

Module 08

“Art resides in the quality of doing, process is not magic.”

– Charles Eames

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 01

Review:

Pen & Width Tools

Draw these lines using only 2 points. Add a stroke with no fill. Use the **Width Tool** (Shift + w) to match the widths below.



Created by

NOTE: if you are having trouble drawing on these pages, check the layers panel to the right to make sure you are on an unlocked layer.

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 02

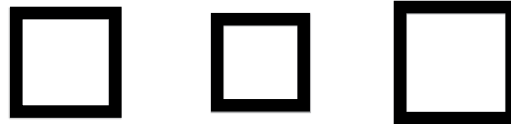
Review: Stroke Panel

Use the Stroke Panel to complete this activity. Create strokes that match the examples in gray below.

1: Cap:



2: Align Stroke:



3: Dashed Line:



ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 03

Review:

**Type on a Path,
Pathfinder Divide,
& Eyedropper**

• ART RESIDES IN THE QUALITY OF DOING •
• PROCESS IS NOT MAGIC •

Logotype Example

QUALITY

Your Logotype



QUALITY

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 04

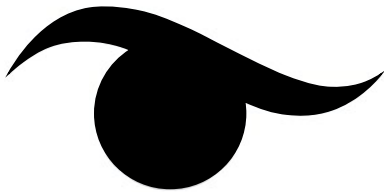
Use the Pathfinder Panel

Recreate the grey example on the left using Pathfinder Panel and the shapes in the right.

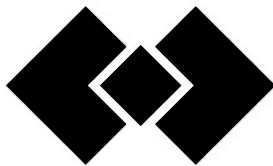
Minus Front



Unite



Divide



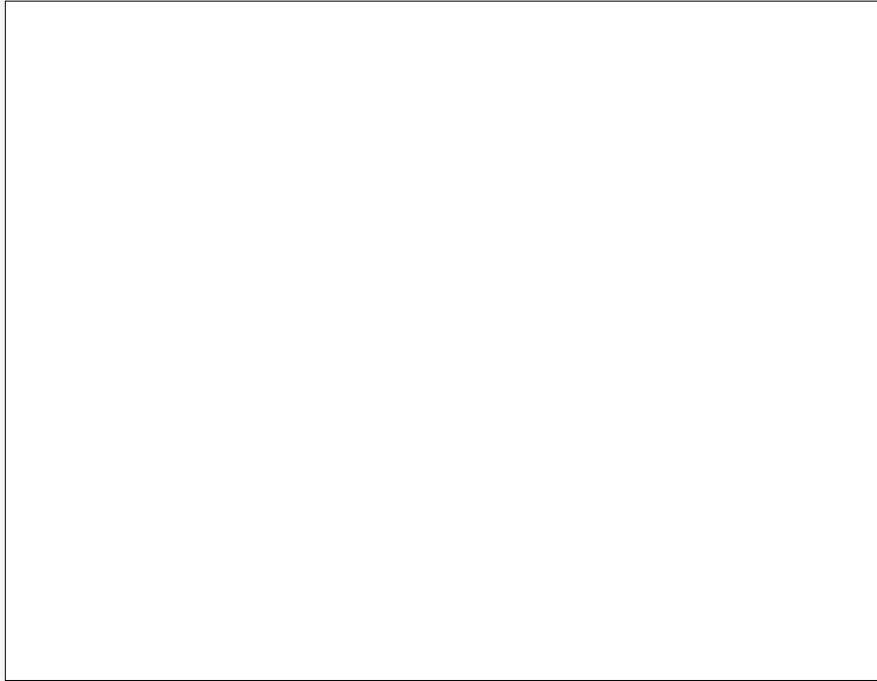
STUDIO | LOGO PROJECT: FINAL VARIATIONS



Best Compositions

1. This composition (replace this text with a short description identifying a design principle and how it is used).
2. This composition (...).
3. This composition (...).

STUDIO | FINAL LOGO SIGNATURE



FINAL DESIGN

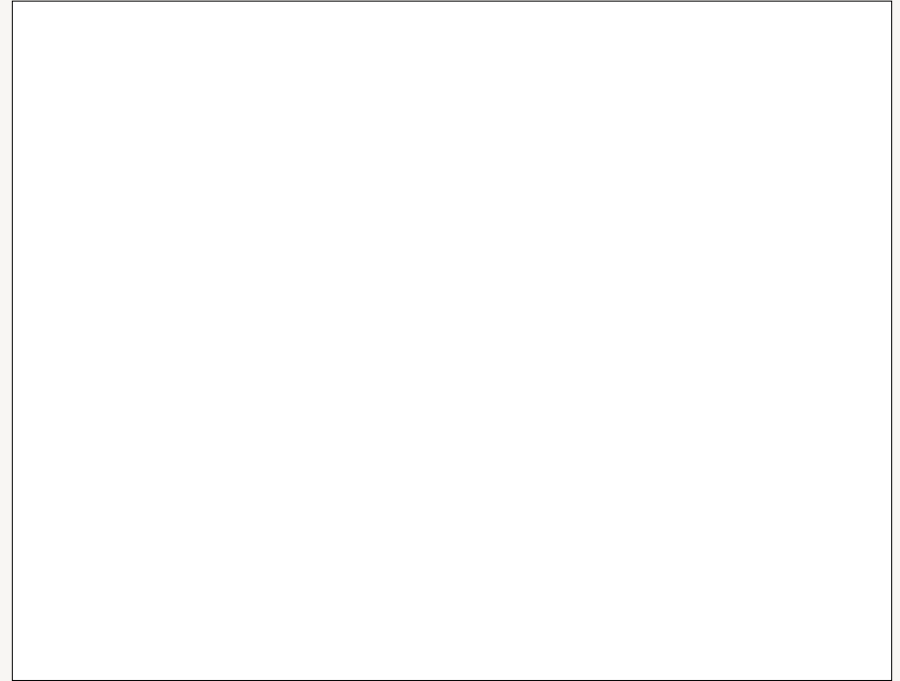


PHOTO OF FINAL DESIGN (PRINTED)

(Please include a quarter, pen, or something for scale)

PONDER | MODULE 08

When I need to take a break from homework my favorite thing to do is (fill in the blank).

What is form and why is it important in making good logo design?

Answer

How did you choose your final colors? What do they mean?

Answer

What makes a logo successful?

Answer

Talk about your final logo. How successful do you think it is?

Answer

What did you learn about typography during this project?

Answer

You have followed a basic design process for two projects now. What are the basic steps in a design process?

Answer

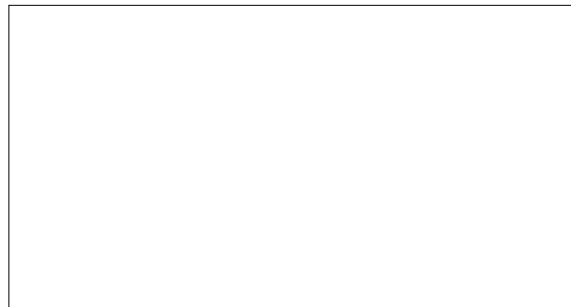
What is your favorite step in the design process? Why?

Answer

Which step in the design process do you struggle with the most? Why?

Answer

A blockquote can be used to catch a readers attention. Choose a sentence or two from your writing and make it into a blockquote using this style.



Take a photograph of your favorite distraction from homework. Crop it and add it to this page with a caption.