Week 16

Adobe illustrator 03/28/2024

Today we will begin with a short review (illustrator is good for building shapes and more) as well as the ability to build designs of any size. Next we will expand our knowledge about illustrator through shape modes and how to modify our designs using shapes to make new ones. Lastly we will learn more about masks and how to apply these to make shapes and even cool transitions.

Adobe Illustrator is a **vector graphics editor and design**

Here is a review of what we learned in our last lesson:

Illustrator pathfinder has multiple shape modes for us to explore:

There are four different ways to combine basic shapes in Illustrator: unite, subtract, intersect and exclude overlap. Lets learn how to use the pathfinder menu, and the multiple ways shapes can be transformed.

Next lets look at one of the key features that illustrator offers is masking… Masking is about hiding and revealing parts of an image or graphic design. It is a key concept in Graphic Design and very helpful how to properly use masking within Adobe Illustrator. Masking allows you to show & hide certain parts of an object. Also we will expand our knowledge of the Layers features and learn about “Clip Groups”. How do we know if a Layer has a clipping mask, Answer: (underline). Another good tool is the <Object> menu, then Clipping Mask <Make>. How to use a **clipping group**, and make them more powerful; for example moving objects out of a clipping group. Also how to use opacity masks as a transition. Remember the masking object needs to be on top, within the layers, and using the transparency menu.

- Clipping Mask
- Opacity Mask
- Draw inside

Illustrator

Desktop Web Mobile

Adobe Illustrator is an advanced graphic design app that lets you create illustrations, logos, and more. Use precise tools to make vector artwork that can scale to any size.

Works on this device

English and 18 other languages

Design anything you can imagine

From illustrations to logos, get all the tools you need for your graphic design projects.

Create crisp vector graphics

Level up your designs

Work smart — with anyone, anywhere

MELTDOWN
HAND CRAFTED ICE CREAM
FOR LIFE'S LITTLE MELTDOWN MOMENTS
WE ARE ON A BREAK
MINT CHOCOLATE CHEESECAKE
16 FL OZ
TOMORROW WILL BE A BETTER DAY
IF NOT - WE WILL BE HERE FOR YOU

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Composition & Layout
1
Joshua Tree National Park
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Composition and Layout
Learn what makes good composition and the different tools you can use to create interesting and effective layouts.

2

Proportion

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Proportion

Discover how to design compelling solutions using structure and proportion to guide placement, scale, and content.

3

Color

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Color

Dive into the basic principles of color theory to confidently and intentionally select color and apply it to your work to create impact.

4

Typography

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Typography

Learn why typography matters and how to use simple, repeatable exercises to improve any project — even if you're not a designer.

Concept

5

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Concept

Explore the four key elements crucial to creating a strong connection with your audience, which includes the importance of a solid concept.

Creative Process

6

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Creative Process

Explore the typical steps in a creative process to do your best creative work, from initial thoughts to handing over the final project to the client.

Packaging

7

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Packaging

Apply design and branding skills to packaging solutions

Next we will see a short video about Tension & Contrast:

Spark visual interest by adding tension and contrast

See how unexpected placement and greater contrasts between the elements on a page can increase interest and engagement in your designs.

Here is a short video tutorial:

https://creativecloud.adobe.com/cc/learn/illustrator/paths/graphic-design-foundational-skills/illustrator/series/graphic-design/composition-and-layout/illustrator/in-app/spark-visual-interest-by-adding-tension-and-contrast?locale=en

Next, "Use repetition for Design Consistency" Create harmony and unity in designs by repeating graphic elements, type styles, colors, and consistent placement.

Use repetition for design consistency

Create harmony and unity in designs by repeating graphic elements, type styles, colors, and consistent placement.

Learn with in-app guidance

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

What you'll learn

Learn when to use repetition

Understand how repetition can be used to create meaning and unity

How to maintain intention with repetition

Determine your intention with using repetition as a tool

Here is a short video Tutorial:

https://creativecloud.adobe.com/cc/learn/illustrator/paths/graphic-design-foundational-skills/illustrator/series/graphic-design/composition-and-layout/illustrator/in-app/use-repetition-for-design-consistency?locale=en

Put your composition skills into practice

This tutorial is all about play — try out what you learned! You'll use your newly acquired skills to lay out a poster.

What you'll learn

Learn how to train your instincts

Understand how to judge design work you see in the world and how you could improve it

Going from a blank canvas to a dynamic and exciting layout

Learn how to combine all the elements to create effective compositions