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Lecture Assessment 1

In the three-part video series “The Story behind Adobe Illustrator” that is posted to Adobe Creative Cloud’s YouTube channel, the creators and prominent users of the program, discuss its revolutionary history. John Warnock the co-founder and chairman of Adobe, discusses with his wife why he came up with the idea of illustrator. His story is supported by Russel Brown, now the senior creative director at Adobe, who was one of the first designers using the program. They discuss that Illustrator solved the problems that graphic designers faced before computerized graphic machines existed. Pens, rulers and white outs had to be used before Illustrator in order to create layouts and it was very time consuming. However, when Illustrator was released it enabled things to be created more efficiently and accurate. This completely revolutionized graphics design print and magazine work. Brown compares this to the Gutenberg printing press revolution in the 15th century.

This idea of illustrator being revolutionary is what the speakers in the video want to communicate. By designing Illustrator, they invented the wheel for graphic design. At the same time, they also communicate the necessity to dare to go outside of your comfort zone and try something new. For many designer’s illustrator seemed scary. Once that step was overcome though, a whole new world would open up for the designers.

The video really creates a sense of gratefulness and admiration for the creators of the program. Without them none of what we see in our world around us would have been possible. Illustrator has helped revolutionizing multiple areas of work from product design and architecture to software development and marketing. In that sense it is truly a

revolutionary product. Especially illuminating with this is the lengths they creators had to go in order to market Adobe Illustrator. One of their designers, Lausanne Seymore Cohen explains how they based a marketing campaign around her sky diving. To portray how scary, it is to try something new. It's illuminating because what they faced with their new product is the same thing many new ideas and creators face today as well. It's a never-ending story of people being too stuck in the past and afraid of new things. When in reality, if you can overcome that hurdle or jump out of that plane, you can be part of something revolutionary and eye opening.