

## 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

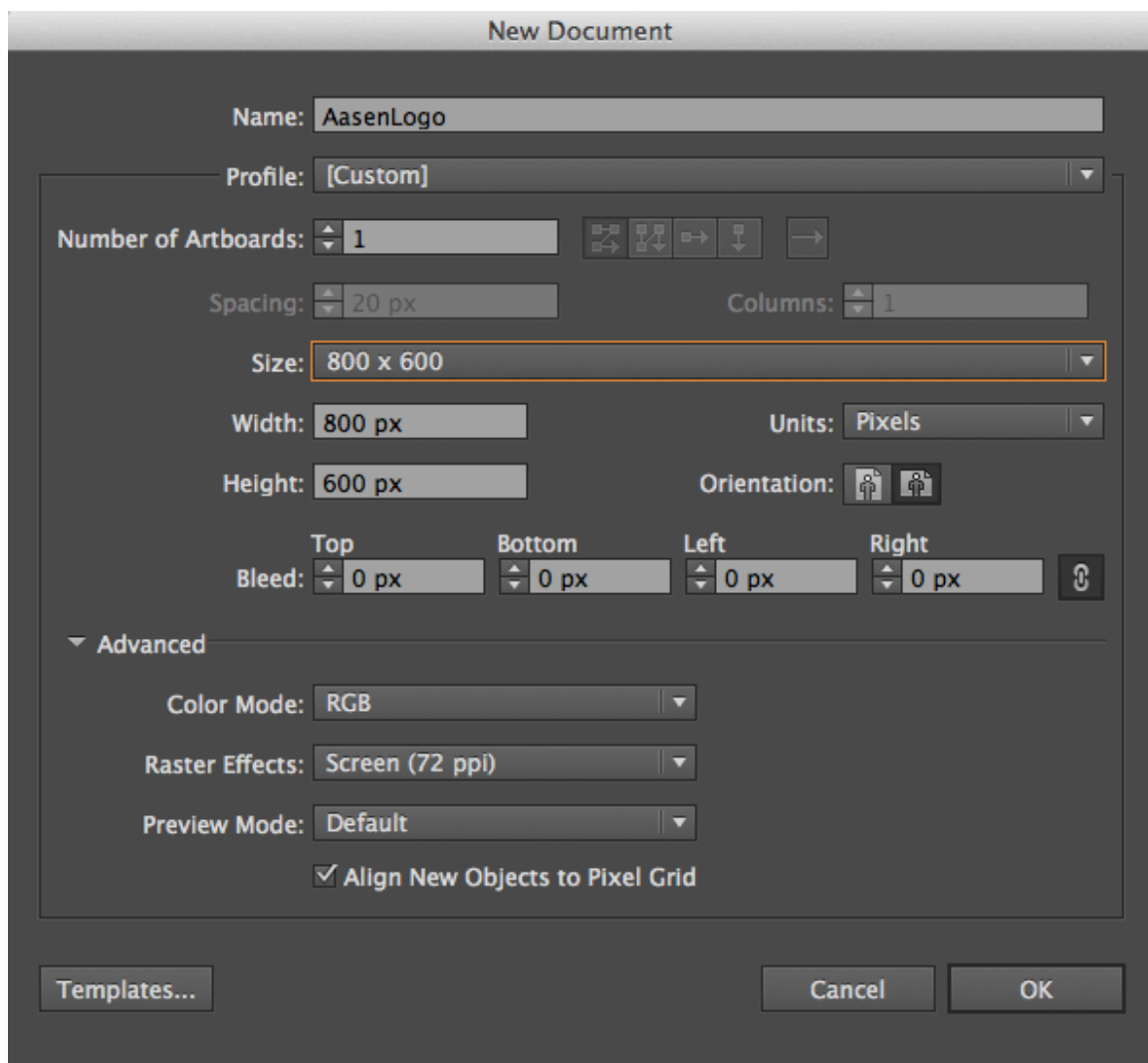
### Under Windows 8/7/Vista

Select the font files (.ttf, .otf or .fon) then Right-click > Install

Open Illustrator – Brown/Orange “Ai” Adobe Icon

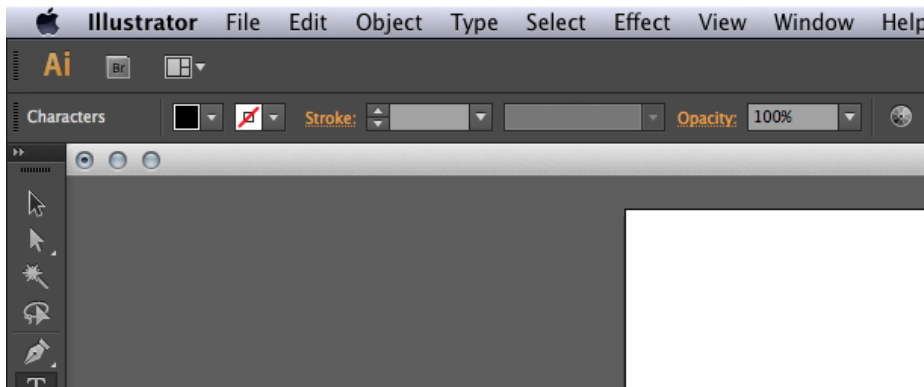
### Open a new document

File> New or ⌘N



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

### Tools panel overview



**A Selection tools**

- **Selection (V)**
- **Direct Selection (A)**
- **Group Selection**
- **Magic Wand (Y)**
- **Lasso (Q)**
- **Artboard (Shift +O)**

**B 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)**

**C Type tools**

- **Type (T)**
- **Area Type**
- **Type On a Path**
- **Vertical Type**
- **Vertical Area Type**
- **Vertical Type On a Path**

**D Painting tools**

- **Paintbrush (B)**
- **Blob Brush (Shift+B)**
- **Mesh (U)**
- **Gradient (G)**
- **Eyedropper (I)**
- **Measure**
- **Live Paint Bucket (K)**
- **Live Paint Selection (Shift+L)**

**E 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)**

**F Symbol tools**

- **Symbol Sprayer (Shift+S)**
- **Symbol Shifter**
- **Symbol Scruncher**
- **Symbol Sizer**
- **Symbol Spinner**
- **Symbol Stainer**
- **Symbol Screener**
- **Symbol Styler**

**G Graph tools**

- **Column Graph (J)**
- **Stacked Column Graph**
- **Bar Graph**
- **Stacked Bar Graph**
- **Line Graph**
- **Area Graph**
- **Scatter Graph**
- **Pie Graph**
- **Radar Graph**

**H Slicing and cutting tools**


- **Slice (Shift+K)**
- **Slice Select**
- **Eraser (Shift+E)**
- **Scissors (C)**
- **Knife**

**I Moving and zooming tools**

- **Hand (H)**
- **Print Tiling**
- **Zoom (Z)**

■ Indicates default tool  
\* Keyboard shortcuts appear in parenthesis

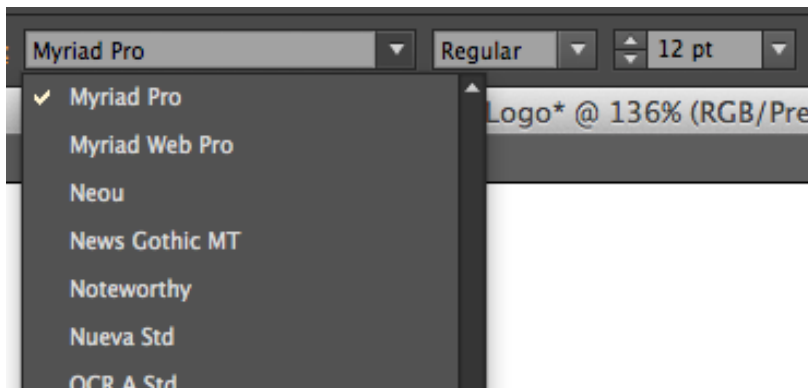
## Placing Text on your Artboard

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\*\*

SAMANTHA LYN AASEN

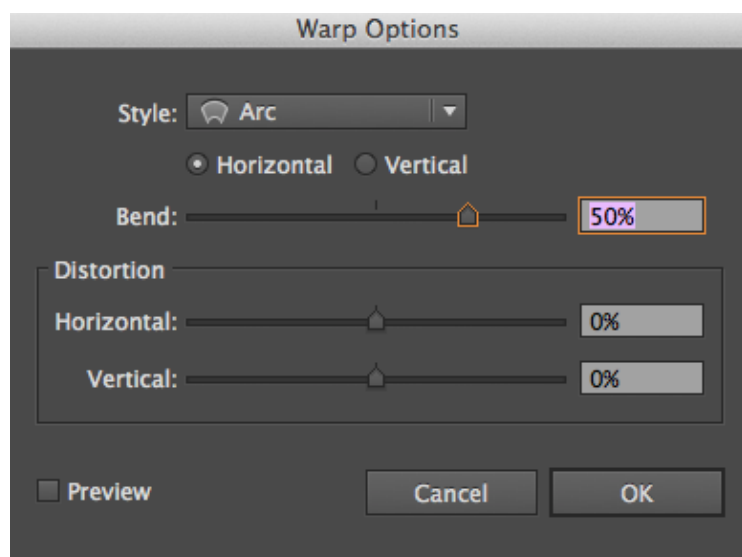
Once you have settled on your decided font and text size, you may want to “jazz it up”

## 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.



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.

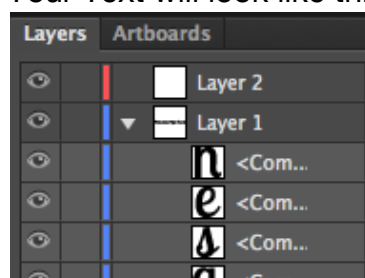


### Playing with Individual Letters

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”

*Samantha Lyn Aasen*

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



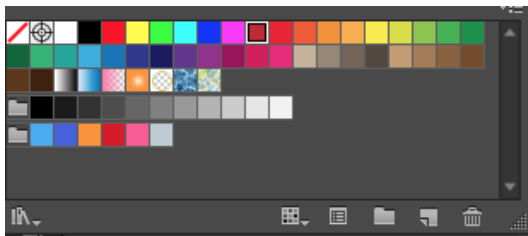
You can Zoom in and treat each object like “PATHS” and use the Pen tool.

## Changing Font Color

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



Click on the drop down

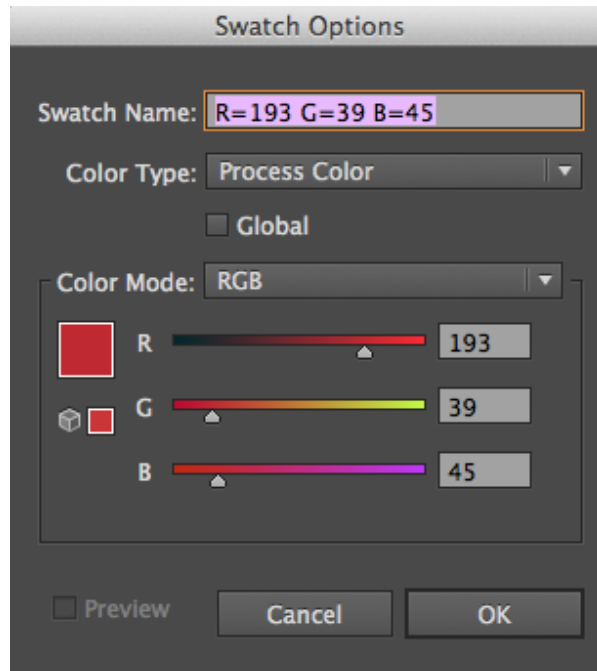


here are some of your color swatches, which you can always add too if you find yourself using a specific color multiple times in Illustrator.

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.

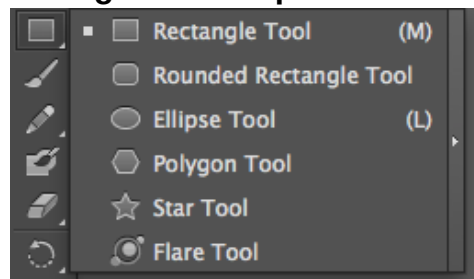


Here you can adjust the *Tint* of your color, and other variables to get the correct *hue* you desire. Be sure to check the “preview” box to see exactly what you are adjusting.

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



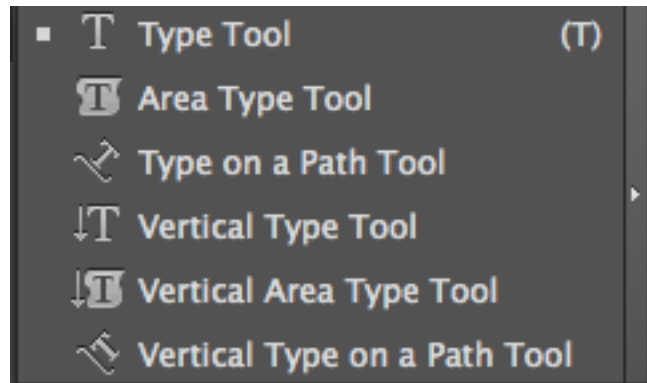
You can use the shaped Illustrator Provides, or draw while using the Pen Tool. Make Sure you draw the new object on your layers panel *behind* your text.

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.

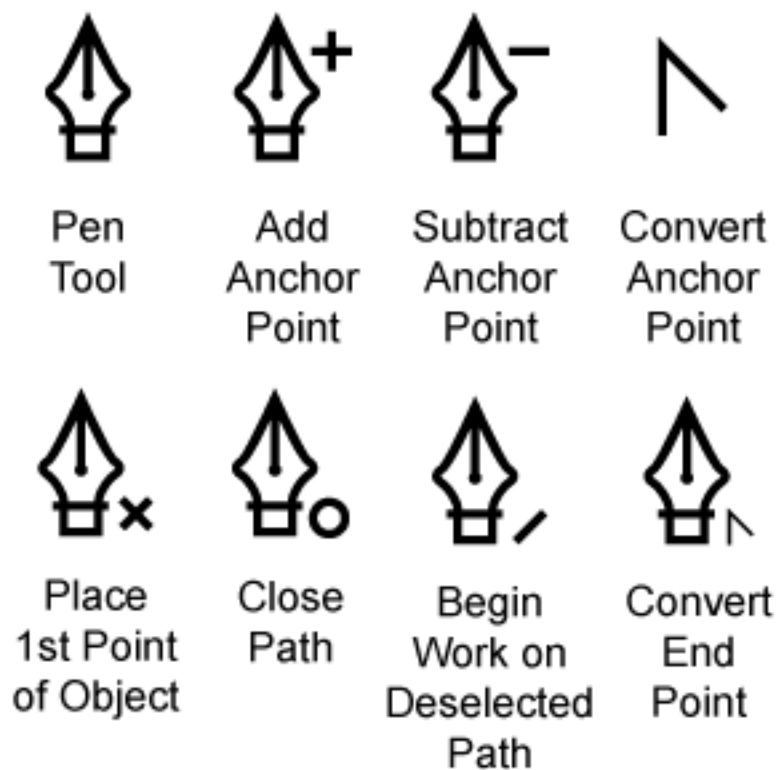




You can place text on a Path (remember the Powerpoint) to make a very different orientations for your text, allowing even limitless opportunities for the Logo. I will show "Type on a Path Tool" for this tutorial, feel free to play with all of the type tools.

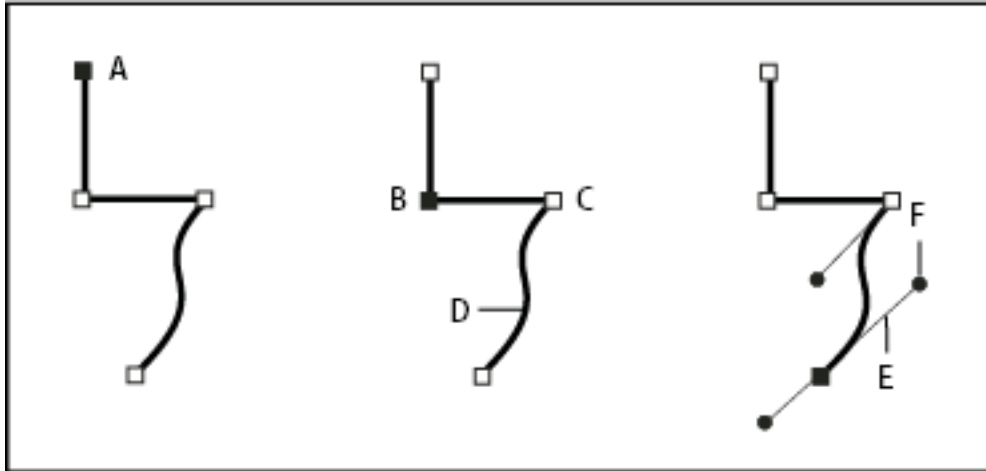
### Type on a Path Tool (Text)

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



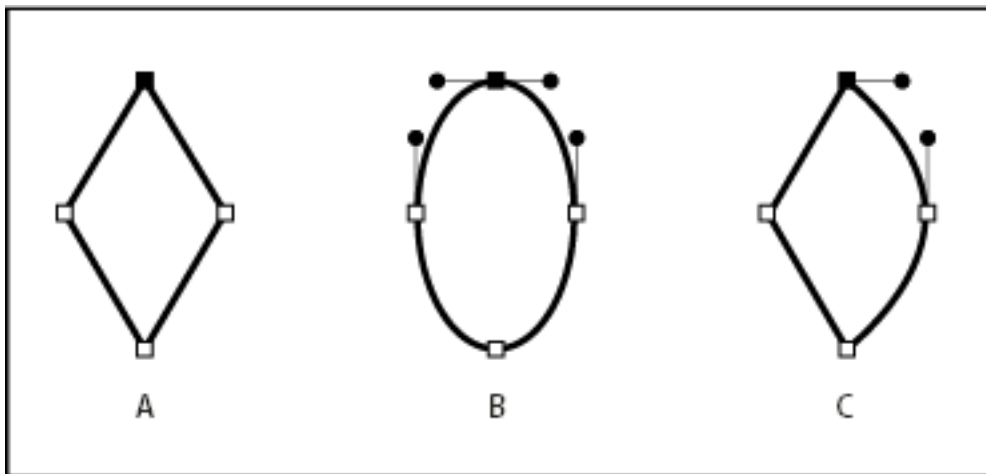
Different styles of the pen tools





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://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

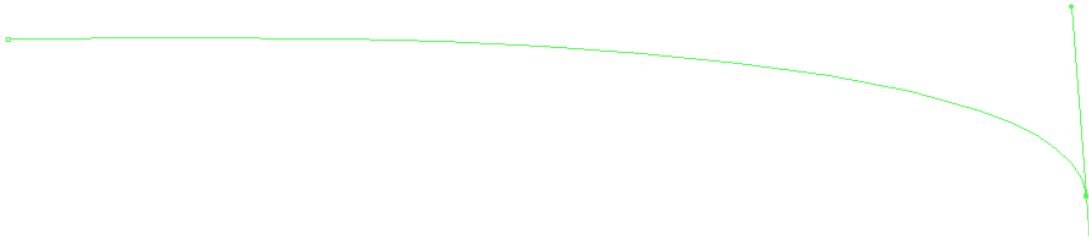
The shape tools can also help with simple shapes like circles and rectangles.

### **Drawing your Path**

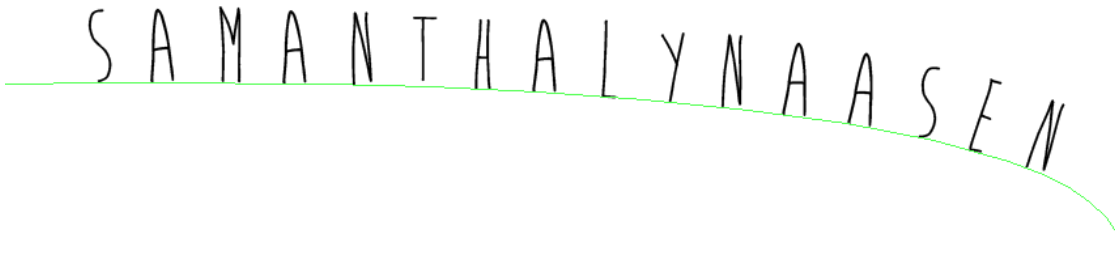
Using my pen tool I made sure to have no color, so I do not have part of my “text on path” a partial full shape.



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”



After playing around with spacing, I come to this final one.

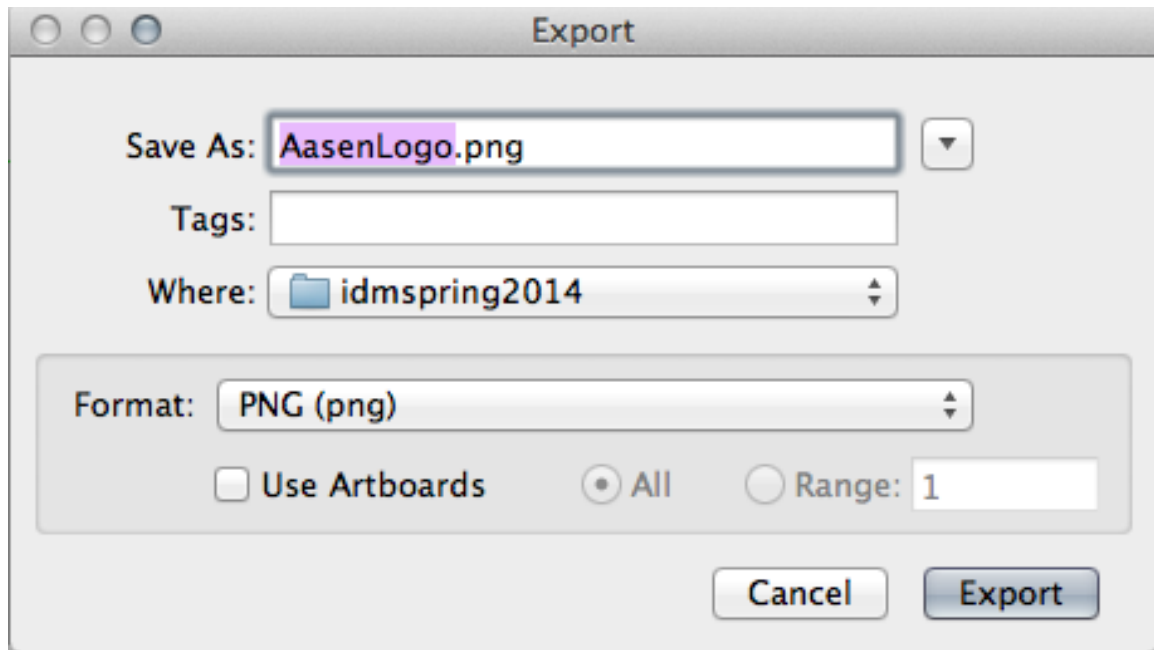
For more text on path help check Adobe’s website.

[http://help.adobe.com/en\\_US/illustrator/cs/using/WS714a382cdf7d304e7e07d0100196cbc5f-63eda.html](http://help.adobe.com/en_US/illustrator/cs/using/WS714a382cdf7d304e7e07d0100196cbc5f-63eda.html)

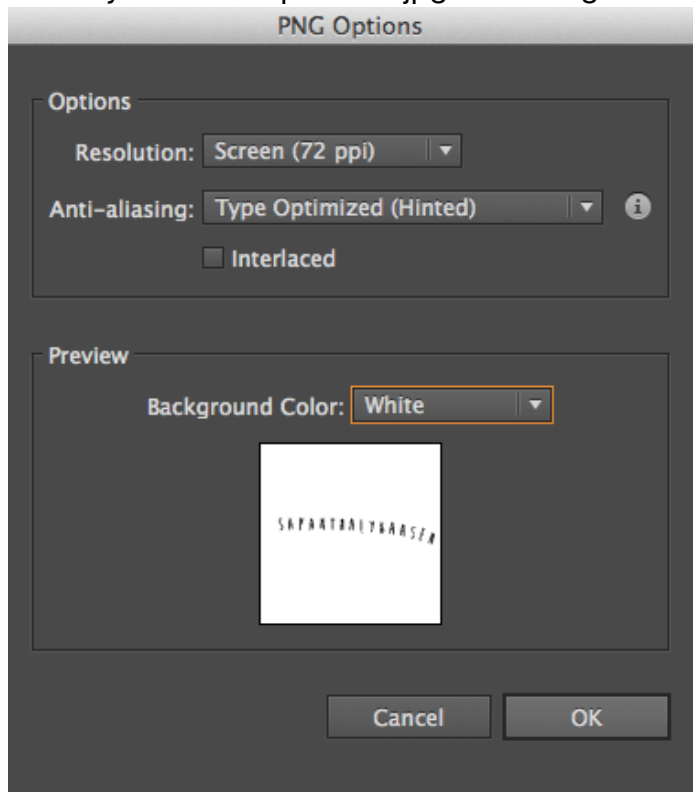
### **Saving and Exporting**

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

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](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**

<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**

<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>