



On Demand Classes Available for Purchase

INDESIGN

InDesign Efficiency Secrets (2022)

- Paragraph and Character Style tips and tricks (including some lesser-known style efficiencies)
- How to let InDesign automatically create pages and threaded text frames when importing large amounts of text
- How to take advantage of anchored objects to automate your file
- Some of our favorite time-saving scripts - like how to import multiple PDFs with one click

InDesign Efficiency 101

- Making the most of text styles
- Learn how to automate your table of contents
- Use CC Libraries to save TONS of time
- How to use templates to your advantage

Proposal Set-Up and Organization

- Setting up Bleeds and Margins
- Master Pages and Page Numbering
- Paragraph and Character Styles Overview

InDesign Styles & Automated TOC

- Create and edit text styles in InDesign
- Use those styles to create a table of contents
- Automatically generate and/or update your TOC

InDesign Tables and Automated Table of Contents

- Import tables from Microsoft Word and Excel into Adobe InDesign
- Format and create beautiful tables for your documents
- Create table and cell styles for maximum efficiency
- Automate your table of contents using paragraph styles
- Create automatic bookmarks and a clickable table of contents in your PDFs

Turn Ugly RFQ/P Requirements Into Well-Designed Documents

- Maximize space with margin restrictions
- Create professional graphics
- Style and format text
- Maximize allotted 11x17 pages
- Manage tight page counts and lots of requested information

Turn Ugly RFQ/P Requirements Into Well-Designed Documents Part Two

- Before and after examples of ugly requirement graphics, cover pages, and more
- How to adjust your org charts to maximize space
- Live demonstration of redesigning a proposal section with tricky requirements
- How to easily spot sections in your proposal that would make good graphics
- How to write in active voice



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PHOTOSHOP

The Best of Photoshop and Illustrator for AEC Marketers

- Learn basic photo editing for proposals - how to enhance or replace a sky, headshot editing, and more in Photoshop
- Illustrator techniques for proposals - our go-to sources for vectors and how to manipulate them for use in your proposals
- Creating and manipulating icons, graphics, and infographics in Illustrator

Photoshop for Proposals

- Navigate Photoshop like a true professional with ease and confidence
- Remove unwanted objects from your project photos 10x faster
- Enhance the overall look of your photos with colors and vibrancy
- Remove the background of a photo in seconds
- Replace the sky of a project photo to make it more appealing
- Make a person's headshot look more friendly

POWERPOINT

The Magic of PowerPoint for Interviews

- How to use PowerPoint to create beautiful, modern movement in your presentations
- Learn how to properly format photos in PowerPoint
- Rules for Consistency and Layout

WRITING

Storyboarding for Content

- Uncover your win themes and differentiators
- Provide better direction for your technical staff

- Learn how to analyze your audience, even if you don't know who they are
- Understand how to tell better proposal "stories"
- Tie it all together for the win

GENERAL

All About Type

- How to find the right font and how to pair fonts
- When and where to use serif and sans serif fonts
- All about justification
- How many spaces you should have after a period
- Creative typography treatments to add some pizzazz to your layouts
- Best practices for headers, subheaders, and body text
- How to best format bullet points for ease of reading

The Art of the Proposal

- Learn how to develop and edit graphics that fit and elevate your brand
- Learn when and how to turn text into graphics
- Turn a blank page into a work of art: how to steal like an artist
- Cover Page Best Practices and Before & Afters

Creativity & Inspiration Class

- Where and how to find inspiration for your design that is in line with your brand
- How a professional graphic designer brainstorms a project before starting the design process
- How to design fresh pieces without sacrificing brand consistency
- Tips and tricks for improving your graphics, including how and when to turn text into stunning visuals
- How to use typography to enhance your designs