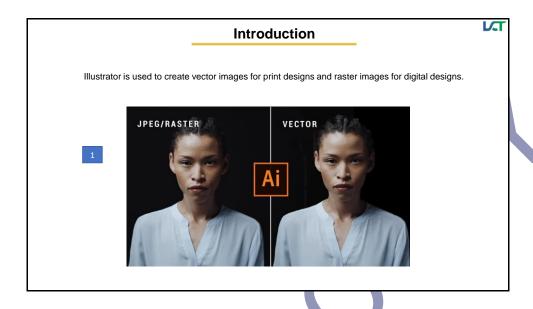Slide 1

1_4: Applications of Illustrator in Print and Digital Industry

Audio: Let us now learn about the applications of Illustrator in print and digital industry.
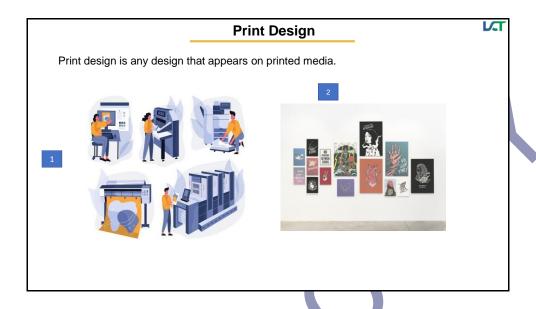
Slide 2

Audio: **<<Fade in the text>>**Though mainly used to create and work with vector images used in print design, **<<fade in image 1>>**Adobe Illustrator can also be used to produce raster images used in digital design. Let us look at what print and digital designs are.

Source of Image:

https://images.app.goo.gl/MgY5kB4yCW6uCEvM6

GD Notes: Please recreate this image. Please put vector side first in the image and then the raster side. Remove JPEG/ from the label.

Slide 3

Audio: **<<Fade in image 1 and text>>** Print design is any design that **appears on printed media**. **<<Fade out image 1 and Fade in image 2>>**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.
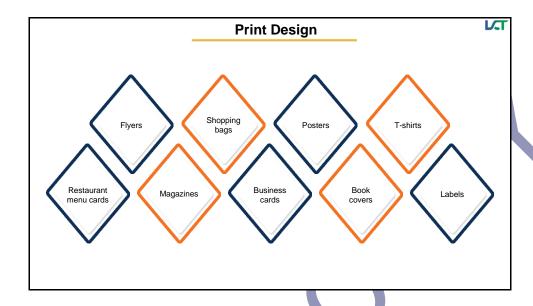
Sources of Images:

https://www.freepik.com/free-vector/organic-flat-printing-industry-illustration_13184957.htm#page=1&query=Print%20design&position=3

https://www.freepik.com/free-psd/collection-motivational-posters-wall_3574876.htm#page=1&query=print%20designs&position=19

GD Notes: Please use these images as they are from their sources.
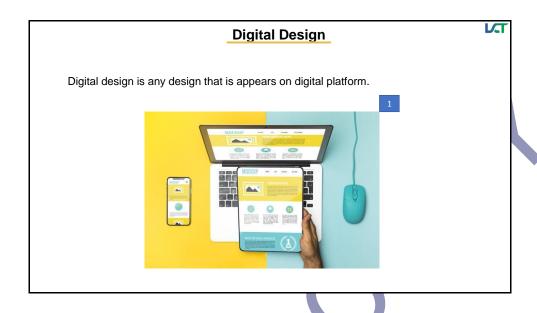
Slide 4

Audio: <<**Fade in each label in sync with the VO**>>Flyers, shopping bags, posters, T-shirts, restaurant menu cards, magazines, business cards, book covers, and labels are some examples of print design.

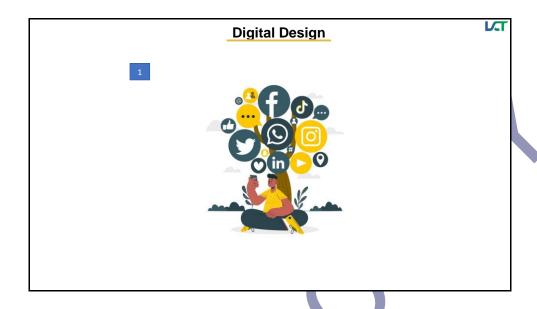**GD Notes**: Create a similar infographic with all the labels inside.

Slide 5

Audio: **<<Fade in text>>**Digital design is any design that is developed and **appears on digital platform**. **<<Fade in Image 1>>** Digital designs are anything that are viewed on a screen, be it a phone, a computer, a tablet or a dashboard.

Source of Image:

https://www.freepik.com/free-psd/top-view-laptop-mouse-phone-tablet_11631480.htm#page=1&query=mobile%20and%20laptop&position=43

GD Notes: Please use this image as it is from the source.

Slide 6

Audio: **<<Fade in image 1>>** A few examples of digital design are graphics appearing on social media, websites, and emails.

Source of Image:

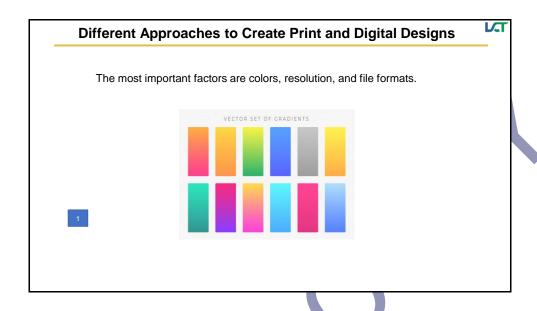https://www.freepik.com/free-vector/social-tree-concept-illustration_12491662.htm#page=1&query=social%20media&position=38

GD Notes: Please use this image as it is from the source.

Slide 7

Audio: **<<Fade in image 1>>**There are different approaches to creating print and digital designs. **<<Fade in text>>**Various factors impact the development process of such graphics.

Source of Image:

https://www.freepik.com/free-psd/yoga-class-pack-template-concept_7084952.htm#page=1&query=website&position=34
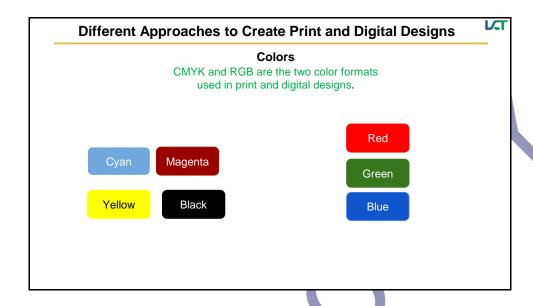
GD Notes: Please use this image as it is from the source.

Slide 8

Audio: **<<Fade in images 1 and 2>>** The most important factors are colors, resolution, and file formats. Let us learn more about these.
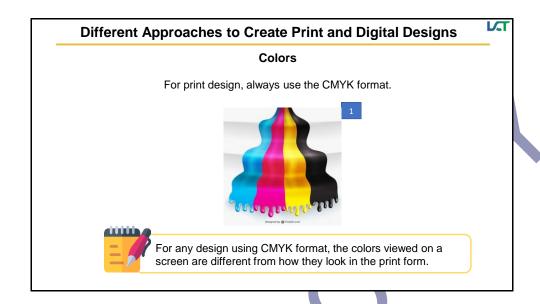
Source of Image:

https://www.freepik.com/free-vector/vibrant-colorful-gradients-swatches-set_4109879.htm#page=1&query=colors&position=1

GD Notes: Please use this image as it is from the source.

Different Approaches to Create Print and Digital Designs

Colors

CMYK and RGB are the two color formats
used in print and digital designs.

Cyan
Magenta
Yellow
Black

Red
Green
Blue

Audio: **<<Fade in Text and both images>>** Colors have **two** formats, CMYK and RGB. CMYK stands for Cyan, Magenta, Yellow, and Black. RGB stands for Red, Green, and Blue. (VO artist to pronounce them as alphabets.)

GD Notes: Please fill the boxes with the color indicated by their corresponding text or label. For example, if the label is cyan, please fill the box with cyan color.
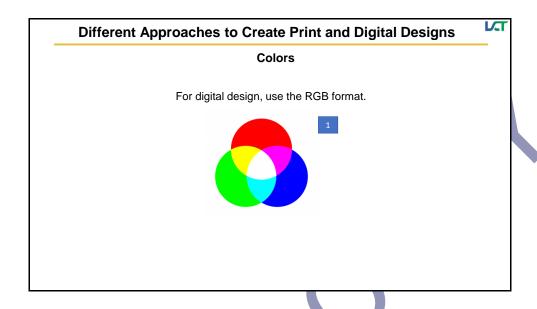
Slide 10

Different Approaches to Create Print and Digital Designs

Colors

For print design, always use the CMYK format.

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

Audio: **<<Fade in image 1 and text>>**For print design, **always use** the CMYK color format.

Source of Image:

https://www.hippopng.com/png-1kxrd8/

GD Notes: Please use this image as it is from the source. Once the above audio and images are shown in sync, please let the note component slide in the video from the right for only three seconds on the screen.
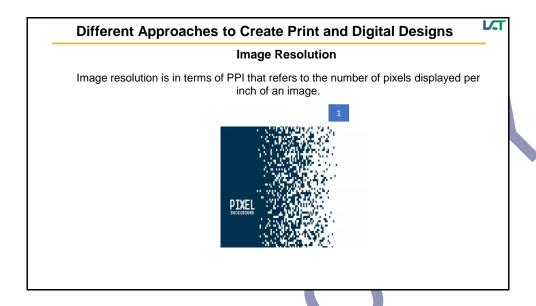
Slide 11

Audio: **<<fade in the text>>**For digital design, use the **<<fade in image 1>>**RGB color format.

Source of Image:

https://cdn.shortpixel.ai/spai/q_+w_300+to_webp+ret_img/www.sttark.com/app/uploads/2018/01/420px-Sintesis_aditiva_plano.svg_.png

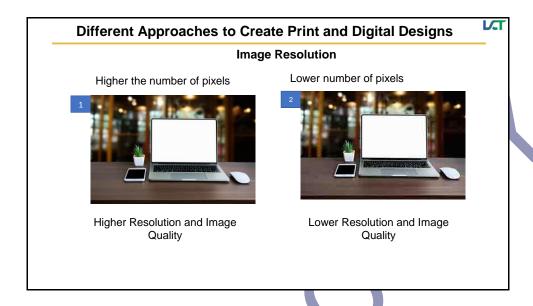**GD Notes**: Please recreate the image.

Slide 12

Audio: **<<Fade in text and image 1>>** Image resolution is usually given in **terms of PPI**. PPI refers to the number of pixels displayed per inch of an image.
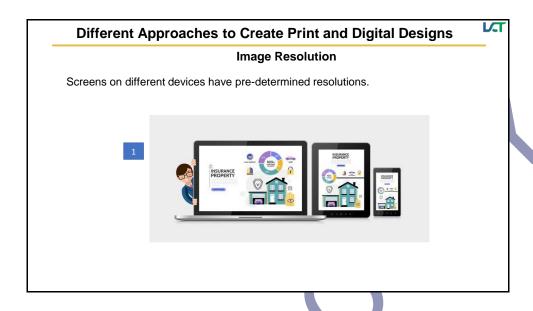
Source of Image:

https://www.freepik.com/free-vector/modern-pixel-background-gradient-effect-style_9874863.htm#page=1&query=pixels&position=0

GD Notes: Please use this image as it is from the source.

Slide 13

Different Approaches to Create Print and Digital Designs

Image Resolution

Higher the number of pixels

Lower number of pixels

Higher Resolution and Image Quality

Lower Resolution and Image Quality

Audio: **<<Fade in image 1 along with the text in sync with VO>>**Higher the number of pixels per inch, higher the resolution and image quality. **<<Fade in image 2 along with the text in sync with VO>>**Lower the number of pixels per inch, lower the resolution and image quality.

GD Notes: Please use these images as they are from Shutterstock.

Slide 14

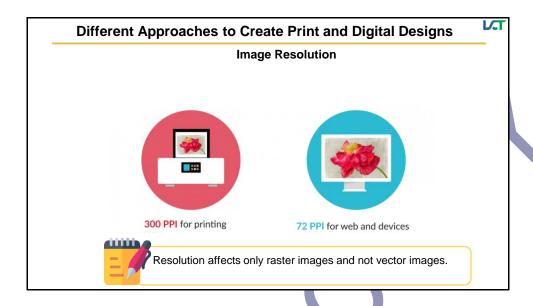**Audio**: **<<Fade in image 1 along with text in sync with VO>>**The multimedia screens devices that are in use have pre-determined resolutions.

Source of Image:

https://www.freepik.com/free-vector/flat-property-insurance-service-concept-with-estate-garage-car-shield-siren-lock-diagram_12937636.htm
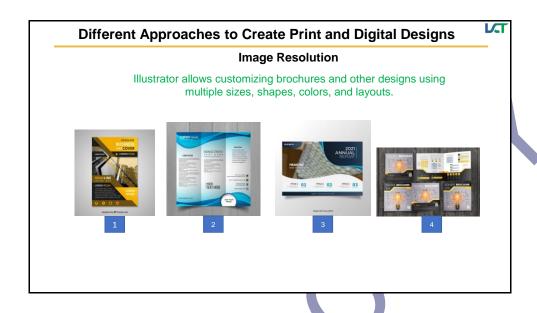
GD Notes: Please use this image as it is from the source.

Audio: **<<Fade in the image>>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.

Source of Image:

https://www.designcuts.com/learning-hub/tutorials/an-introduction-to-resolution-and-color-modes/

GD Notes: Please recreate the image to avoid copyright issues. Remove full-stop at the end of labels. Once the above audio and images are shown in sync, please let the note component slide in the video from the right for only three seconds on the screen.

Slide 16

Audio: **<<Fade in image 1>>**Consider you have a client asking for brochures. You will now be able to relate that how Illustrator allows you to design **<<Fade in image 2 and text>>**different fold brochures with multiple sizes and shapes. It lets you use different colors that showcase your creativity. <<**Fade out image 1**, **keep image 2**, **Fade in image 3 and 4**>> 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.

Sources of Images:

https://www.freepik.com/free-vector/corporate-brochures-template_2408902.htm#page=1&query=fold%20brochures%20&position=3
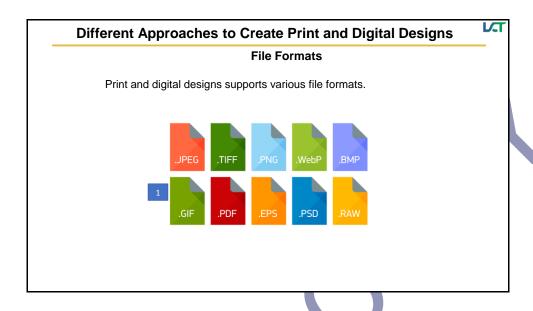
https://www.freepik.com/free-vector/brochure-with-blue-waves-triptych_982904.htm#page=1&query=brochures&position=3

https://www.freepik.com/free-vector/modern-brochure-template-horizontal-with-wavy-shapes_13971252.htm#page=1&query=brochure&position=5

https://www.freepik.com/free-psd/square-brochure-mockup-wooden-surface_3362952.htm#page=2&query=brochure&position=34

GD Notes: Please use these images as they are from their sources. Please remove the text from bottom of image 1.
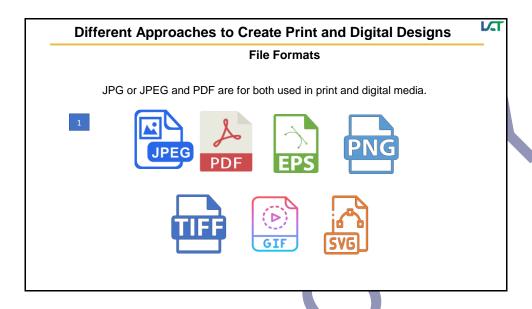
Different Approaches to Create Print and Digital Designs

File Formats

Print and digital designs supports various file formats.

Audio: **<Fade in image 1 with text in sync with VO>>**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.

Source of Image:

https://www.graphicsmill.com/file-formats

GD Notes: Please recreate the image.

Slide 18

Different Approaches to Create Print and Digital Designs

File Formats

JPG or JPEG and PDF are for both used in print and digital media.

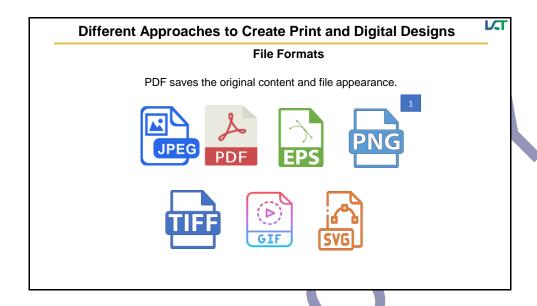**Audio**: **<<Fade in image and text>>**You can use JPG or JPEG and PDF for both print and digital media. Other file formats include EPS, PNG, TIFF, GIF, and SVG. **<<Highlight the JPG icon> JPG** is the **default** file format on most digital cameras.

Source of Image:

https://www.freepik.com/free-vector/file-formats-icons-full-color_961359.htm#query=file%20formats&position=2

Note to GD: Recreate image 1 having only file formats – JPG, PDF, EPS, PNG, TIFF, GIF, and SVG. Please take the icons from slides 19 to 24. Represent these icons in a similar organizer for the slides 18 to 24. For each file format type, the respective icon should be highlighted and fade the rest of the icons.

Slide 19

Different Approaches to Create Print and Digital Designs

File Formats

PDF saves the original content and file appearance.

Audio: **<<Fade in text and image 1>>** On the other hand, **PDF** saves the original content and appearance of your file, regardless of how and where it is viewed.

Sources of Images:

https://www.flaticon.com/free-icon/pdf_136522?term=pdf&page=1&position=3&page=1&position=3&related_id=136522&origin=search

https://www.flaticon.com/free-icon/eps-file-format-variant_29518?term=eps&page=1&position=3&page=1&position=3&related_id=29518&origin=search

https://www.flaticon.com/free-icon/png-file-format-symbol_29072?term=png&page=1&position=4&page=1&position=4&related_id=29072&origin=search

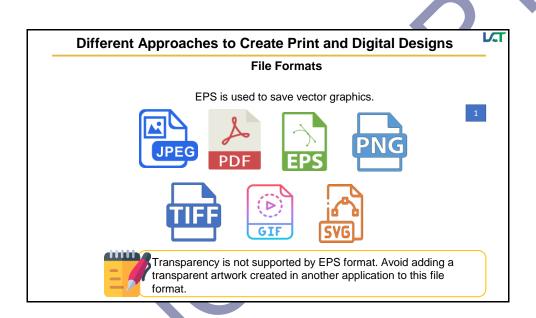https://www.flaticon.com/free-icon/gif_2305938?term=gif&page=1&position=14&page=1&position=14&related_id=2305938&origin=search

https://www.flaticon.com/free-icon/svg_2567477?term=svg&page=1&position=13&page=1&position=13&related_id=2567477&origin=search

GD Notes:

Create a similar organizer for the slides 19 to 24. For each file format type, the respective icon should be highlighted and fade the rest of the icons.
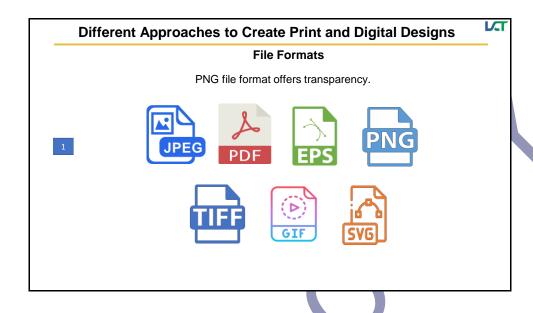
Slide 20

Audio: **<<Fade in text and image>> EPS** is the most used file format to save vector graphics as they preserve scalability.

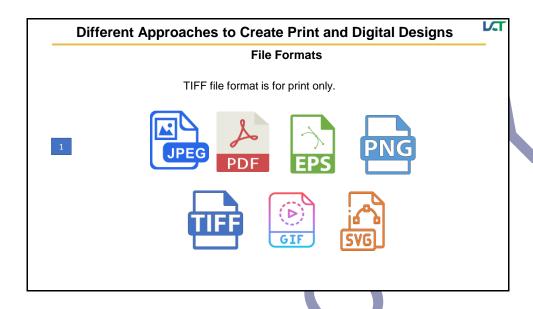**Source of Image**:

Same as previous slide

GD Notes: Once the above audio and image are shown in sync, please let the note component slide in the video from the right for only four seconds on the screen.

Slide 21

Audio: **<<Fade in image 1 and text>>**The **PNG** file format offers transparency and maintains high image quality.

Source of Image:

Same as previous slide
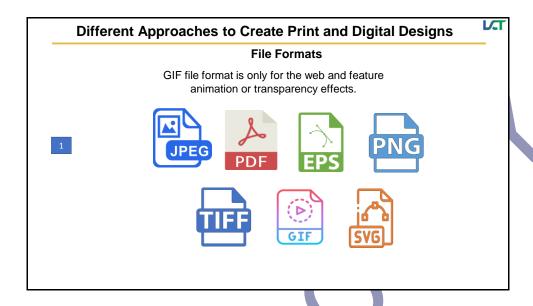
Slide 22

Audio: **<<Fade in image 1 and text>>**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.
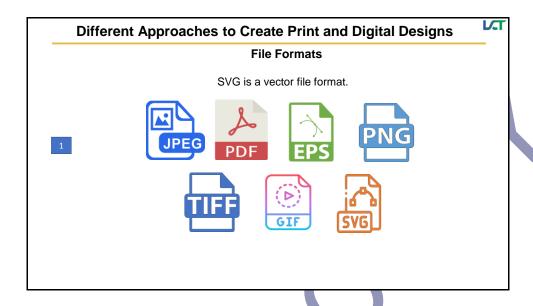
Source of Image:

Same as previous slide

Slide 23

Different Approaches to Create Print and Digital Designs

File Formats

GIF file format is only for the web and feature animation or transparency effects.

Audio: **<<fade in image 1 and text>> 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.
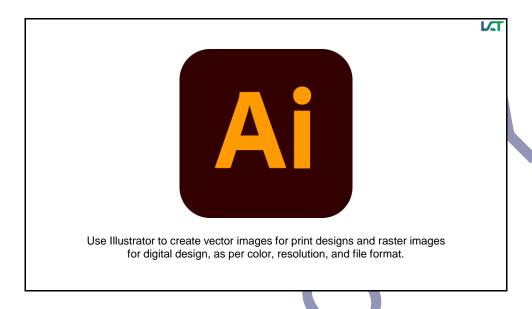
Source of Image:

Same as previous slide

Slide 24

Audio: **<<Fade in image 1 and text>> SVG** is a **vector** file format that can be scaled up or down to any size without loss of quality.

GD Notes: Once the above audio and image are shown in sync, please let the bulb component slide in the video from the right for only four seconds on the screen.

Use Illustrator to create vector images for print designs and raster images for digital design, as per color, resolution, and file format.

Audio: **<Fade in image with text>**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.

Source of Image:

https://www.flaticon.com/free-icon/illustrator_552222

GD Notes: Please use the image as it is from the source.