

Topic 1 - My Favorite Newly Learned Design Skill

Keyword phrase: “How to use Adobe InDesign” (7 times)

In a world that advances in technology daily, I knew as a senior PR student that I needed to learn a new tool that would expand on my creativity and set me apart. I’m currently in Style & Design and my favorite newly learned design skill that I found most fascinating but also most challenging was how to use Adobe InDesign for our Branding Suite. Adobe is a platform that I was unfamiliar with coming into college and into the public relation program. This past summer I worked as a Graphic Design Intern for the City of Fairhope, where I am from. I expected to spend time learning to use their new and up-to-date platforms that I may be unfamiliar with. I learned they typically use Canva, I platform I already knew. I had expected to be using a more professional platform like Adobe, but that was not the case. Registering for this Style & Design class made me excited to finally branch out of my comfort zone and use more professional platforms. Through the [Adobe Help Tutorials](#) Assignment, I gained a better understanding of how to navigate each of these new Adobe platforms. This taught me how to use Adobe InDesign. The tutorials provided a step by step “copycat” example and template. It taught me how to add text, create swatches, apply color, import text, thread text, understand frames, and more. One of my favorite tutorials was the adding color tutorial because I knew I would use color in all my work down the road.

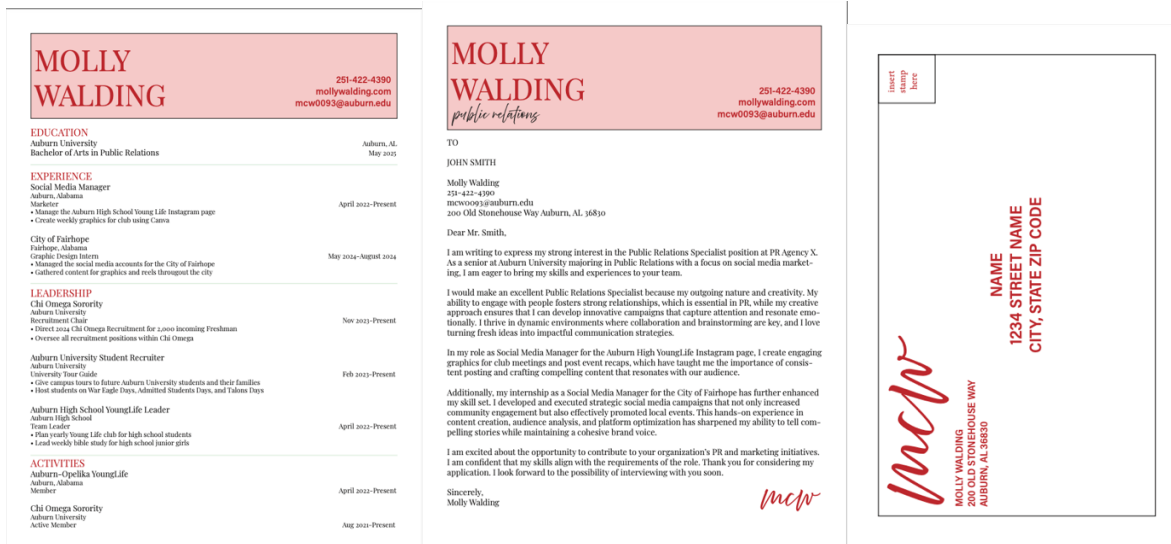


Without these Adobe help tutorials given to me through this class, I would not know how to use Adobe InDesign. It wasn’t until I was tasked to create my own Branding Suite that I realized I may not understand how to use Adobe InDesign as much as I had thought. Creativity is a skill that I like to say that I’ve always had. I grew up in a very artistic family. My sister is currently an artist living in Birmingham. Becoming a PR student at Auburn, I expected to use these creativity skills to the next level. I found involvement in several organizations on and off campus and made sure to have creative roles within them. The Branding Suite Assignment was just what I needed to branch out of my typical designing techniques. I had to start from square one, a blank document. I had to get my creative juices flowing first by playing with fonts. I landed on the three fonts because they represent three ways, I typically do my handwriting. I love to write in

calligraphy and cursive, I write my headings in all capitals, and I love the easiness of Playfair Display.



Next, I had to settle on two colors which was one of the parts I struggled most with. I had to go back and watch the tutorials on how to use Adobe InDesign to see how to change color swatches. The colors I chose together are the symbol of love. Settling on a logo design and executing it in a professional way was when I could finally say I learned how to use Adobe InDesign. Figuring out the placement and being able to repeat it on several pages in a cohesive way was challenging. Our assignment included making a resume, cover letter, envelope, and business card.



All of these are things that I know will benefit me in a professional pr career down the road. Without the Branding Suite Assignment in this class, I would not have learned how to use Adobe InDesign all on my own.