Coldfire, Inc.

203.292.3605
www.ColdfireTraining.com
training@coldfireinc.com

Your Company's Complete Software Training Solution.

Coldfire, Inc. offers complete software training solutions for your business and specializes in the most widely used design and productivity software titles available. Our talented and personable staff are available to accommodate your schedule—at your location and at your convenience. Coldfire also offers a unique mentorship program to help you get through those frustrating projects, or when you get stuck, at no additional charge.

Time is money. So stop throwing it away.

Every day, employees of thousands of companies are wasting time and energy by completing common tasks via the long way, the difficult way—the wrong way. While some are aware of the problem, they may not have the knowhow, or have the time, to improve their skills. Your time and money are far too valuable to waste and teaching you to save time is why you are here in the first place.

There are also many of us who do care enough to want to improve efficiency. We all have spent countless hours trying to figure out the quickest, most effecient way to do something correctly, whether that be getting an animation to look great in a presentation or getting your computer to print out 500 separate addresses on 500 separate envelopes.

The problem is that by the time you've figured it out, you've already wasted all the time you've saved. This is where Coldfire can help.

The Coldfire Mission

All of Coldfire's courses are completely customizable. We realize that everyone we teach has a different background and, as a result, each student has a very different existing skill set. What we won't do is bore you with things you already know.

We also understand the value of a real live teacher who, unlike some guy on a video, will actually answer your questions and guide you through problems you trip over. Learning by copying what someone else has already done, as in most generic video tutorials, doesn't make much sense either. It is far more valuable for students to

203.292.3605
www.ColdfireTraining.com
training@coldfireinc.com

understand what they are doing rather than just imitating and to learn using the kind of work they produce everyday. This is how we aim to teach you and your staff because you will be off and running much more quickly.

Who can benefit?

There are many types of employees that can benefit from training in business software. Below are some of the staff positions that we can help be more productive.

Design Software Candidates	Productivity Software Candidates
* Graphic Designers * Web Developers * Creative Directors * Marketing Managers * Copy Writers and Editors	* Account Executives * Office Supervisors * Human Resource Directors * Sales Managers * Executives of all levels

We'll build a package just for you!

As you read these package descriptions, keep in mind that all of Coldfire's courses are completely customizable. We realize that everyone we teach has a different background and, as a result, each student has a very different existing skill set. What we won't do is bore you with things you already know. Your time and money is far too valuable to waste and teaching you to save time is why you are here in the first place.

We also understand the value of a real live teacher who, unlike some guy on a video, will actually answer your questions and guide you through problems you trip over. Learning by copying what someone else has already done, as in most generic video tutorials, doesn't make much sense either. It is far more valuable for students to understand what they are doing rather than just imitating and to learn using the kind of work they produce everyday. This is how we aim to teach you and your staff because you will be off and running much more quickly.

203.292.3605
www.ColdfireTraining.com
training@coldfireinc.com

Packages

1. Introduction to Web Design using Dreamweaver

Learn the basics of HTML and CSS using Adobe Dreamweaver's user friendly interface. Learn the most popular techniques for creating dazzling graphic layouts using both relative and absolutely positioned methods. Learn the how to embed photoshop files into your webpage for quick and easy editing down the line. Learn how to build a template which allows you to create an entire site by designing just one page.

- By the time you're done: you will be able to build a fully functional and graphically sufficient web site.
- Maximum number of students per class: 3
- Approximate time needed to train: 18 hours

2. Introduction to Flash and building Banner Ads

Learn the fundamentals of the Flash framework. We will teach you proven techniques for creating eye catching animations, and how to use Adobe Flash's unique set of graphic tools, such as gradient transforming and blending modes to fashion beautiful designs, without even opening a graphics editor.

- By the time you're done: You will be able to build a fully designed and animated flash banner ad, and have it link to any page on your site.
- Maximum number of students per class: 2
- Approximate time needed to train: 14 hours

3. Building Websites in Flash (Beginner to Intermediate)

Adobe Flash has quickly become one of the most popular formats for creating rich and interactive websites, that not only entertain but inform. This day in age, if you've see any sort of animation on the internet, it was most likely designed in using Flash. Building websites in flash is a lot different than building them in HTML, and many experts will tell you that it is probably easier and more intuitive as well. We certainly will. You will learn how to use all of the unique Flash toolset to help you develop beautifully designed, animated websites with complete functionality. Learn to keep loading times down without sacrificing overall appeal. We'll also show you how the little things can make all the difference.

- By the time your done: You will be able to design and code a complete website compatible in all browsers with fully animated page transitions and a snazzy pre-loader.
- Maximum number of students per class: 2
- Approximate time needed to train: 26 hours

Software Titles

Design Software	Productivity Software
Adobe Photoshop	**Microsoft Excel**
Adobe Flash	**Microsoft Word**
Adobe Dreamweaver	**Microsoft Powerpoint**
Adobe Illustrator	**Outlook Express**
Adobe InDesign	**Microsoft Project**
Quark XPress	**Microsoft Access**

203.292.3605
www.ColdfireTraining.com
training@coldfireinc.com
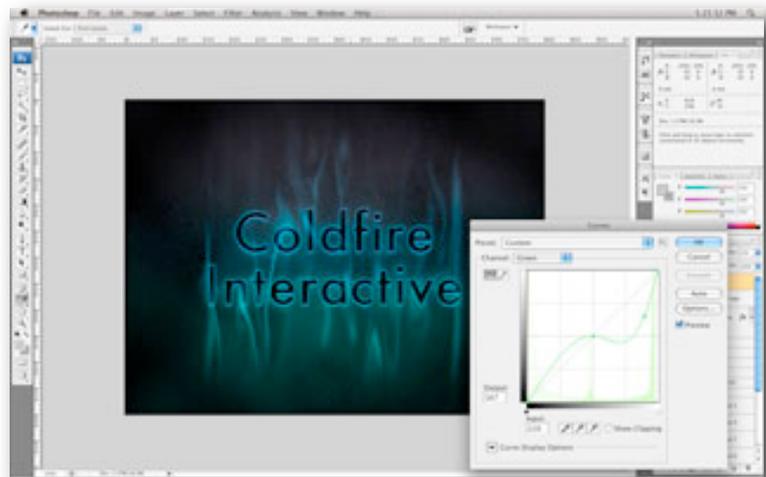
Coldfire, Inc.

Adobe Photoshop

Adobe Photoshop is without a doubt the premier image-editing tool available. It is used by graphic designers, web developers, photographers and communicators, be they professional or hobbiests. Photoshop can open and save files in a wide variety of formats, making it one of the most versatile tools available.

Any design department needs to have Photoshop skills within their toolset. As a standalone product, Photoshop, along with the right set of skills, has the ability to produce just about any graphic effect imaginable. Apart from the sheer power of the program, it also has one of the most user friendly and intuitive interfaces around, making it easy for employees in all sorts of positions to benefit from a course in Photoshop.

Because Photoshop is such a dynamic program, Coldfire offers many different courses tailored to exactly what you or your employees need to know. Whether you have designers that understand the basics of Photoshop and need to know more, or you need an employee to be able to make minor changes to images and graphics in order to save thousands in professional design costs, Coldfire can help. Not only do we supply the technical know-how of the program, we also instill time tested techniques that save hours and turn lifeless projects into stunning ones.

- Transform dark, hard-to-see photographs into dramatic and high contrast reproductions.
- Create dazzling text-effects that can be reused with different text over and over again.
- Learn to imitate just about any graphic or design style you have ever seen with proven techniques.
- Export your designs in a variety of formats including the best ways to optimize images for websites.
- And much more...

203.292.3605
www.ColdfireTraining.com
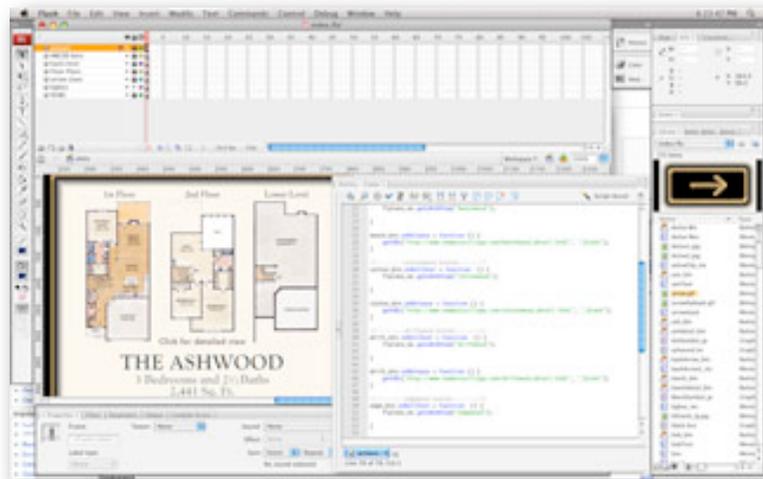training@coldfireinc.com

Coldfire, Inc.

Adobe Flash

Adobe Flash is the software of choice for creating interactive media, web based applications and animated banner ads. As companies expand their products and services onto the internet, our Flash courses continue to grow in popularity. Many professionals who have worked within the print medium for years, have found success and enjoyment working on animated projects in Flash.

Hiring a professional Flash programmer to build a simple banner ad for an internet campaign can cost thousands of dollars. What's worse, is that your designers are more familiar with the company's position, than the outsiders creating the ad. These talents are not limited to specific programs, they are engrained in the mind's eye of the designer and with a little training, these talents can be put to good use in many other forms.

Many of us at Coldfire started out as print designers, and participated in the internet revolution. We can assure you that it would have been a great deal easier if we had personal mentors to help us along the way, but we did not. We understand what it takes to make this intimidating transition and take little for granted in the way of technical knowledge. Your staff, however, does not have to reinvent the wheel. Give them the benefit of our hard-earned expertise and see where they can take it… quickly and with great enthusiasm.go with it.

- Create simple animations in minutes for powerpoint presentations or post them to YouTube as part of a viral marketing campaign.
- Create complex animations and interactive, web based content for banner ads.
- Produce entire flash based micro-sites for the promotion of new products and contests.
- Import graphics from other programs such as Photoshop and Illustrator with live updating capabilities. Continue to use the programs you know and love.
- And much more...

203.292.3605
www.ColdfireTraining.com
training@coldfireinc.com
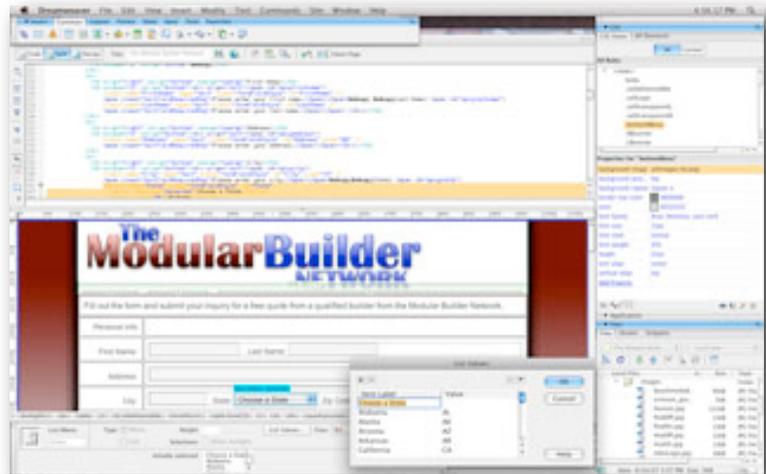
Coldfire, Inc.

Adobe Dreamweaver

Adobe Dreamweaver is one of the most popular and user friendly web development programs available. Dreamweaver is an HTML editor with built in support for CSS, JavaScript and many of the other leading server-side languages. What separates this software from others, is that it has a built in rendering engine, which allows designers to design without wasting hours and days memorizing and looking up code.

Today, a website is on the "must have" list for any successful company. Whether its purpose be informational, promotional or e-commerce, it can be a powerful tool for improving the market share of any company. With a bit of training, Dreamweaver helps to make building or updating company websites easier than ever. Most companies spend tens of thousands of dollars for their websites and then spend thousands more when they need to be updated. With a bit of training, your own in-house team can make those changes for so much less.

Coldfire offers customized courses in Dreamweaver from the basics of layout design through the complex styling with CSS. Our skilled web developers can help to remove some of the frustration of building your websites. We bring with us innovative and proven techniques that make web design a breeze.

- Use templates and external CSS style sheets to update an entire site (hundreds of pages) in minutes.
- Learn how to organize your site properly, as well as the latest techniques to make sure your site works flawlessly in all web browsers.
- Incorporate Flash buttons and movies to bring your site to life.
- Learn to use JavaScript behaviors to create stunning effects such as rollover images, pop-up windows, accordion menus and visual form validation, all using Dreamweaver's simple wizards.
- And much more...

203.292.3605
www.ColdfireTraining.com
training@coldfireinc.com

Adobe Illustrator

Adobe Illustrator is one of the most widely employed vector based graphics programs used in the development of rich media for print, web, interactive media and mobile devices. Illustrator is a must for graphic designers and web developers alike, but it can also be a useful tool for other employees to know.

If your creative team is based in-house, training another employee the basics of illustrator can take some of the workload off your designers. If your creative team is not in-house, then even minor changes to a print advertisement or a newsletter, can cost upwards of tens of thousands of dollars through ad agencies or design firms. Why pay that kind of money, when one of your own employees could do the same work for much less and company focus met in every project.

Coldfire's Illustrator course focuses on the most common uses of the program. We have tailored our course with non-creatives in mind, the sole intention of helping to improve office efficiency. Whether your design team be in-house or out, there should be someone in your office who knows the basics of Illustrator.

- Create stunning vector graphics by that can be resized without a loss in resolution.
- Link other files into Illustrator and vice versa to allow automatic updates and make editing files a breeze.
- Vectorize true type fonts to create customized and eye catching logos.
- Learn proven skills and techniques for preflight management.
- And much more...

203.292.3605
www.ColdfireTraining.com
training@coldfireinc.com

Adobe InDesign

Adobe InDesign is a print layout program designed to integrate easily with their other Adobe titles such as Photoshop and Illustrator. While we do recommend that our students learn Quark XPress if the option is available, we do offer a beginner course for InDesign. InDesign has an interface that many Adobe users may find familiar, as well as the fact that it is packaged with a number of Adobe tool suites. As trainers we will teach this program if asked to do so, but as designers we strongly recommend Quark XPress, the proven leader in the field.

203.292.3605
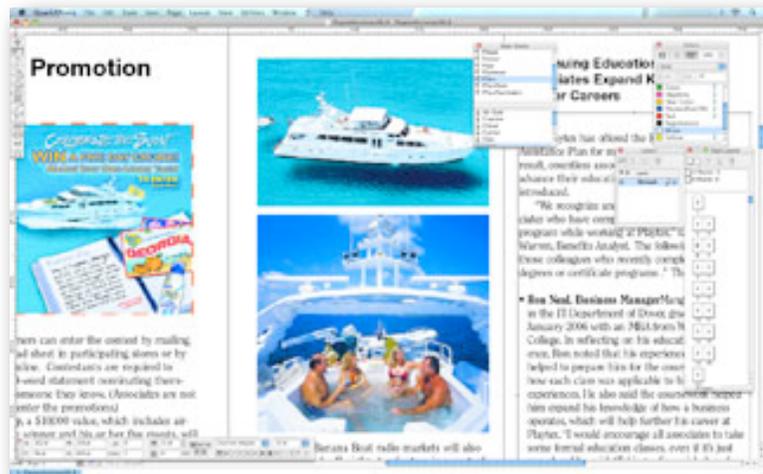www.ColdfireTraining.com
training@coldfireinc.com

Quark XPress

Quark XPress is the market leader in layout design software, which pulls together all the aspects of print design (writing, editing, typography, graphics and color) into a highly user friendly interface. It is the tool of choice for magazines, newspapers and catalogs, print designers, ad agencies, and just about any business that publishes design-rich content for a stunning visual effect.

While the "paperless revolution" has dramatically reduced the amount of printed materials in the last few years, there are still a variety of mediums that make most sense in a tangible form. Newsletters, postcards, catalogs, business cards, brochures, packaging and annual reports, just to name a few, are thriving as communications mediums today. Most designers would agree that the best tool for the design and development of all of these channels is Quark XPress.

Just about all of us at Coldfire boast print design roots. We have been using Quark since the day it came out, and know the program about as well as the ones who made it. Let us make it clear that we do not advocate non-designers creating full scale newsletters and the like, the process requires a great deal of know-how, experience and patience. If you do have an in-house designer who needs to learn Quark, Coldfire offers courses from beginner to expert. We also offer "Pre-flight" courses for those who work closely with external design firms.

- Create and edit master pages to make update huge documents a snap.
- Link text boxes to allow copy to flow without worrying about changing the layout.
- Learn press-time troubleshooting techniques to get your project published and out the door quickly.
- Produce reliable, high quality PDFs of large multi-page e-newsletters or single page memos.
- And much more...

Microsoft Excel

Microsoft Excel is the most powerful spreadsheet software available on the market today. Many feel that spreadsheets should be left to the accountants and financial planners of the world, but Excel can be an extremely useful tool for everyone in the office.

Many employees who have never used a spreadsheet program before are intimidated by the structure and confusing nature of the software. It is true that at first glance, learning Excel can be a daunting task, but with the proper training, even the most computer illiterate of employees can be calculating and analyzing your data.

Coldfire brings a systematic method to teaching Microsoft Excel. In some cases, it is important that one aspect of the program be fully understood before moving on to the next. We at Coldfire understand the need for this careful progression and move at a pace comfortable for the students.

- Quickly organize, scan and search a customer database for important information.
- Analyze an inventory database using powerful tools such as a cross footed table.
- Track payroll, expenses, revenues and taxes on separate spreadsheets within the same document and create complex calculations to get the information you need automatically.
- Create conditional functions whereby Excel will choose which formula to apply based on specific inputed information.
- And much more...

Microsoft Word

Microsoft Word is the most widely used word processing software in the world. It is likely that anyone who uses a computer, regardless of their technical expertise or position, will need to use Word at some point in a typical work week.

While most employees can operate a word processing program, that capability is often limited to typing, saving and printing. Word offers hundreds of built in features that can save hours of wasted effort and increase productivity.

Coldfire takes you through the basics of Microsoft Word and beyond. Our team of patient teachers understand that there are those who don't know how to copy and paste, and those who are far more advanced. Coldfire offers customized lessons in Word for all skill levels.

- Design and send out announcements to hundreds of clients about new offers.
- Perform a mail merge whereby a single document can be printed or emailed to hundreds of separate contacts with specific information such as names and addresses.
- Set up templates for commonly used documents so they do not have to be recreated each and every time.
- Track the changes that multiple colleagues have suggested and then easily select the changes you want to keep.
- And much more...

203.292.3605
www.ColdfireTraining.com
training@coldfireinc.com

Microsoft PowerPoint

Microsoft PowerPoint is one of the easiest programs available for making quality, professional presentations. Bluntly, anyone who will ever make or prepare a presentation of any kind needs to know how to use this program.

Most of those who have used powerpoint in the past are comfortable with their understanding and can put together a basic presentation. There are hundreds of features however that will go untouched by most users of this powerful software, that can make ordinary presentations into fantastic ones in far less time.

We at Coldfire have made few presentations of our own throughout the years and understand the impact that a quality presentation can have on a client. More often than not, it can mean the difference between gaining or losing the account. Coldfire appreciates the fact that a great idea, without a great pitch, will usually remain just an idea.

- Create presentations with pizzazz to keep the attention of your audience.
- Create multiple custom slide templates within the same document, to make building large presentations a breeze.
- Animate bullet points and graphics onto the screen within each slide.
- Incorporate sound effects, music, movie clips and other media objects to give your presentations that extra kick.
- Take your 65 slide presentation and turn it into a Word document in less than a minute.
- And much more...

203.292.3605
www.ColdfireTraining.com
training@coldfireinc.com

Microsoft Outlook

Microsoft Outlook has become the standard in contact and task management software. Outlook is a suite of tools which includes programs for reading and writing email, managing contacts and projects, as well as a calendar.

If your business utilizes Outlook, it is imperative to the daily operations of your company that every one of your employees knows how to use it, and how to use it well. Outlook is more than just a program on each computer, it is the common ground where people can plan events and share their own calendars, without a face to face meeting.

We at Coldfire understand the necessity of good communication in a successful business. We also understand that it is not always practical to hold meetings so everyone knows what everyone else is up to. The easy solution is to make sure all of your employees are fluent in the capabilities of Outlook.

- Import all your contacts from another program and search them or sort them by company, last name or job title.
- Assign new categories to your contacts, making it easier to find those fitting certain criteria.
- Set up meetings and invite participants, after looking through their public calendars.
- Automatically organize your crowded inbox by specifying email rules.
- And much more...

203.292.3605
www.ColdfireTraining.com
training@coldfireinc.com

Microsoft Project

Microsoft Project is a one of the most popular project management software titles available. This software has traditionally been used by developers of all kinds, but has been adopted by the rest of the business world as one of the best organizational tools available for group projects.

This software is very useful for project managers to delegate tasks and schedule events so that everyone can stay organized on productive. The standard Gantt chart format makes projects easy to visualize for everyone on the team. Learn to spot bottlenecks in your plans before they become realities and improve efficiency by performing multiple tasks at the same time.

Coldfire can't help you decide which of your tasks are most important or which ones need to be completed before others get started, but we can show you how to organize your projects using this Microsoft software. We can help you create charts and calendars that are easy for everyone on your team to read and understand.

- Prioritize major tasks and create subtasks within subtasks.
- Set up relationships between tasks that need to be completed before others get started and have them all update automatically when something gets delayed.
- Generate reports at any point during the project detailing progress
- Share projects and charts with others and set up user specific accounts to keep employees and subcontractors focused.
- And much more...

203.292.3605
www.ColdfireTraining.com
training@coldfireinc.com

Microsoft Access

Microsoft Access is a relational database management system, and one of the first of its kind to incorporate a visual interface.

Until recently, it was the job of the data architects to sort and analyze data collected through various mediums such as email or web forms. The widespread adoption of Microsoft Access has helped alleviate the burdens of these talented architects, by passing on chores like data analysis to other individuals.

We at Coldfire are not data architects, nor do we pretend to be. We are however, aware of the enormous value that is locked away in many databases. We aim to teach those without database experience, how to Access that valuable information. This not only gives your engineers more time to develop bigger, and better databases; the data gets where it needs to be (in the hands of your marketers), without any middleman.

- Quickly pull out even the smallest bits of data on a whim.
- Create mailing labels and email blast lists from your customer database.
- Add new fields, post collection, making your data easier to categorize. (e.g. sales leads, international clients, frequent customers, etc.)
- Create simple forms for viewing all of a customer's data at once, on one screen.
- Generate complex data reports from thousands of records in minutes.
- And much more...