art 4217
Advanced Digital Applications

Lecturer

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Print-Based Media

- Focus on using Adobe Illustrator

- Practical : Create a business card

- Short Lecture : Setting up your document

- Practical : Logo design

- Short Lecture : Producing things for Print
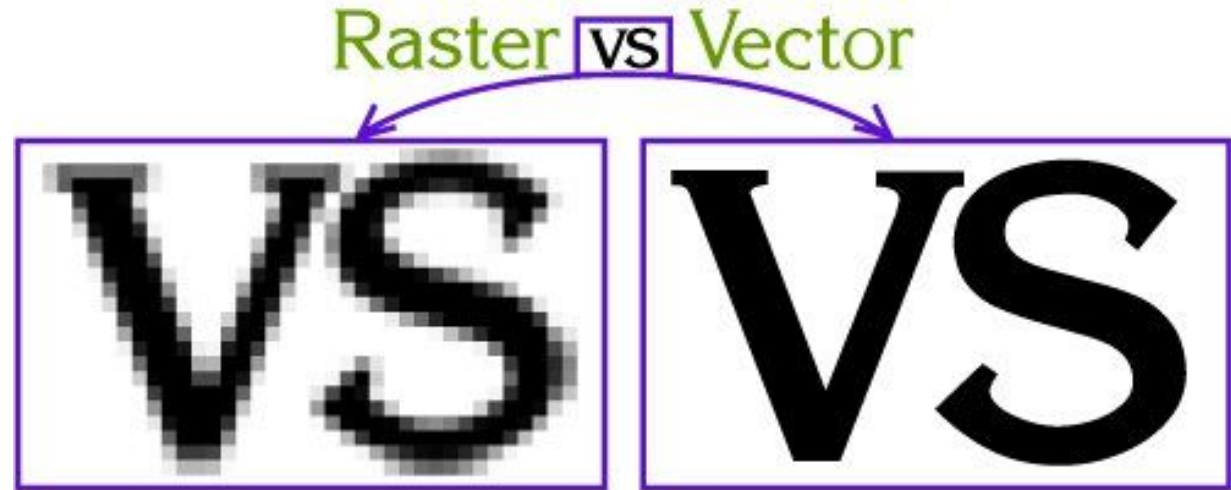
Why are we using Illustrator?

ILLUSTRATOR

- Logo design
- Vector illustrations
- Info Graphics

We need vector control

Illustrated, not photographed

Document Colour Mode

We need CMYK for today

How printers
create colour

For print

Use Illustrator

CMYK

Cyan, Magenta,
Yellow, Key (Black)

Review Activity

We like animals

Create a simple illustration

- Use whatever colours and fonts you like
- Must be made from shapes (<u>no direct traces</u>)
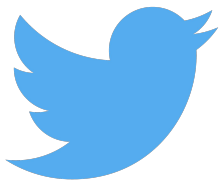- Match as closely as possible

Practical II

Make a set of logos for a fake company

Create 3 Logo Proposals

For a fake company

- File > New > **CMYK** > **300ppi**

- Use **pixels** for units of measurement

- Create a logo with the following:

  - Meets the client's needs and branding style

  - Made purely of vectors, good use of colour

  - Black & White, Full-Colour, Square, Rectangle

The Client

For inspiration

- Tati poopy kaka

Typography Activity

- Add a font to your system + document

- Edit text directly as a shape ('Create Outlines')
  - Modify the lettering

- Add font on a curve

Learning Resources

TypeConnection.com ("Meet the Matches")

Google Web Fonts

Periodic Table of Typefaces (overview of Mac fonts)

DaFont.com (download fonts)

iOSFonts.com (apps)

WhatTheFont.com (identify a font)

FontAwesome.io (icons)

Practical III

Make a business card for your fake logos

Create A Business Card

- File > New > CMYK > 300ppi

- Create two **90mm x 54mm** size artboards

- Create a business card with:

    - A logo / your logo (convert to vector)

    - Your information as text

    - Crop marks for printing

Create A Business Card

Necessary info

Front:

- Name, Position

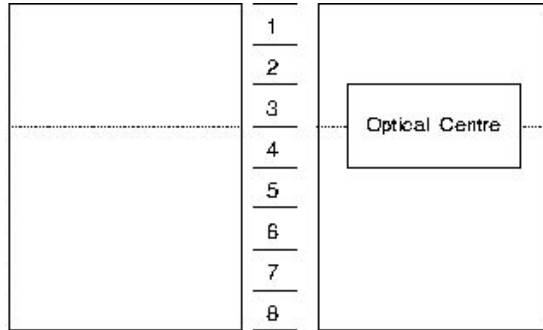- Email, phone, site

- Address (optional)

Back:

- Logo, colour or background

- Address / QR-Code

Grids

Purpose of a grid in a layout design is to "set" the page up

- Next, we want to choose a single focal point —> i.e. the

  largest element, central element

  - *Sliders, headers, or sections*

Whitespace

<u>Use</u> space instead of looking at it as a default!

Sending to Print

Producing a print-ready PDF

File > Save A Copy > PDF

- Use "High Quality Print" or just customise:
  - 'Disable Illustrator Editing capabilities'
  - 'Save for Fast Web View'
  - Turn off all compressions
  - Colour matching

- Ask for a proof if using a printer!

Reading for this class will be online tonight:

http://ashportfolio.github.io/art4217