

# Tutorial

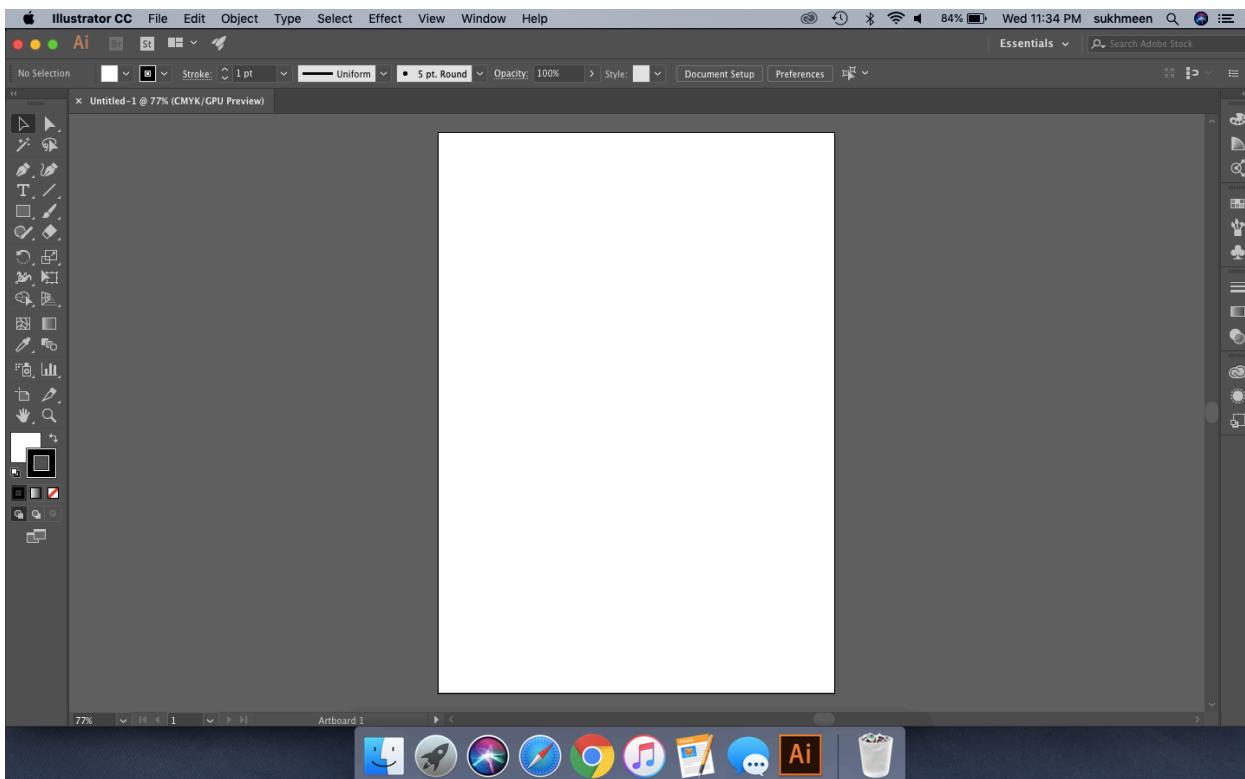
## Create Asymmetric design trend Poster

In this tutorial, we are going to create a poster for the opening of Car showroom with Asymmetric design trend.

We are going to use Adobe Illustrator design. *Download the Illustrator from this link:* [https://www.adobe.com/ca/products/illustrator.html?gclid=CjwKCAjwuzkBRAhEiwA9E3FUuYkF800HK4CePsGTPv3T7Mi82NU4h7SGIrgNkUh6zmrJml7Z1UFBoCy44QAvD\\_B](https://www.adobe.com/ca/products/illustrator.html?gclid=CjwKCAjwuzkBRAhEiwA9E3FUuYkF800HK4CePsGTPv3T7Mi82NU4h7SGIrgNkUh6zmrJml7Z1UFBoCy44QAvD_B)

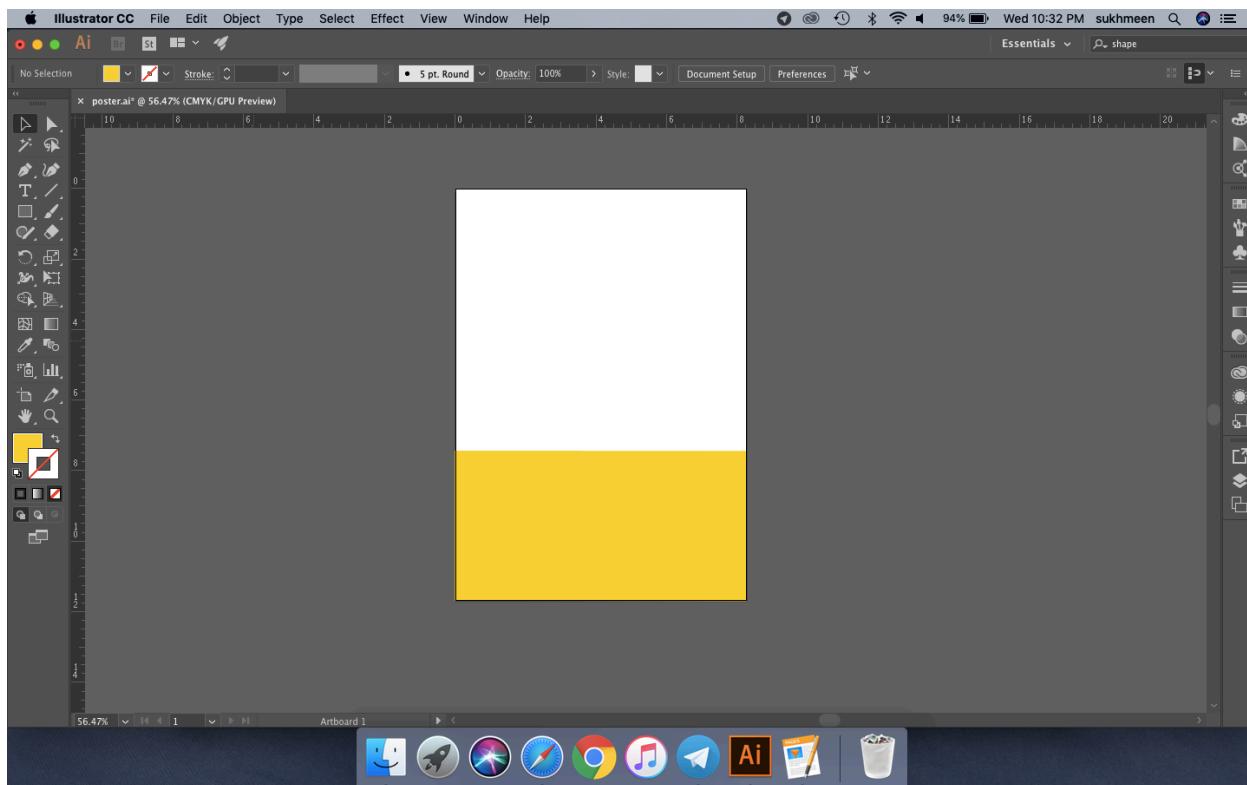
**Open Adobe Illustrator and Create a New Artboard.**

1 .Go to File-> New-> Print Option-> Select A4 with dimensions W 8.26 x H 11.69 inches. Then press, Create button.

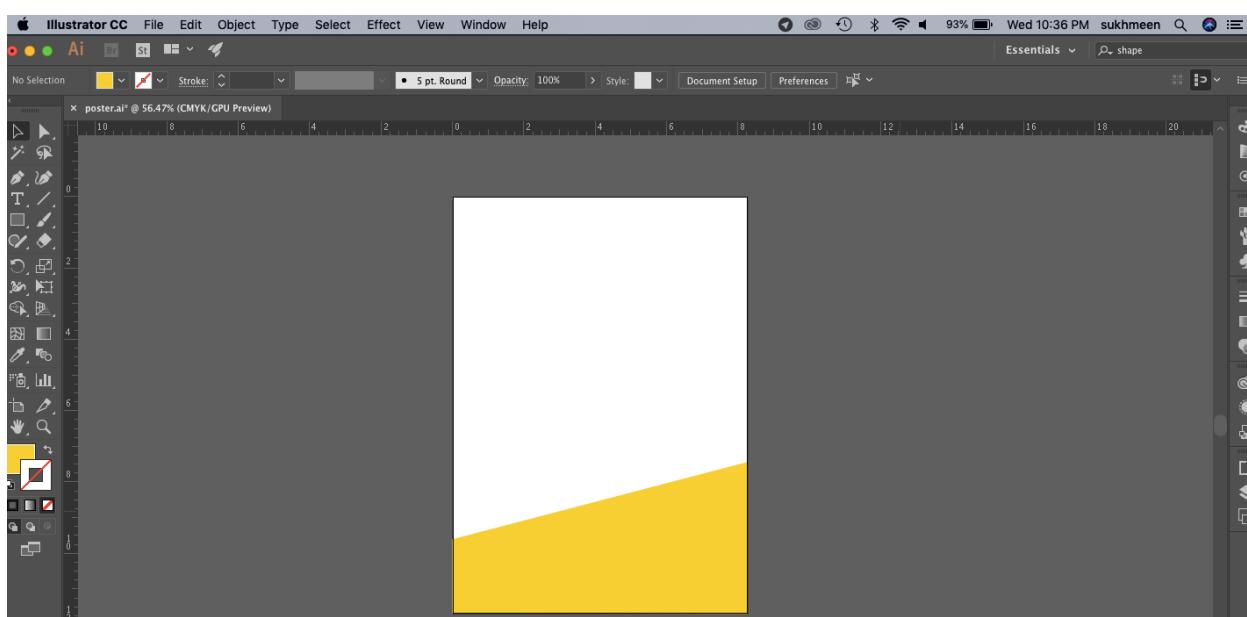


Now, the Artboard will appear on your screen.

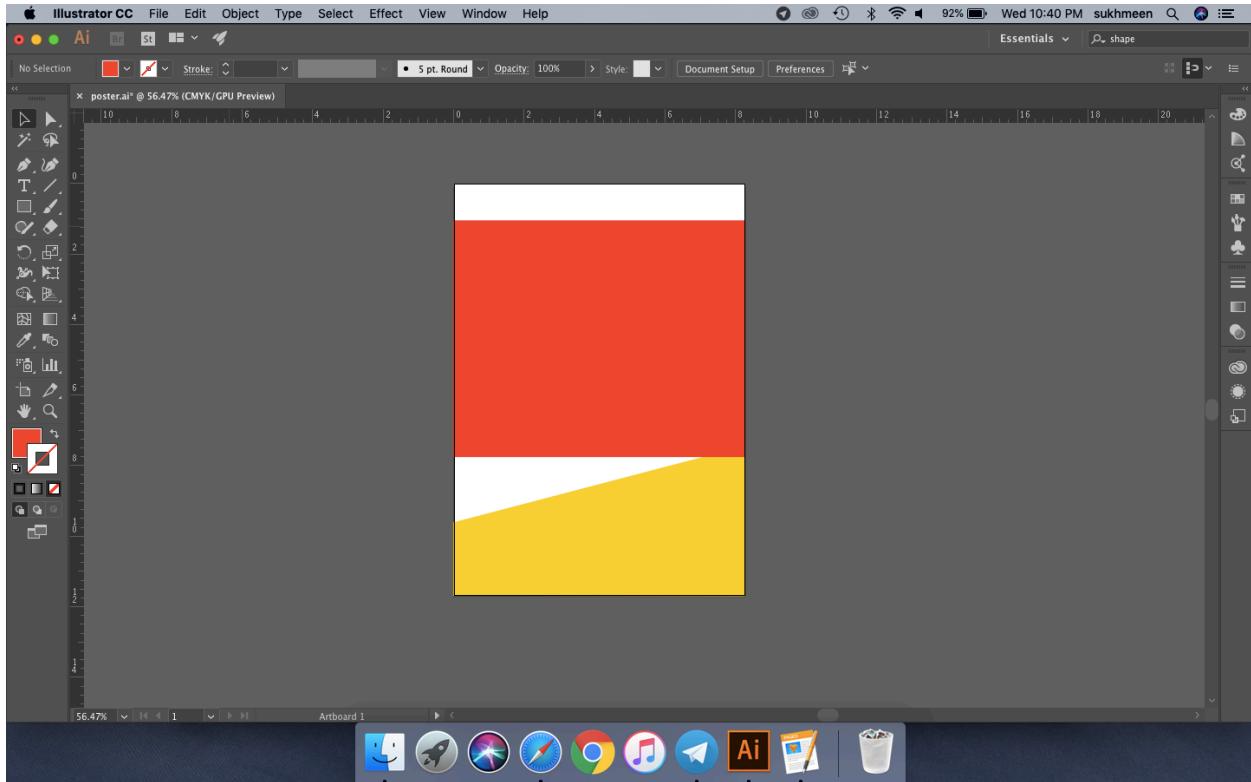
2. Create a Rectangle by choosing rectangle tool from the tool bar on left sidebar with W 8.26 x H 4.5 inch dimensions and fill rectangle with **#ffce06** color code with no stroke.



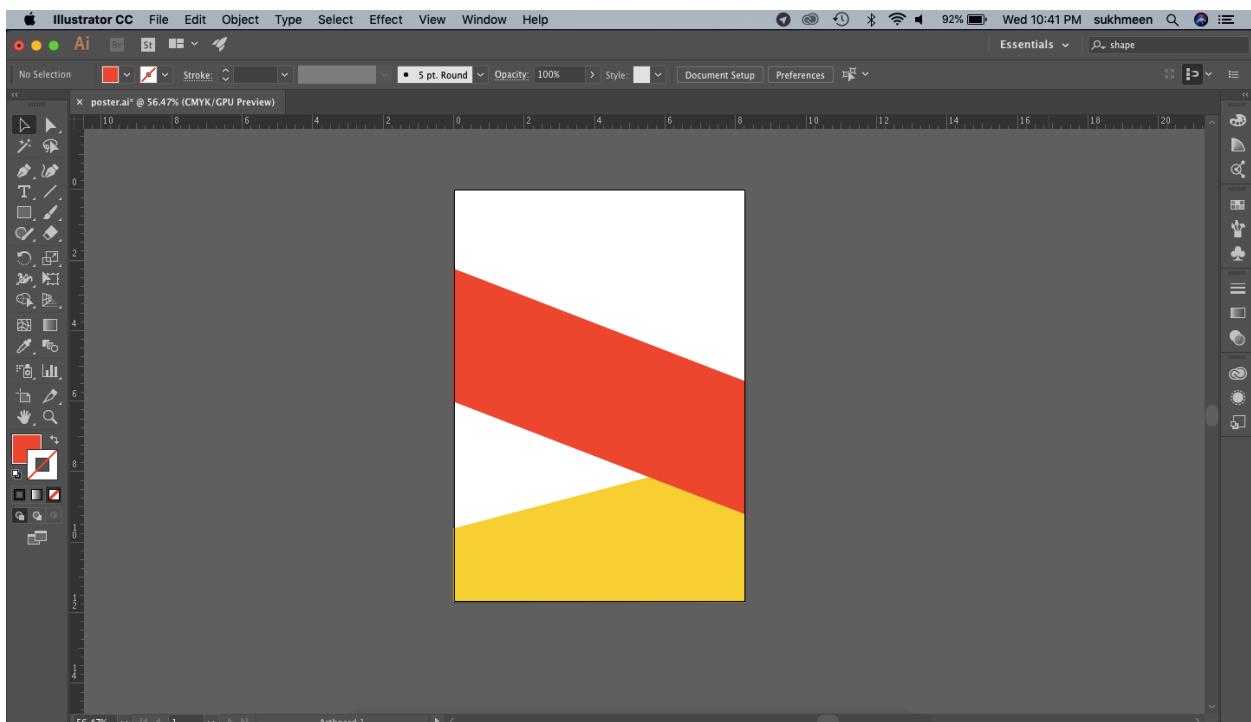
3. To create a particular shape , select Direct selection tool from the toolbar and adjust shape according to your design. Here, I tilted the first left corner towards down. Now it look like this.



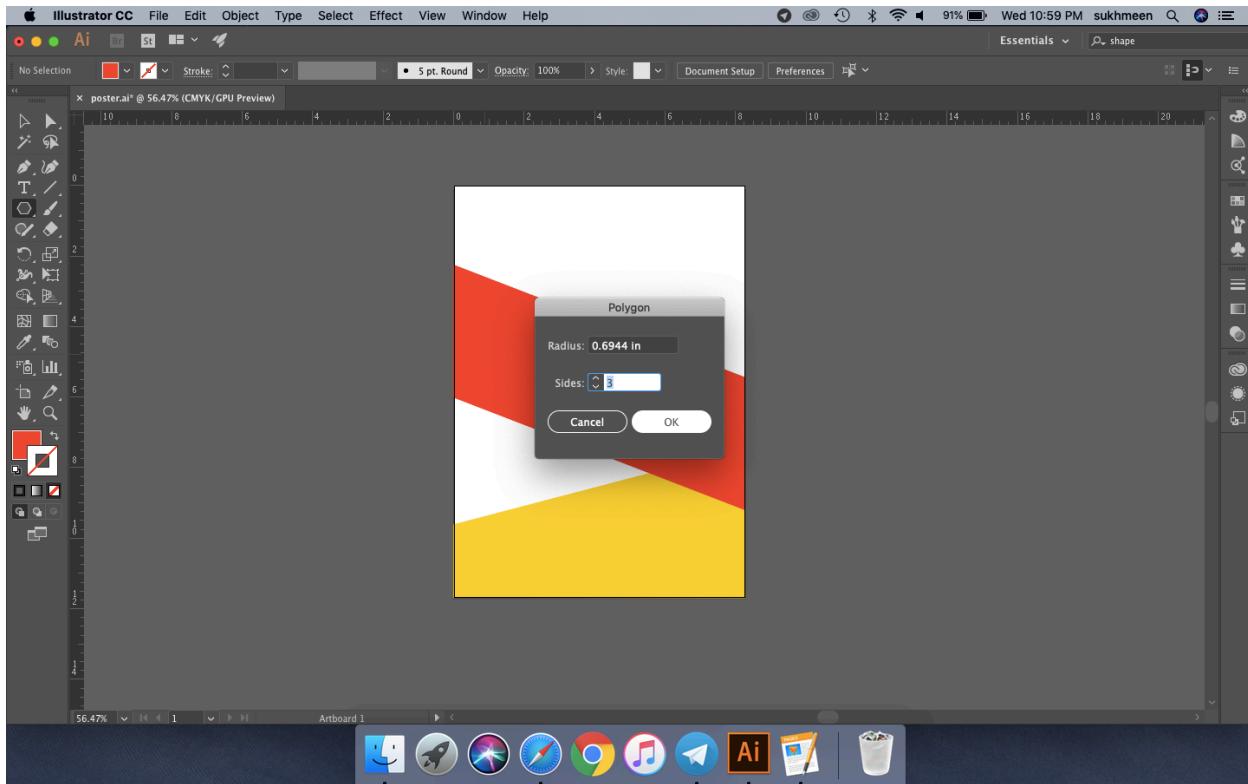
4. Create another Rectangle on Artboard with W 8.26 x H 6.9 inch dimensions and fill rectangle with **#ed1c24** color code with no stroke again.



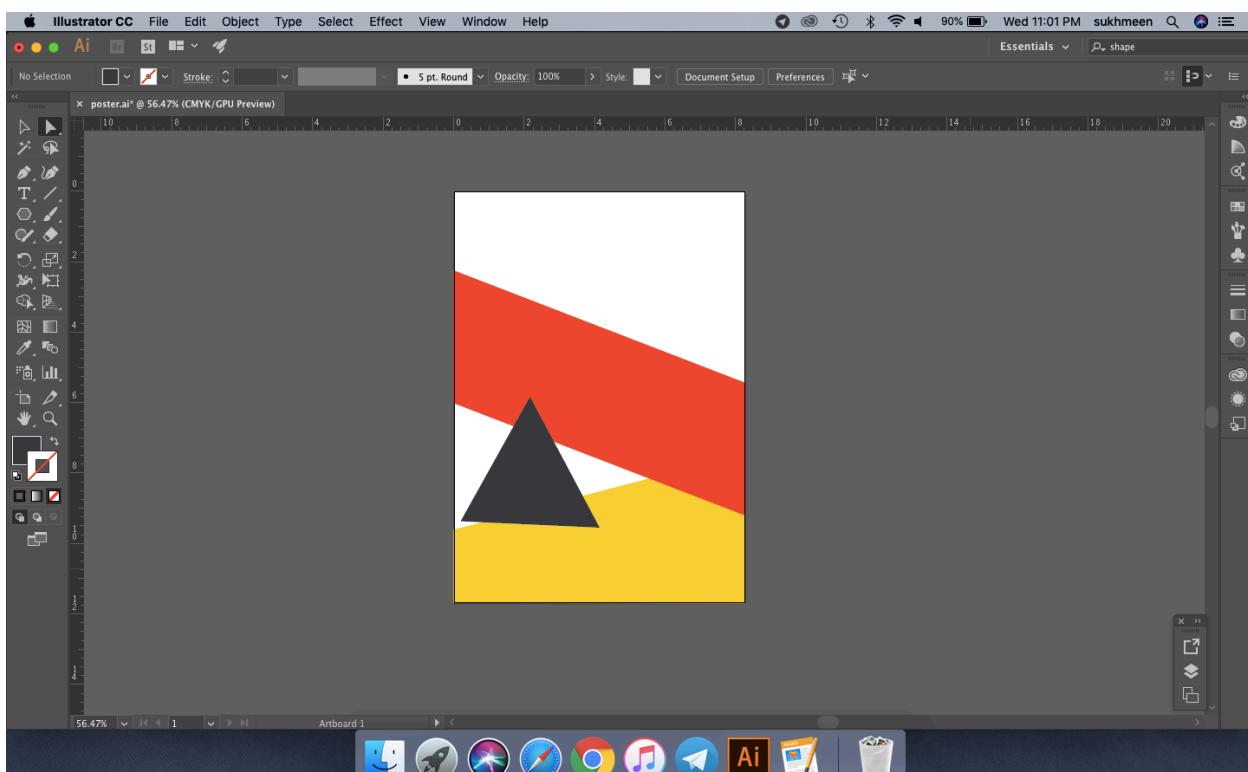
5. Similarly to step 3 , Create a shape according to design by using Directed Selection tool. It will look like this.



6. For another shape, Select the Polygon Tool from the tool bar ( this option will appear when double click the rectangle tool option) . Then it will give you the option to choose sides. Put a 3 in side option and then press OK.



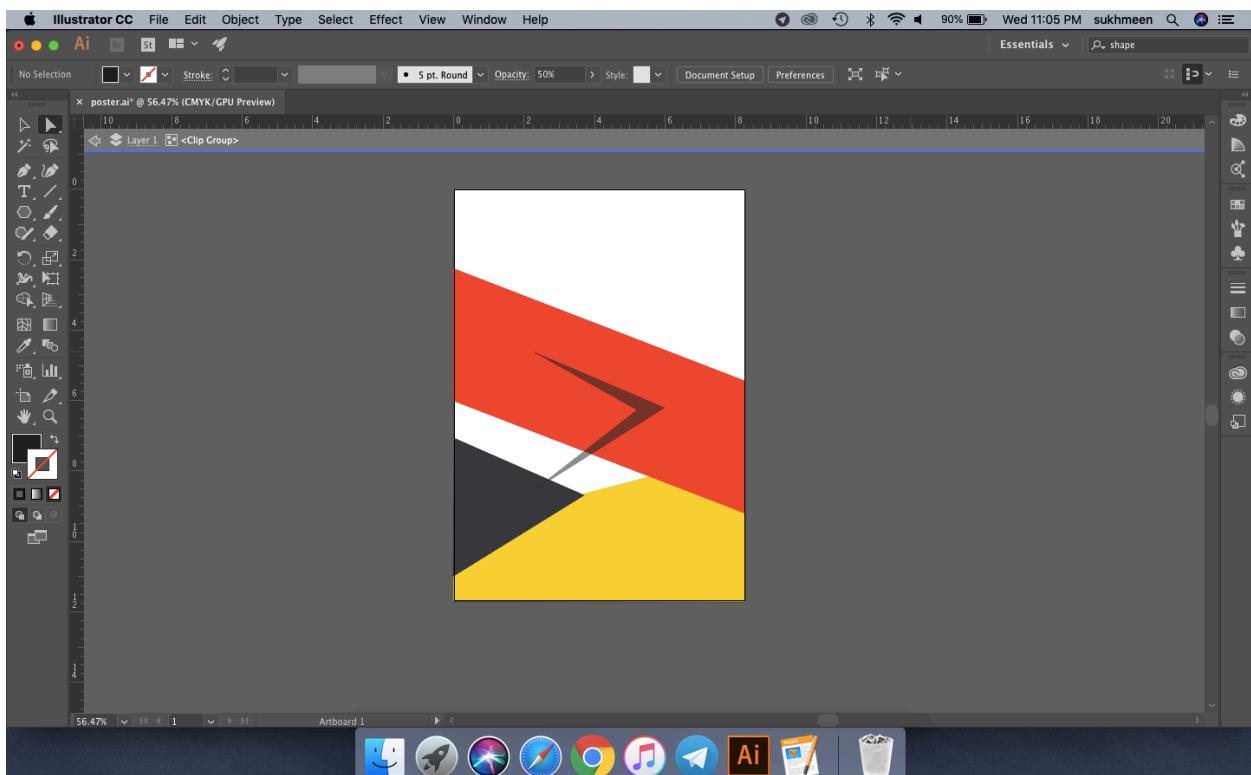
7. Now , triangle will appear on your Artboard. Fill the triangle with color #414042.



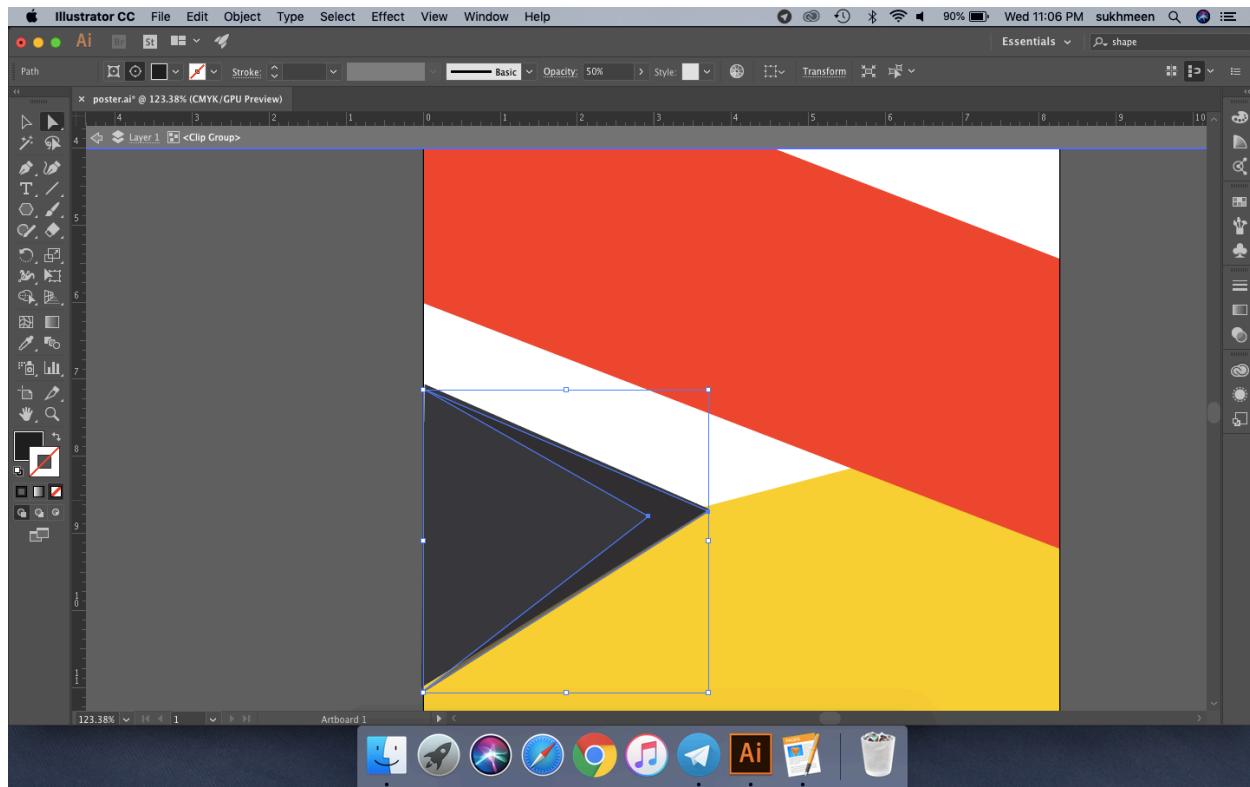
8. Adjust triangle between both rectangle near to the yellow rectangle . It will look like this.



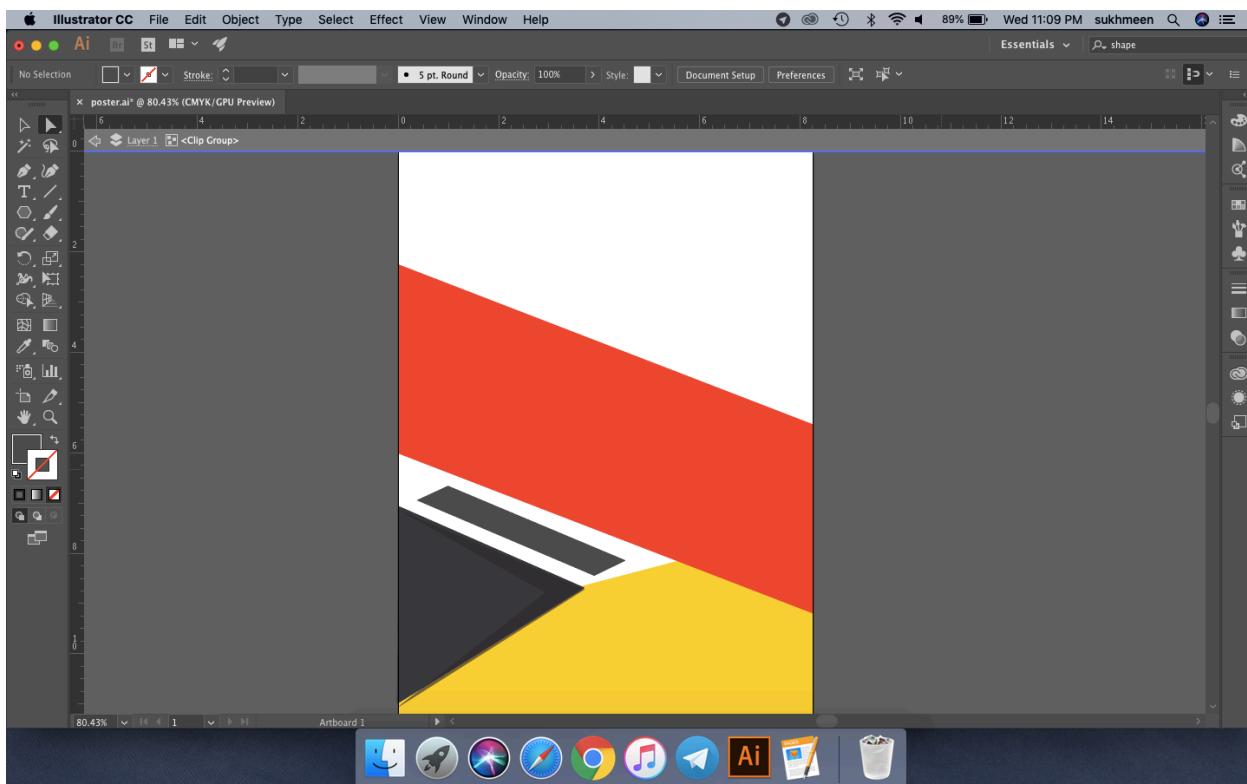
9. Now, Copy the same triangle. Create a shape like arrow by using Directed selection tool. By using the same color but reduce the Opacity to 50% . It will appear like this.



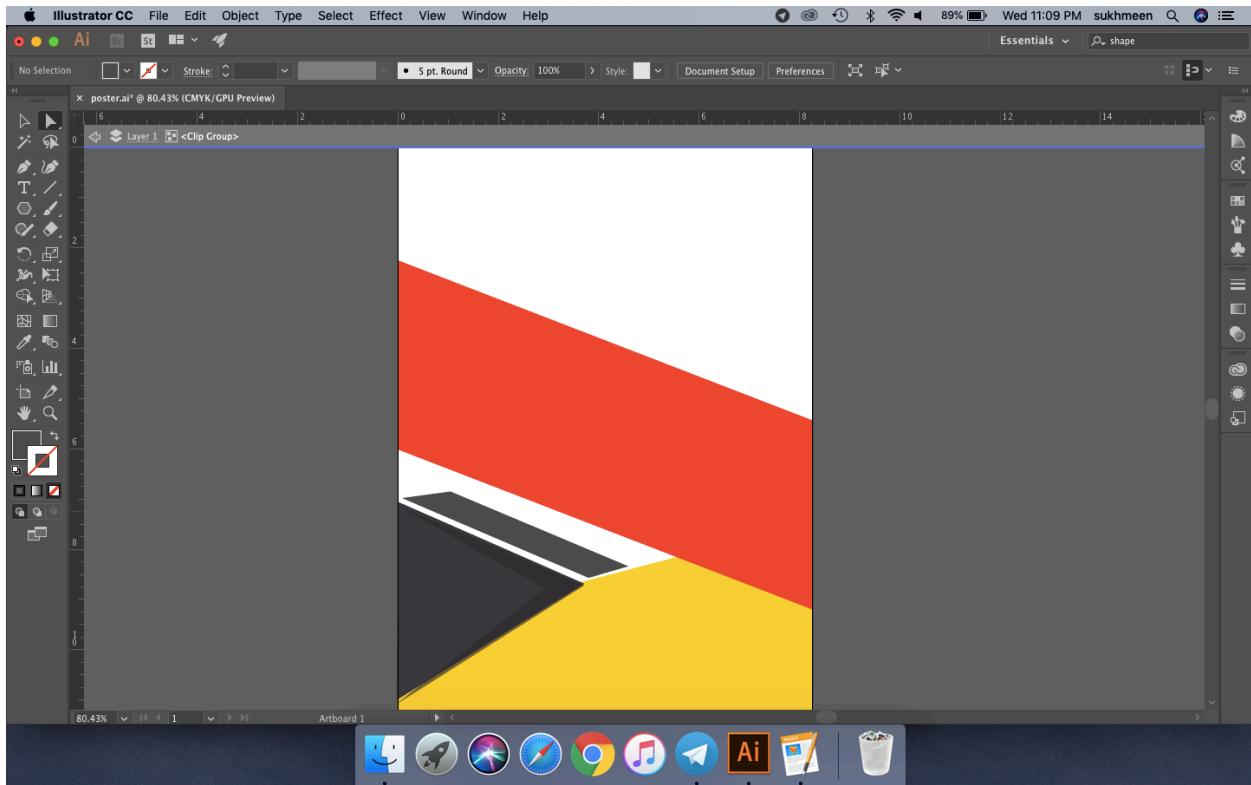
10. Place the created shape on the triangle to give some unique touch. The result will look like below given picture.



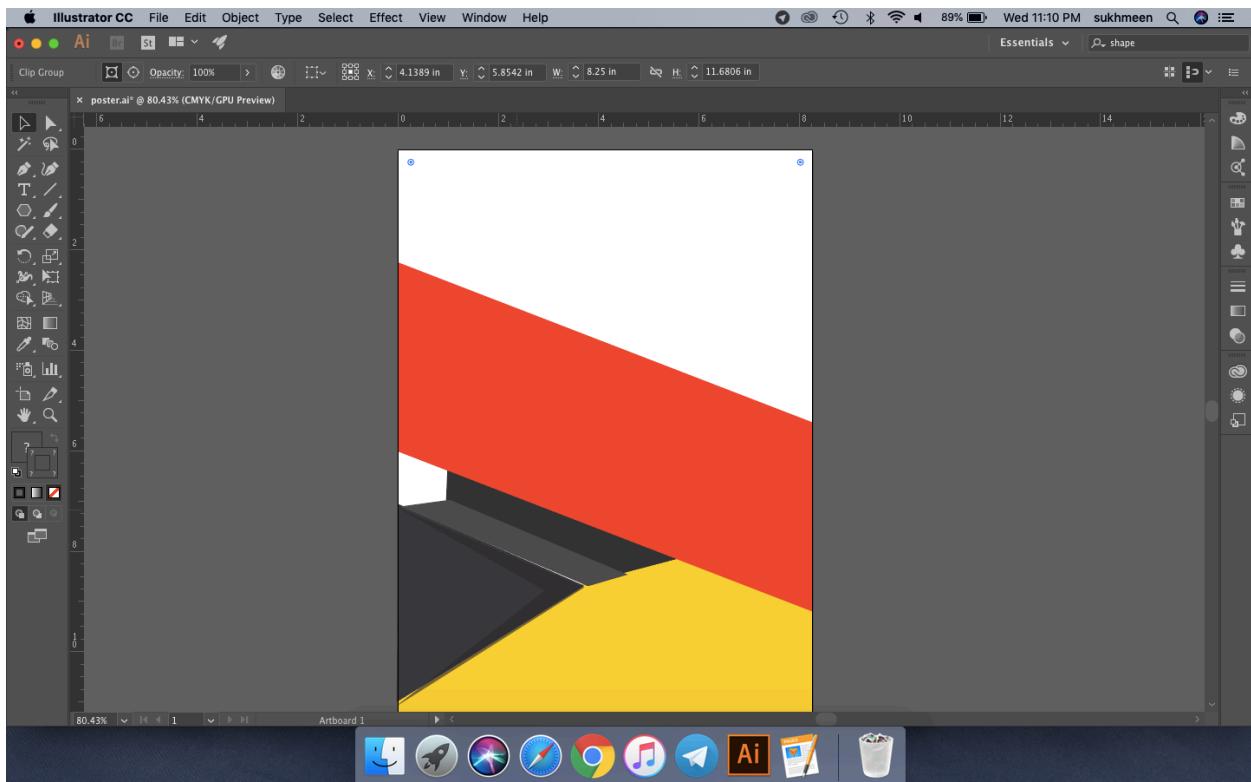
11. Create another rectangle by using same rectangle tool with dimension W 4.4 x H 1.7 inches . Filled it with color **#4c4c4d**.



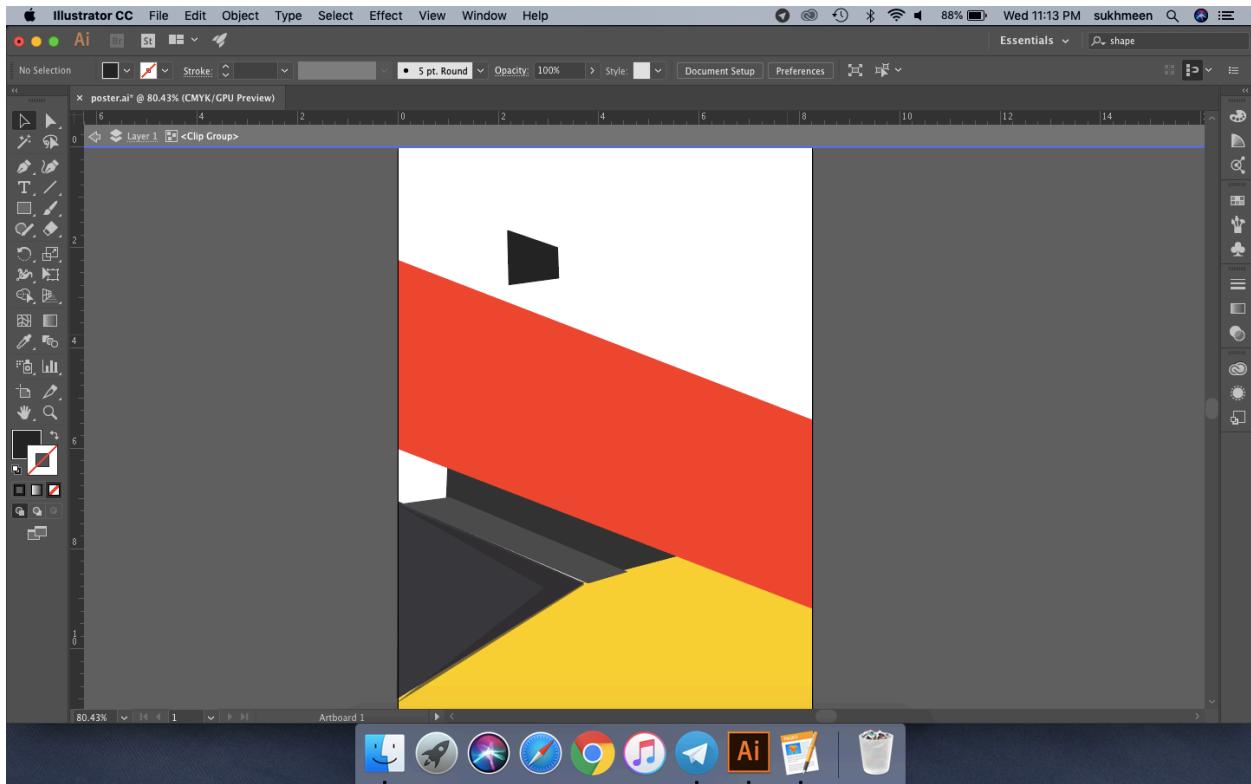
12. Create wing shape from this rectangle by adjusting the both bottom corners, using directed selection tool.



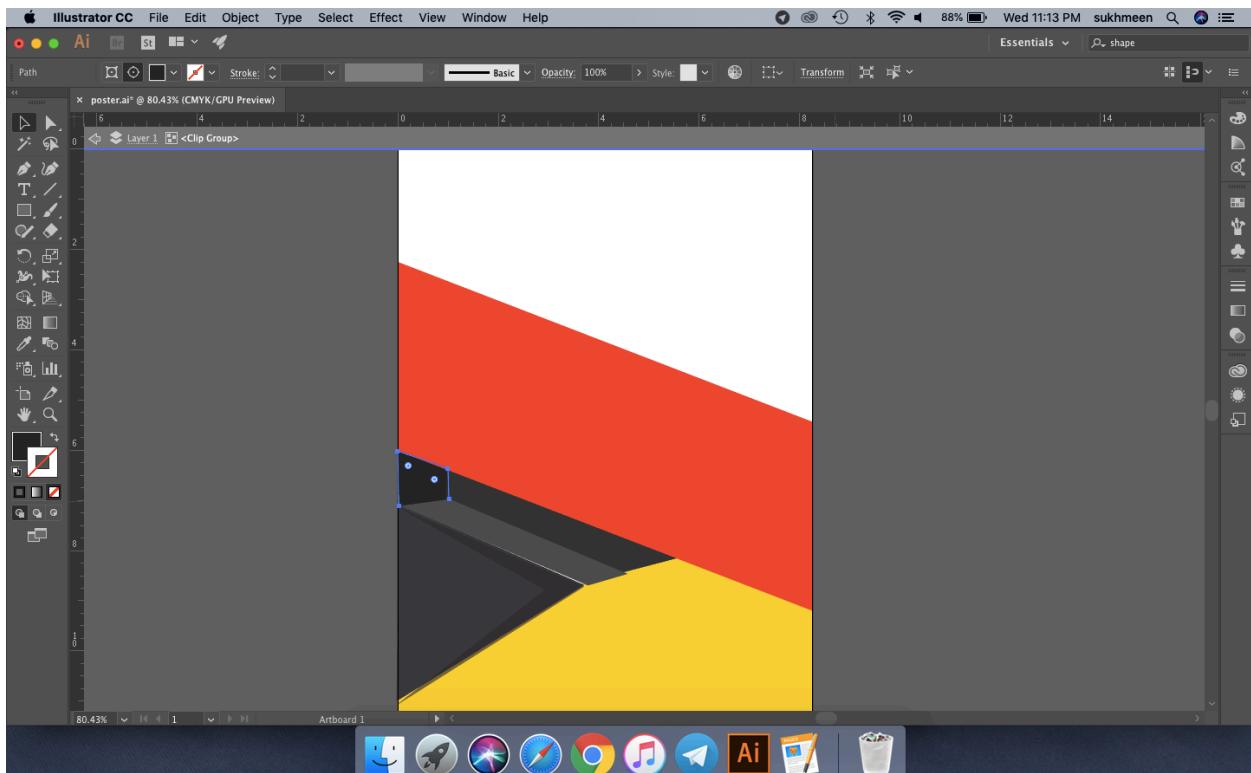
13. Copy the same shape and paste above of it , but change the color into more dark . Fill it with #353535. It will look like this.



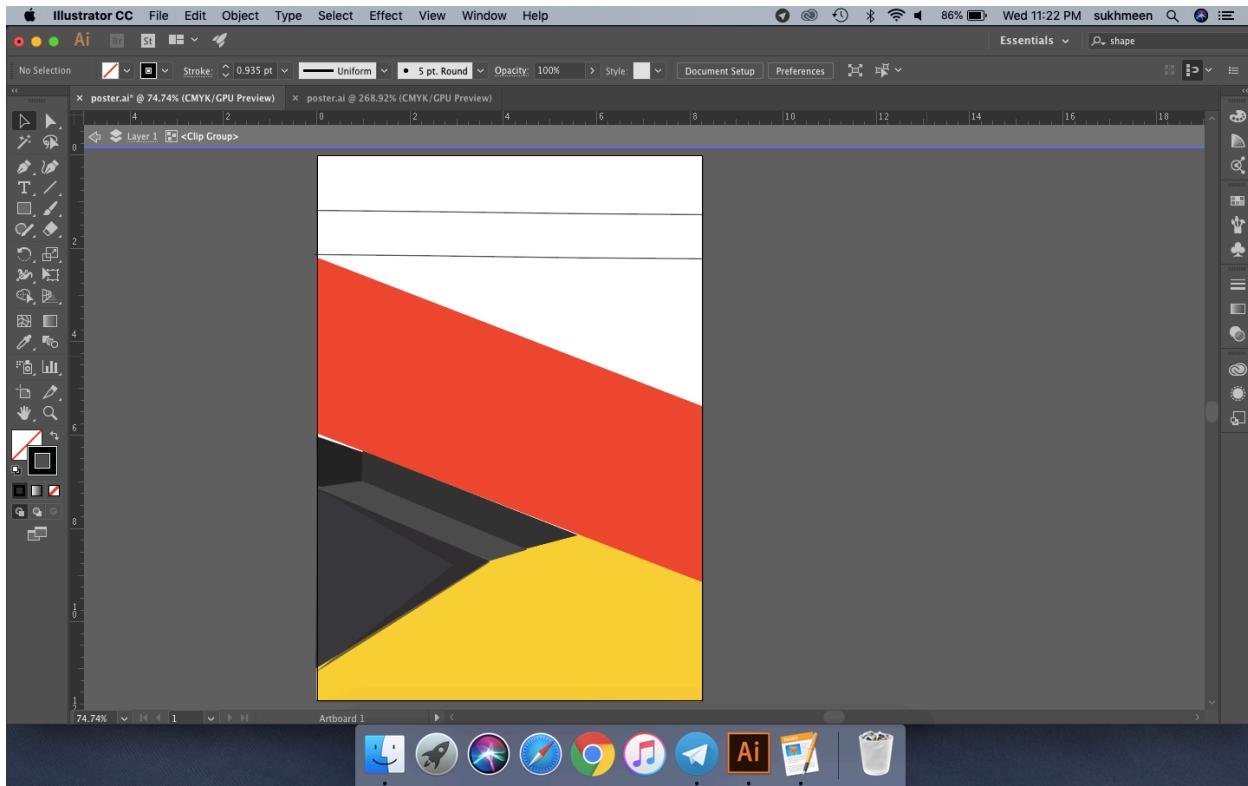
14. Now, create a square with dimensions W 1.02 x H 1.02 inches. Fill it with little bit darker color , code is **#262626**. Adjust shape according to shape left between triangle and red rectangle.



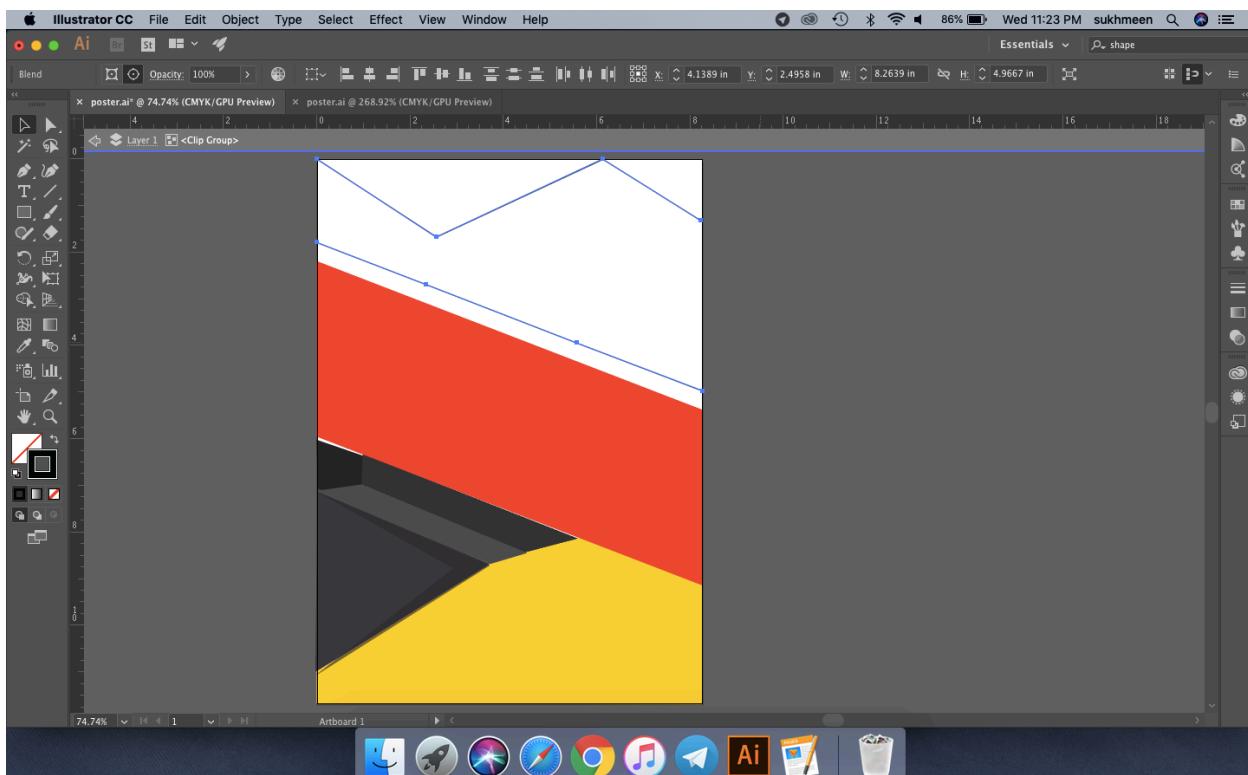
15. Now, place it within the empty space. Like this.



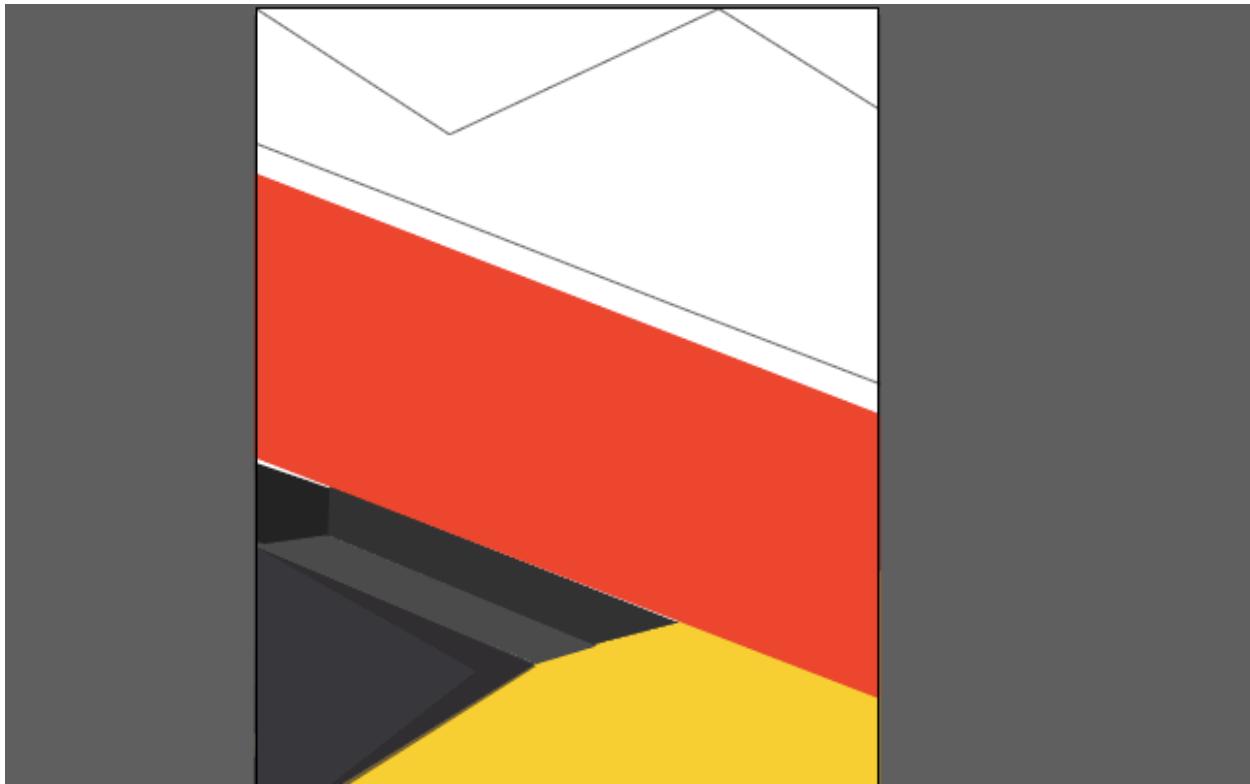
16. Now, move to the top of the poster. Here we are going to create multiple line. For that, firstly, create two stroke with 0.99pt. Look like below given picture.



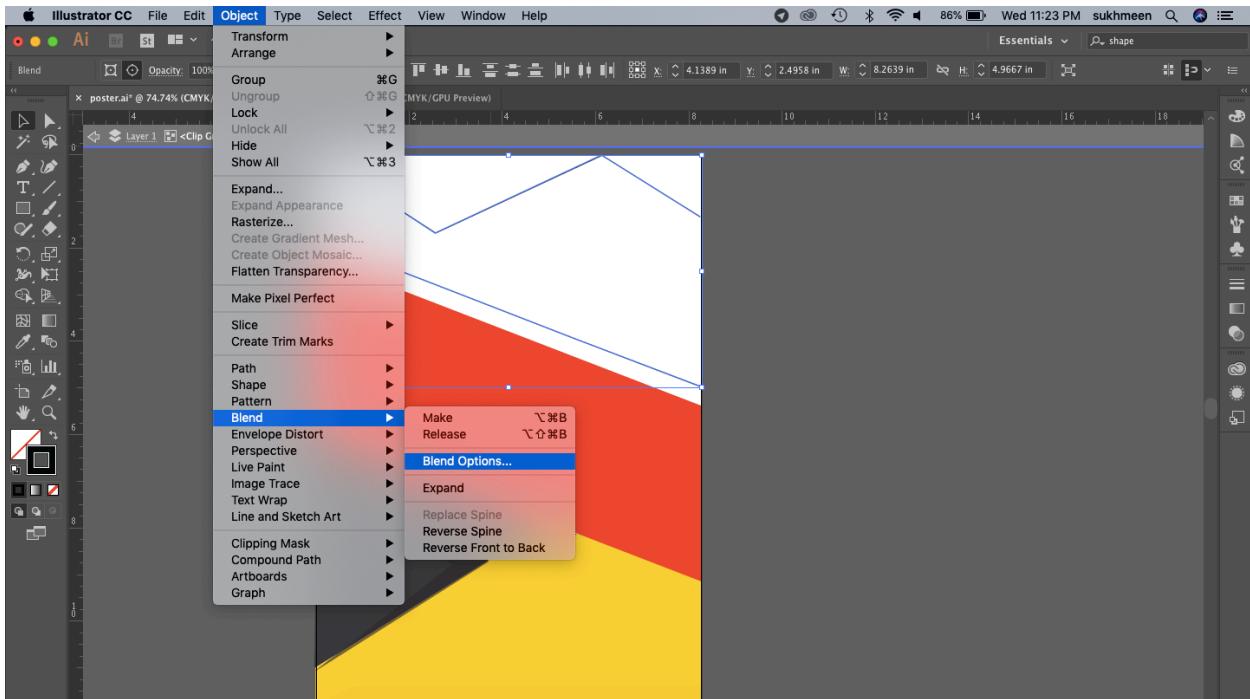
17. Now, Add anchor points on both line, Go to pen tool in tool bar-> double click on it-> select the Add Anchor point tool and place two anchor points on both lines.



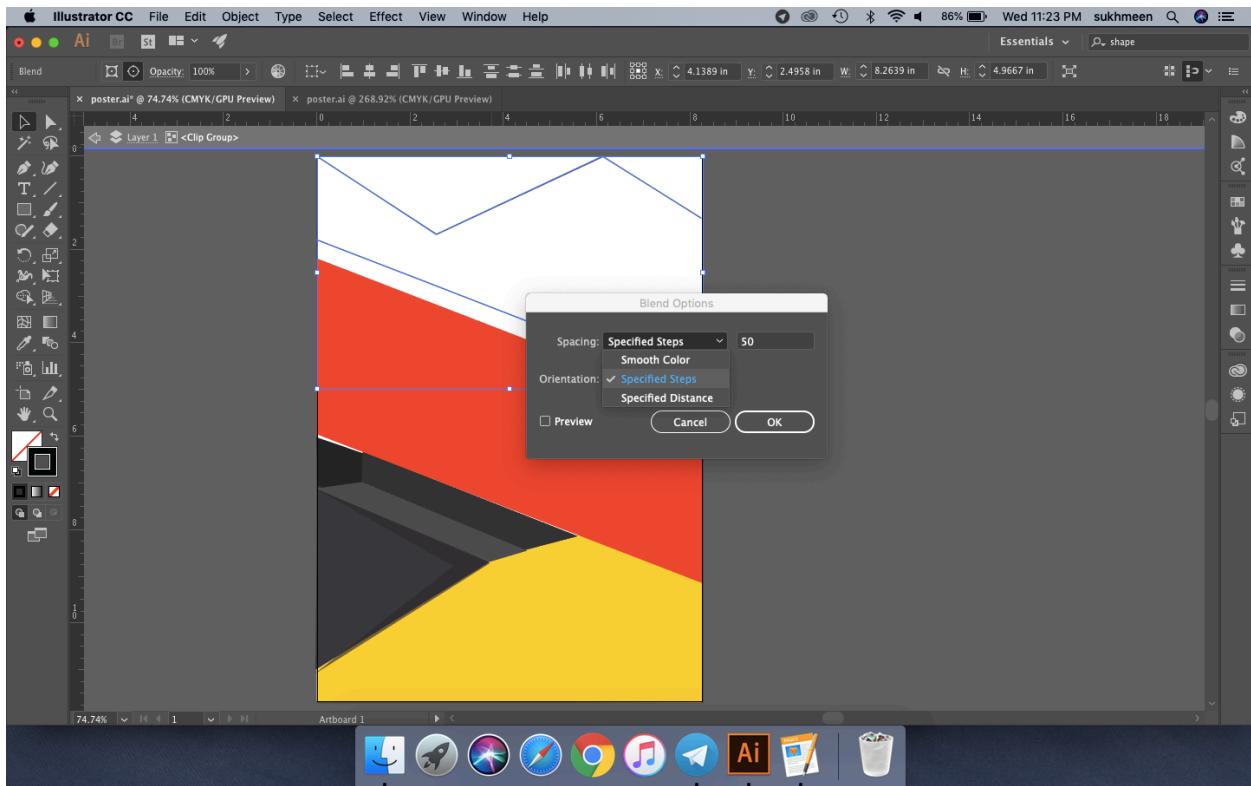
18. Adjust the anchor points create a shape like this.



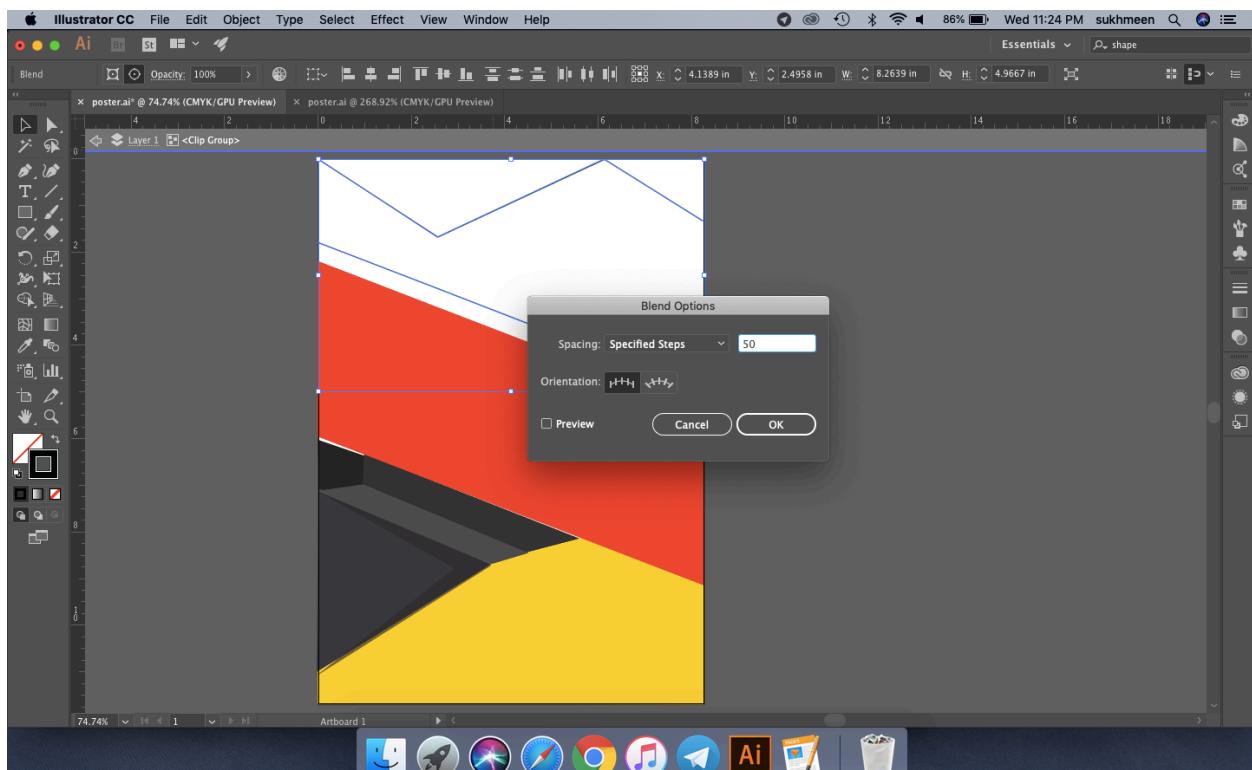
19. Now, Its time to create multiple line between both lines. By using Blend tool. Select both lines by using Selection tool. Then in the menu bar-> go to Object-> go to blend and then further go to blend options .



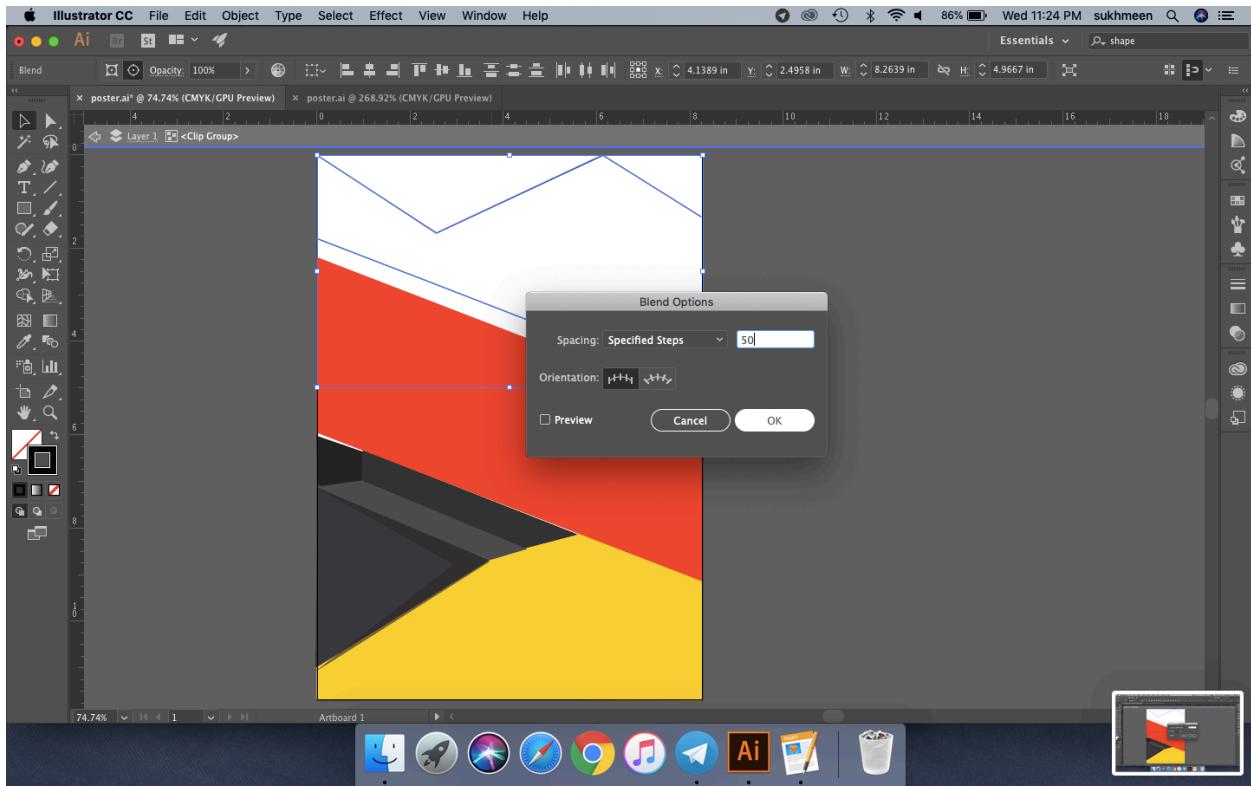
20. After that Blend options will appear on your screen. Then Go to spacing option and Select the **Specified Steps** option.



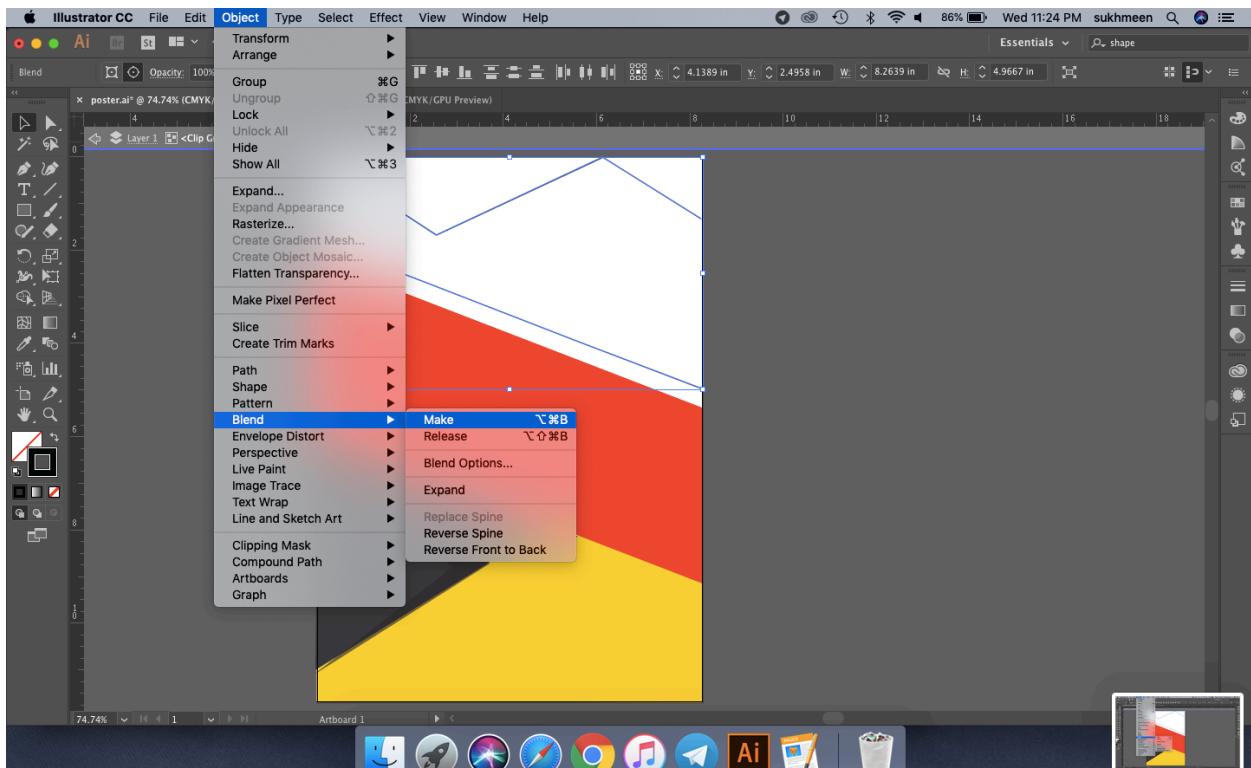
21. Select the number of steps , Here I choose 50.



22. Then press ok . After that your Blend setting will be updated .



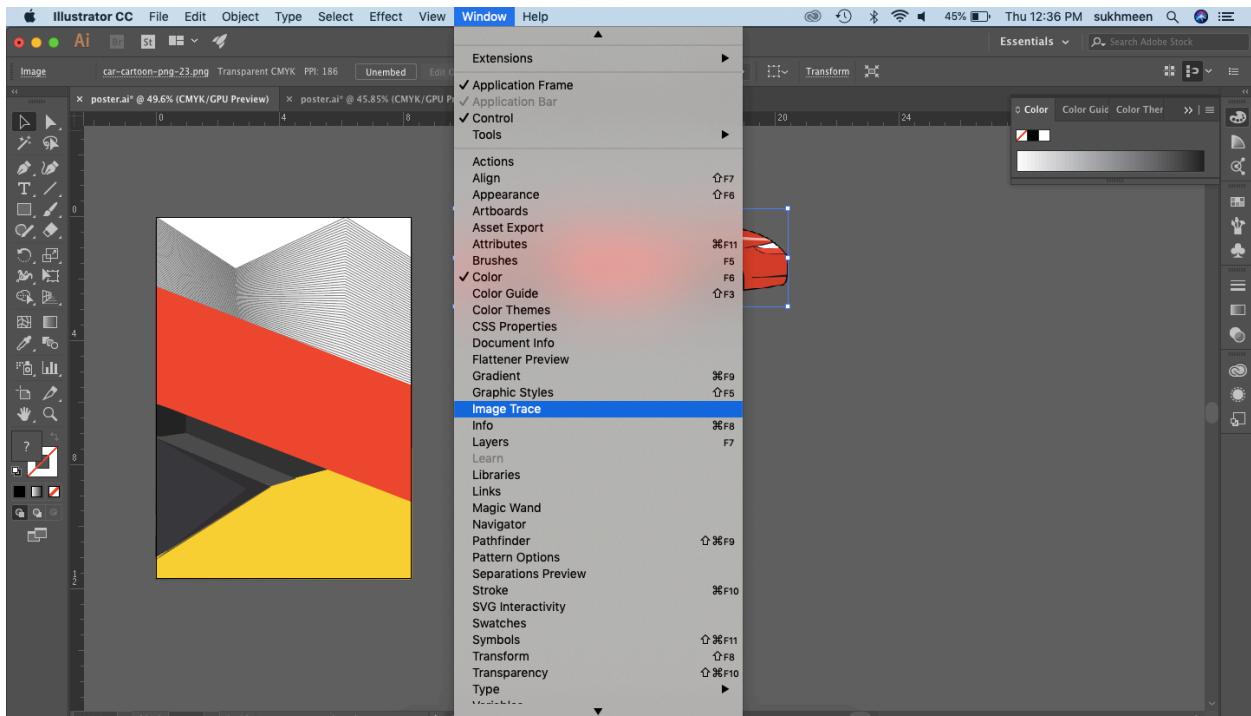
23. To apply those setting , again go to object , choose blend and press on make option.



24. Now , The result will look like this on your Artboard.



25. Download the car Png image. Place the image on Artboard for tracing. Then go to window-> image trace. Image trace option will open the image trace properties.

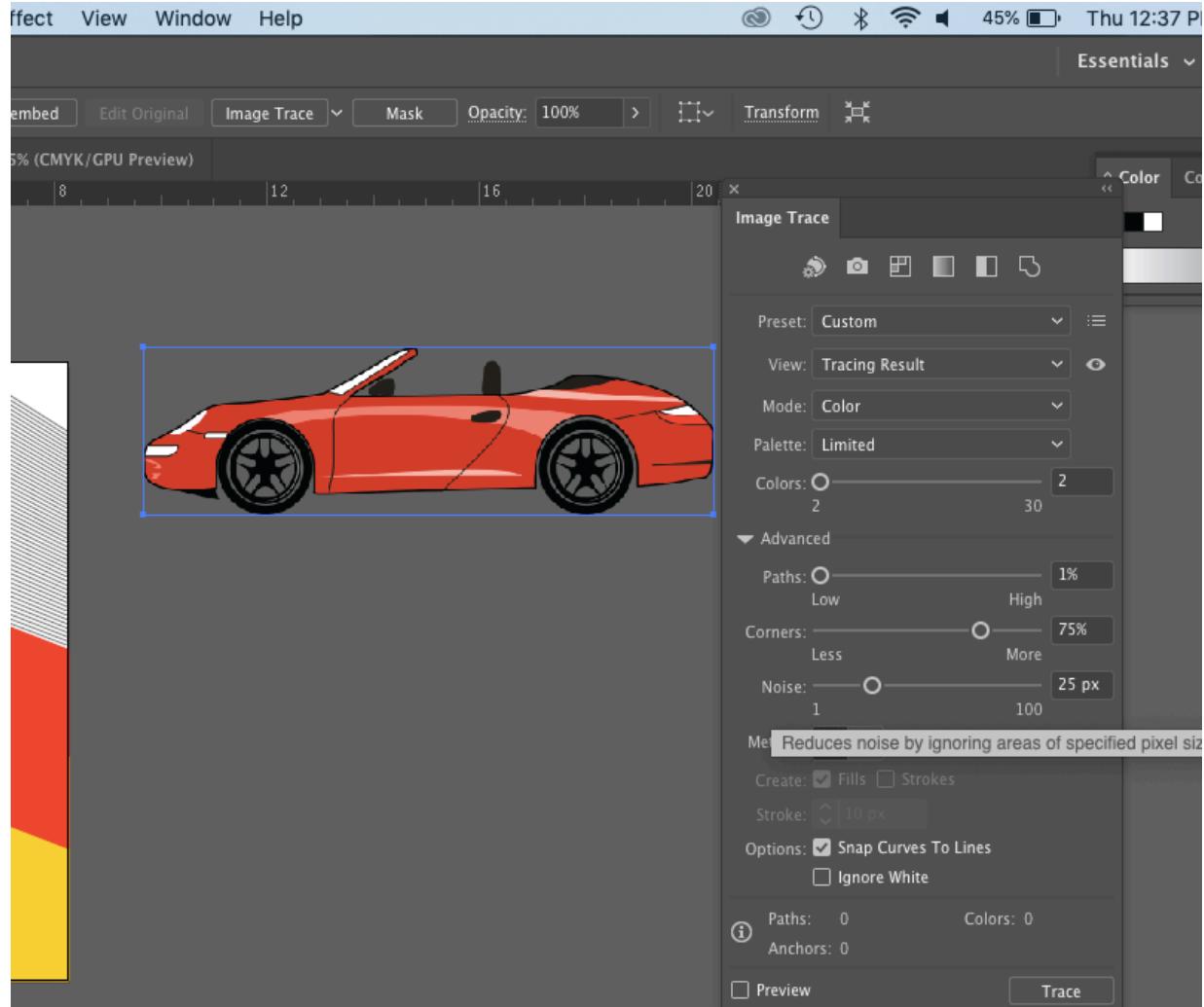


26. Now image trace property panel will appear on the screen . Set the properties like below

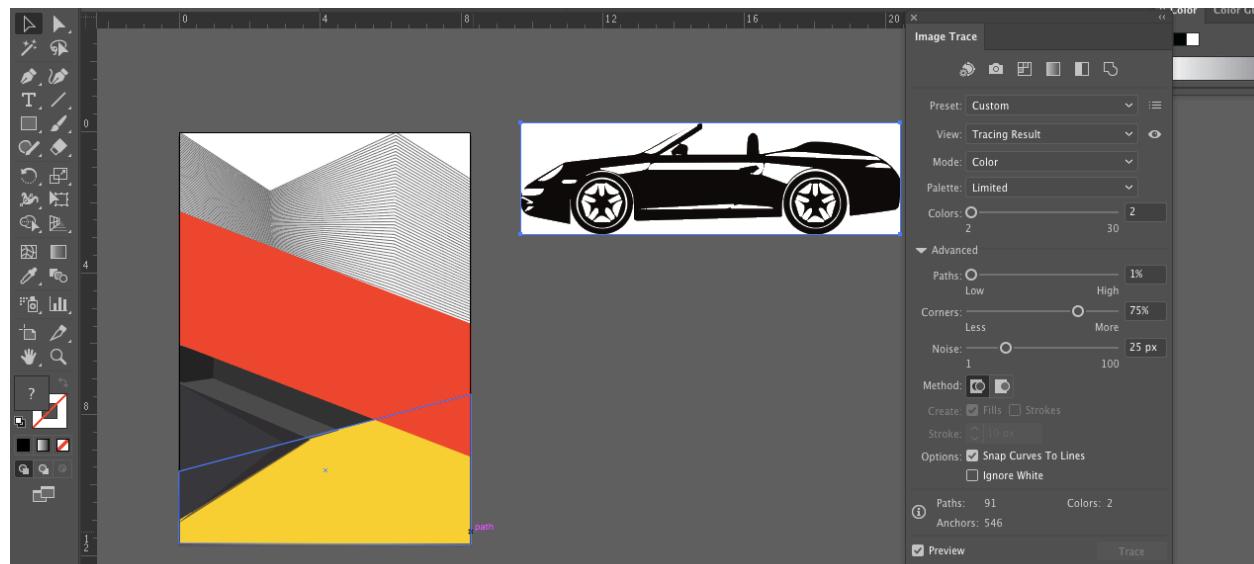
Mode-> color

color-> 2

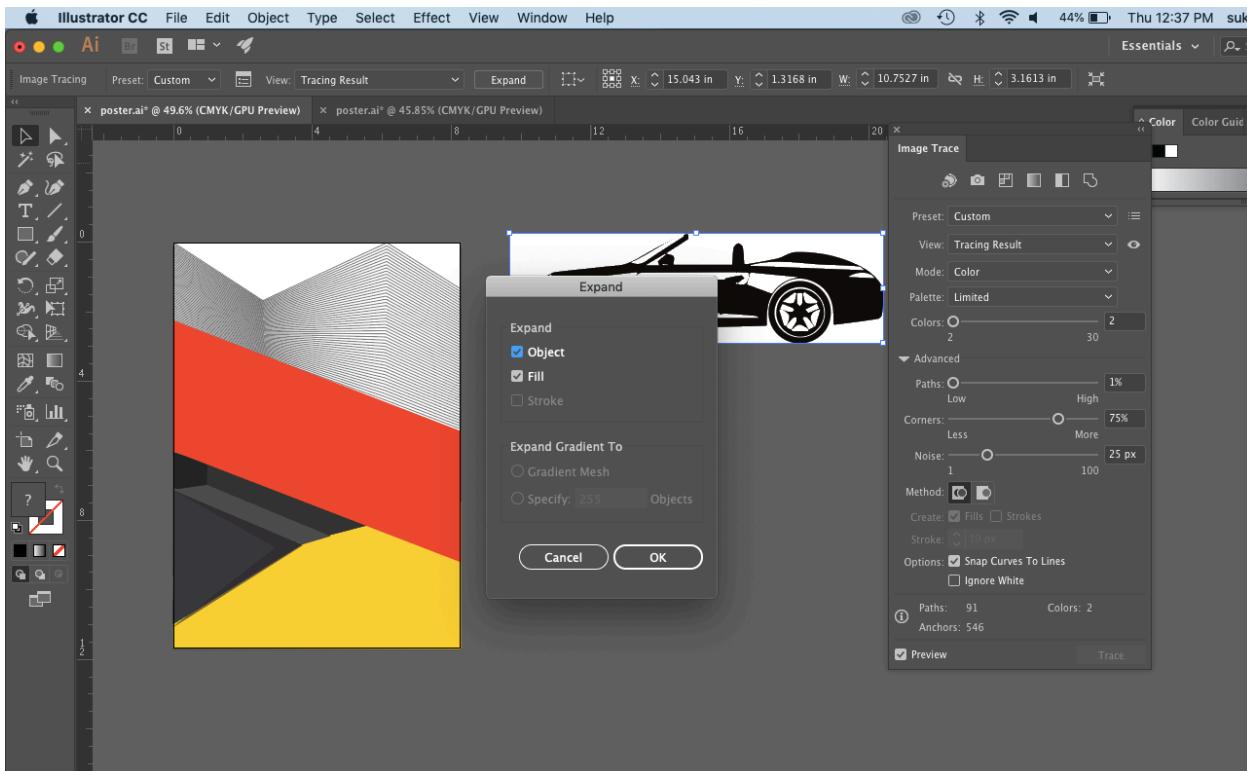
Everything should be remain same as default setting.



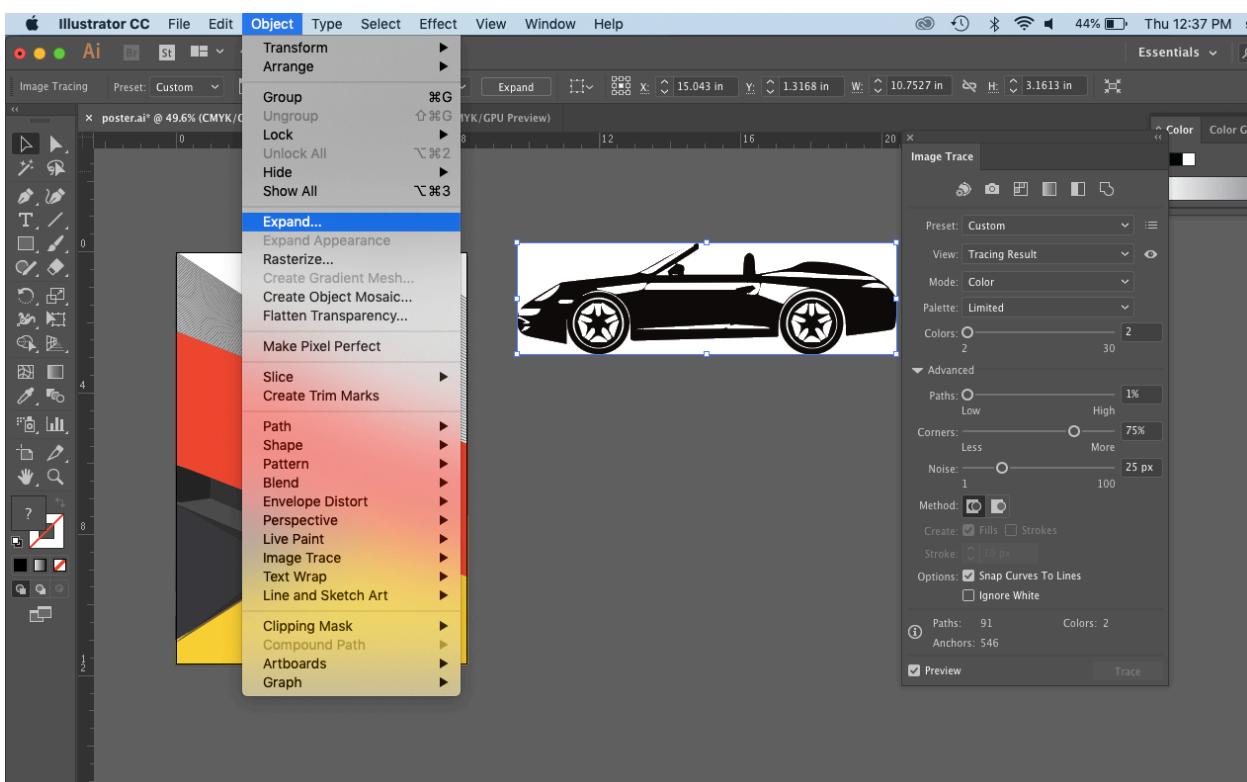
27. After property settings , select preview option to check your result.



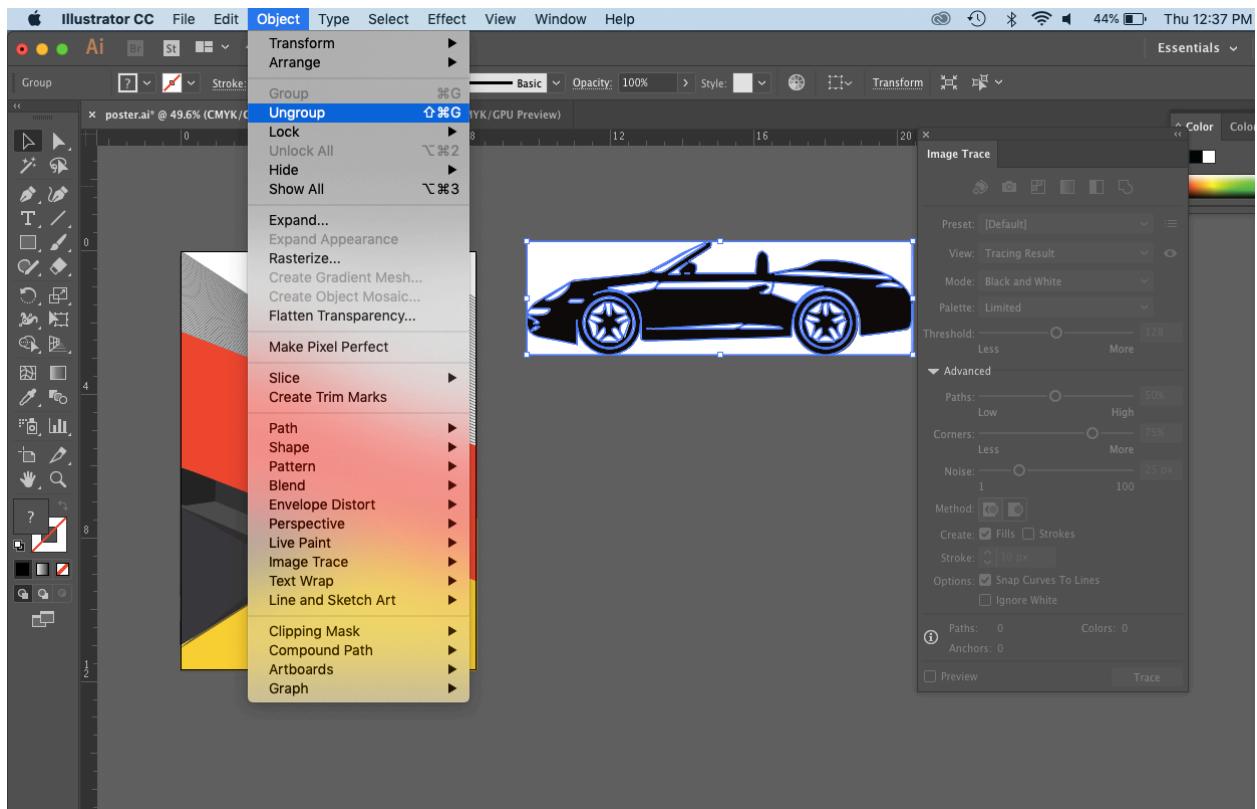
28. If you are satisfied with result then press ok to make final trace.



29. After trace image go to Object-> Expand the image



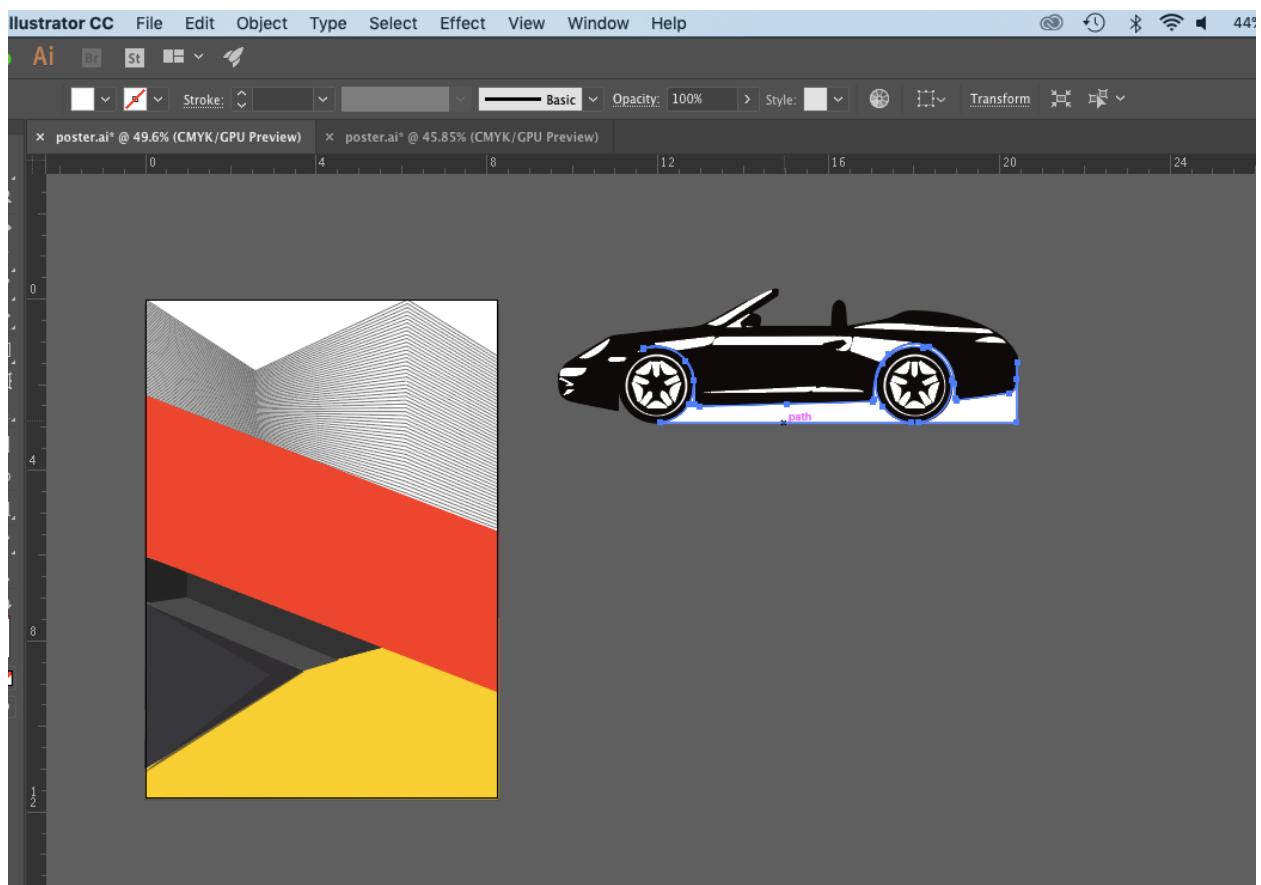
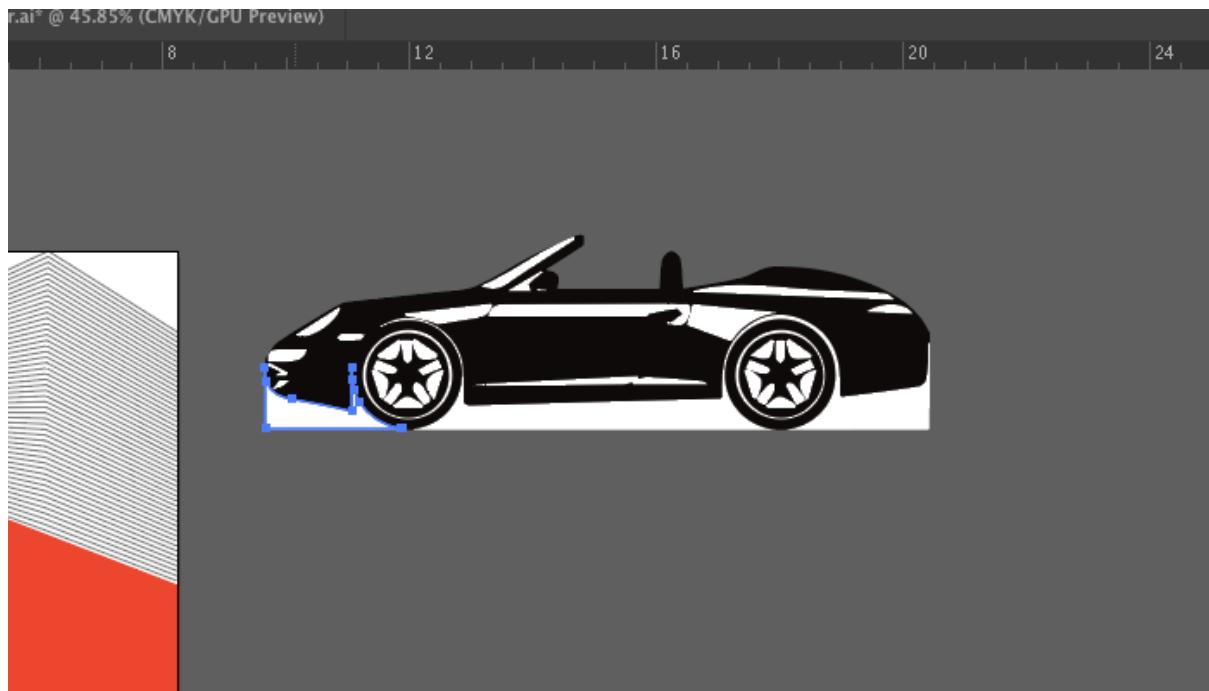
30. Now ungroup the image, for that go to object-> choose ungroup



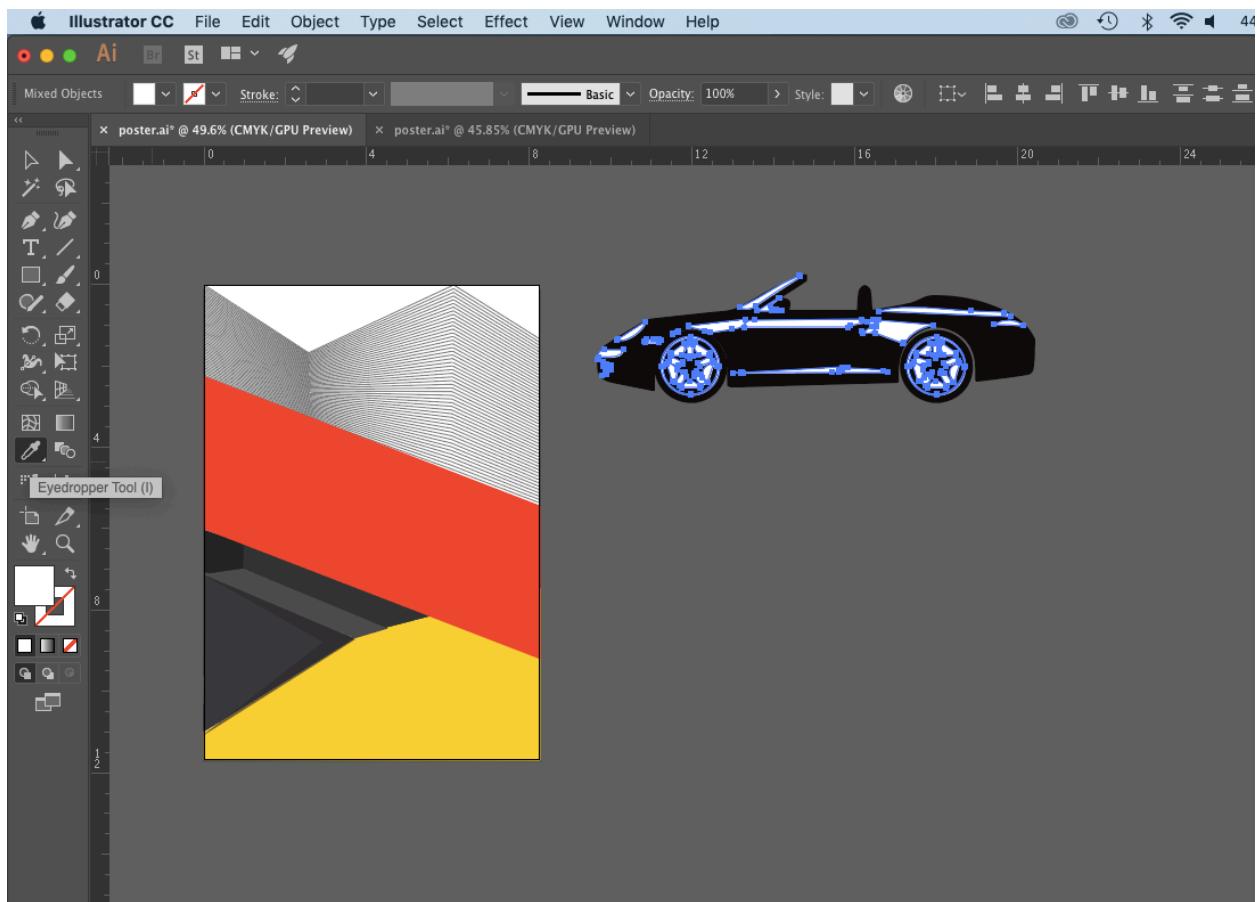
31 .Now, remove the white back ground by selecting paths and delete it .  
As showed in the below pictures.



32.Upper background part is removed , same as delete the below background parts.



33. When all the white background has been removed , then again group all car paths together. Same as go to object -> group option.



34.Place the traced image on the red rectangle in the poster . Result will look like this.

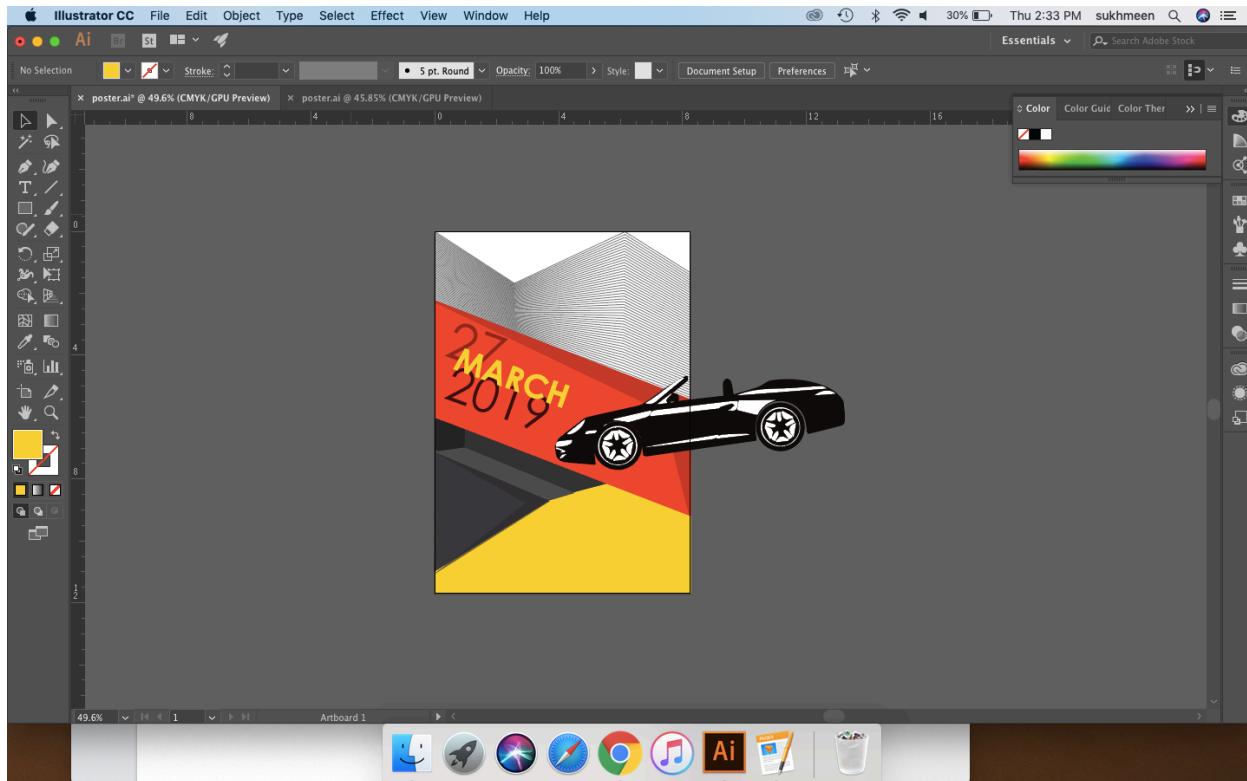


35. For date , I choose Century Gothic font family with regular font style , size is 120 pt.

For 27 -> color is #931a1d.

For March -> color is #ffce06.

For 2019 -> color is #3f1212.



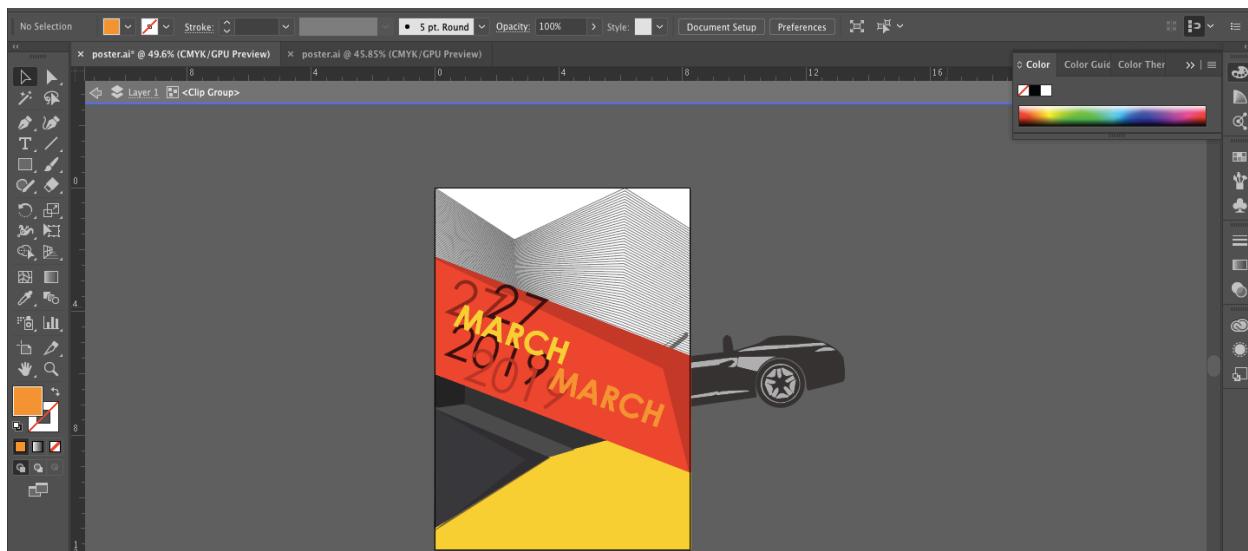
36. Now create copy of **27 , March and 2019** and change the color of three of them.

For 27 -> fill color is #3f1212.

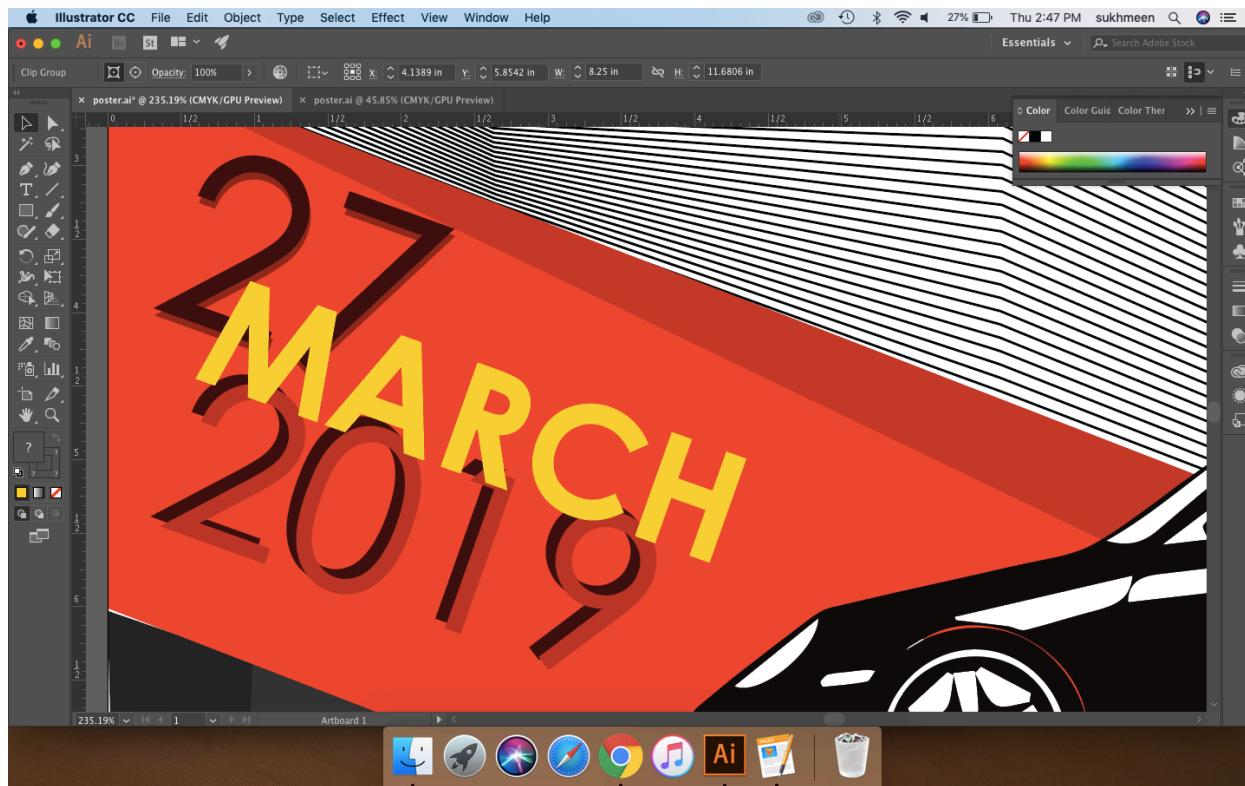
For March -> fill color is #f7941d

For 2019 -> fill color is #931a1d.

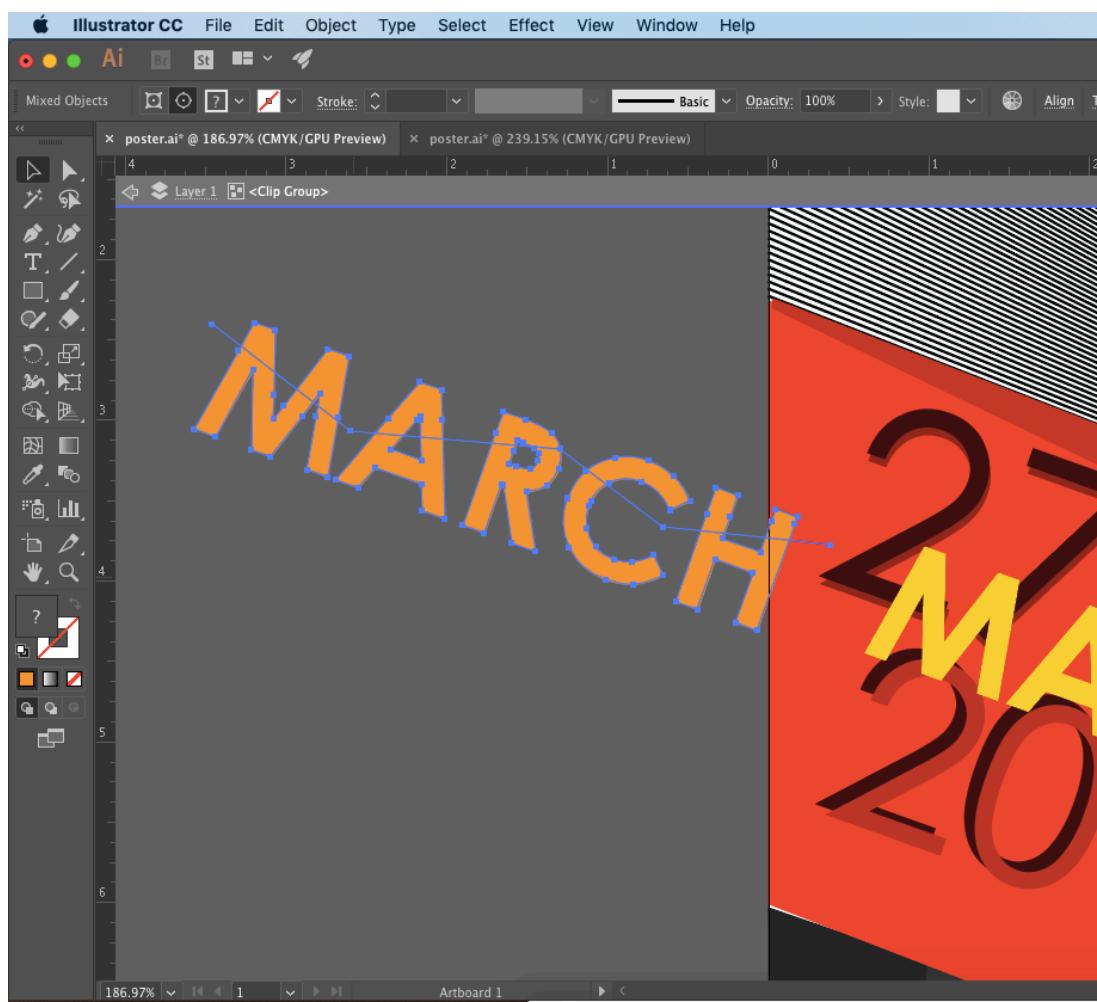
It will look like this.



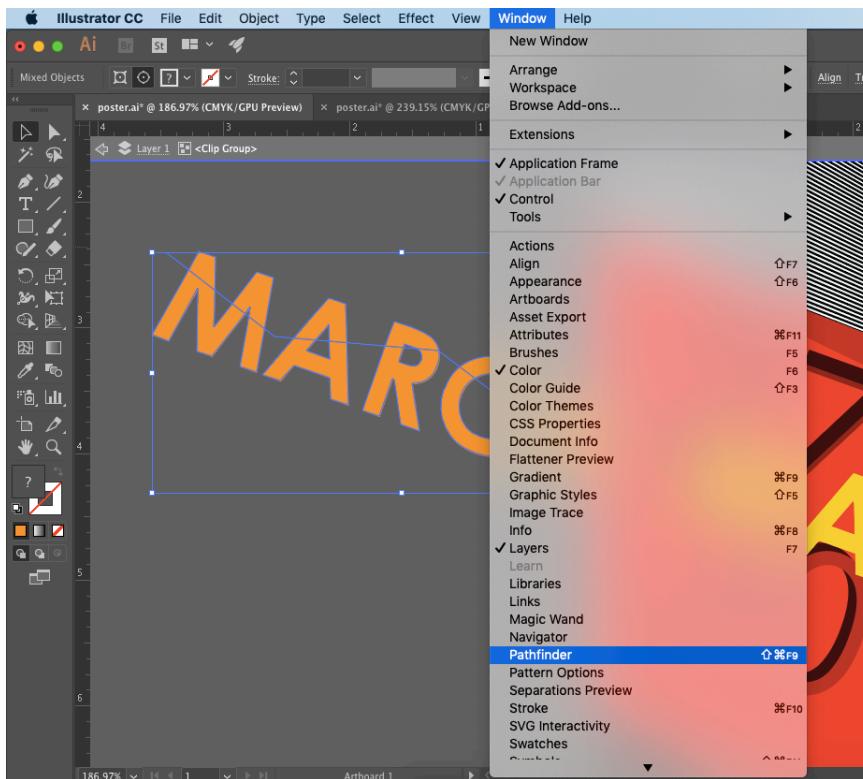
37. Now place dark color 27 and light color 2019 on the top of other 27 and 2019. It will give the shadow effect to the date.



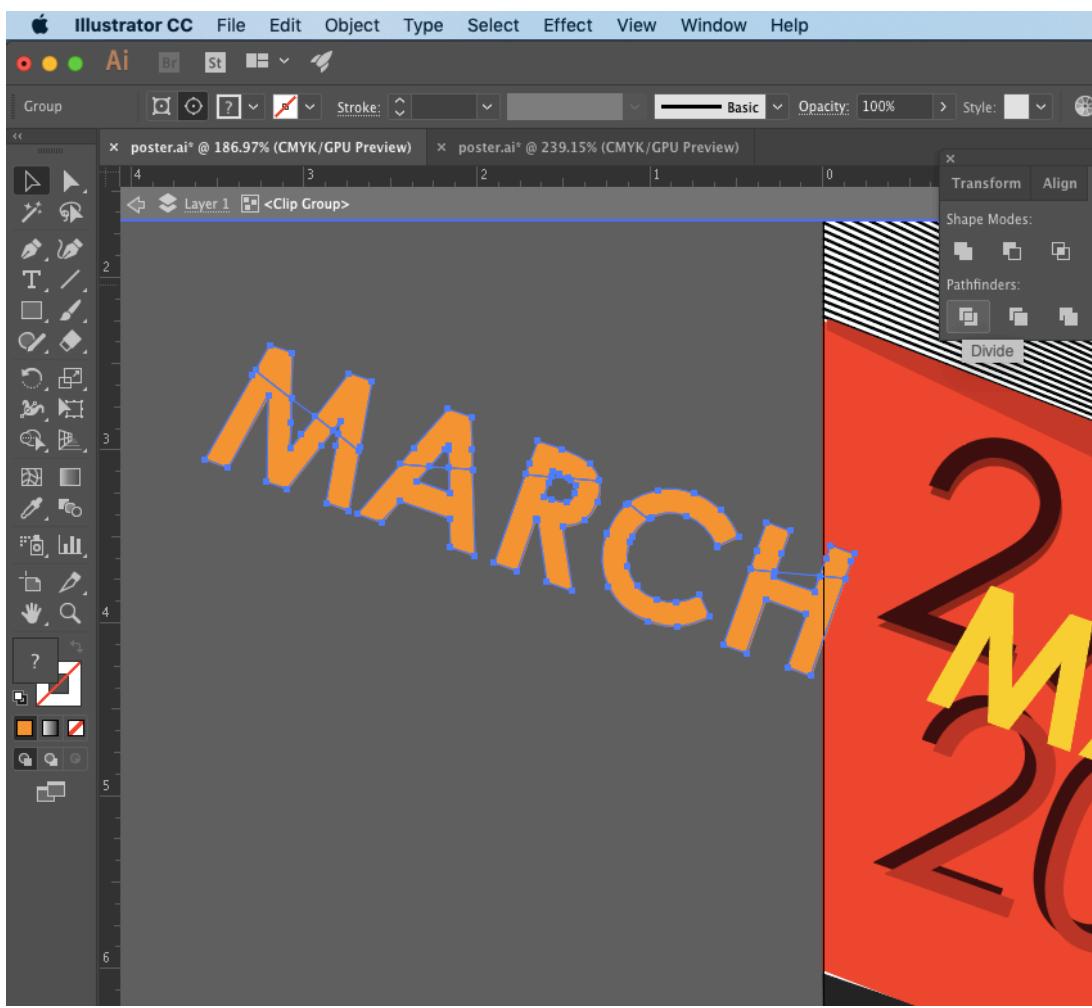
38. For March text , Copy march text.then with pen tool create zig-zag line



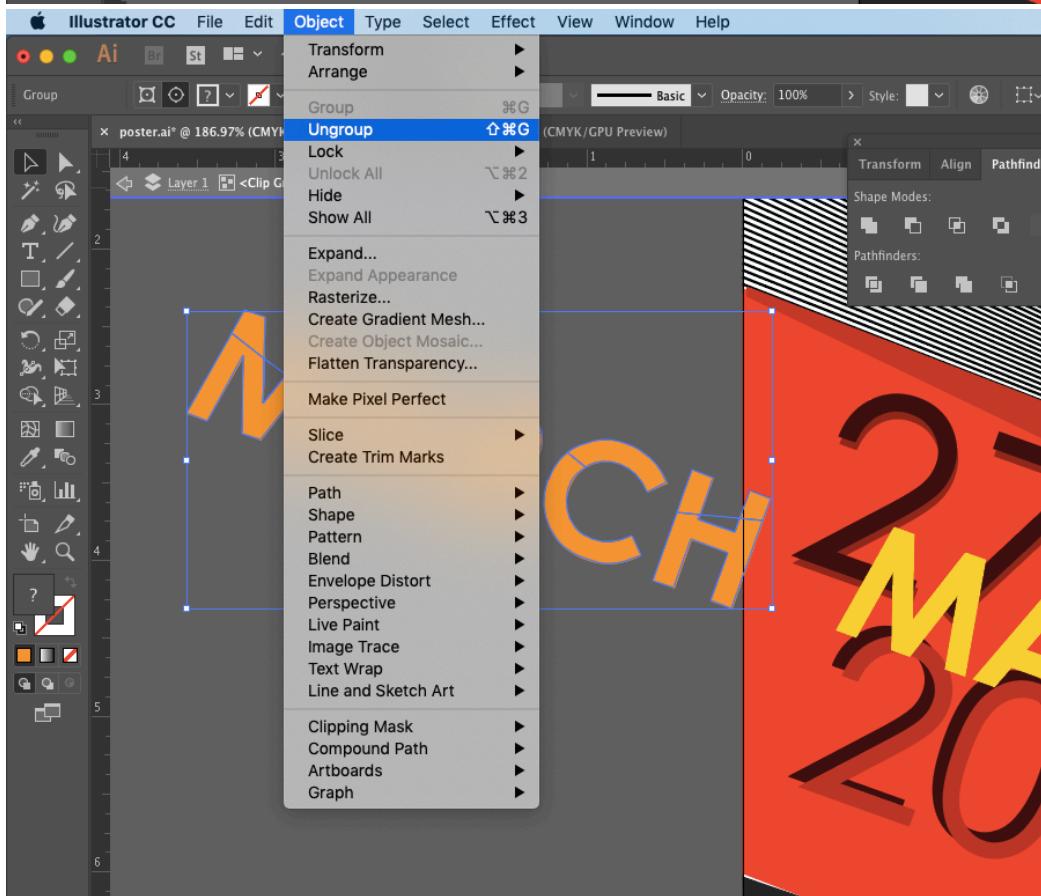
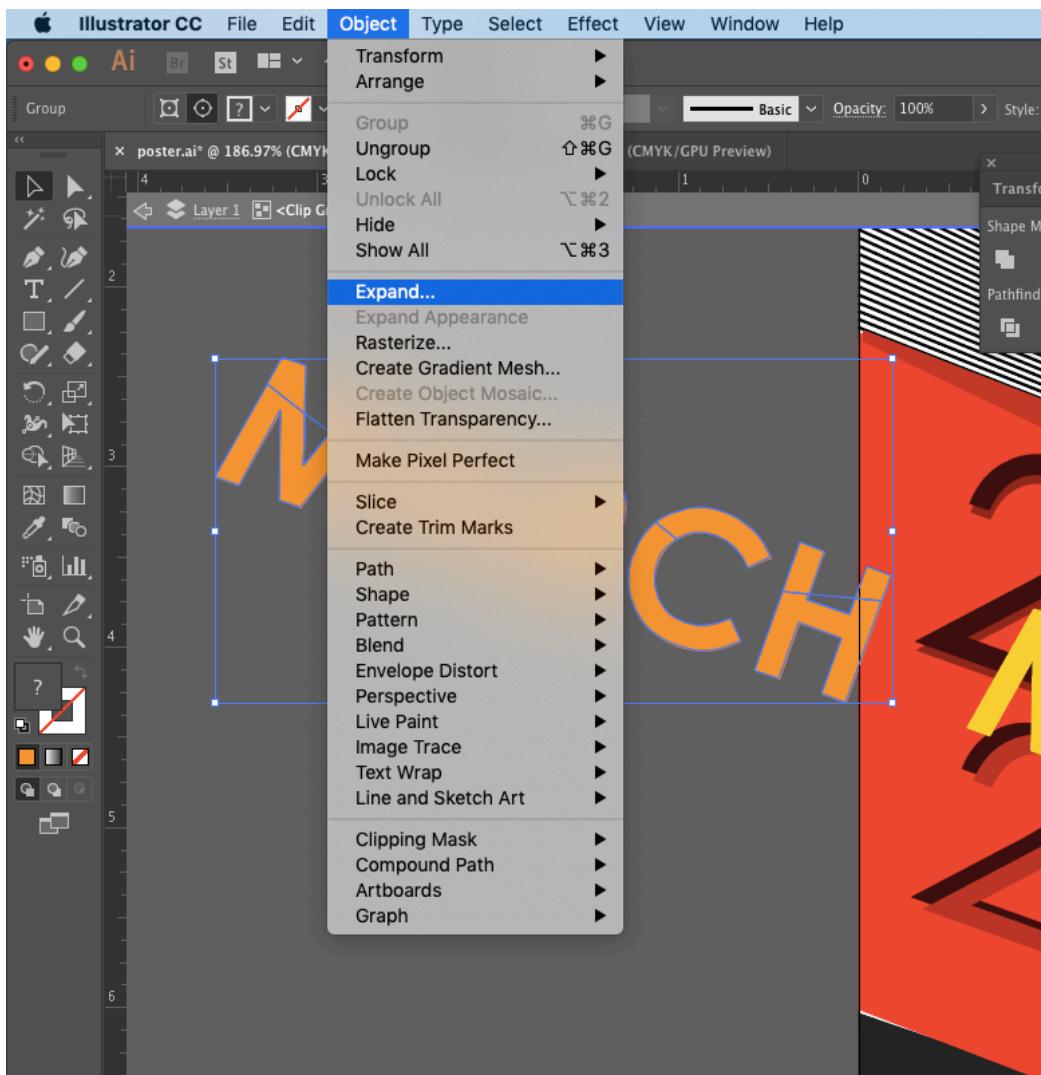
39. To cut March in half I used pathfinder . Go to window -> pathfinder



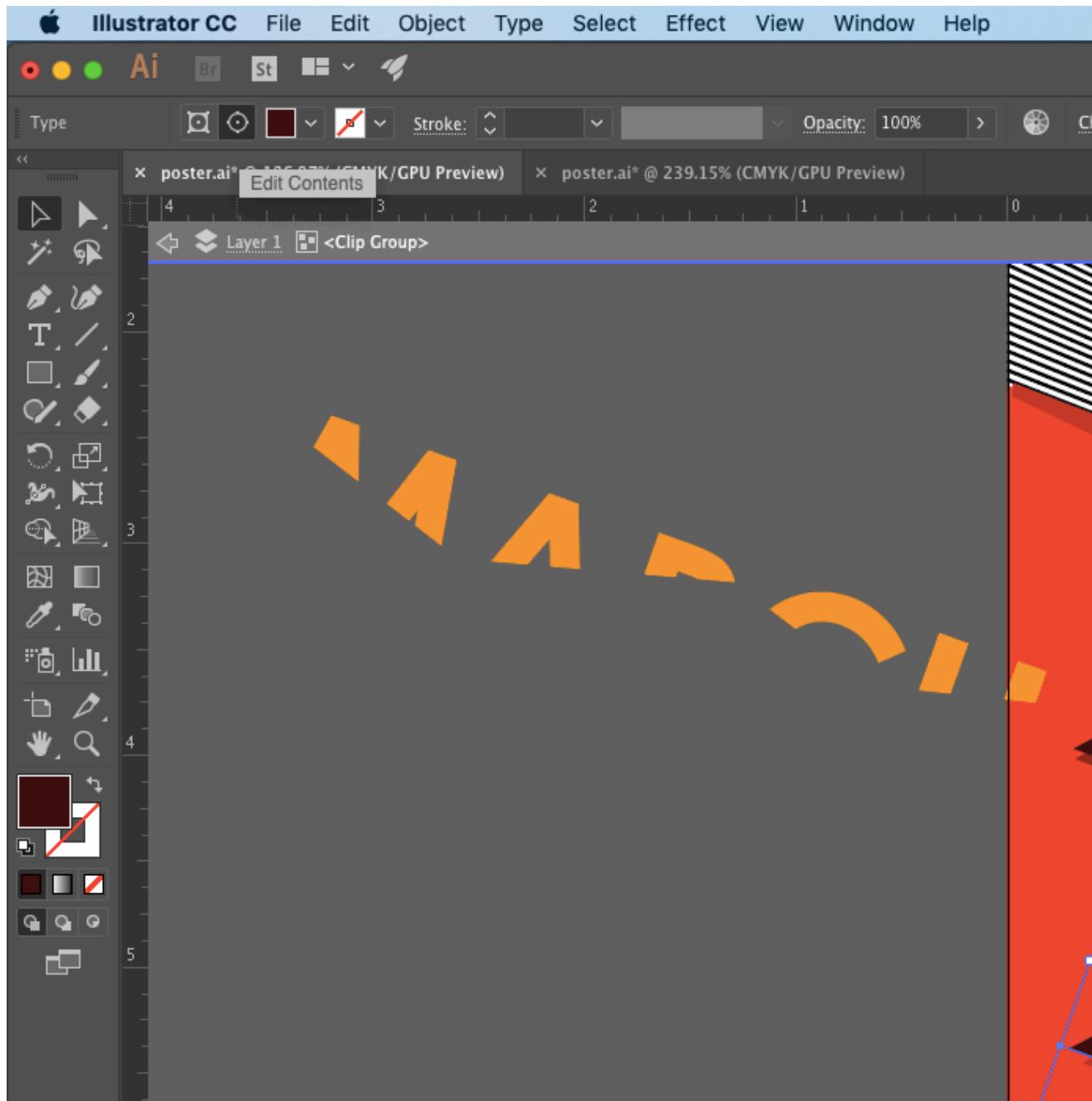
40. Then select letter march both. then click divide from pathfinder.



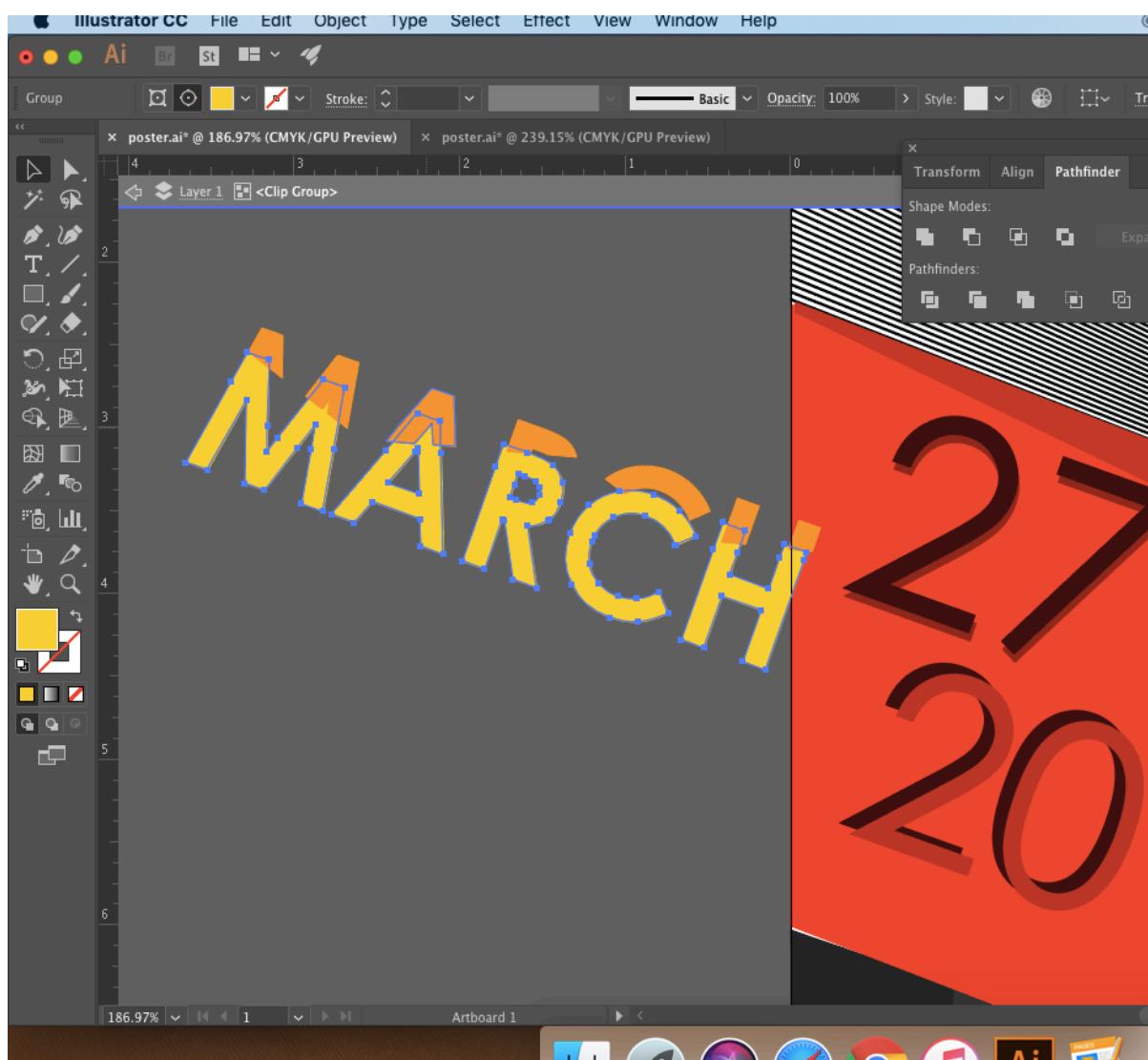
41. Then expand>ungroup>delete the lower part of text.



Result look like this.



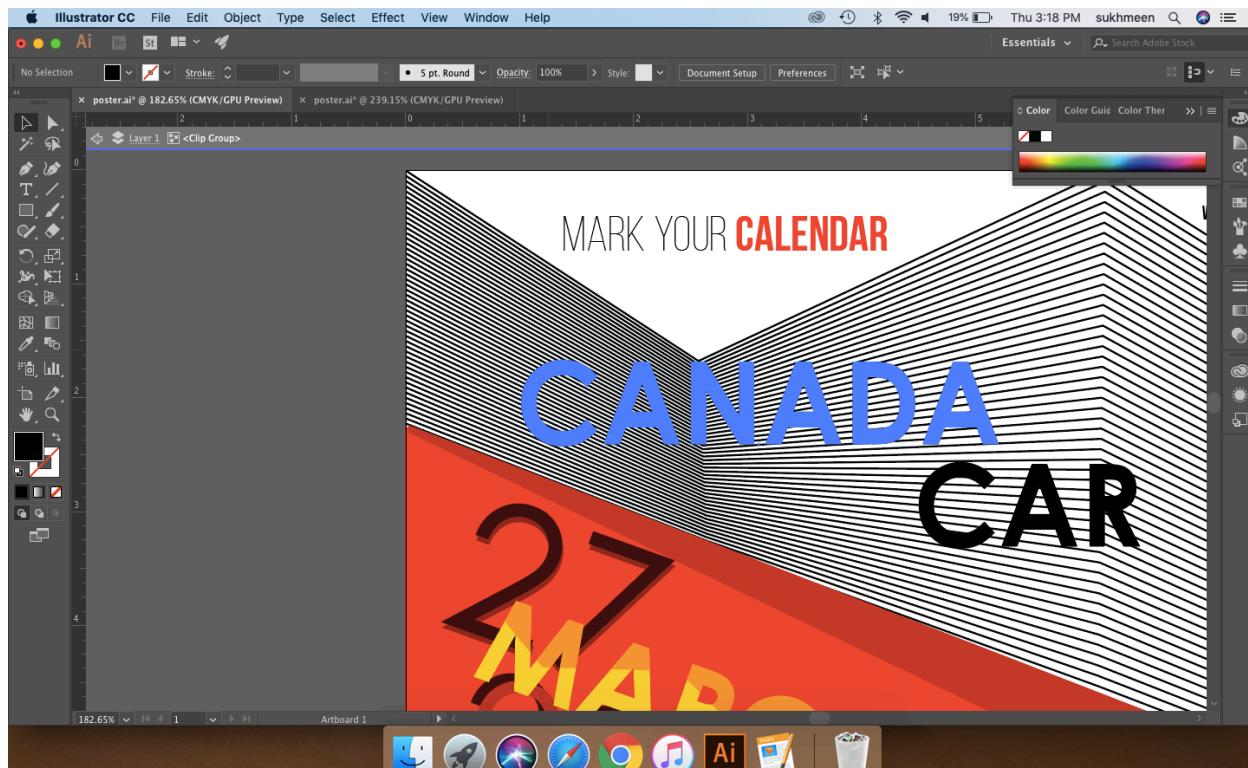
42. Now Place the orange text over yellow text.



43. Place the text **CANADA CAR** on the top of lines. By using font family Century Gothic with **Bold** font style , size is 72 pt . As you can see in the picture below.



44. Place the text **MARK YOUR CALENDAR** at the top. By using font family Bebas Neue with **Bold** font style , size is 31pt . As you can see in the picture below.



45. Place the text **WWW.CANADA.COM** at the top. By using font family Bebas Neue with **Regular** font style , size is 12 pt . As you can see in the picture below.



46. Place the text **THE SHOWROOM & CLAIM THESE GIVEAWAYS** below the red rectangle and on the arrow shape rectangle. By using font family Agency FB with **Regular** font style , size is 23 pt . As you can see in the picture below.



47. Place the text **VISIT** By using font family Agency FB with **Regular** font style , size is 34 pt . As you can see in the picture below.

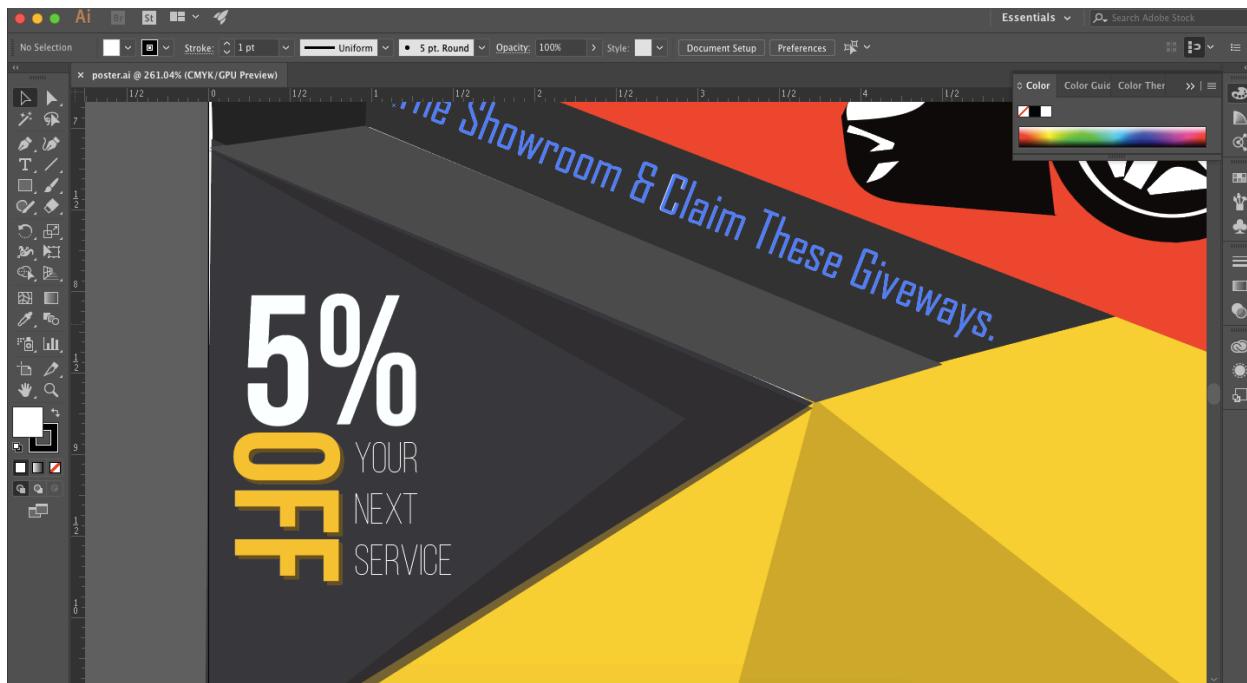


48. Place the text **5% OFF YOUR NEXT SERVICE.**

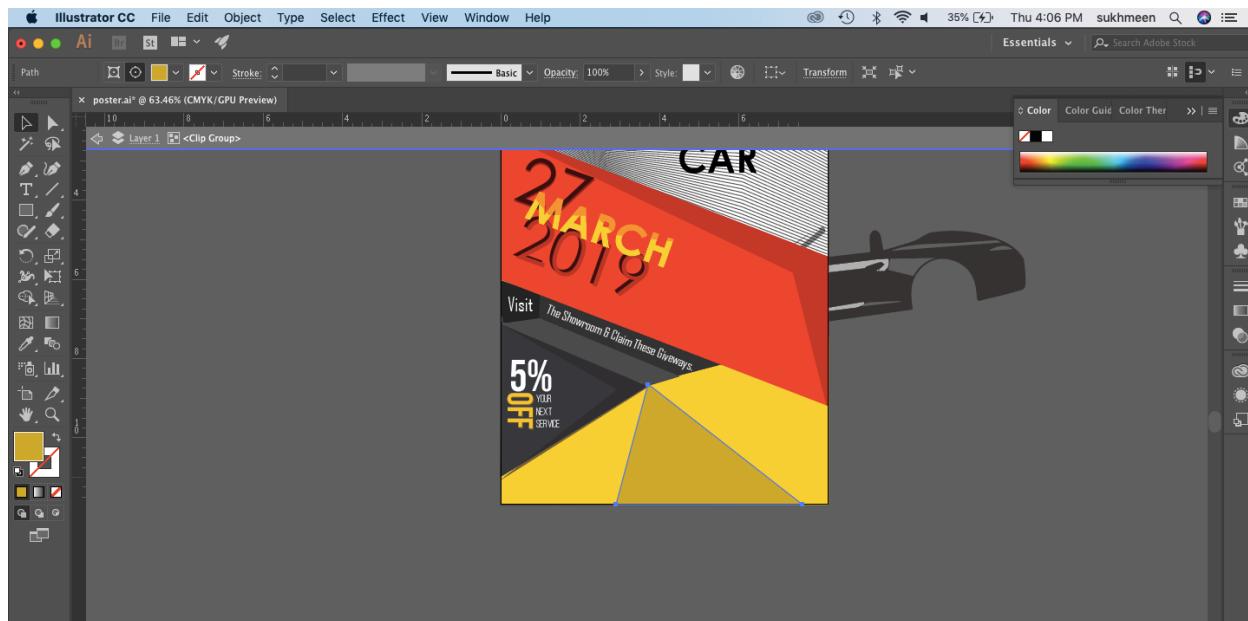
For **5%** -> Font family Bebas Neue with **Regular** font style , size is 81 pt

For **OFF** -> Font family Bebas Neue with **Regular** font style , size is 65 pt . For OFF I use the same technique which I used for Date ( Detail in step 35, 36 and 37).

For **YOUR NEXT SERVICE** -> Font family Bebas Neue with **THIN** font style ,

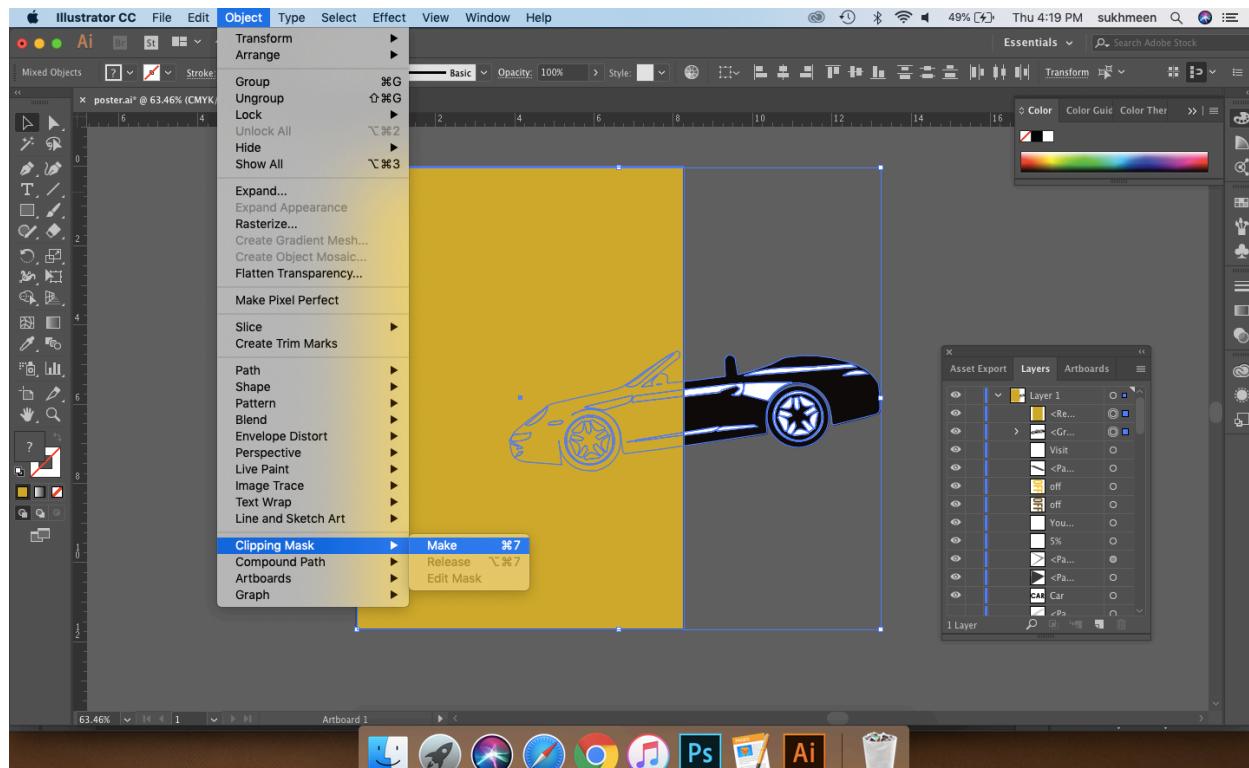


49. Now our design is almost complete. Now, place the triangle on the yellow rectangle with color **#d0ab2b** to give it a better look.



50. Now, Last step is Clipping Mask , It is used to eliminate extra part , which is outside the artboard.

- For that create a rectangle on the artboard.
- Select the rectangle and artboard together and go to object -> Clipping Mask -> make.



51. Now, Poster is complete. At the last Poster should look like this , As you can see in the picture below.



## REFERENCES

[https://ca.images.search.yahoo.com/yhs/search;\\_ylt=AwrVrN5aH51c5BQAoAgXFwx.;\\_ylu=X3oDMTB0NjZjZzZhBGNvbG8DZ3ExBHBvcwMxBHZ0aWQDBHNIYwNwaXZz?p=car+cartton+png&type=ufds\\_5904\\_CHW\\_CA&hsprt=iba&hsimp=yhs-1&ei=UTF-8&fr=yhs-iba-1#id=71&iurl=http%3A%2F%2Fclipartmag.com%2Fimages%2Fcar-cartoon-png-23.png&action=click](https://ca.images.search.yahoo.com/yhs/search;_ylt=AwrVrN5aH51c5BQAoAgXFwx.;_ylu=X3oDMTB0NjZjZzZhBGNvbG8DZ3ExBHBvcwMxBHZ0aWQDBHNIYwNwaXZz?p=car+cartton+png&type=ufds_5904_CHW_CA&hsprt=iba&hsimp=yhs-1&ei=UTF-8&fr=yhs-iba-1#id=71&iurl=http%3A%2F%2Fclipartmag.com%2Fimages%2Fcar-cartoon-png-23.png&action=click)

**THANK YOU**









