PR 486: INTRO TO DIGITAL DESIGN TOOLS

THE RIGHT TOOL FOR THE JOB

SO MANY TOOLS, WHICH ONE DO I USE?

Photoshop

Illustrator

InDesign

ILLUSTRATOR

▸ As the name implies, Illustrator is good for drawing and illustration. It's great for making shapes, manipulating shapes and type, and making logos.

▸ Illustrator is a vector-based program. You can scale up without things getting blurry.

▸ Can do basic, one-page layout.

PHOTOSHOP

▸ As the name implies, Photoshop is good for editing photos (that's what it was originally designed for)! You can tone, crop, colorize, touch up photos.

▸ Photoshop is a raster-based program. You can't scale up without things getting blurry.

▸ Can do basic, one-page layout.

INDESIGN

▸ InDesign is primarily a layout program. It can handle one-page and multiple-page layouts, like brochures and books.

▸ InDesign is great for handling large blocks of text.

▸ You can import Photoshop and Illustrator assets directly into InDesign.