

PR 486: INTRO TO DIGITAL DESIGN TOOLS

THE RIGHT TOOL FOR THE JOB

SO MANY TOOLS, WHICH ONE DO I USE?



Photoshop



Illustrator



InDesign

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.

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.

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.