art 4217
Advanced Digital Applications

Lecturer
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Print-Based Media II

- Last day using Adobe Illustrator

- Review Activity : Create A Sign

- Short Lecture : Typography

- Practical : Packaging Design

- Short Lecture : Online Resources

Document Colour Mode

We need CMYK for today

How printers
create colour

For print

Use Illustrator

CMYK

Cyan, Magenta,
Yellow, Key (Black)

Review Activity

Modifying and working with typography

Create A Signboard

- Can be 3D or flat, but must be a custom shape

- Must be modified text (no pure text)

- The topic is "**Vegan**"

Examples

Practical I

Make a set of logos for a fake company

Create packaging design
For your fake company

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

- Use **cm** or **mm** for units of measurement

- Create a package with the following:

  - Made mostly of vectors, good use of colour

  - You will have to fold and assemble it

Get a template

As always

- Go to TemplateMaker.nl and download a Die Cut
  - This is how boxes are printed on and created
- Figure out how to decorate the die cut with your design

Practical II

Make an A5 flyer about the product inside

Create a flyer for the inside
(Optional)

- A5 size (optional) artboard

  - As long as it fits inside your packaging

- Use **cm** or **mm** for units of measurement

- Create a flyer with the following

  - Use consistent fonts and colours

  - Include images and use whitespace well

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!

Notes on Typography

More like cheatsheet...

1. Pick one display font and one versatile text font family.

Using this strategy, you can have a nice, expressive font for your logo or headlines and can fill in the gaps with the more versatile text font. By versatile, I mean a family that works well for paragraphs, but can also work for buttons, subheaders, and navigation when the display font isn't suitable.

2. Pick one extremely versatile font family and use it for everything.

Font size.

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Line height (or leading).

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Color Contrast.

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My First Blog
By Frank Blogger

✗

My First Blog
By Frank Blogger

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Rules for Evaluating Designs

How do you know if something is good?

I. Readability. Clear enough your grandma could read it without her magnifying glass.

Etiam rhoncus metus vel semper. Cras elementum	Size	
Lorem ipsum		

A **Contrast**

Spacing

2. Hierarchy. Guide the user through page elements in order of importance.

Close your eyes.

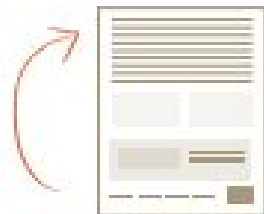Open your eyes.

Where did you look first? Second?
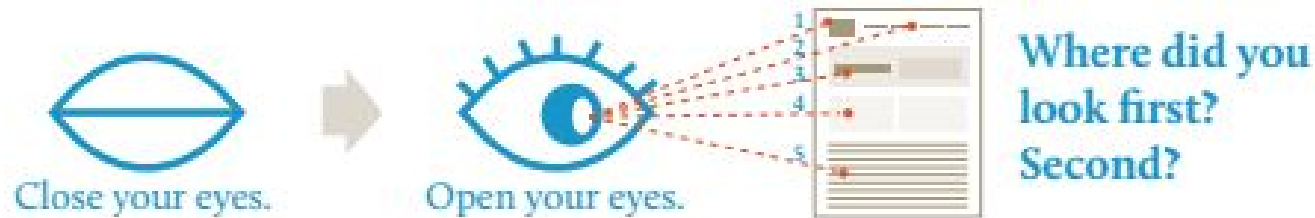
3. Composition & Balance. Feng shui for your <div>'s and <p>'s.
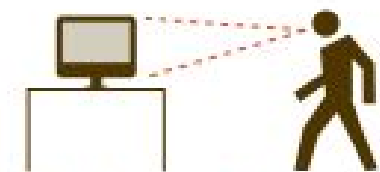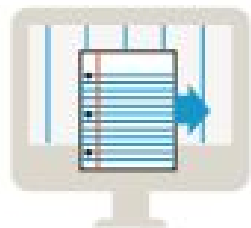
View from 5 feet away.

View from 10 feet away.

View upside dow

4. Grid. Get in line or get out.

Hold a piece of paper up to the screen. Move it left to right. Do elements line up to the vertical gridlines formed by the edge of the paper?

5. Comparison. How does your work stack up against something you know is awesome?

VS.

Does it suck?

OMFG!
Seaux awesome.

Reading for this class will be online tonight:

http://ashportfolio.github.io/art4217