

Photoshop | Illustrator | InDesign

Adobe Photoshop, Illustrator and InDesign are three graphic design programs that can be used independently and in conjunction with one another. The final product will help guide you to understand which program will be best. Below is a guide on what each application does and what program you need to complete your task or project.

The Photoshop logo icon, featuring the letters 'Ps' in a stylized font. The 'P' is blue and the 's' is white, both set against a dark blue rounded square background.

Photoshop

A comprehensive tool for creating, editing, and retouching raster images and photos. Users can create digital images for the web by using Photoshop to draw, sketch, and paint digitally. Mock-ups of websites can easily be edited and rearranged using layers. Photoshop can create and edit animations and videos. If an image is your final product, then use Photoshop.

Project type

- photo/image editing and color correction
- photo compositing and retouching
- special effects and filters
- graphics for the web and animation
- UI/UX designs

The Illustrator logo icon, featuring the letters 'Ai' in a stylized font. The 'A' is orange and the 'i' is white, both set against a dark red rounded square background.

Illustrator

Use Illustrator to create vector based graphics that can be scaled to any size without losing image quality. This program works best when the project needs images that can be used in all types of print mediums and one page print projects. Users can easily create layouts, set type, and place Photoshop images. Artboard workspaces can make it easy to adjust and experiment with design in the same place. For simple layouts that are easily scalable for different types of medium, use Illustrator.

Project type

- logos
- vector illustrations
- web graphics
- motion graphics
- business cards
- stationary

The InDesign logo icon, featuring the letters 'Id' in a stylized font. The 'I' is white and the 'd' is red, both set against a dark red rounded square background.

InDesign

InDesign is used for multi-page print or digital projects. Created for the publishing market, users can layout newspapers, magazines, books, posters, and flyers. Use InDesign if your project contains large amounts of text. Templates and text styles can be easily set up to unify style throughout the project. InDesign can create interactive e-books, magazines, or digital publications. If your end product is multi-page with heavy text and layout, then use InDesign.

Project type

- books and reports
- brochures
- flyers
- newsletters
- interactive PDFs and presentations
- e-books
- digital publishing