AVT-180
New Media in the Creative Arts
Spring 2019 | MW 7:20-8:35 p.m. | Art & Design Building 1023
Instructor: Brant Nesbitt | bnesbit2@gmu.edu

Assignment 4

Logo Tracing

Due March 27, 2019 (Before Class)

OVERVIEW

This assignment will have students learning how to control and master the pen tool for smooth contours and brand identity with the use of Adobe Illustrator.

INSTRUCTIONS

Recreate the provided logos (Cream of Wheat and Pup-peroni) using Illustrator tracing techniques, text tools, colors, gradients, pen tool, direct selection tool, etc.

SPECS

- Media: Illustrator
- Size: Listed in each source's file name
- Resolution: 300 dpi
- Color: RGB

PROCESS (Process, Tools, Techniques)

- Open your image in Illustrator.
- Scale and/or crop the image (based on your artboard) until you have the composition and size that you desire.
- Lock the layer and name it 'Original.'
- Create a new layer above your image and name it 'Tracing' or 'Drawing.'
- Trace your image using only black and white lines.
  a. Include as much detail as possible using only line.

- Give your drawing variety and depth by changing stroke weight (you can do this by going to your Stroke Palette-go to Window if you do not have this palette-then choose different Weights from the Stroke Palette).
- Use closed paths with white fills to create more complex shapes and to manage/arrange overlapping elements. Keep in mind layering; start with the bottom tier and continue to stack layers where needed.
- Change line density to show darks, mid-tones and highlights.
- Show and hide the 'Original' layer to check your progress.
- Add anchor points to a path using the Add Anchor Point tool and remove anchor points from a path using the Remove Anchor Point tool (click and hold the Pen Tool on the tool bar to reveal these tools).
- Edit paths by moving points and bezier handles (or ears) with the Direct Selection tool (white arrow tool).
- Convert curve and corner points using the Convert Anchor Point tool (click and hold the Pen Tool on the toolbar to reveal these tools).
- Draw smooth curves using the pen tool; create paths with minimal points.
- Use layers and guides to help organize artwork.
- REPEAT these steps for the second image provided (logo).

HOW TO SUBMIT

1. **Four files must be submitted: AI (2) and one (EPS)**
   a. Use the naming convention: **FirstInitial_LastName_Assignment_4**
   b. **Share both the final PDF and Chosen Photo via Google Drive or Dropbox.**

GRADING

This assignment is worth 50 points.

10   Main Requirements: Effective use of Illustrator Effects and Tools

10   Detail: Effective Reproduction/Colors

10   Technique: Uses minimal points/lines and curves are smooth

10   Guidelines: Layers organized and named appropriately

10   Submission: File Types, Specs, Size, Resolution, Color