Adobe Illustrator Essentials
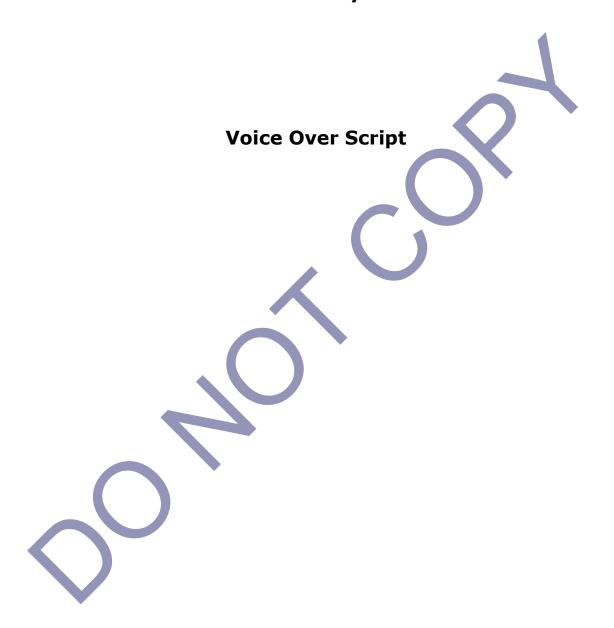
Topic 1 - Introduction

Topic 1_4: Applications of Illustrator in Print and Digital Industry

Voice Over Script

Instructions to the VO Artist

- Read everything in the script except the text in **red.**
- The narration has to be moderately paced.
- The pause notes are indicated as full stops (content broken into smaller sentences). Use one modulation for one sentence. (as required)
- The text in **bold** are the points that should be stressed upon.
- <<pause 10s>> are places where you need to maintain pause for the requested time.
- Record each scene as separate audio files for early synchronisation with animation. Record the entire script in full. Split and save each row as a separate file.
- Naming convention for file saving
  - topic1.4.1.mp3
  - topic1.4.2.mp3
  - topic1.4.3.mp3
  - topic1.4.4.mp3 and so on……

Pronunciation Keys

CMYK = C-M-Y-K

RGB = R-G-B

PPI = P-P-I

Adobe = Adobi (link)
Cyan = Sci-un
Magenta = link
GIF=jif
TIFF= tif

Learning Objectives

At the end of this topic, you will be able to:

- Identify how Adobe Illustrator can be used for print and digital designs.
- Describe image resolution
- List the different approaches to create print and digital designs.
- List the different file formats for print and digital designs.

Animated Video

First Slide

Let us now learn about the applications of Illustrator in print and digital industry.

Introduction

Though mainly used to create and work with vector images used in print design, Adobe Illustrator can also be used to produce raster images used in digital design. Let us look at what print and digital designs are.

Print Design

Print design is any design that **appears on printed media**. Though designing is done on computers using a digital design tool, the end product is printed on physical materials such as cardboard, paper, plastic, and cloth.

Print Design

Flyers, shopping bags, posters, T-shirts, restaurant menu cards, magazines, business cards, book covers, and labels are some examples of print design.

Digital Design

Digital design is any design that is developed and **appears on digital platform**. Digital designs are anything that are viewed on a screen, be it a phone, a computer, a tablet or a dashboard.

Digital Design

A few examples of digital design are graphics appearing on social media, websites, and emails.

Different Approaches to Create Print and Digital Designs

There are different approaches to creating print and digital designs. Various factors impact the development process of such graphics.

Different Approaches to Create Print and Digital Designs

 The most important factors are colors, resolution, and file formats.

Let us learn more about these.

Colors

Colors have **two** formats, CMYK and RGB.

Colors have **two** formats, CMYK and RGB. CMYK stands for Cyan, Magenta, Yellow, and Black. RGB stands for Red, Green, and Blue.

Colors

For print design, **always use** the CMYK color format.

Note: For any design using CMYK format, the colors viewed on a screen are different from how they look in the print form.

Colors

For digital design, use the RGB color format.

Image Resolution

Image resolution is usually given in **terms of PPI**. PPI refers to the number of pixels displayed per inch of an image.

Image Resolution

Higher the number of pixels per inch, higher the resolution and image quality. Lower the number of pixels per inch, lower the resolution and image quality.

Image Resolution

The multimedia screens devices that are in use have pre-determined resolutions.

Image Resolution

72 PPI is the general standard for quality images that are acceptable for the web. A resolution of **300** PPI is advised for images that are to be printed.

Note: Resolution affects only raster images and not vector ones.

Image Resolution

Consider you have a client asking for brochures. You will now be able to relate that how Illustrator allows you to design different fold brochures with multiple sizes and shapes. It lets you use different colors that showcase your creativity. There are numerous designs and layouts in this program that allows customizing a particular design as per the client requirements. The same brochure can be used for print media as well without losing quality of the design.

File Formats

You can choose from a **variety of file formats**, for both your print and digital designs.

Let us look at the different file formats and their basic description.

File Formats

You can use JPG or JPEG and PDF for both print and digital media. Other file formats include EPS, PNG, TIFF, GIF, and SVG. **JPG** is the **default** file format on most digital

cameras.

File Formats

On the other hand, **PDF** saves the original content and appearance of your file, regardless of how and where it is viewed.

File Formats

EPS is the most commonly used file format to save vector graphics as they preserve scalability.

Note: Transparency is not supported by EPS format. Avoid adding a transparent artwork created in another application to this file format.

File Formats

The **PNG** file format offers transparency and maintains high image quality.

File Formats

The **TIFF** file format is for **print only**. It has high image quality and significantly larger file sizes. This file format is compatible with both Mac and PCs. It is commonly used during a final handover to a printer.

File Formats

GIF is a file format that is for **web only**. It supports graphics that feature animation and/or transparency effects. However, color capabilities are not as good as JPGs. You can use this file format for simple graphics on the web.

File Formats

SVG is a vector file format that can be scaled up or down to any size without loss of quality.

Conclusion

The main factors that influence the end product are color, resolution, and file formats. Along with vector images for print design, Adobe Illustrator can also be used to create raster images for digital design.