and correction of errors and problems
   - Working with self-created preflights
   - Droplets: Routine tasks can be carried out quickly and easily
9. Presentation of the Project internally
   - Presentation of the project to the class (practice run for diploma presentation)
10. Optional Final Examination
   - Official VSD exam for achieving the «Publisher Basic» certificate (practical work in the morning, presentation in the afternoon)

Key Learnings

- Professional print media development
- Designing your own logo
- Implementing CI/CD specifications
- Understanding the basics of graphic design
- Creating print-ready PDFs
- Efficient use of Adobe Photoshop, InDesign, and Illustrator
- Mastering presentation techniques
- You will be eligible to earn the industry-recognized «Publisher Basic» certificate from VSD

This training course is offered in partnership with the Verband der Schweizer Druckindustrie (VSD).

Methodology & didactics

- Informative, exemplary and practice-oriented teaching sequence
- Use of various Adobe applications, visit to the printing house, etc.
- 18 days (approx. 126 lessons) – Lessons take place on Friday from 1 - 7 pm and Saturday from 9 am - 5 pm
- The training course also requires a certain amount of time outside of class. This depends on previous knowledge, but is usually around 5 hours per week.

Target audience

This course is targeted at people who want to be active in design and want to develop and implement their own graphic ideas competently. The course is aimed at career changers who want to plan and execute media productions professionally.

Certification

With the **«Publisher Basic»** qualification awarded by Digicomp Academy AG, you confirm your practical experience and qualification in the above-mentioned subject areas to your employer and your customers.

Certification
You will also receive the **Publisher Basic** certificate from VSD, the professional association for digital media production. The projects developed in the training course can be submitted as practical work for certification. A practical examination and presentation of the project work will follow – tailored to the operational conditions. **The examination fee is not included in the price and costs CHF 450.** Further information can be found on the VSD website.

Exam information

- The practical exam lasts 3 hours
- The presentation of the project work lasts a maximum of 20 minutes
- Both parts of the exam take place on the same day at Digicomp
- The examination fee of CHF 450.- is **not** included in the course price
- Further information is available on the VSD website and will be provided at Digicomp on the first day of the course

Condition for VSD certification
Attendance 80%

Information session

- Publishing training courses

Additional information

Price information
Incl. course materials, catering, reviews and assessment of the practical work by the responsible experts. The VSD examination fee of CHF 450.- is not included in the price.

Info about the room equipment
Our courses take place on Windows or Apple devices. On request, we will be happy to provide you with an Apple computer in Zurich and Bern. Please let us know in advance by sending an e-mail to info@digicomp.ch. You can also bring your own laptop.

For virtual participation, we recommend the use of an additional monitor (not just a laptop) so that you can fully follow and participate in the lesson.

digicomp

Adobe CC Software
The Adobe Creative Cloud Software will be fully available in the classrooms during the training. However, it is not possible to use the software via Digicomp licenses from home during the training.

Publisher Basic brochure
For more information, please download our brochure on the Publisher Basic training in PDF format (in German).

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-media-communication/publishing/adobe/illustrator/training-course-publisher-basic-with-vsd-certificate-publisherbasic