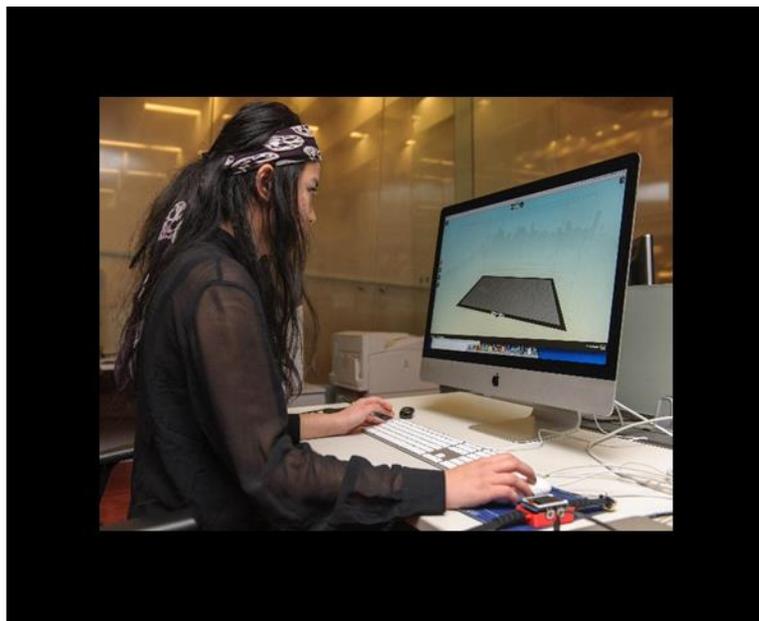


## Digital Creativity

**Learn how to create and share digital content for your online portfolios, social media and business websites**



Please visit our [Digital Innovation Hubs](#) or [Enhanced Learning Centres](#) to use the software mentioned below.

### **Skills:**

- Digital photography
- Digital video
- Audio recording
- Adobe Creative Cloud
- Product photography, poster design and other technical skills for business promotion

### **Specific topics covered in this pathway:**

Digital Photography \* Adobe Lightroom \* Adobe Photoshop \* Videography \* iMovie  
\*Podcasting \*Adobe InDesign \*Adobe Illustrator \* 3D Design

## Digital Photography

[Discover Digital Photography](#) Gale Courses

Beginner

Running time: 24 hours

Discover Digital Photography is designed for the novice photographer with no previous experience with digital cameras.

This course will teach you all about digital cameras, from DSLRs to smart phone cameras and what different equipment is used for. You will learn about different display methods for your camera, including sizing, print options, online storage, and how social media factors into digital photography. And if you have old slides, negatives, or prints, this course will also teach you how to scan those “old school” photo assets.

[Photographing People with Your Digital Camera](#) Gale Courses

Beginner

Running time: 24 hours

This course will make taking beautiful pictures of adults, children, and babies simple. You will start with the basic principles you need to know in order to become a people photographer. You will discover the best way to shoot faces, fix common close-up problems, and use digital photo editing techniques to retouch your photos and make other improvements. Then you will move onto portrait and formal group shots, where you will learn how to organize people, which angles to use, and which to avoid. You will become proficient in action photography, and you will learn some fun, creative ways to photograph children and babies. You will even gain expertise in filling your photographs with imagery, setting moods, and creating themes. This course will have you well on your way to becoming a skilled people photographer.

[Small Business Photography for Non-Photographers](#) Lynda.com

Intermediate

Running time: 2 hours 46 minutes

Many small to medium businesses can't afford to hire a professional photographer, so they end up doing their own marketing and product photography. Even if you're not naturally adept at

taking pictures, there are steps you can take to create high-quality, consistent marketing photos of your products or services without spending a lot of time and money. In this course, instructor Joseph Linaschke discusses composition, camera selection and settings, lighting, and basic photo editing. Learn how to take stellar photos with a smartphone or full-size camera, use natural light to your advantage, work with props effectively, and more. Upon wrapping up this course, you'll be prepared to create compelling images that you can share on social media to generate interest in your brand.

## **Adobe Lightroom**

[Learning Lightroom CC](#) Lynda.com

Beginner

Running time: 1 hour 47 minutes

Get started with Lightroom CC, the powerful, cloud-centric system from Adobe for editing, organizing, and sharing your photos. In this course, photographer and instructor Jan Kabili provides an approachable introduction to Lightroom CC. Jan showcases Lightroom CC on the desktop, but the techniques she covers in this course can help you work with Lightroom CC on your phone or tablet and on the web. She demonstrates how to import photos and leverage intuitive editing controls to make your photos shine. Learn how to adjust lighting, color, and perspective; edit parts of a photo using local editing tools; apply creative photo editing techniques such as split toning; and lots more. To wrap up, Jan shares tips for organizing and sharing your work.

[Lightroom Classic CC Essential Training](#) Lynda.com

Beginner

Running time: 6 hours 17 minutes

Take what you know about Lightroom Classic CC—whether it's a little or a lot—and kick it up a notch, with this essential training from photographer/teacher Chris Orwig. Lightroom Classic CC brings this extremely popular photo-asset management, enhancement, and publishing program for Windows and Macintosh into the Creative Cloud, offering integration with the rest

of the Adobe apps as well as access to Lightroom Mobile. There are more features to cover than ever before.

## **Photoshop**

[Get to know Photoshop](#) Adobe, Creative Cloud tutorials

Beginner

Running time: 21 minutes

This tutorial introduces you to the Photoshop work area and shows you how to open and save your images, zoom in and out, and undo mistakes.

[Introduction to Photoshop CC](#) Gale Courses

Beginner

Running time: 24 hours

The course provides detailed, step-by-step instructions that will teach you how to use Photoshop CC with confidence.

[Photoshop CC for the Digital Photographer](#) – Gale Courses

Intermediate

Running time: 24 hours

In this course you will master techniques to edit and enhance your digital images and add a professional polish to your work. The course offers simple, step-by-step instructions for basics like cropping, rotation, and sizing images. You will experiment with Photoshop's tools for correcting exposure, adjusting color and colorcasts, and work with Adobe's powerful layer and selection tools. You will learn how to add text, retouch, and even clone away unwanted elements from your images. You will discover how to work with raw images and prepare images for print or online use.

## **Videography**

[Learning Video Production and Editing](#) Lynda.com

Beginner

Running time: 5 Minutes 33 seconds

Find out how to get started in video production and editing. Rob Garrott reviews the tools and techniques video editors, cinematographers, directors, and anyone else who wants to start a career in video need to know. First, learn about the core genres, everything from documentary filmmaking to corporate video, and the three main phases of production. Then Rob dives into topics such as planning and writing, lighting and shooting, storytelling via editing, and color correction and sound design. Each step of the way, he'll point to resources for learning more and getting the skills required to break into the video world.

[The Video Creation Process](#) Lynda.com

Beginner

Running time: 2 hours 8 minutes

In this course, marketing and media strategist Roberto Blake provides a formula for creating a winning online video content strategy: from planning, production, and post, all the way to delivery and search optimization. Get an overview of the online video landscape, learn how to nail down exactly who you're making content for, discover best practices for production and post, and find out what kinds of content works best on what platforms. High-quality content and attention to detail are the keys to building a large audience-learn the techniques the professionals use to do online video right.

[Video Production: Promotional Videos](#) - Lynda.com

Intermediate

Running time: 1 hour 37 minutes

For aspiring filmmakers, promotional and corporate videos can be a great way to earn extra money and experience. But getting your next job means doing each one you've landed exactly right. Learn the logistical, business, and storytelling aspects of shooting video for hire and discover how to make your clients happy. Watch Anthony Q. Artis build a promotional video for

Creative Letterpress, a small printing company that's looking to reach new customers and enhance their website with video. Along the way, he'll share practical advice for drafting a project proposal, choosing your equipment, making creative decisions as you roll, and putting it all together in post-production. From the subtleties of pleasing clients to the business basics of setting up your own production company, this course is full of crucial, common sense advice for filmmakers of all levels.

[Video Foundations: Cameras and Shooting](#) Lynda.com

Intermediate

Running time: 2 hours 58 minutes

Embark on the very first steps in the process of creating moving images. In this course, a veteran of the film and television industry introduces the core ideas behind how video cameras capture moving images. The course covers foundational concepts of lighting, such as why light is important, what kinds of lights to look for, and where to put lights relative to a subject. In addition, Anthony discusses sound, an often-misunderstood aspect of video, and shows how to properly set up mics and adjust audio levels on a shoot.

## **iMovie**

[iMovie 10.1.8 Essential Training](#) Lynda.com

Beginner

Running time: 3 hours, 11 minutes

Learn how to use iMovie, the popular video editing software from Apple. Instructor Garrick Chow shares what you need to know to create high-quality, compelling video projects for work or for home. First, learn how to get your footage into iMovie—from a camera or your hard drive—and navigate around the interface. Garrick then provides an overview of the entire editing process—fine-tuning clips, adjusting color, adding titles and music, transitioning from one clip to the next, adjusting the speed of clips, and more. At the end of the course, he shows how to export your movies to share with the world. This course is fully revised to reflect the latest iMovie interface

## Podcasting

### [Blogging and Podcasting for Beginners](#) Gale Courses

Beginner

Running time: 24 hours

Blogging and Podcasting for Beginners will teach you how to plan and create your very own blog and podcast. Through hands-on exercises, you will discover the benefits of using free web tools like Blogger, WordPress, Audacity, and YouTube. You will find that creating a blog and podcast is much easier than you ever imagined.

### [Producing Podcasts](#) Lynda.com

Beginner

Running time: 1 hour 42 minutes

Want to share your message with the world? Start a podcast. Podcasts are more popular than ever, which makes podcasting a great way to capture an audience of engaged listeners. With today's inexpensive recording equipment and editing software, it's possible to self-produce a podcast from anywhere. This course is designed to take you step by step through the entire process, from planning your format and buying the right equipment to recording your podcast and uploading episodes for distribution. Instructor Danny Ozment has produced over 20 different podcasts, which are downloaded more than 100,000 times a month. Here he provides inside tips on choosing a name and an ideal length, recording clean audio, building an audience, and turning that audience into a community of followers.

## InDesign

### [Get started with InDesign](#) Adobe CC tutorials

Beginner

Running time: 16 Minutes

This tutorial introduces you to the InDesign workspace and shows you how to open and save your documents.

[Introduction to InDesign CC](#) – Gale Courses

Beginner

Running time: 24 Hours

Learn how to use Adobe InDesign CC software to create professional-quality letterhead, brochures, forms, eBooks, business materials and more.

[Create a business card](#) – Adobe Creative Cloud Tutorials

Beginner

Running time: 8 Minutes

Customize our handy template to create a modern business card.

## **Illustrator**

[Illustrator 2020 Essential Training](#) Lynda.com

Beginner

Running time: 5 hours 41 minutes

Adobe Illustrator is the industry standard in vector drawing—for everything from minimalistic logos to full-blown illustrations. This course teaches core concepts and techniques that can be applied to any workflow, including digital and print publications. Instructor and professional illustrator Tony Harmer explains the essentials of Illustrator 2020, including artboards, workspaces, layers, and shapes. Tony shows how to make selections, draw and build complex shapes using the Illustrator drawing tools, and precisely color artwork with tools like swatches and gradient fills. He also covers how to organize artwork into groups and layers, combine and clean up paths, work with type and effects, leverage CC Libraries, export your work, and much more.

[Get to know Illustrator](#) Adobe Creative Cloud tutorials

Beginner

Running time: 18 minutes

This first tutorial introduces you to the Illustrator workspace and shows you how to open and save your images.

[Design a Logo](#) – Adobe Creative Cloud tutorials

Beginner

Running time: 30 minutes

Use vector shapes in Adobe Illustrator CC to create a logo that looks good onscreen and in print. The best part about vector art is that it scales to any size — from business cards to billboards — without losing quality.

[Logo Design: Techniques](#) – Lynda.com

Intermediate

Running time: 4 hours 34 minutes

In this course, Nigel French reveals how successful logos depend on good type choices and simple shapes—or the combination of simple shapes. He shows examples of popular logos and then demonstrates how to use the same construction techniques to create similar logos in Adobe Illustrator. The course combines theory with nuts-and-bolts techniques that emphasize simplicity and readability: the principles that ground the world’s best logo designs.

## **3D Printing/Design**

[Introduction to 3D Printing at TPL](#)

Beginner

Running time: 1 hour

Learn about how you can get started with 3D Printing at TPL.

[Tinkercad](#) Lynda.com

Beginner

Running time: 1 Hour 33 minutes

Join Kacie Hultgren as she walks through the basics of 3D modeling in Tinkercad, from adding and grouping 3D shapes to creating and duplicating patterns. Explore the tools and features one by one, and then learn to use the Tinkercad tools to create more complex geometry. Plus—for when you don't want to start from scratch—learn how to import existing 2D and 3D assets, including SVG and STL files. Packed with pro tips and keyboard shortcuts, this course will take your Tinkercad skills to the next level.

[Blender Essential Training](#) Lynda.com

Beginner

Running time: 9 hours 9 minutes

This course provides an overview of modeling, animating, and rendering 3D graphics in the open-source software Blender. Beginning with a tour of the Blender interface, author George Maestri shows how to create and edit basic objects, work with modifiers and subdivision surfaces, and apply materials and textures. The course also demonstrates lighting 3D scenes, setting up and using cameras, animating objects, and assembling basic character rigs.