

Journey 1: Course 1 - It's Playtime

Lesson1: So you think you can't create?
- Of Course You Can!

Topic 1: *Creativity, the x-factor and your journey into the world of your own creations!*

1 of 15

Included in this video:

1. Congrats on making the boldest move of stepping into the most fulfilling creative journey you'll ever embark on. Welcome!
2. But I don't have a creative bone in my body
3. Creating in the electronic arena
4. What qualities should I have to survive this journey?
5. Is it going to be difficult?
6. What will I get out of it?
7. How long will it take?
8. Can I get my friends involved?

Resources:

1. Our Facebook page and sharing with the journey with a friend



Journey 1: Course 1 - It's Playtime

Lesson1: So you think you can't create?
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Topic 2: *Who are you? Who are we? What you are about to discover. TRUST US, together we can!*

2 of 15

Included in this video:

1. Tell us about yourself, your passions and what makes you tick
2. Who are we?
3. Who your instructor is
4. Training from experience
5. Preparing you for real collateral (Real what?)
6. How much money you will be able to make after this journey
7. Knowledge is power, what are you going to do with all that new-found power?
8. Your creative journey and other members
9. Get your friends to join on the journey
10. Your digital and print journey board and cards



Journey 1: Course 1 - It's Playtime

Lesson1: So you think you can't create?
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Topic 3: *The software you will need and use. Your budget and journey board (Our case study)*

3 of 15

Included in this video:

1. What software you will need on your creative journey
2. Consider your budget
3. Adobe Software for PC and MAC (www.adobe.com)
4. Creative Cloud and trial versions (Adobe ID)
5. Illustrator/ Photoshop and InDesign
6. Free alternatives: Inkscape / GIMP and Scribus
7. Bragging to the world on Behance, Facebook and Twitter
8. Our case study for the full journey
9. Your sample files for every topic

Resources:

1. www.adobe.com
2. www.gimp.org
3. <https://inkscape.org/>
4. www.scribus.net/



Journey 1: Course 1 - It's Playtime

Lesson1: So you think you can't create?
- Of Course You Can!

Topic 4: *WTF are they talking about? (Chapter 1) -
Creative Cloud and software*

4 of 15

Included in this video:

1. The software used in your journey
2. What is Creative Cloud and what does it cost?
3. Signing up for Creative Cloud for free
4. Installing the applications
5. Your creative dashboard
6. Your files on your computer and online
7. ALL the software used in your journey
8. Free software alternatives
9. The Apps to use with your software



Journey 1: Course 1 - It's Playtime

Lesson1: So you think you can't create?
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Topic 5: *A brand and a logo (What makes a great logo) /
Starting a brand or business from a creative perspective*

5 of 15

Included in this video:

1. So, you want to create your own creative universe
2. You want to start doing the designs for your company in-house
3. You want to make lots of money
4. A look at the most successful brands
5. What makes a great logo and brand?



Journey 1: Course 1 - It's Playtime

Lesson1: So you think you can't create?
- Of Course You Can!

Topic 6: *Diving into your first creation with Adobe Spark*

6 of 15

Included in this video:

1. A look at the case study
2. What would you like to create?
3. Your example files
4. Free online software: Adobe Spark (Adobe ID)
5. The mobile apps for Adobe Spark
6. Your first creation
7. Starting with an existing brand

Resources:

1. <https://spark.adobe.com/>

Workshop files:

1. Case Study files to use with Spark



Journey 1: Course 1 - It's Playtime

Lesson1: So you think you can't create?
- Of Course You Can!

Topic 7: *Let's take your journey to the stage and showcase your creations (My creative profile)*

7 of 15

Included in this video:

1. Creating your Behance account
2. Getting feedback from the creative community
3. Posting works in progress
4. Following other creatives' for inspiration
5. Your own portfolio website
6. Connecting with other members on Of Course You Can
7. Sharing your progress, creations and badges on Facebook and Instagram
8. Our Facebook, Instagram and Twitter page

Resources:

1. www.behance.net



Journey 1: Course 1 - It's Playtime

Lesson2: What's in the toolbox?

Topic 8: *Software Dive: Creating a logo, business card and poster in Adobe Illustrator (Our case study)*

8 of 15

Included in this video:

1. What is vector?
2. The Illustrator environment, art-boards and saving your work
3. Special tools for creativity
4. Creating your logo visual
5. Adding text for your logo
6. Creating your business card
7. Creating a poster for your launch

Resources:

1. www.vecteezy.com

Workshop files:

1. Case study file with elements for logo
2. Finished brand file
3. Project files: Brand exercise



Journey 1: Course 1 - It's Playtime

Lesson2: What's in the toolbox?

Topic 9: *Free software alternative: Creating a logo, Business Card and Poster in Inscap (Case study)*

9 of 15

Included in this video:

1. The Inscap environment and saving your work
2. Special tools for creativity
3. Creating your logo visual
4. Adding text for your logo
5. Creating your business card
6. Creating a poster for your launch

Resources:

1. <https://inscape.org>
2. www.vecteezy.com

Workshop files:

1. Case study file with elements for logo
2. Finished brand file
3. Project files: Brand exercise



Journey 1: Course 1 - It's Playtime

Lesson2: What's in the toolbox?

Topic 10: *Life is a beach! Having fun with Adobe Photoshop (Our case study)*

10 of 15

Included in this video:

1. What are bitmap images?
2. The Photoshop environment and saving your work
3. A note on pixels and image sizes
4. Using Stock Photos (Stock.adobe.com, freeimages, stocksnap)
5. Selections, compositions, layers and effects
6. Having fun with your own photos
7. Case study exercise

Resources:

1. Adobe, freeimages, stocksnap, freepixels

Workshop files:

1. Sample files with images for exercise



Journey 1: Course 1 - It's Playtime

Lesson2: What's in the toolbox?

Topic 11: *Having fun with your photos using GIMP
- free software alternative (Our case study)*

11 of 15

Included in this video:

1. The GIMP environment and saving your work
2. Selections, compositions, layers and effects in GIMP
3. Having fun with your own photos in GIMP
4. What else can GIMP do?
5. Case Study exercise and posting your result

Resources:

1. <https://www.gimp.org/>

Workshop files:

1. Sample files with images for exercise



Journey 1: Course 1 - It's Playtime

Lesson2: What's in the toolbox?

Topic 12: *Me? Build a web story? Of Course You Can (Creating a website story with Adobe Spark)*

12 of 15

Included in this video:

1. Why would I want to build a web story?
2. Our case study web story
3. Adobe Spark websites
4. Using Adobe Spark to create our case study web story
5. Sharing your web story on Facebook, Behance and our pages

Resources:

1. <http://spark.adobe.com/>

Workshop files:

1. Files for our case study website project
2. Exercise files for creating your own site



Journey 1: Course 1 - It's Playtime

Lesson2: What's in the toolbox?

Topic 13: *An App a day, makes the creativity stay!*
(Phone, tablet, mobile devices etc.)

13 of 15

Included in this video:

1. A look at all the creative apps at your disposal
2. Adobe ID's
3. Adobe Capture
4. Photoshop Mix/Fix, Adobe Draw and Adobe Comps
5. How apps connect with your software
6. Ipad, Iphone, Android devices
7. Learning support for the apps
8. Sharing your creations on Facebook and Behance

Resources:

1. www.adobe.com

Workshop files:

1. Files to use in Apps



Journey 1: Course 1 - It's Playtime

Lesson3: That was Easy... Can i have more?
Of Course You Can!

Topic 14: *Now I can do this, but can I make some money at the same time?*

14 of 15

Included in this video:

1. What would you like to get from your journey? (Form)
2. Quoting and turning your creations into money
3. Working with clients (The client is always right.... Always!)
4. Billing for your masterpiece
5. This is amazing, what else can I learn from Of Course You Can?
6. How does freelancing work?
7. What if I want to work for an agency?
8. Of Course You Can Talent Tank

Resources:

1. www.ofcourseyoucan.com
2. Sample Text



Journey 1: Course 1 - It's Playtime

Lesson3: That was Easy... Can i have more?
Of Course You Can!

Topic 15: *What's next? (Behance account, previews, courses, Talent Tank & webinars)*

15 of 15

Included in this video:

1. A look at the rest of the journey
2. What you will learn
3. Your Behance account and sharing your work
4. The Webinars
5. Which software packages you will use in the rest of your journey
6. What will you be able to do?



Journey 2: Course 2 - Let's get serious!

Lesson1: Now that you can create, let's begin!

Topic 1: *Previously on Of Course You Can
(Journey 1, Course 1)*

1 of 15

Included in this video:

1. The journey so far (What you learned in Journey 1)
2. A look at our case study example
3. What you will learn in Journey 2
4. What are my abilities after Journey 1
5. Can I start creating professional work?
6. Can I do my company's design work in-house?



Journey 2: Course 2 - Let's get serious

Lesson1: Now that you can create, let's begin!

Topic 2: *Who are you? Who are we? What you are about to discover (Adobe plus free software alternatives)*

2 of 15

Included in this video:

1. Tell us about yourself, your passions and what makes you tick (Form enquiry)
2. Who are we?
3. Who your instructor is
4. Training from experience
5. Preparing you for real collateral (Real what?)
6. How much you will be able to make after this workshop
7. Knowledge is power, what are you going to do with all the new-found power?
8. Your creative journey and other members
9. Get your friends to join on the journey (Sign-up form with friend email addresses)
10. Your digital and print journey board and cards.
11. Sharing your work on Behance



Journey 2: Course 2 - Let's get serious

Lesson1: Now that you can create, let's begin!

Topic 3: *Diving deeper into the Cloud! (Adobe Creative Cloud software work flows)*

3 of 15

Included in this video:

1. Recap on 'Getting comfortable on a Creative Cloud'
2. In-depth look at Creative Cloud and the software packages
3. Using free alternatives: InScape, GIMP and Scribus
4. Creative Cloud apps and their app work flows
5. Creating results FAST
6. Using Creative Cloud Libraries to share assets between programs

Resources:

1. www.adobe.com



Journey 2: Course 2 - Let's get serious

Lesson1: Now that you can create, let's begin!

Topic 4: WTF are they talking about? (Chapter 2) -
I want to take my design work 'In-house' to save my company money and give myself a raise!

4 of 15

Included in this video:

1. Case Study: From conceptualisation to quoting
2. How to work with your client
3. When and how to bill
4. Keeping your client content
5. That little bit extra (over deliver)
6. Taking design work in-house to save your company money
7. Using agencies for creative collateral
8. Taking design work 'in-house' and doing it yourself
9. What you will need to create 'in-house'. Differences in designing for print vs. digital
10. What is digital?
11. File types in digital formats (jpg, png, pdf, flash, HTML5, mp3, mp4, x264, video formats)
12. Electronic publications and magazines



Journey 2: Course 2 - Let's get serious

Lesson1: Now that you can create, let's begin!

Topic 5: *Taking your own photos and processing them with Adobe Lightroom*

5 of 15

Included in this video:

1. Taking photos with your mobile device
2. Importing your photos to your Creative Cloud account
3. Managing photos with Adobe Lightroom
4. Basic Photo Editing 101
5. Getting your photos ready for print and digital
6. Why RGB and CMYK
7. Resizing images and how resolutions work

Workshop files:

1. Sample photos from our case study



Journey 2: Course 2 - Let's get serious

Lesson2: Using your toolbox!

Topic 6: *Keep it in-house (Creating brochures, banners and magazine layouts yourself)*

6 of 15

Included in this video:

1. Software dive: InDesign for printed artwork (The blocks!)
2. The InDesign environment, saving files and file types
3. Creating text in InDesign
4. Image formats and resolutions (Using Photoshop for resizing)
5. RGB vs. CMYK
6. Placing images in InDesign
7. Using artwork from Illustrator
8. Using Adobe Comp
9. Exporting your final artwork for print
10. Case study and exercise plus graphicriver.net

Resources:

1. www.adobe.com / graphicriver.net

Workshop files:

1. Case study files and exercise files



Journey 2: Course 2 - Let's get serious

Lesson2: Using your toolbox!

Topic 7: *Software Deep Dive: InDesign Pro Skills
(The essentials)*

7 of 15

Included in this video:

1. Pro skills for InDesign
2. Work faster and better in InDesign
3. Using Character, Paragraph and object styles
4. Using Creative Cloud Libraries
5. Exporting your creations for print

Workshop files:

1. Case study



Journey 2: Course 2 - Let's get serious

Lesson2: Using your toolbox!

Topic 8: *Software Deep Dive: InDesign Digital*

8 of 15

Included in this video:

1. A look at the different digital formats (PDF, Flash, HTML5)
2. Case study
3. PDF: Menu's, buttons, video and interactive PDF's
4. PDF: Digital forms
5. Animating your invite

Workshop files:

1. Case study files



Journey 2: Course 2 - Let's get serious

Lesson2: Using your toolbox!

Topic 9: *Free software alternative for InDesign:
Scribus*

9 of 15

Included in this video:

1. Using Scribus as a free alternative to InDesign
2. Scribus features
3. Creating our case study
4. Using images in Scribus
5. Exporting final artwork
6. Scribus and digital
7. Other features

Resources:

1. <https://www.scribus.net>

Workshop files:

2. Case study files and final version



Journey 2: Course 2 - Let's get serious

Lesson2: Using your toolbox!

Topic 10: *Making my creation interactive! (Digital magazines, digital PDF's and Adobe Publish Online)*

10 of 15

Included in this video:

1. Creating a digital version of your magazine
2. PDF, Issuu and publish online
3. Using InDesign to animate your publication
4. Animation deep dive
5. Flash and HTML5
6. Multistate objects, Hyper-links and other tricks
7. Adobe Publish Online
8. Case study and exercise

Workshop files:

1. Case study files



Journey 2: Course 2 - Let's get serious

Lesson2: Using your toolbox!

Topic 11: *Mailers and newsletters (Mailchimp, Adobe Spark and Adobe Publish Online)*

11 of 15

Included in this video:

1. Exporting your final artwork with Publish online
2. Sharing your creation online and on social media
3. Creating newsletters with Mailchimp
4. Managing your newsletters and subscribers
5. Using links from Publish Online and Spark inside your mailers and newsletters

Resources:

1. www.mailchimp.com

Workshop files:

1. Case study sample files



Journey 2: Course 2 - Let's get serious

Lesson2: Using your toolbox!

Topic 12: *The Third Dimension - Adobe Dimension and Photoshop*

12 of 15

Included in this video:

1. What is 3D?
2. How can I create 3D artwork?
3. Using Photoshop for 3D and Video
4. Getting 3D textures from your environment with Adobe Capture
5. Using Adobe Dimension to create product shots and 3D artwork
6. Exporting your final artwork for print

Workshop files:

1. Case study files



Journey 2: Course 2 - Let's get serious

Lesson3: Going all the way...

Topic 13: *What about websites and video?*

13 of 15

Included in this video:

1. What are websites and what makes them tick?
2. Is it difficult to create?
3. Will I be able to create websites?
4. What about Wordpress?
5. Having and managing a website
6. What you will be able to earn from making websites
7. How can I edit my own videos?
8. Can I create animated characters?



Journey 2: Course 2 - Let's get serious

Lesson3: Going all the way...

Topic 14: *Your final journey and what you will learn (Project time!)*

14 of 15

Included in this video:

1. What have you learned so far?
2. What will Journey 3 entail and will you be able to do it?
3. Journey 2 - Final project
4. Creating your own logo
5. Creating your own brochure
6. Creating your own magazine layout
7. Creating your PDF invite and animating it
8. Showcasing your work on your profile and Behance
9. Submitting your work to OCYC



Journey 2: Course 2 - Let's get serious

Lesson3: Going all the way...

Topic 15: *Joining us for webinars, Talent Tank and future projects*

15 of 15

Included in this video:

1. The final journey (What you will learn)
2. Earning good money
3. Websites, CMS systems and Ecommerce
4. Video editing and Character Animation
5. Joining our talent tank
6. Watching our special webinars
7. Connecting with other members
8. How do you feel about Journey 2? (Form)
9. Suggest us to friends and get discount voucher



Journey 3: Course 3 - Let's make some money!

Lesson1: Can I create my own website?
Of Course You Can!

Topic 1: *Previously on Of Course You Can
(Journey 2, Course 2)*

1 of 18

Included in this video:

1. What have you learned in Journey 1 and Journey 2?
2. What you will learn in Journey 3
3. The journey board
4. The case study
5. Example files
6. Sharing your work on Behance and Facebook
7. Connecting with other members
8. Your Journey board



Journey 3: Course 3 - Let's make some money!

Lesson1: Can I create my own website?
Of Course You Can!

Topic 2: *Who are you? Who are we? What you are about to discover (Adobe plus free software alternatives)*

2 of 18

Included in this video:

1. Tell us about yourself, your passions and what makes you tick
2. Who are we?
3. Who your instructor is
4. Training from experience
5. Creating websites
6. How much will you be able to make after this workshop
7. Knowledge is power, what are you going to do with all the new-found power
8. Your creative journey and other members
9. Get your friends to join on the journey
(Sign-up form with friend email addresses)
10. Your web design journey



Journey 3: Course 3 - Let's make some money!

Lesson1: Can I create my own website?
Of Course You Can!

Topic 3: *In the centre of the Cloud! (Adobe Creative Cloud software needed for journey 3)*

3 of 18

Included in this video:

1. Recap on 'Getting comfortable on a Creative Cloud'
2. In-depth look at Creative Cloud and the software packages
3. Dreamweaver and Muse
4. Premiere and After Effects
5. Creating results FAST with app work flows
6. Creating your profile on Behance and connecting with other members

Resources:

1. www.adobe.com



Journey 3: Course 3 - Let's make some money!

Lesson2: Web design, CMS systems and getting noticed

Topic 4: *WTF are they talking about? (Chapter 3) - The history of the INTERNET*

4 of 18

Included in this video:

1. The history of the Internet
2. HTML, CSS, Javascript, JQuery, PHP, ASP, Flash
3. Site examples for every technology
4. HTML5
5. Coding, Wysiwyg editors (Dreamweaver) and MUSE
6. Newsletters
7. The future of the web
8. Planning your website
9. Using Adobe UX

Resources:

1. www.w3schools.com
2. www.w3c.org



Journey 3: Course 3 - Let's make some money!

Lesson2: Web design, CMS systems and getting noticed

Topic 5: *Creating a quick website in Adobe Spark*

5 of 18

Included in this video:

1. How do websites work?
2. What is Adobe Spark?
3. Creating an Adobe Spark website
4. Embedding Adobe Spark websites on your own URL
5. Creating buttons and links to other websites
6. Advanced techniques in Adobe Spark
7. Sharing your masterpiece



Journey 3: Course 3 - Let's make some money!

Lesson2: Web design, CMS systems and getting noticed

Topic 6: *The easy side of coding (HTML, CSS and Adobe Dreamweaver)*

6 of 18

Included in this video:

1. HTML coding basics. Creating your first coded website (Case study)
2. HTML and CSS (Controlling the look of your site)
3. The old era of table layouts
4. Using Dreamweaver as your editor of choice
5. Table-less layouts using div and span
6. Modern websites and the block (div) structures
7. Your adventure into coding
8. The future of the web (HTML5 and CSS3)

Resources:

1. www.w3schools.com

Workshop files:

1. Case study files



Journey 3: Course 3 - Let's make some money!

Lesson2: Web design, CMS systems and getting noticed

Topic 7: *"That was fun", but hell no, please make it easier! (Using Adobe Muse)*

7 of 18

Included in this video:

1. Our case study in Adobe Muse, it doesn't get much easier than this
2. Building a full website in 15 minutes
3. Hosting your website
4. In-browser editing in Adobe Muse

Resources:

1. www.adobe.com

Workshop files:

1. Dreamweaver case study files
2. Muse case study files



Journey 3: Course 3 - Let's make some money!

Lesson2: Web design, CMS systems and getting noticed

Topic 8: *Planning your website (Adobe UX)*

8 of 18

Included in this video:

1. Planning your website
2. User interface design and testing
3. Using Adobe UX for site mock-ups
4. Creating our case study website

Workshop files:

1. Case study files



Journey 3: Course 3 - Let's make some money!

Lesson2: Web design, CMS systems and getting noticed

Topic 9: *Content Management Systems - Wordpress deep dive*

9 of 18

Included in this video:

1. What are CMS systems? (Wordpress)
2. The front and back-end of your website
3. What are posts and pages?
4. Creating posts and pages
5. Making content dynamic using categories
6. The media library and formatting your content
7. Using the basic theme and customising the look
8. Creating galleries and using Youtube video in your site
9. Creating our case study website

Resources:

1. www.wordpress.org

Workshop files:

1. Case study files



Journey 3: Course 3 - Let's make some money!

Lesson2: Content management systems (Wordpress)

Topic 10: *My site is ready, now what? (Launching your site, Google Analytics, Google Web-master)*

10 of 18

Included in this video:

1. Important factors to bear in mind before launching your site
2. Google Analytics
3. Promoting your site and gathering email addresses
4. Google web-master
5. Google Speed tests and site insights
6. Your site - mobile version (Responsive websites)



Journey 3: Course 3 - Let's make some money!

Lesson2: Content management systems (Wordpress)

Topic 11: *I want to sell stuff!*
(Ecommerce basics, wocommerce and paypal)

11 of 18

Included in this video:

1. What is E-commerce and how does it work?
2. Using Woo-commerce and Avada
3. Creating our case study online store
4. Linking your online store to your bank account (Paypal)
5. Other easier solutions (Shopify)



Journey 3: Course 3 - Let's make some money!

Lesson2: Content management systems (Wordpress)

Topic 12: *Bringing traffic to my site (Google web-master tools, SEO and Google Adwords)*

12 of 18

Included in this video:

1. How to get your site noticed
2. Google web-master tools
3. Google adwords deep dive
4. How adwords help the small start-up
5. Creating an adword campaign
6. Basic Search Engine Optimisation (SEO)
7. Tracking your visitors and learning from their behaviour using Google Analytics

Resources:

1. www.google.com/analytics
2. www.google.co.za/adwords
3. www.google.com/webmasters/tools



Journey 3: Course 3 - Let's make some money!

Lesson3: Making things move (Video editing and animation)

Topic 13: *Capturing video with your phone and mobile editing (Adobe Premiere Clip)*

13 of 18

Included in this video:

1. Capturing video with your phone or tablet
2. Video formats
3. Basic video editing on your mobile device
4. Adding a soundtrack to your video
5. Arranging video clips and adding effects
6. Sharing your final masterpiece
7. Further editing in Adobe Premiere

Resources:

1. www.adobe.com



Journey 3: Course 3 - Let's make some money!

Lesson3: Making things move (Video Editing and Animation)

Topic 14: *Editing your videos (Adobe Premiere and After Effects)*

14 of 18

Included in this video:

1. What is video editing?
2. A note on video formats
3. Further editing of your video from the last session
4. Creating transitions and exporting your final video
5. What is After Effects and how can I use it?
6. After Effects sample videos from VideoHive
7. A brief look at an After Effects project
8. Where can you learn more?

Resources:

1. www.adobe.com
2. <https://videohive.net>



Journey 3: Course 3 - Let's make some money!

Lesson3: Making things move (Video Editing and Animation)

Topic 15: *Make my puppet talk! - Character Animation made easy*

15 of 18

Included in this video:

1. An introduction to Adobe Character Animator
2. Taking charge of your puppet
3. Controlling your puppet's expressions with your own face
4. Making your puppet talk
5. Recording Character Animation and exporting as video
6. Where can you learn more?



Journey 3: Course 3 - Let's make some money!

Lesson 4: "I had no idea that I can do this all on my own!"
But Of Course You Can!

Topic 16: *Sharing your talent on our Talent Tank platform, Behance etc.*

16 of 18

Included in this video:

1. Congratulations, Your Journey is now complete!
2. How can I start recommending my services?
3. Becoming part of our Talent Tank and gaining experience
4. Working on case studies
5. Creating your portfolio
6. Sending us your work to feature



Journey 3: Course 3 - Let's make some money!

Lesson4: "I had no idea that I can do this all on my own!"
But Of Course You Can!

Topic 17: *Final quiz and project, joining us for webinars, the Talent Tank and future projects*

17 of 18

Included in this video:

1. Your final quiz and certificate of completion
2. Joining groups on OfCourseYouCan!
3. Your final project
4. Publishing and showcasing your final project
5. Our Webinars
6. Our Talent Tank

Workshop files:

1. Your final project



Journey 3: Course 3 - Let's make some money!

Lesson4: "I had no idea that I can do this all on my own!"
But Of Course You Can!

Topic 18: *In Closing: you are now the Master of your own creative Universe!*

18 of 18

Included in this video:

1. The future of your creative Universe is in your hands now!

OF COURSE YOU CAN!
OF COURSE YOU CAN!
OF COURSE YOU CAN!

