

SUMMARY OF SLIDES

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Adobe Illustrator is a professional vector-based design and drawing program. Used as part of a larger design workflow, Illustrator allows for the creation of everything from single design elements to entire compositions. Designers use Illustrator to create posters, symbols, logos, patterns, icons, etc.

Illustrator is an industry-standard vector graphics creation tool available for both Windows and Mac. It uses mathematically-defined paths to create outlines of shapes which then can be manipulated and combined to create the desired final image. The latest version of the program is part of the Adobe Creative Cloud program suite.

Quick Prototyping

This is one of my favorite uses for Illustrator, because I don't actually do a lot of illustration in my practice except for logo work. The fact that it's incredibly easy to move objects around in Illustrator makes it a great workspace for quickly creating and comparing different versions of a logo, various typefaces and other projects where you need to develop a lot of different iterations.

Trying to do this kind of work in a layer-based app like photoshop makes the process much slower, because you have to select the individual layer you're working on in order to customize it, and those few extra steps really mount up over time. It's possible to create layers in Illustrator too, but

they're more useful as an organizational tool. Having each item as a separate object makes manipulating them quite easy, almost as simple as having physical objects on a table in front of you.

Layout Composition

Despite being primarily intended for illustration, page layout is a great usage of Illustrator's capabilities. It doesn't work well for multi-page documents (a job where Adobe InDesign is king), but for a single page it works quite well. It has an excellent set of typographic tools included, and the fact that you can quickly select any object makes it easy to move objects around during the composition phase.

CONCLUSION

Adobe Illustrator is the industry-leading vector graphics creation tool for good reason. It has powerful, flexible tools that can meet almost anyone's working requirements, and functions beautifully with other Adobe apps to provide a complete image creation workflow. The mobile apps sync flawlessly, and Adobe is constantly developing new features for the entire ecosystem. The only real drawback to Illustrator is the steep learning curve, but once you master the basics you can create some incredible work. The price is a bit steep for a standalone app, but it's hard to find another program that provides the same value for money.