

Project 03

Adobe Illustrator / Creating Icons, Characters and Identities

Students will be creating 4 logos and one animated character or illustration. All files will be press ready graphics which will demonstrate their knowledge of Adobe Illustrator CS5. All final files will be printed as laser and ink jet prints and turned in both electronically as .ai files to the Instructor's Drop Box and finished prints for class review.

Learning Outcomes

Understand the difference between a vector and raster graphic.

Understand the difference between a word mark or logotype and an icon / pictograph

Completion of Project 03 will demonstrate knowledge of Adobe Illustrator CS5.

Gain further understanding of printing on the lab printers & their settings

Develop skills in trimming print outs with an X-acto knife, straight edge, and cutting mat

The exercises and logo design will require students to compose ideas [make sketches] and utilize key aspects of Illustrator in order to develop their ideas and turn them into a finished file.

Methodology

Project 03 is an introduction to Adobe Illustrator CS5. In Part One, Students will complete four exercises that will help them to learn basic skills in Illustrator: Exercise 01: Drawing Shape and Working with Color Palettes, Exercise 02: Redraw a Famous Icon [supplied Facebook icon], Exercise 03: Alter the Re-drawn Icon and Exercise 04: Draw an Animated Character. Each exercise will inform the next. In Exercise 03, students will alter a popular icon by changing its color or shape etc. Will the formal changes to the logo alter its intended meaning as well? Exercise 04 will incorporate traditional 2D drawing skills to create a character or figure.

In Part Two, students will design a logotype for a magazine that is about the color of their study for Project 01.

Materials

Sketch books or sketch templates, ink jet photo paper, [8 1/2" X 11"],
X-acto knife and blades, metal ruler or straight edge, mounting board, glue sticks for adhesive [supplied]

logotype or icon?



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Required Reading

<http://designshack.net/articles/software/adobe-illustrator-101-10-things-you-should-know-about-ai/>

Illustrator Skills

1. Vectors (what they are and why you use them)
2. Understanding the Artboard
3. File set up and working with layers
4. Creating complex drawings using mathematical coordinates
5. How to use the pen tool
6. Working with color palettes, gradations and patterns
6. Understanding paths and path structure
7. Typing on a path and in an object
8. Aligning objects
9. Drawing tools: brush, pencil, spray can
10. How to save images (for web, for print)
11. Exporting files
12. Transparency and opacity
13. Grids and guides and bounding boxes

Part One

Students will complete four exercises that will help them to learn basic skills in Illustrator. Each exercise is intended to be worked through quickly to learn the tools. Decisions about the aesthetics and formal properties of the illustrations are not part of the grading criteria for the Exercises. The Exercises are merely intended to learn the tools and become familiar with program.

The files needed for the exercises can be downloaded here.

http://www.stacyasher.com/pdf/DM1_Project_03_icon.zip

Exercise 01: Drawing Shape and Working with Color Palettes

Work with a 6" X 6" / and multiple Artboards within the document. Draw the following shapes and forms and fill them with the color and stroke weight of your choice. Use the pen tool to create the shape. This Exercise is intended to help you familiarize with the pen and other drawing tools and help you get to know the Illustrator interface. Do not worry about precision of the shapes.

Draw the following: a. a rectangle b. a 5 pt. star c. an egg



Exercise 02: Redraw a Popular Icon

Place the supplied *facebook* logo that is in the folder for Project 03 onto a 6" X 6" document / Artboard. Make the logo 4" X 4" and center is precisely on the Artboard. Use rulers and guides for precision.

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Create another layer to draw a vector based graphic of the icon by using the pen tool and filling in the shape with 100% black.

Exercise 03: Alter the Re-drawn Icon

Work with a 6" X 6" document / Artboard. Take the icon that you created in Exercise 02 and dramatically alter it by changing it's color, shape, texture etc. Will the formal changes to the logo alter its intended meaning as well?

Use the drawing tools: brush, pencil, spray can and gradient and pattern fill options in the color palette menu.

Alter the icon further using the free transform / distort tool: warp, perspective, skew

Print out the icon with crop marks using the laser printer. Trim the icon out as a 6" X 6" document using an X-acto knife and straight edge.

Exercise 04: Draw an Animated Character

Exercise 04 will incorporate traditional drawing skills to create an animated figure.

Create a 6" X 6" document / Artboard. Work quickly to make a drawing of a character. Think about your character being a type of mascot or identity that represents the color or title of your magazine.

Create a simple background for the character's environment. on a separate layer. You may incorporate a photographic landscape as in Project 02 or draw one using Illustrator tools. [for example: a BLUE figure with blue hair and skin in a blue background]

Make a folder for Project 03 using the file structure assigned for Projects 01-02. Create a sub-folder for the Exercises and turn them in electronically to the Instructor's Drop Box along with Part 02.

Assigned Reading for next class

<http://designshack.net/articles/software/adobe-illustrator-101-10-things-you-should-know-about-ai/>

Exercises 01- 04 are due at the beginning of class on **Tuesday, October 25.**

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Part Two

Students will design a logotype for a magazine that is about the color of their study for Project 01. Completion of Project 03 will demonstrate their knowledge of Adobe Illustrator CS5. These exercises and logo design will require students to compose ideas [make sketches] and utilize key aspects of Illustrator in order to develop their ideas and turn them into a finished file.

1. Create a series of sketches to help you develop an idea for Project 03.
[completed by 10/18]
2. Use an 8" X 5" / 576 px X 360 px Artboard
3. Create a vector based graphic of the logotype for your magazine about the color of your study in Project 01. ie. Red, Blue, Green Etc.
4. Draw the logotype using the pen tool. You may use letterforms as templates to draw from but the logotype must be drawn as a vector graphic and not type set. and converted to outlines.
5. Create the following three versions of the logotype:
a) 100% black b) using a shade [color plus white] or tint [color plus black] of the color of your magazine c) a simple pattern or graphic effect
6. Save the logotype for the web as well as print.
7. Place the logo on an 8 1/2" X 11" [portrait] page to determine the scale and specific placement. Consider placing it in context of the front cover of your magazine. Select an image from your archive of Project 01 to test its positioning on top of an image or illustration. This is an important step in the decision making of its final appearance.
8. Print out the 3 versions of the logotypes and placement on an 8 1/2" X 11" [portrait] page with the color ink jet printers on supplied presentation paper. Print the logotypes with crop marks and trim them out with an X-acto knife and straight edge for class review.
9. Turn in all Exercises and logotypes for Project 03 in a folder with appropriate file structure and organization.
10. Organize files in preparation for Project 04.

Part 02 of Project 03 is due at the beginning of class on **Tuesday, November 08.**

The entire project folder will be submitted for file management and organization assessment.

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Useful Keyboard Shortcuts

Try to familiarize yourself with how to get around the interface quickly and smoothly using keyboard shortcuts. Hovering over any tool will show you the equivalent shortcut, so here are some other useful tricks you may not know. Many of these are similar to Photoshop.

PC users should just know that ⌘ (Command) = Control and ⌥ (Option) = Alt.

Zooming

Zoom In/Out: ⌘+ or ⌘-

Fit Artboard to Screen: ⌘0

Zoom to Actual Size: ⌘I

Temporary Tool Switching

Temporary Selection Tool: Hold ⌘ from any Tool

(gives you Direct Selection if already in Selection Tool)

Temporary Zoom Tool: Hold ⌘Space from any Tool

Pasting

Paste In Front: ⌘F

Paste In Back: ⌘B

Paste In Place: ⌘⌥V

Working with Objects

Duplicate an Object: Hold ⌘ while dragging

Group Objects: ⌘G

Ungroup Objects: ⌘⌥G

Bring to Front: ⌘⌥]

Send to Back: ⌘⌥[

Select All on Active Artboard Only: ⌘⌥A

Lock Selection: ⌘2, ⌘⌥2 to unlock all

Hide Selection: ⌘3, ⌘⌥3 to show all

Other

Check Spelling: ⌘I

Show Grid: ⌘"

Make Guides: ⌘5 (select a shape first)

name _____

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Project 03:

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30% of Final Grade = 100 points X 3 = 300 points

(40% Participation, 50% Project, 10% Creative Process / Technology / Solution)

Understanding of vectors

(what they are and why you use them)

difference between raster and vector graphics 0 1 2 3 4 5 6 7 8 9 10

Understanding of how to use the art board

file set up and working with layers.

Utilizing grids, rulers and guides 0 1 2 3 4 5 6 7 8 9 10

Demonstrated an understanding of how to use

the pen tool, working with color palettes,

gradations and patterns, transparency and opacity 0 1 2 3 4 5 6 7 8 9 10

Developed an understanding of keyboard view

/ keyboard shortcuts file ownerships

and permissions 0 1 2 3 4 5 6 7 8 9 10

Demonstrated skill in working with the pen tool

to create paths and path structure 0 1 2 3 4 5 6 7 8 9 10

Demonstrated an understanding of how to

use the various drawing tools: brush, pencil,

spray can. 0 1 2 3 4 5 6 7 8 9 10

Successfully produced a logotype for a magazine

that is print ready and a vector based graphic 0 1 2 3 4 5 6 7 8 9 10

Exhibited punctuality & evidence of time

commitment 0 1 2 3 4 5 6 7 8 9 10

Demonstrated effective concentrated effort

towards the completion of the project 0 1 2 3 4 5 6 7 8 9 10

General level of interest and attitude:

demonstrated interest and desire

in obtaining technical proficiency 0 1 2 3 4 5 6 7 8 9 10

total _____ letter grade _____