

Week 19

Adobe illustrator 05/02/2024

Today we will begin with a short review of what we have learned during this class. Then we will do some tutorials about making beautiful artwork with “BLENDS”, working smarter, & Typography (tips & tricks).

Week_18: Artboards & sizes/orientations

Week_17: ‘Concept’ and ‘Risk’ are key elements in the graphic design process, we explored the four key elements crucial to creating a strong connection with your audience, which includes the importance of a solid concept; lastly we looked at putting into practice your conceptual skills (Purpose & Methods).

Week_16: Build designs of any size and : ‘Tension & Contrast’ & ‘Use Repetition for design consistency’ & ‘Put your Composition Skills into practice’.

Week_15: Learn more 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. Lastly we will look at some shortcuts to speed up your workflow!

Week_14: Expand our knowledge about illustrator through an overview the user guide & manual and documentation. Next we will learn/review how to convert a sketch into a vector graphic. Then look at a couple of Illustrator vector graphic images.

Week_13: Begin with a brief review of illustrator, then we will watch a short video – “Pushing yourself and trusting the process”

<https://creativecloud.adobe.com/cc/discover/article/the-unlock-alex-trochut-on-pushing-yourself-and-trusting-the-process>

Week_12: 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 Raster Graphic (for example a *.jpg), we will dig deeper into a couple Illustrator topics, first about what resources are available and how to access them. Next let's expand our knowledge about paths, and (Briefly) about the math that goes into understanding about paths. Then we will learn how **to edit these new paths** we have created.

Week_11: We learned about lines & rules to create a clear hierarchy of content, improve page structure and create page boundaries', 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 wants to figure out what each shape is and what is the meaning about the shape. Shapes have the ability to communicate an idea that goes beyond words on your composition. Shapes help 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 are tools for the designer to use for improved communications to the readers.

Week_10: We learned about adobe illustrator and **3D object, and Creating 3D Artwork** and how to get a new view of your drawings.

Week_9: Learning how Adobe illustrator provides multiple drawing modes. This can be very helpful to you and your clients, and for your future.

What are drawing modes?

In contrast with the default Draw Normal drawing mode, which stacks shapes on top of each other as you create them, the other drawing modes let you draw inside objects or consistently stack art behind shapes.

Draw Behind mode

Once activated, the Draw Behind mode lets you draw behind all other content, or you can select an object and keep drawing, pasting, or placing artwork stacked behind it.

Draw Inside mode

When you select a shape and choose the Draw Inside mode, all art you create or add will appear inside the shape. The outer shape acts as a clipping mask and hide all art beyond its boundaries.

You can edit the contents of the shape that clips the art by entering Isolation mode.

Week_8: learning how Adobe illustrator can be a tool for your creativity and improve logos. This can be very helpful to you and your clients, and for your future. Adobe Illustrator helps you **Simplify your logo design process** Explore fundamental Illustrator tools for simplifying your logo design workflow. **Logos are best as vector artwork** A vector graphic can incorporate shapes, text, and curves. Unlike an image, which consists of pixels that blur and distort when the image is resized, vector artwork can be resized as big or as small as needed without losing its clarity. That makes vector the ideal format for logos since they are used in a multitude of projects.

Week_7: Explore logos that work- The Nike swoosh, the Apple logo, and the Amazon smile are examples of great logos that we easily recognize. **Get to know the brand-** A great logo will reflect a company's identity—its core values and essence. Get to know your client and their brand early in the design process. There may be other stakeholders that should be included, these are people who are important in the design process, like the project leader, end user (maybe the salesman), find as many stakeholders as you can; you never know who may give you an important (Piece of the puzzle), it could be the wife of the President who gives you an important piece of information to make the logo great!

Make it vector for scalability - Logos must look sharp at different sizes, in a variety of formats and color versions. Creating a logo using vectors (shapes, drawing, and type) allows for infinite scaling and consistently high quality. **Determine which type of logo fits your needs** - There are many forms, sizes, and types of logos out there. Your logo can contain an icon and type (like the Adidas logo), just an icon (like the Apple logo), or type only (called a wordmark or monogram, like the Coca Cola logo). As you experiment, decide which logo type best fits your needs.

Streamline your design - A logo should be easily recognizable as a representation of your brand. Legibility is vital, so beware of over-designing. A logo with clean, simple design elements quickly and easily conveys brand identity. The best artistry in excellent logo design is where simplicity and creativity meet.

Keep iterating- When you come up with a core idea, keep iterating, revising, refining, and reimagining it. As you create new versions, save your previous logo design versions so you can refer back to them as needed. Review all of your versions and try combining design elements from each. Sometimes a good logo just needs a simple tweak to become great.

Week_6: learning how to put “Text” on to a path...

Every designer needs to know how to curve text—it's one of the first things we learn! In case you're learning for the first time or just need a refresher, we've packed the tutorial below with everything you need to get ahead of the curve. We learned how to add a curve to text in Adobe Illustrator using

the warp effect, as well as how to write text onto a curved path. We'll also walk you through how to curve text in [Linearity Curve](#) (formerly Vectornator)

Week_5: Learned about **stacking order** and how to get an X-Ray view of your drawings, will watch a short video – “using the Pen Tool (Tips & Tricks)”

Week_4: “How to intertwine shapes and text in illustrator”

Week_3: Adobe Illustrator career paths and more: Learning Illustrator can be a helpful early step for aspiring creatives who want to turn their artistic passion into a career, as the program is the industry-standard design tool in many industries. Since Illustrator is used in advertising and brand management, industries that aren't traditionally associated with creative imagery will want to contract firms or free-lancers to design logos, packaging, advertising, or other branded merchandise.

- **Graphic Designer:** Graphic Designers utilize tools like Illustrator to build the graphics, logos, and other media assets for contractors to use in branding, advertising, or messaging. Graphic Designers are responsible for creating recognizable, evocative imagery that can be used to quickly and effectively communicate information. As such, graphic designers work on various projects ranging from traditional advertising such as billboards to web logos, packaging materials, infographics, and branded merchandise.
- **Digital Designers:** Digital Designers build graphics, animations, and other visual assets for digital distribution. Often working as part of a large team, digital designers will build assets for webpages, mobile applications, online advertisements, and other digital publications. Digital Designers will often be building more complex assets intended to be animated or made dynamic, often through Adobe After Effects.
- **Fashion Designers:** The fashion design industry uses Illustrator to draw and design mock-ups and prototypes of clothing. This is often done to streamline workflow, replacing the practice of drawing and designing complicated clothing features such as patterns or color gradients by hand. Noble Desktop offers a specific [Illustrator for Fashion Design Bootcamp](#) for aspiring fashion designers.
- **UI/UX Designers:** Illustrator is an essential tool for User Interface (UI) and User Experience (UX) Web Designers. These designers build and optimize the appearance and functionality of the user interfaces of digital and web applications. They will frequently use Illustrator to construct the assets tied to various icons, patterns, and buttons that help users navigate web and digital applications.

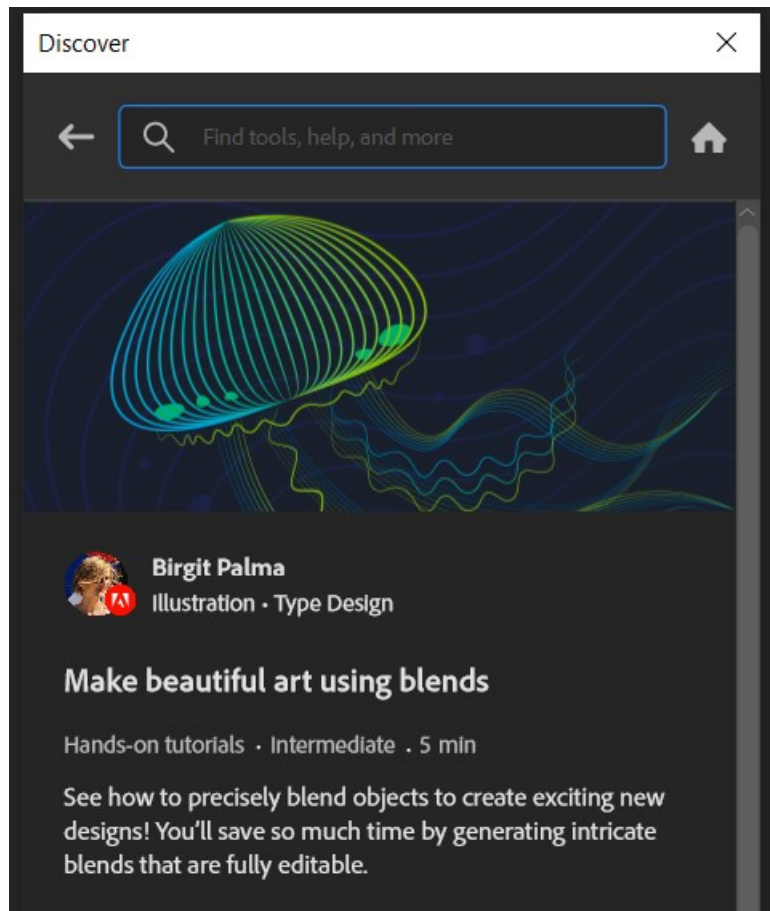
Week_2: learning the difference between Raster Graphics, Vector Graphics & more... Then how to convert an image into vector. Vector artwork is art that's made up of vector graphics. These graphics are points, lines, curves and shapes that are based on mathematical formulas. When you scale a vector image file, it isn't low resolution and there's no loss of quality, so it can be sized to however large or small you need it to be. What is the difference between a pixel vs bitmap: **Pixel:** In Computer graphics, a pixel, dot, or picture element is a physical point in a picture. A pixel is simply the smallest addressable element of a picture represented on a screen. A majority of pictures that we see on our computer screen are raster images. The selfie that you click with your mobile phone is another example of a raster image. An image is made up using a collection of pixels referred to as a bitmap.

Bitmap: In computer graphics, a bitmap is a mapping from some domain (for example, a range of integers) to bits, that is, values which are zero or one. It is also called a bit array or bitmap index. The more general term pixmap refers to a map of pixels, where each one may store more than two colors, thus using more than one bit per pixel. Often bitmap is used for this as well. In some contexts, the term bitmap implies one bit per pixel, while pixmap is used for images with multiple bits per pixel.

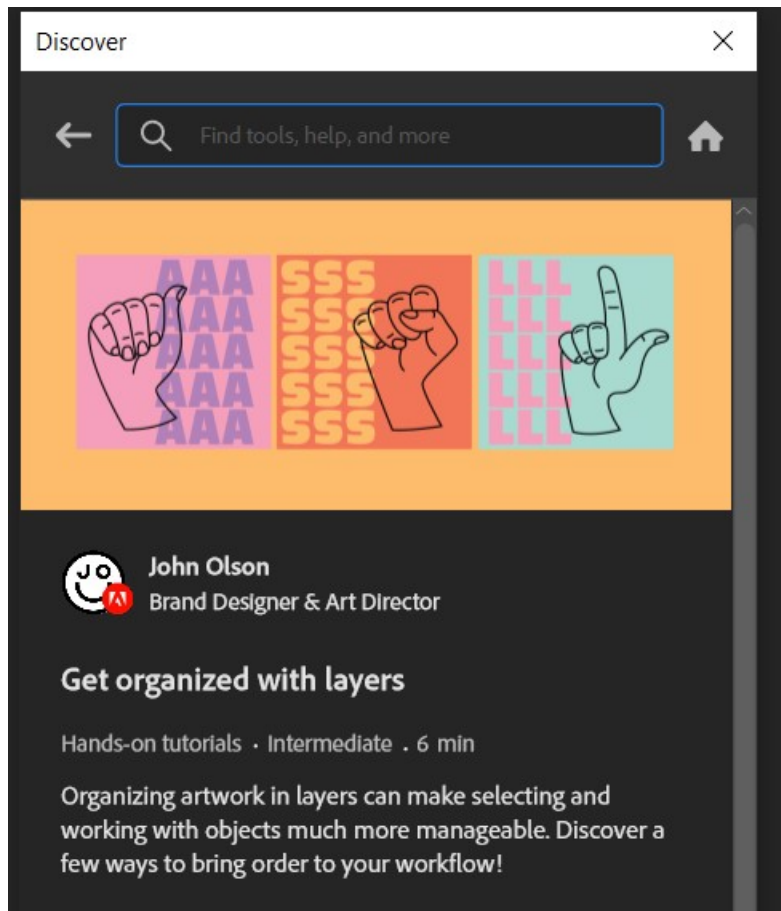
Week_1: Adobe Illustrator is a vector graphics editor and design program

Next we are going to do some tutorials:

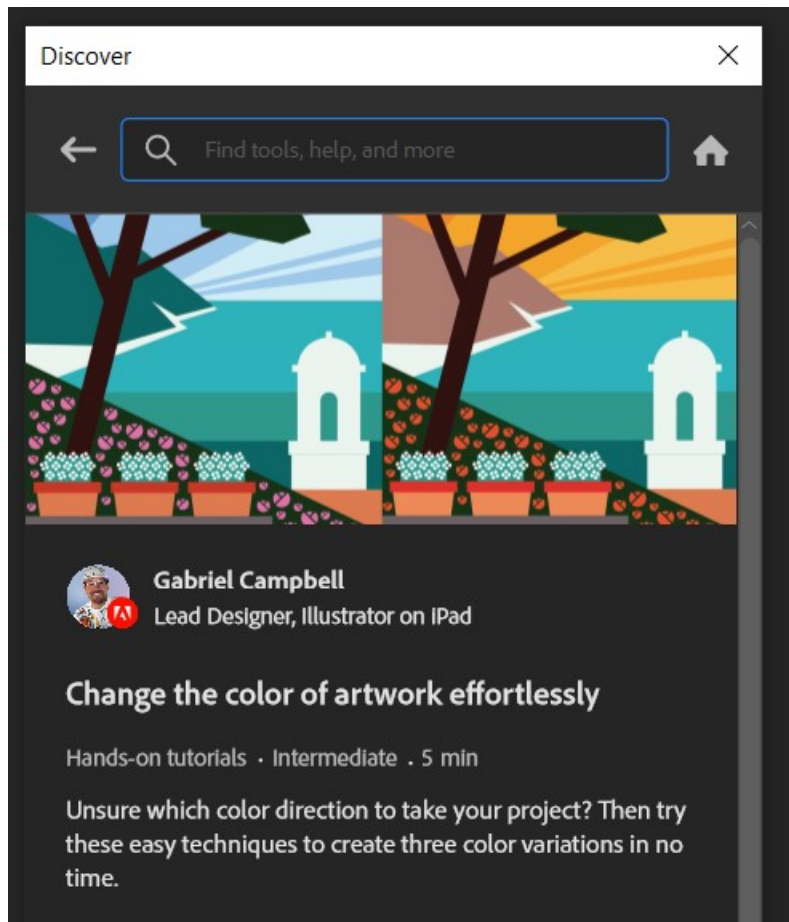
- Make beautiful art using “BLENDS” (Painterly effects)



- 2 tutorials about working smarter: (Get organized with layers)



And – change the color of artwork <Easily>



Followed by Typography:

Discover



Find tools, help, and more



Hands-on tutorials

Practice typography basics



Begin practicing typography basics

Beginner · 2 min



Make body text easy to read

Beginner · 7 min



Catch attention with display text

Beginner · 9 min



Guide readers through information

Beginner · 8 min



Learn how typography feels

Beginner · 6 min



Apply your new skills to improve a design

Beginner · 3 min

Discover



Find tools, help, and more



Ben Welch

Sr. Content Producer

Learn how typography feels

Hands-on tutorials · Beginner · 6 min

Practice completing a flyer design using what you've learned. Discover for yourself what works and doesn't in a type layout.

Discover



Find tools, help, and more



Ben Welch

Sr. Content Producer

Apply your new skills to improve a design

Hands-on tutorials · Beginner · 3 min

Use what you've learned to design a menu with brilliant text. All the sample text elements are provided. So get some practice and have fun!