



Introduction/Beginner Classes

The introductory/beginner classes are perfect for someone who has a basic understanding of Photoshop and Illustrator and is entering into, or is within their first year, of working in the large format/vehicle wrap industry. We review common Photoshop and Illustrator tools and explain modifier keys for more potentially efficient workflows.

Students will learn how to effectively set up and design with pre-made, photographic templates in both Photoshop and Illustrator.

The class also explores the benefits of a tandem workflow using both Photoshop and Illustrator to achieve the best results for the design.

Creative briefs are touched on, explaining why they are needed and how they can help to avoid unnecessary revisions.

The final day is when students create a vehicle wrap using the techniques they have learned from the previous 2 days. At the end of the day the finished wraps are reviewed and discussed among the class with a Q&A session.

Intermediate Classes

The intermediate classes are geared for someone who has been working in the large format/vehicle wrap industry and wants to grow. Working in both Photoshop and Illustrator, we go over color space management, the need for bleed in the design, how to prep files for print, proof sheets and specific item call out for installers to avoid confusion, delays and re-prints. Flattening artwork before cutting up and understanding how to use die lines for plotters is also discussed.

Students will learn how to make their own vehicle template from specific measurements and photos.

Creative briefs are discussed, and will be conducted by students for the final project.

The final day is when students conduct a creative brief, design a vehicle wrap on the passenger side and prep it for print, using the techniques they have learned from the previous 2 days. At the end of the day the finished wraps are reviewed, discussed among the class with a Q&A session.

Advanced Classes

The advanced classes are for someone who has been working in the large format/vehicle wrap industry and wants better insight into custom built templates and fleet graphics where multiple types of vehicles are used. Emphasis is placed on partial coverage and best practices/techniques when designing for fleets.

The advanced class has 2 projects where students conduct a creative brief, builds a custom template, and then design a partial wrap on 3 sides of that custom template.

Those graphics must then be applied to a second, different vehicle (using a pre-made template) in a way that displays the same messaging and overall look while maintaining cohesion between the 2 vehicles.

Designs are reviewed and there is a Q&A session.