

Level 1: Month 1

From Analog Sketch to Digital Identity: Mastering the Fundamentals of Adobe Photoshop and Logo Creation.

Month 1 Roadmap

Week 2: UI Basics

Navigating Photoshop, creating canvases, and essential saving habits.

Week 4: Digitizing

Tracing the paper sketch and applying digital color/typography.

Week 1: Analog

Paper sketching, conceptualizing, and brainstorming logo geometry.

Week 3: Deep Dive

Exploring the toolbar layer by layer: Brushes, Shapes, and Masks.

Phase 1: The Paper Draft

Before we open any software, we begin with a pencil. Digital tools are powerful, but initial creativity happens best without technical constraints.

- ✍️ **Brainstorming:** Quickly iterating through dozens of rough ideas.
- 🏗️ **Geometry:** Focusing on visual weight, symmetry, and basic shapes.
- ✓ **The Final Sketch:** Selecting the strongest design to serve as our digital blueprint.



Phase 2: Entering Photoshop

The Digital Workspace

Transitioning from paper to pixels. We dedicate time to understanding Adobe Photoshop from the absolute beginning.

We start with crucial file management: How to create a new canvas properly, understanding resolutions (DPI), recognizing file types (PSD vs PNG), and the golden rule —saving your work constantly so nothing is lost.



Mastering the Tools



The Layer Stack

The core of Photoshop. Learning to separate elements, use grouping, adjust opacity, and lock layers to keep the design organized.



Shapes & Pen

Moving away from raster brushes to create clean, scalable vector shapes. Mastering the Pen Tool for precise curves and lines.



Selections & Masks

How to isolate elements, remove backgrounds non-destructively, and apply edits specifically to targeted areas of the canvas.

Building Professional Habits

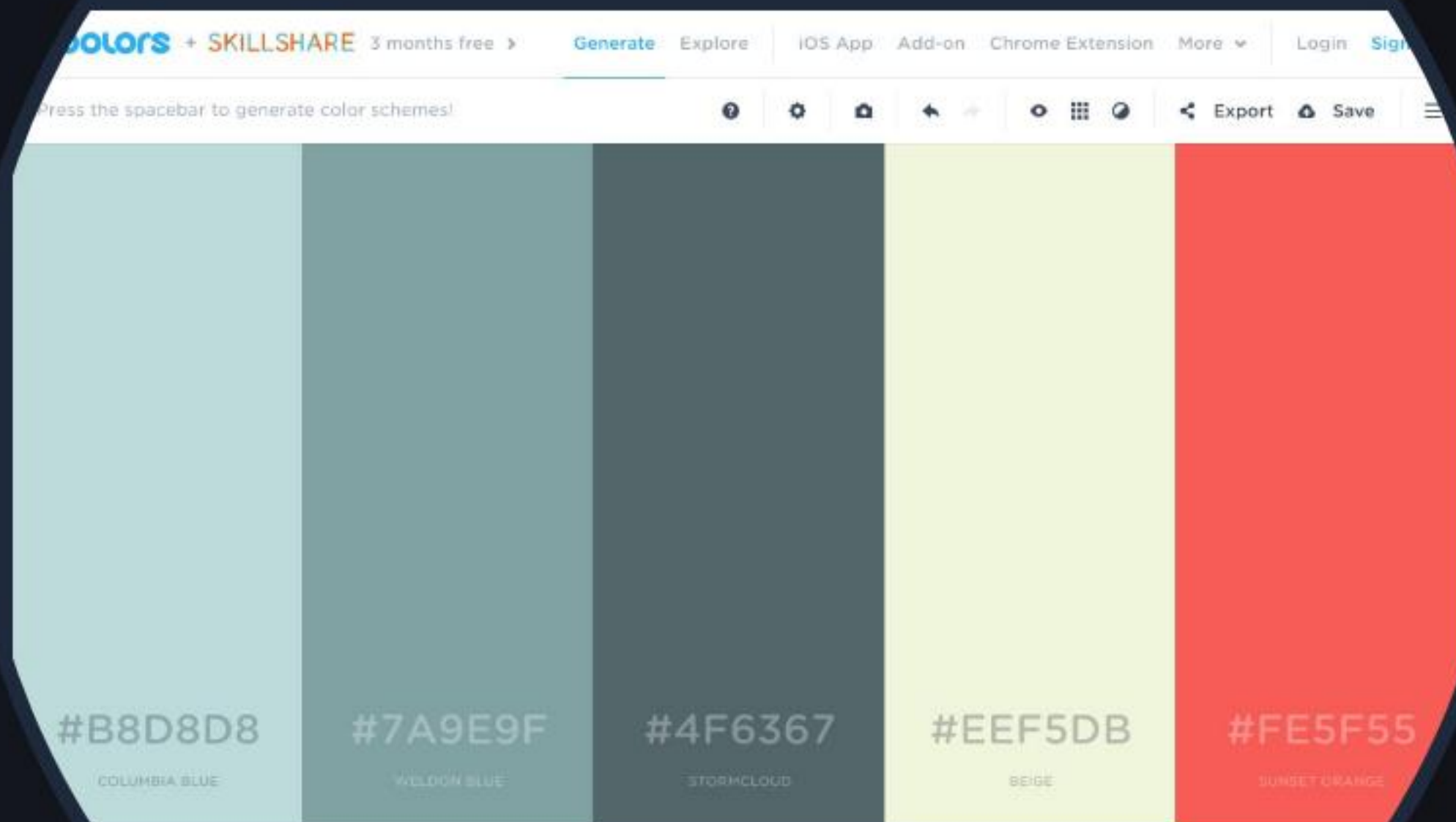
Non-Destructive Editing

A crucial concept for beginners. Instead of permanently erasing or painting over pixels, we learn to use Layer Masks and Adjustment Layers. This ensures that every mistake can be instantly reversed.

File Organization

A messy file leads to a messy design. We train students to meticulously name every layer, group related items into folders, and maintain a clean digital workspace for efficient design.

Adding Life



Color & Typography

Once the shape of the logo is established, we explore the tools that give it personality.

-  **Color Picker:** Understanding HEX codes, RGB vs CMYK, and gradients.
-  **Text Tool:** Installing custom fonts, adjusting kerning, and sizing.
-  **Consistency:** Sampling colors to create a unified palette.

Phase 3: Digitizing the Sketch

In the final week of Month 1, we bring all these tools together for the final objective: turning the paper sketch into a finished digital logo.

-  **Importing:** Bringing the scanned sketch onto the canvas and lowering its opacity as a guide layer.
-  **Tracing:** Using the shape tools and pen tool to build perfectly clean lines over the rough sketch.
-  **Exporting:** Saving the final high-resolution PNG with a transparent background.



Month 1 Summary

01

Completed Month

Ready for the Next Step

By the end of this month, you have moved from a blank piece of paper to a fully digitized, professional logo. You now have a solid understanding of Adobe Photoshop's workspace, tools, and non-destructive editing workflows.

Next up: Building the Charte Graphique.

Questions?

Any questions on Photoshop tools, file management, or logo tracing?

End of Month 1 Curriculum Module

Image Sources



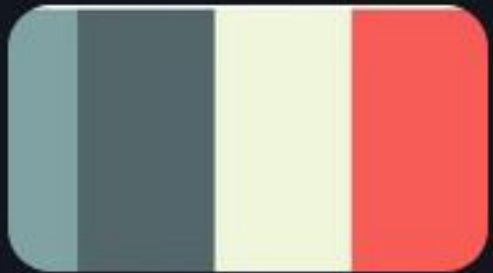
<https://static.vecteezy.com/system/resources/thumbnails/072/324/764/small/close-up-of-an-artist-hand-drawing-a-portrait-with-charcoal-on-white-paper-showing-artistic-creation-photo.jpg>

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