Illustrator I

Welcome to the Design Lab

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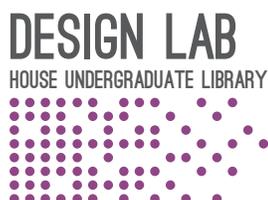kerry_osullivan@unc.edu

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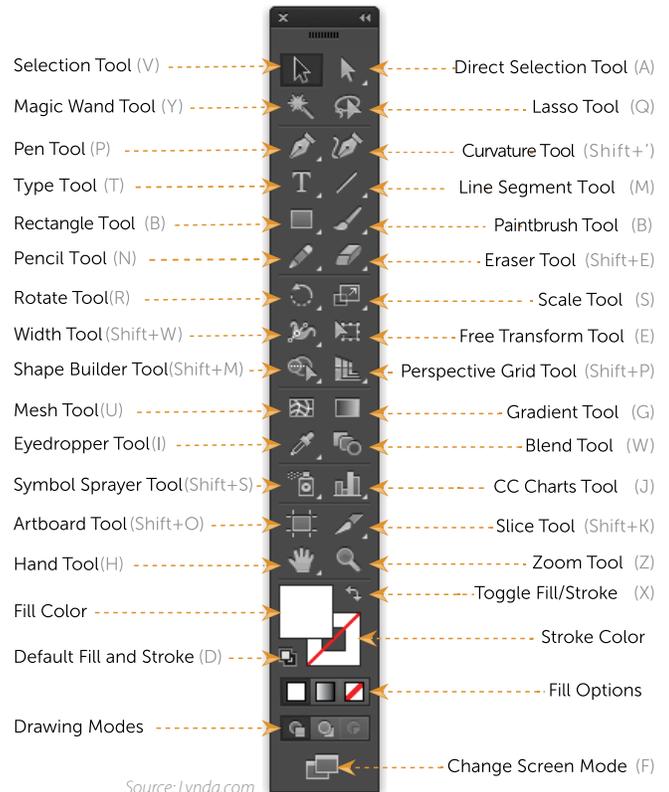919.962.4194

Get Help with Illustrator

- Attend Illustrator Infographics class -- 2/16 at 10:00 am
- Ask at the UL Research & Design Desk
- Lynda.com tutorials available through UNC subscription: http://software.sites.unc.edu/lynda/
- Sign up for a design consultation on our webpage www.library.unc.edu/house/designlab
- Sign up for the Design Lab's listserv to get email alerts for our programs: https://lists.unc.edu/read/all_forums/subscribe?name=libraryworkshops

File Formats

AI To create an editable Illustrator file
SVG Vector format for use on the web
EPS Vector format, able to embed in MS Office programs
PDF Preserves vector format; most accessible file format (provide PDFs to printers for professional printing)

DESIGN LAB
HOUSE UNDERGRADUATE LIBRARY

Tool Panel Shortcuts

Selection Tool (V) — Direct Selection Tool (A)
Magic Wand Tool (Y) — Lasso Tool (Q)
Pen Tool (P) — Curvature Tool (Shift+')
Type Tool (T) — Line Segment Tool (M)
Rectangle Tool (B) — Paintbrush Tool (B)
Pencil Tool (N) — Eraser Tool (Shift+E)
Rotate Tool (R) — Scale Tool (S)
Width Tool (Shift+W) — Free Transform Tool (E)
Shape Builder Tool (Shift+M) — Perspective Grid Tool (Shift+P)
Mesh Tool (U) — Gradient Tool (G)
Eyedropper Tool (I) — Blend Tool (W)
Symbol Sprayer Tool (Shift+S) — CC Charts Tool (J)
Artboard Tool (Shift+O) — Slice Tool (Shift+K)
Hand Tool (H) — Zoom Tool (Z)
— Toggle Fill/Stroke (X)
Fill Color —
Default Fill and Stroke (D) — Stroke Color
— Fill Options
Drawing Modes — Change Screen Mode (F)

Source: Lynda.com

Keyboard Shortcuts

⋆⋆Use Control on PCs, Command on Macs

Ctrl z Undo
Ctrl + Zoom in
Ctrl - Zoom out
Ctrl c Copy
Ctrl v Paste

Logo Design Tips

65 expert logo design tips:
http://www.creativebloq.com/graphic-design/pro-guide-logo-design-21221

Effective Logo Design, Part 1: Symbols, Metaphors And The Power Of Intuition:
https://www.smashingmagazine.com/2015/06/effective-logo-design-symbols-metaphors-intuition/
(also, parts 2 and 3 of this article)

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Lesson Outline

Navigate to: skillful.web.unc.edu to download the images needed for this workshop.

Create a new document and set up your graphics.
1. Size: 11" by 8.5" (landscape)
2. Place the mountains.png (File > Place). Resize the graphic.

Image Trace
1. Select mountains graphic and choose Window-> Image Trace then play with the settings. I used Black & White; Threshold 127; Paths, corners and noise set to 100%
2. Select the Ellipse shape tool and draw a circle over the treeline.
3. With both objects selected, right-click and choose Make Clipping Mask. Double-click so as to move the treeline around within the mask.
4. Click outside the treeline and select the circle. Ctrl+C to copy the circle. Double-click outside the artwork and then Ctrl+B to paste behind, make the circle black. Ctrl+F to paste another circle, making it white and resize it.
5. Adjust the treeline to fit within the circles.

Adding Text
1. Using Type Tool add text on screen, move it t where you want it. Adjust leading and tracking.
2. When done, select Type->Create Outlines.
3. Distort the type using Object -> Envelope Distort->Make with Warp

Color your graphic
1. Select the individual shapes and choose your colors.
2. Select your type objects and change the colors.

Pathfinder tool
1. Type the text "2017" and Convert to Outlines. Cut the text.
2. Double-click on the treeline to isolate the image.
3. Ctrl+F to paste 2017 in front of the treeline.
4. Select both the treeline and the 2017.
5. Choose Pathfinder tool to knock the type out of the green shape by choosing Minus Front (with both the treeline and the 2017 selected).

Torn edges border
6. Select the smaller circle, copy and paste in front of the trees.
7. Swich to no fill, white outline. Adjust stroke size.
8. Choose Effect-> Distort & Transform ->Roughen.