Module 08

"Art resides in the quality of doing, process is not magic."

– Charles Eames

ACTIVITY | ADOBE ILLUSTRATOR: THE TYPE ON A PATH TOOL, ETC. PART 01

Module 08 Activity | Part 01

Typography: The Type on a Path Tool

Use the Type on a Path tool to recreate the artwork below. Begin by drawing two circles, one for the type above and one for the type below. Next type the phrase below using the Type on a Path tool (found under the Type tool in the Tools palette). Use the typeface Trade Gothic Next Bold (received from fonts.com). The two bullet points can be be typed by holdong down the option key on a Mac (for a PC see the directions at the bottom of this artboard) and typing an 8. Adjust the point size and tracking for your type. Place your solution directly over the gray example below. Make sure to fill your solution with black.

Hint: You may need to use the Baseline Shift control found in the Type Character palette to complete this activity.

ART RESIDES IN THE QUALITY OF DOING • PROCESS IS NOT MAGIC •

To Type the two bullet points on a PC: Press the "Num Lock" key above your numbers pad on your keyboard if you are using Windows OS. Press the "ALT" key and keep it depressed. Then type these numbers in sequential order, as if you are dialing a phone number, "0149" Then release the ALT key. Note: This will not work with the number row across the top of your keyboard.

Hint: You may need to use the Baseline Shift control found in the Type Character palette to complete this activity.

Module 08 Activity | Part 02

Typography: Outlining Type

In Adobe Illustrator, typography consists of two parts: 1. the code information that allows the type to be editable and 2. the artwork that makes each typeface and character look the way it does. This second part is based on vector lines just like the logo you have been creating. Illustrator allows you to turn the words you have typed into an outline. This essentially removes the code information from your word leaving the vector lines.

You can turn any typed word to outlines by selecting that word using one of the arrow tools and navigating to the Type drop-down menu > Create Outlines. You can also use the key command Command + Shift + O (Control + Shift + O on a PC).

Recreate the artwork below by typesetting the words, turning each word to outline, and merging the words using the Pathfinder palette. Use the typeface Avenir Next Heavy (from fonts.com). After stacking the two words and converting the type to outlines, use the Divide control in the Pathfinder palette to slice up the words so they can be filled with the various colors. Use the Direct Select tool to select each segment you will be coloring.

Logotype Example

Your Logotype

Module 08 Activity | Part 03

Lines: The Stroke Palette

Use the Stroke palette to complete this activity. Create strokes that match the examples in gray below.

Cap: Use the Cap control to add rounded ends to a line colored with a black stroke. Place your stroke object directly below the example.

Dashed Line: Use the Dashed Line control to create a line similar to the example below. Color your dashed line with a black stroke and place it below the example.

Align Stroke: Make copies of the square on the left and use it to recreate each of the three gray examples below. Use the Align Stroke control to recreate each of the stroke effects on each of the gray squares. Color the stroke on your squares black and place them over the gray examples.

Module 08 Activity | Part 04

Lines: The Pen Tool and Width Tool

Use the Pen tool to create each of the line segments below. Each of the lines was originally created using two points (one on each end) and dragging Bezíer curve handles out at either 45° or 90° angles.

Next use the Width tool to recreate the varying thicknesses of each stroke. The top stroke uses one width point with the handles extended at equal distances from one another. The bottom stroke uses one width point but has one of the width handles tucked back into the point. To do this, hold down the Option key, click on the handle you would like to adjust, and drag. This will break the two handles apart from one another.

Color your lines with a black stroke and place them over the gray examples.
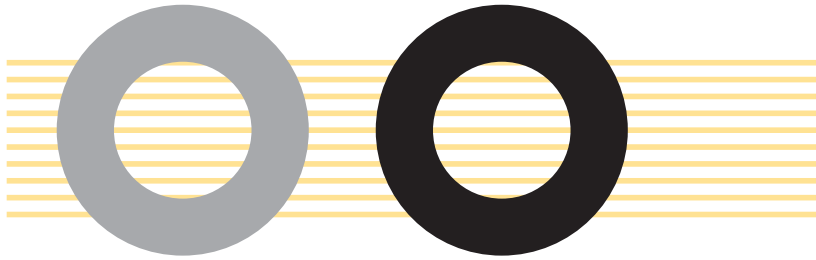
Module 08 Activity | Part 05

The Pathfinder Palette

Use various controlls on the Pathfinder palette and the black shapes provided below to build objects similar to the gray examples on the left of the artboard.

Minus Front

Unite

Divide

When I need to take a break from homework my favorite thing to do is practice calligraphy.

What makes a logo successful?

I think that a successful logo is easily recognizable and reperesents the brand well.

What did you learn about typography during this project?

I learned that typography can be a very important to a design project and has the power to totally change the look and feel to a design.

You have followed a basic design process for two projects now. What are the basic steps in a design process?

- Preliminary research about what you are making would ber the first step.

- You would then look for examples of what you would want your design to be similar to.

- You would then do a lot of skteches.

-Next you would make a more polished version of your favorite sketches.

-Then you would polish those designs into a final design while taking into account the feedback that you recieved.

**What is your favorite step in the design process? Why?**

I think that my favorite step in the design process is the sketching phase. I love that you can explore so many

ideas through sketching. I like seeing how many more ideas I get when I start sketching because I can combine elements of multiple sketches into one design.

Which step in the design process do you struggle with the most? Why?

I think that the step in the design process that I struggle the most with is making a more polished version of my sketches in Illustrator. I think that this step is the hardest for me because I am okay with Illustrator right now, but I make a lof of mistakes so this step can be both time consuming and tedious at times.

I think that a successful logo
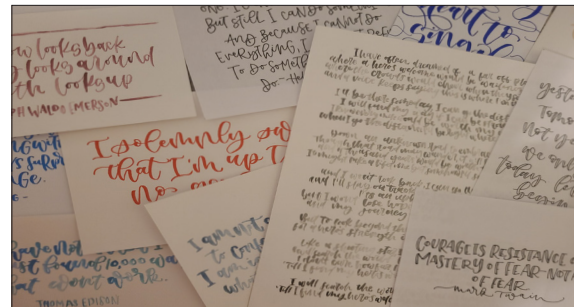
Here are some of the lettering pieces that I have done.

is easily recognizable and reperesents the brand well.