

How Adobe Has Helped Me As a Public Relations Professional

My Favorite Newly Learned Design Skill

PRCM 4020, Style and Design, has taught me many skills that have been helpful to my future as a public relations professional. I want to discuss my favorite newly learned design skill in today's blog post. My favorite skill this semester is learning how to use Adobe.

As a public relations professional, it is important to know how to design the web and create graphics. Over the summer, I had an internship with a public relations agency in Louisville, Kentucky where I became very skilled in using Canva. While Canva is an amazing resource, it provides easy design templates. I do love using Canva, but many businesses and companies want to see that their employees can use Adobe.

Before this class, I had no experience with Adobe. Every time I tried to open it I would get scared because it seemed so complicated, so I never attempted to do it. Now that I have taken this class, I am more confident in my ability to use Adobe. I am excited to put my new skills to use and create amazing designs.

The Adobe platform consists of many different parts. The one I have learned most from is Adobe InDesign. InDesign has shown me how to create digital design pieces without needing a template. The platform has allowed me to use my creativity to create a branding suite that showcases my personality. This platform is very important for public relations professionals.

Here are five ways it has helped me:

1. **Creativity** - Adobe has taught me how to be more creative in my design work, by learning how to use the various tools and programs it offers.
2. **Photo Editing** - Adobe Photoshop has taught me how to properly edit photos. One of my favorite skills from Photoshop is the stamp tool, which gives you the ability to take other parts of the pixels into another section of the photo.
3. **Creating my resume** - In the past, I had always used a template to make a resume. One of my favorite skills I learned was learning how to use Adobe InDesign. This program was how I created my resume for the branding suite.
4. **Confidence** - Learning how to use this program has given me the confidence I needed to trust myself in the design process. I now feel like I can create many different things using the Adobe platforms.
5. **Branding Suite/Creating a logo** - After learning how to use all the various tools in InDesign, Lightroom, and Photoshop I know how to create a branding suite from scratch. This will help me tremendously in my career as a public relations professional. Often in this career companies need assistance with creating logos and branding suites.

These are just some of the reasons Adobe has helped me as a public relations professional. Adobe is my favorite newly learned design skill because I believe the ability to work using this platform will set me apart in my career. I am thankful that Auburn has a class where I can fine-tune my skills in digital design. We live in a world that promotes products and companies digitally, so it is important to know how to use this platform.