

Weeks 1 and 2:

Come to class with a color print of your work ready for critique.
Weekly critiques are part of your grade and final portfolio. Prints may be collected.
See the reading assignment page for design readings and oral presentation assignments

Topics for Weeks 1 and 2

learn how to use the pen tool to trace curves and create complex shapes
basic use of the type tool; styling and editing type
sketches for logo design

1. Reading, Weeks 1 and 2

Chapter 1, Illustrator Interface
Chapter 2, How Illustrator Works
Chapter 14, Pen
Chapter 16, Create Type
Chapter 17, Style & Edit Type
review the commands we covered in class
use of color palettes, pen tool, objects basics (Chapter 7)

2. Pen Exercise Practice using the pen tool to make curves and complex shapes
learn how to: connect curves, corner segments, add curves to
corner segments, make a "heart" segment.

3. Silhouette Project:

1. Using the iPod ad as a conceptual reference, create a recognizable and dynamic silhouette image..

Scan an image of a human figure or animal in grayscale and save as a TIFF.
You can also work from an original photograph.
The photo should be an image that is easily isolated from the background.
The most effective image will have good detail and show movement.
[Bring in your original photograph with your assignment]

Use the pen tool to make a detailed outline silhouette of the image.
Fill the outline with black and print.
YOU MUST USE CURVES; YOU CANNOT USE STRAIGHT LINES or STREAMLINE.

4. Graphic Identity Project: select a client, develop a brand concept and make 3 type sketches of the clients' name.

You will be creating a logo and promotion material for one of the clients listed below. Collect reference images & type samples, and think about how to represent the client's image through your choice of type and arrangement of type.

Nest
Modern design superstore

Velocity
computer gaming company

Tropical Taste
specialty foods from South America

Bioinformatics
DNA testing and analysis services

- Make 3 concept sketches for your logo/identity project just using type.

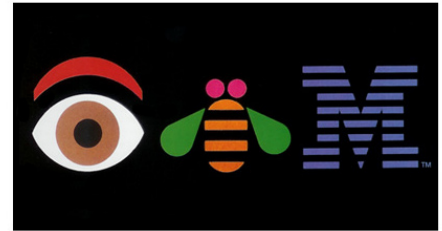
Copy your Illustrator files to the class folder for Week 2 BEFORE Week 3
we will review these files in class on Week 3 [February 15th]

You can show me your work during office hours on February 14th.

For February 15th [Monday on Thursday]

1. bring your Illustrator file, original photo and print out of the silhouette
2. bring your Illustrator file and printout for the logo sketch: 2 examples of type treatments
3. bring the Illustrator book
4. you can copy the PowerPoint example file from the class directory and look at the logo examples.
[39510_FA06_part1.ppt]

Symbol



Lettermark



Lettermark

MOTHER

Dipheus

BROKEN
ARROW

Families
A READER'S DIGEST PUBLICATION

POMPEII
RISTORANTE

FARNIES



ENRON

IBM

RocketBoard

Adams
Museum & House

Combination Mark



WIKIPEDIA
De vrije encyclopedie



DIGGROUP
DIGITAL IMPRESSIONS GROUP



redbricks.com



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Vector-based images.

