Week 11

Adobe illustrator 02/08/2024

Expanding our knowledge of Rules & Shapes

Today we will begin with a brief review of illustrator, then we to a hands on tutorial about lines & rules to create a clear hierarchy of content, improve page structure and create page boundries, bring more interest to specific points. As a designer you help the reader know what to read first! This makes it easier for the viewer to read. Next we will explore more about shapes, the reader want to figure out what each shape is and what is the meaning about the shape. Shapes have the ability to communicate an ideal that goes beyond words on your composition. Shapes helps the viewer fill in any gaps and expand the true meaning of the content. Shapes can invoke a feeling to the reader, rounded has a soft calm and stable feeling. Angular shapes can invoke a different feeling; knowing what kind of feeling you want to invoke will help the designer know the best shapes for each project. The goal of graphics design is to communicate an idea. Rules and shapes make are

tools for the designer to use for improved communications to the readers.

Then will watch a short video . Then explore more on our own with hands on tutorials.

Review:

Adobe Illustrator is the industry-leading graphic design tool that lets you design anything you can imagine — from logos and icons to graphics and illustrations — and customize it with professional-level precision, as well as timesaving features. You can use the graphics you create with Illustrator in any size digital or print format and be confident they'll look exactly the way you designed them.

We know that illustrator is a Vector Graphic software, vs Rastor Graphic (for example a *.jpg)

Learn how to use shapes to communicate ideas
Understand what shapes mean and how to use them for effective communication

Understand how lines can create hierarchy
Learn how to use lines to separate or group information on a page

Lead users through content with lines and shapes

Make your design stronger by grouping items that relate to each other and using lines to reinforce separation.

Learn with in-app guidance

You'll get step-by-step instructions that guide you around the interface.

Begin tutorial in Illustrator

https://creativecloud.adobe.com/cc/learn/illustrator/in-app/lead-the-user-through-content-with-lines-and-shapes?locale=en

What makes a great layout?

Explore 7 principles for creating a great layout that communicates your message effectively.

View tutorial in Illustrator
Follow along in the app

Creating a layout that captures the attention of your intended audience begins with understanding how best to use design to communicate your message. The following key design principles are the foundation of any great layout:

https://creativecloud.adobe.com/cc/learn/illustrator/web/layout-basics?locale=en

Use white space to create an impact

Layouts that are cluttered fail to draw the reader's eye to important information. Including enough white space (also called negative space) is vital for delivering the intended message. That means having sufficient distance between design elements to separate sections of your design and balance out the positive and negative space.

Group and organize your content effectively

Keeping related design elements together helps to capture the reader's attention by making information accessible. For example, on an event poster, arrange the event date, time, and place together, to ensure that the reader understands their relationship to each other.

HANDS-ON TUTORIAL · INTERMEDIATE · 5 MIN

Create compelling shapes for data

In this tutorial, design standout infographics using interesting shapes and harmonious gradients.

Learn with in-app guidance

You'll get step-by-step instructions that guide you around the interface.

Begin tutorial in Illustrator

Instructor: Andrew Harner

https://creativecloud.adobe.com/cc/learn/illustrator/in-app/create-compelling-shapes-for-data?locale=en