Unit 1 – Vector – Illustrator Guide

How to download fonts (Mac os)
Choose a font from your favorite font site.
Unzip the file from your downloads folder.
Then go to your Applications Folder to your "Font Book"
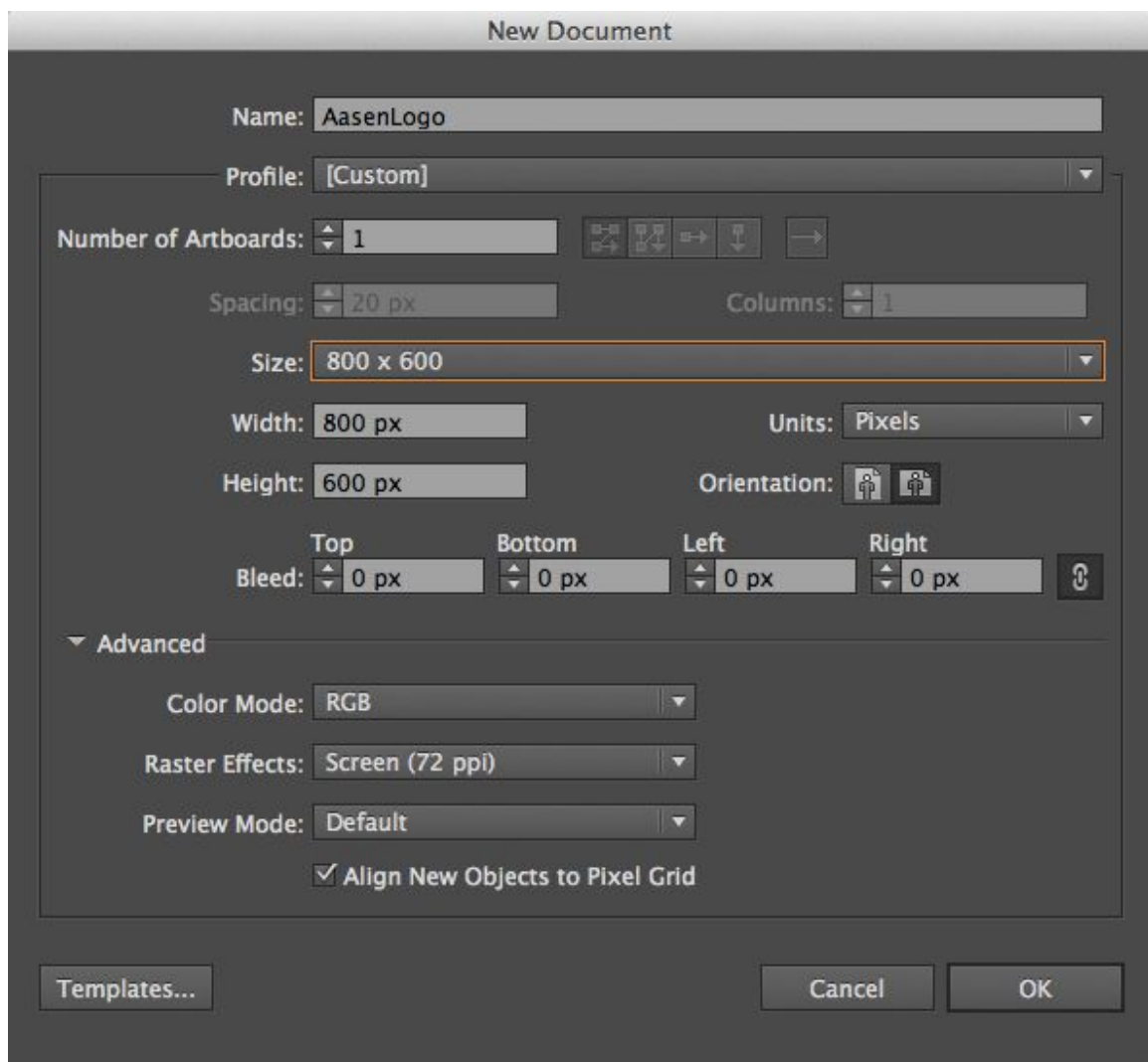Drag your Font file (.ttf or .otf) into the list of Fonts in the Font Book

Under Windows 8/7/Vista
Select the font files (.ttf, .otf or .fon) then Right-click > Install

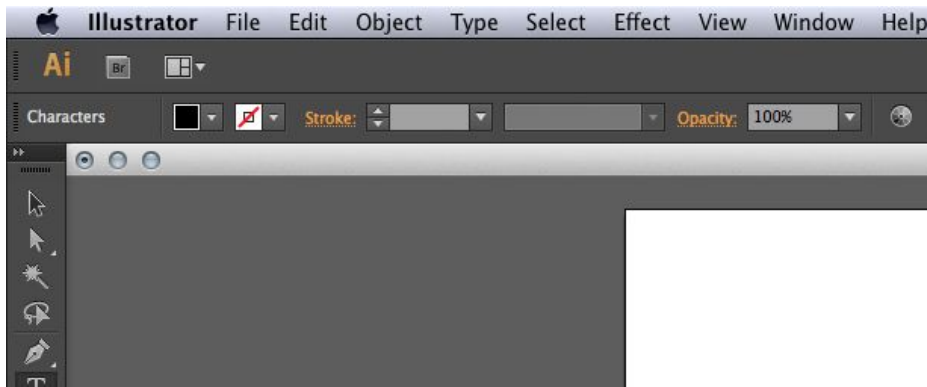Open Illustrator – Brown/Orange "Ai" Adobe Icon

Open a new document
File> New or ⌘N

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Name your Document
Profile: Web
Size: 800 x 600
Orientation: Horizontal or Vertical
Click ok.

You can Modify the sizes for inches If needed, until "units" you can choose inches, pixels etc

Up top you have Illustrator, File, Edit, Object, Type, Select, Effect, View, Window, and Help.

File: New, Open, Save, Close, and Print
Edit: Undo, Redo, Cut, Copy, and Paste
Object: This includes everything about your Pen tool and Shapes. The Transformation, Arrange, Expand, ETC
Type: More Information on your Type, Includes a better look at your Fonts
Select: Groups things together, easy for moving from one artboard to another artboard.
Effect: Think like Filters in Photoshop *Play Around with These!*
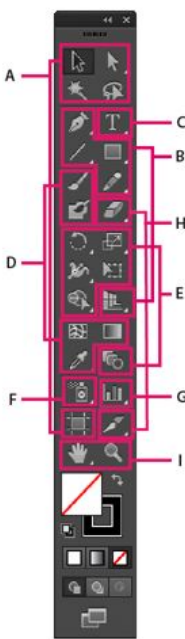View: Zoom In/Out
Window: Brings open things you may need on your workspace, if you cannot find something, look in here
Help: Just use Google

Tool Bar Explained

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Tools panel overview

Ⓐ Selection tools

- ■ ▲ **Selection (V)**
- ■ ▷ **Direct Selection (A)**
- ▷⁺ Group Selection
- ■ ✺ **Magic Wand (Y)**
- ■ ⌇ **Lasso (Q)**
- ■ ⊞ **Artboard (Shift +O)**

Ⓑ Drawing tools

- ■ ✐ **Pen (P)**
- ⁺✐ Add Anchor Point (+)
- ⁻✐ Delete Anchor (-) Point
- ⟍ Convert Anchor Point (Shift+C)
- ■ ╱ **Line Segment (\\)**
- ⌒ Arc
- ⊚ Spiral
- ▦ Rectangular Grid
- ⊕ Polar Grid
- ■ ▢ **Rectangle (M)**
- ▢ Rounded Rectangle
- ⬭ Ellipse (L)
- ⬠ Polygon
- ★ Star
- ⌾ Flare
- ■ ✎ **Pencil (N)**
- ✎ Smooth
- ✐ Path Eraser
- ■ ▦ **Perspective Grid (Shift+P)**
- ▷⊡ Perspective Selection (Shift+V)

Ⓒ Type tools

- ■ T **Type (T)**
- ▣T Area Type
- ⤴ Type On a Path
- ↓T Vertical Type
- ▣T Vertical Area Type
- ⤶ Vertical Type On a Path

Ⓓ Painting tools

- ■ ✏ **Paintbrush (B)**
- ■ ✑ **Blob Brush (Shift+B)**
- ■ ▨ **Mesh (U)**
- ■ ▬ **Gradient (G)**
- ■ ✐ **Eyedropper (I)**
- ▭ Measure
- ▨ **Live Paint Bucket (K)**
- ▣ **Live Paint Selection (Shift+L)**

Ⓔ Reshaping tools

- ■ ⟳ **Rotate (R)**
- ⟆ Reflect (O)
- ■ ▭ **Scale (S)**
- ⟗ Shear
- ⟡ Reshape
- ■ ▨ **Width (Shift+W)**
- ⟲ Warp (Shift-R)
- ⟳ Twirl
- ⟐ Pucker
- ⬦ Bloat
- ▭ Scallop
- ✦ Crystallize
- ⌇ Wrinkle
- ■ ▨ **Free Transform (E)**
- ■ ⟲ **Shape Builder (Shift+M)**
- ■ ▨ **Blend (W)**

Ⓕ Symbol tools

- ■ ▨ **Symbol Sprayer (Shift+S)**
- ⟁ Symbol Shifter
- ⚙ Symbol Scruncher
- ◎ Symbol Sizer
- ⟲ Symbol Spinner
- ⚬ Symbol Stainer
- ⚙ Symbol Screener
- ◉ Symbol Styler

Ⓖ Graph tools

- ■ ▥ **Column Graph (J)**
- ▥ Stacked Column Graph
- ▤ Bar Graph
- ▤ Stacked Bar Graph
- ⩘ Line Graph
- ⩘ Area Graph
- ⊞ Scatter Graph
- ● Pie Graph
- ◎ Radar Graph

Ⓗ Slicing and cutting tools

- ■ ✐ **Slice (Shift+K)**
- ✐ Slice Select
- ■ ⬗ **Eraser (Shift+E)**
- ✂ Scissors (C)
- ✐ Knife

Ⓘ Moving and zooming tools

- ■ ✋ **Hand (H)**
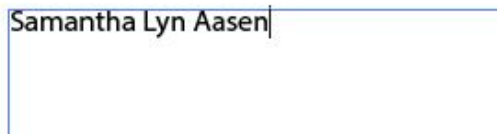- ▭ Print Tiling
- ■ ⚲ **Zoom (Z)**

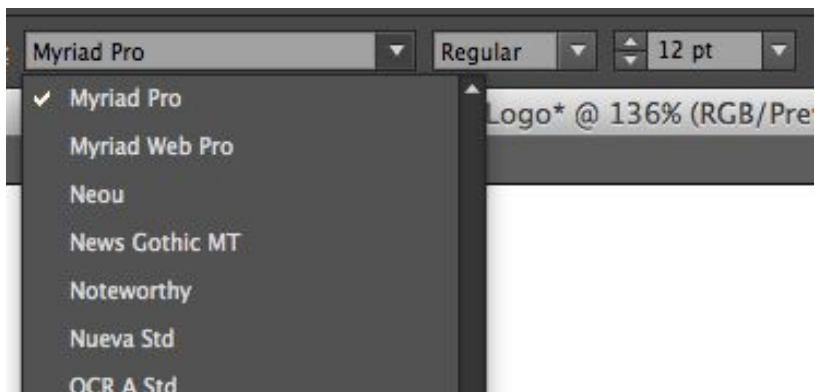■ Indicates default tool

* Keyboard shortcuts appear in parenthesis

Placing Text on your Artboard

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Click on the Text icon and drag the blue box on your art board.

Type what ever your "Logo" name is for work.

Samantha Lyn Aasen

Up top you can choose your Font, Font Weight, and Size of your text.

Play around with various fonts and sizes. **remember that Vector graphics in the .AI file are scalable**
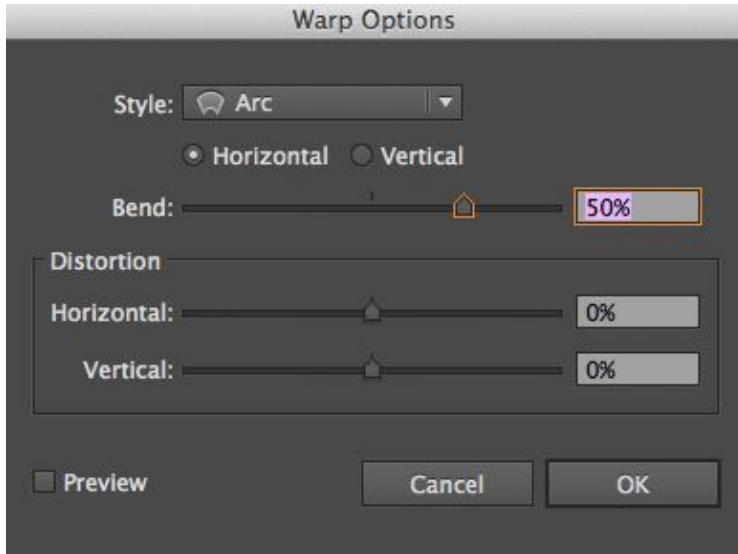

Once you have settled on your decided font and text size, you may want to "jazz it up"

Warp Tool
The icon for the warped tool is up above is near your settings for Text

Click on it you get the tools to warp the text.

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You may want to check "Preview" to see how you are adjusting all the parameters. From various styles, Horizontal / Vertical, Bend etc. there are unlimited ways to use this function.

Playing with Individual Letters
You may want to try "ungrouping" your text to give each Letter it's own special treatment. This takes the one object of all your words into separate objects. Press "V" to Select your all of your Text. Then go to **Type> Create Outlines**
Then, make sure all of your text highlighted. And Press "Shift-Ctrl-G"

Your Text will look like this and your layers board will look like:

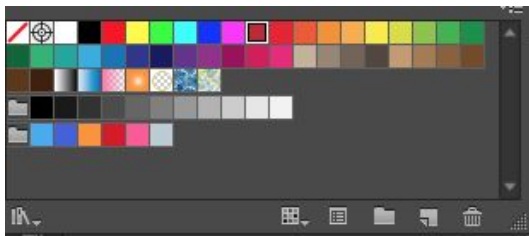Intro to Digital Media – Vector - Aasen

You can Zoom in and treat each object like "PATHS" and use the Pen tool.

Changing Font Color

Once you have decided on the warp you may want to try out other color combinations. Highlight your text or ⌘A Then on the left of your Text settings you click on this icon.
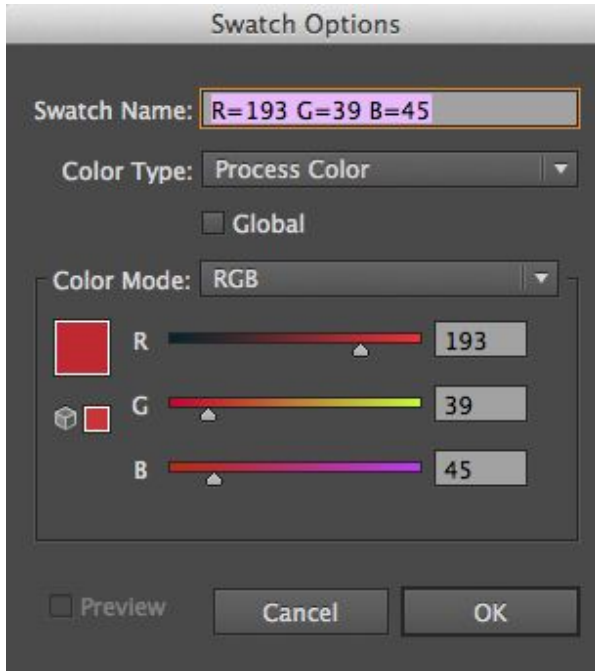

Click on the drop down

here are some of your color swatches, which you can always add too if you find yourself using a specific color multiple times in Illustrator.

To adjust a color click on the second icon (to the left of the folder)

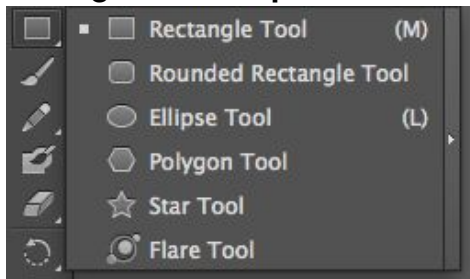Which brings down a new drop box to adjust colors.

Swatch Options

Swatch Name: R=193 G=39 B=45

Color Type: Process Color

☐ Global

Color Mode: RGB

R 193

G 39

B 45

☐ Preview   Cancel   OK

Here you can adjust the *Tint* of your color, and other variables to get the correct *hue*_ you desire. Be sure to check the "preview" box to see exactly what you are adjusting.

There are many to change text color in Illustrator, check this tutorial out:

http://www.wikihow.com/Change-Adobe-Illustrator-Font-Color

Adding Other Shapes or Banners

Rectangle Tool   (M)
Rounded Rectangle Tool
Ellipse Tool   (L)
Polygon Tool
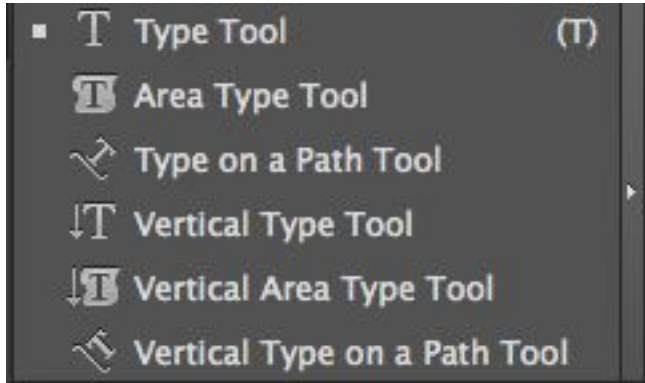Star Tool
Flare Tool

You can use the shaped Illustrator Provides, or draw while using the Pen Tool. Make Sure you draw the new object on your layers panel *behind* your text.

Then you can use the same effect under EFFECTS.

Other Text Options
On the tool bar if you click and hold down on the text icon
A new dialogue box opens with more options.

T

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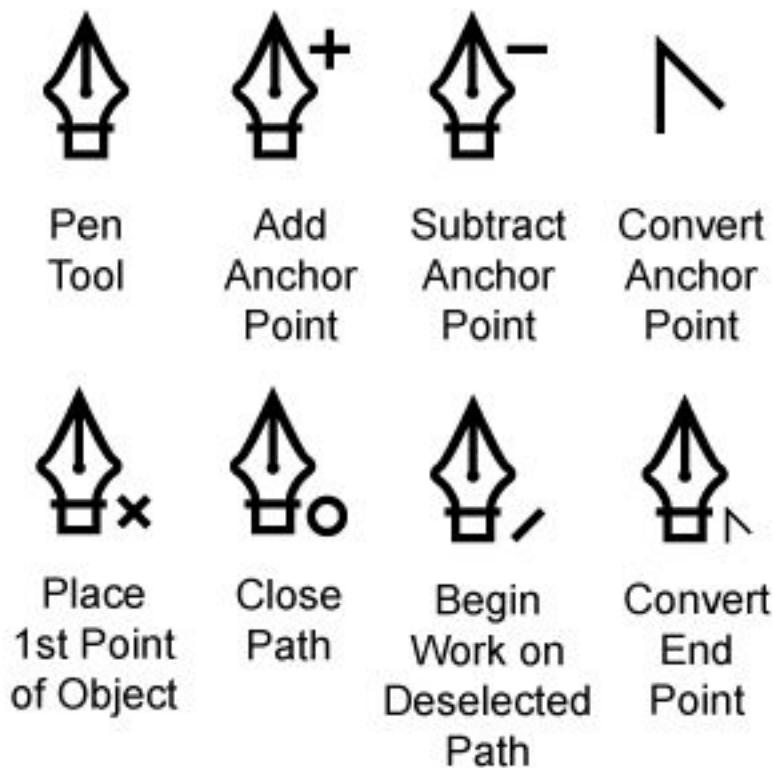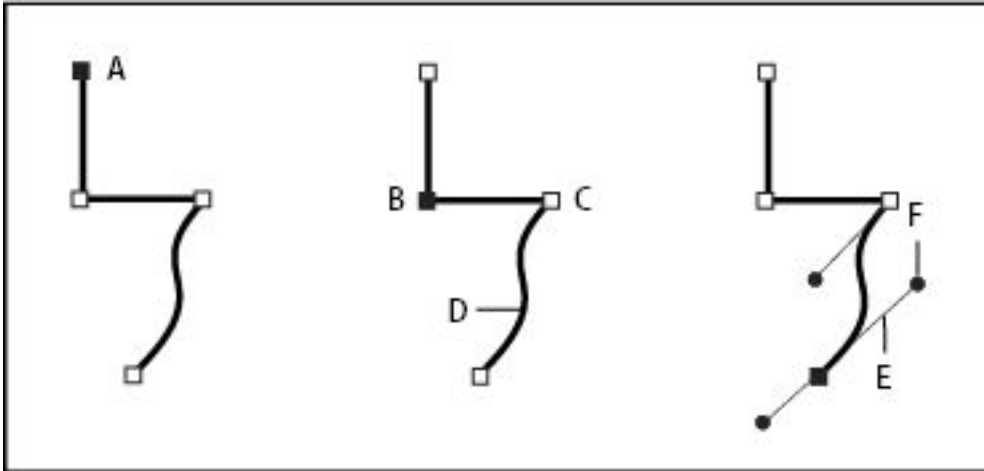|		
■ T Type Tool	(T)	
T̲ Area Type Tool		
↗ Type on a Path Tool		
↓T Vertical Type Tool		
↓T̲ Vertical Area Type Tool		
↖ Vertical Type on a Path Tool		

You can place text on a Path (remember the Powerpoint) to make a very different orientations for your text, allowing even limitless opportunities for the Logo. I will show "Type on a Path Tool" for this tutorial, feel free to play with all of the type tools.

Type on a Path Tool (Text)
You must begin with a Path, which you create with a pen tool.
Here is a quick explanation of the pen tool from Adobe.com

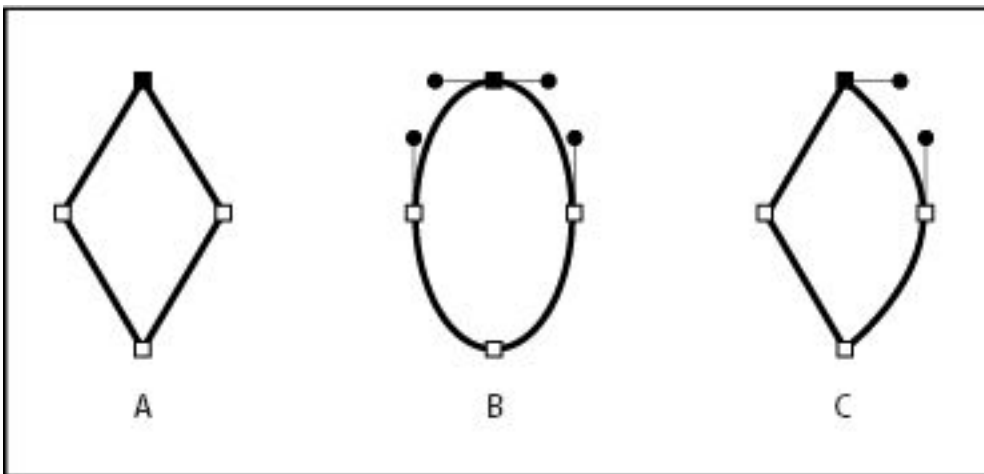|			
Pen Tool	Add Anchor Point	Subtract Anchor Point	Convert Anchor Point
Place 1st Point of Object	Close Path	Begin Work on Deselected Path	Convert End Point

Different styles of the pen tools

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Components of a path

A. Selected (solid) endpoint **B.** Selected anchor point **C.** Unselected anchor point **D.** Curved path segment **E.** Direction line **F.** Direction point

Points on a path

A. Four corner points **B.** Four smooth points **C.** Combination of corner and smooth points

For more information with Pen drawing see:
http://help.adobe.com/en_US/illustrator/cs/using/WS714a382cdf7d304e7e07d0100196cbc5f-6269a.html
http://sites.duke.edu/oit-mps/2012/04/29/introduction-to-the-pen-tool-in-illustrator/

Drawing with the pen tool takes a lot of practice. Think about plotting points on the X&Y axis as the anchor points

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The shape tools can also help with simple shapes like circles and rectangles.
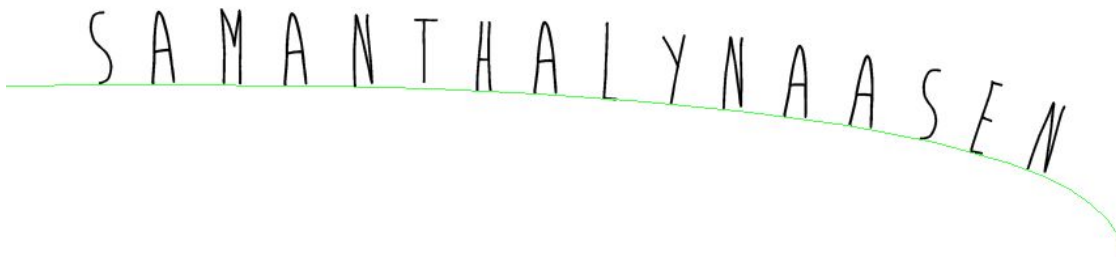**Drawing your Path**

Using my pen tool I made sure to have no color, so I do not have part of my
"text on path" a partial full shape.

Then I began drawing my shape, take your time, and it will take many attempts.

Here is my path, then I go to my text tool and choose "Type on a Path tool"

S A M A N T H A L Y N A A S E N

After playing around with spacing, I come to this final one.
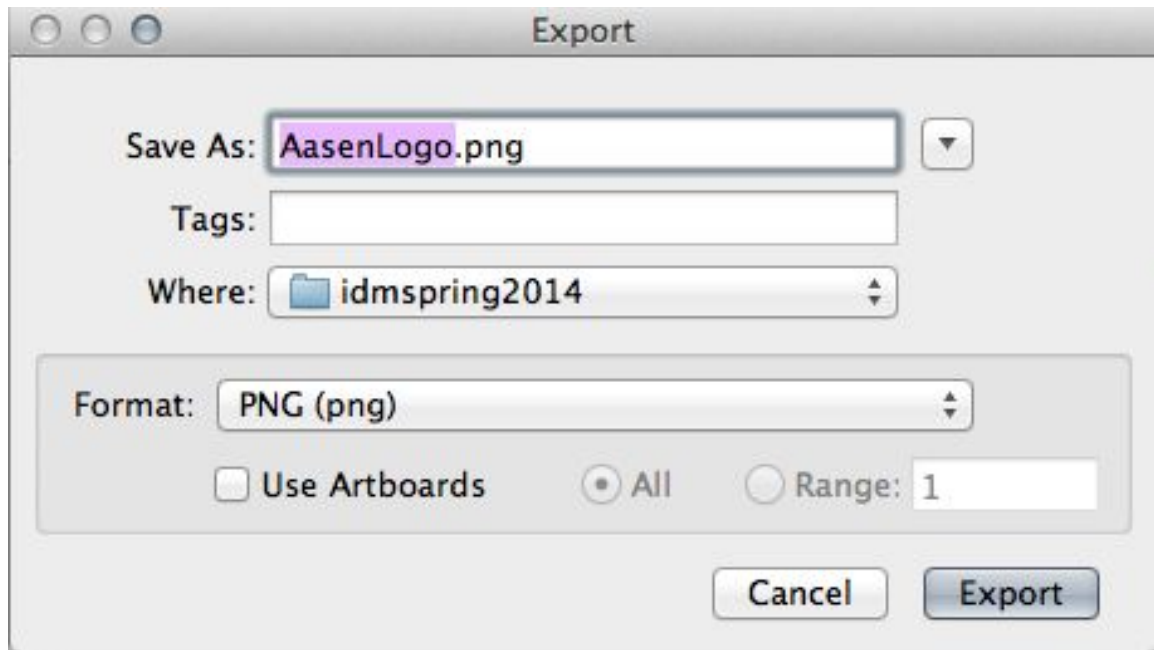
For more text on path help check Adobe's website.
http://help.adobe.com/en_US/illustrator/cs/using/WS714a382cdf7d304e7e07d0
100196cbc5f-63eda.html
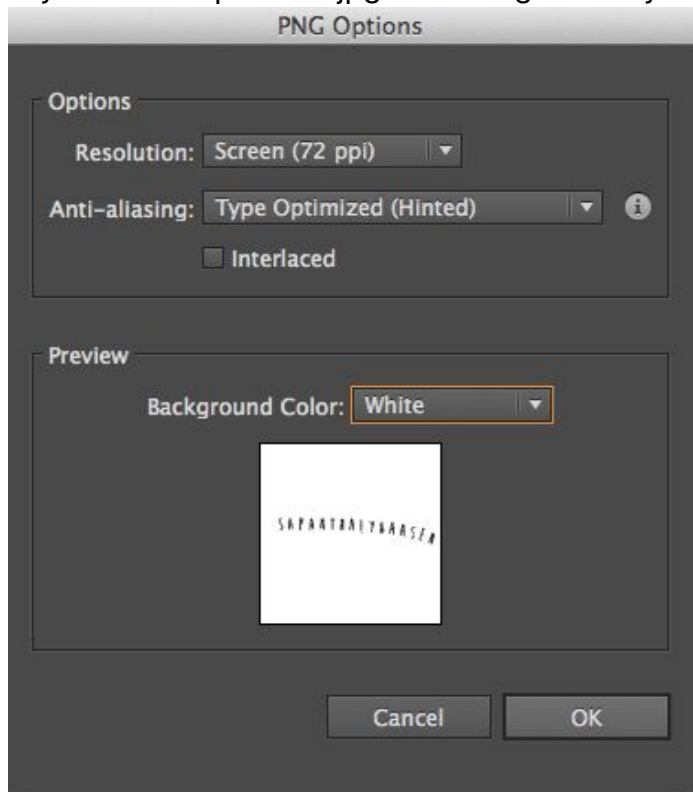
Saving and Exporting

Make sure to save your file as a ".ai" file often. This will save you from crashes.
Your .ai file will be only reable in Adobe, saving all of what makes it a vector
based file.

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You export for finals, or view for web.
File>Export and a new screen will appear

You can choose PNG for the purpose of this class, but note it is a large file. You may want to export for .jpg or even .gif when you use for web or print.

You can up the resolution or *DPI*, but 72 is recommend for web or screen viewing. You can have a transparent, white or black background, as it was not predetermined in Illustrator.

S A M A N T H A L Y N A A S E N

Here is my Final logo.

You can be as creative. What is mentioned in this guide is a bare minimum, there are thousands of Adobe Illustrator Tutorials on the web. Adobe's is excellent, and great for beginners.
        https://helpx.adobe.com/illustrator/topics.html
YouTube is a great resource, allowing you to see how things are done.
        http://www.youtube.com/user/goodcreativetutorial/videos
        http://www.youtube.com/results?search_query=illustrator%20tutorial&sm
=1
Other great resources
        http://www.tutorialized.com/tutorials/Illustrator/Text-Effects/1
        http://vector.tutsplus.com/

Lastly "Lynda.com" which is a paid access website, but I have used it in the past, and it is one of the best tutorials I have found for all of Adobe suite.

Creating an Amazing Logo Tips
http://design.tutsplus.com/articles/the-process-of-designing-a-killer-logo--vector-181
Comprehensive Intro to Text in Illustrator
http://design.tutsplus.com/tutorials/illustrators-type-tool-a-comprehensive-introduction--vector-521
Character Panel in Adobe Illustrator
http://design.tutsplus.com/tutorials/quick-tip-the-character-panel-in-adobe-illustrator--vector-10368
Working with Type on a Path in Illustrator
http://design.tutsplus.com/tutorials/working-with-type-on-a-path-in-illustrator--cms-20711
Text Improvements with Adobe Illustrator CC
http://design.tutsplus.com/tutorials/whats-new-with-adobe-illustrator-cc-text-improvements--vector-13510
Creating Banners in Illustrator
http://design.tutsplus.com/tutorials/how-to-create-banner-label-and-badge-templates-in-illustrator--cms-19971
More Banners

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http://design.tutsplus.com/tutorials/quick-tip-how-to-create-a-simple-banner--vector-4409

Scanning and Creating 3D Text

http://design.tutsplus.com/tutorials/create-a-variety-of-3d-lettering-effects-for-poster-design--vector-4305

Giving Design extra style with Alternate Characters

http://design.tutsplus.com/articles/give-your-design-extra-style-with-alternate-characters--cms-19732

Brand Identity

http://design.tutsplus.com/tutorials/quick-tip-how-to-create-a-clear-and-concise-brand-identity-guide--vector-5990

Creating Logos in Photoshop V. Illustrator

http://design.tutsplus.com/tutorials/comparing-the-logo-creation-process-between-adobe-photoshop-and-illustrator--cms-21380

3D Retro Text

http://design.tutsplus.com/tutorials/quick-tip-create-a-3d-retro-text-effect-with-the-appearance-panel--vector-18656

Trend Nautical Text Theme

http://design.tutsplus.com/tutorials/create-on-trend-flat-type-with-a-nautical-theme-in-adobe-illustrator--vector-11670

3D glasses Text

http://design.tutsplus.com/tutorials/how-to-create-an-anaglyphic-text-effect-in-adobe-illustrator--vector-18526

Glitter Text

http://design.tutsplus.com/tutorials/how-to-create-a-vector-glitter-text-art-effect--vector-6133

Retro Flyer

http://design.tutsplus.com/tutorials/vintage-vector-design-workflow-creating-a-retro-flyer-design--vector-5520

Knitted Text

http://design.tutsplus.com/tutorials/create-a-christmas-knitted-text-effect-in-adobe-illustrator--vector-19778

Nail Polish Text Effect

http://design.tutsplus.com/tutorials/create-a-fabulous-nail-polish-text-effect-in-adobe-illustrator--cms-19998

Chalk Text Effect using the Pen Tool

http://design.tutsplus.com/tutorials/create-a-chalkboard-effect-with-the-new-pen-tool-in-illustrator--cms-21508

3D grungy Text

http://design.tutsplus.com/tutorials/create-a-3d-grungy-text-effect-in-illustrator--vector-5024

Fun Stroke and Shadow on Text

http://design.tutsplus.com/tutorials/quick-tip-applying-a-gradient-outline-and-perspective-shadow-to-live-text-in-illustrator--vector-4780

Text Mask in Adobe Illustrator

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http://design.tutsplus.com/articles/quick-tip-how-to-make-a-text-mask-in-adobe-illustrator--vector-4218

3d Glossy Text
http://design.tutsplus.com/tutorials/create-super-glossy-3d-typography-in-illustrator-and-photoshop--psd-11196