In QGIS project

- Zoom to the area you want to use
- Uncheck layers that are not relevant
- If you want to export labels as text, go to Layer Properties > Labels
 - Click on the icon in the top right corner that looks like this: This is the "automated placement settings" button.
 - o In the text render dropdown menu, select "Always Render Labels as Text"

Edit the print layout

- Project > New Print Layout (v3) or New Print Composer (v2)
- QGIS will ask you to name the layout. It's okay to leave it empty and let QGIS automatically generate a name
- Add Item > Add Map. Draw a big rectangle.
- To adjust which part of the map is showing, Edit > Move Content (v3) or Layout > Move Content (v2)
 - o Or, use the keyboard shortcut: c
 - o Or use the Move item content tool in the toolbar
- Add Item > Add Scale Bar
- Add Item > Add Legend

To export and edit further

- Layout > Export as SVG
 - Or use the Export as SVG shortcut button
- Open the SVG in Illustrator
- Save it as an Illustrator file (.ai)

Tips

- When in doubt, make the cropped area bigger than necessary. Then do further cropping in Illustrator
- Same with legends and scale bars they're easier to produce accurately in QGIS, and you can always delete them later