

## ***Course Name: Adobe Illustrator Essentials***

### **Synopsis**

Adobe Illustrator is a powerful vector graphics editor developed and marketed by Adobe Inc. It is widely used by graphic designers, artists, illustrators, and web designers to create scalable and high-resolution artwork for print, web, multimedia, and mobile devices. Create stunning vector graphics, captivating illustrations, and sleek designs with a wide range of tools and effects. From logos to digital art, bring your vision to life with seamless integration and professional-grade results.

### **What You Will Learn**

- **Understanding Vector Graphics:** Uncover why scalability and resolution independence make vectors the superheroes of design!
- **Illustrator Interface:** Explore the colourful canvas of Adobe Illustrator—where the workspace becomes your playground, tools transform into brushes of creativity, and every panel holds the key to your masterpiece
- **Drawing Tools:** Shape, Mold, Transform and create your artistic destiny by mastering Illustrator's essential tools—the Selection sorcerer, the Pen wizard, Shape Builder tool, the Shape shifter (Rectangle, Ellipse, Polygon, and more!)
- **Colour and Swatches:** Journey through colour realms with RGB and CMYK modes, wield the brush of creativity with colour swatches, paint life with fills and strokes, blend dreams with gradients, and unravel the secrets of colour theory for design that dazzles
- **Path Editing:** Master the dance of paths and anchor points with the Direct Selection sorcery, sculpt perfection with the Anchor Point wizard, and wield the Pen tool like a virtuoso to craft custom shapes that defy imagination
- **Working with Layers:** Elevate your artwork from chaos to masterpiece by diving deep into the canvas's secrets as you unravel the power of layers—organize like a pro, manage properties with finesse, and unleash efficiency through layer-based editing

- **Typography:** Dive into the world of typography magic with Illustrator's Type Tools—craft captivating text, Wrap Text around Objects and tweak characters and paragraphs with finesse
- **Clipping Mask:** Discover how to seamlessly blend images and shapes using clipping mask
- **Aligning and Centering Objects:** Master the Art of Alignment and Centering in Adobe Illustrator, where every object finds its perfect place
- **Image Integration:** Dive into the world of visual wizardry as you import and manage raster images, then wield the Image Trace spell to transform them into stunning Vector Art
- **Exporting and Publishing:** Discover the secrets of preparing artwork like a pro—export your creations in dazzling formats (PDF, AI, EPS), set the stage with artboards for seamless design, and unlock the mysteries of printing bliss with bleed and colour management mastery

## Who Should Attend

This course is catered to all aspiring designers, seasoned artists, marketing mavens, web wizards, and anyone ready to turn their passion into pixel-perfect reality.

## Prerequisite

N/A

## Course Methodology

- Theory
- Hands-On
- Discussions
- Interactive Classroom Session

## Course Duration

1 day - 9am - 5pm

## Course Structure

### Session 1: Introduction to Adobe Illustrator

Participant will enter the wonderful world of Illustrator and familiarize with the environment and navigating around the environment.

- Understanding Illustrator Environment
- Creating an Illustrator Document
- Illustrator Panels
- Panning and Zooming
- Adding Layers and Sublayers
- Grouping and Ungrouping Objects
- Isolation Mode and Exiting
- Working with Artboards
- Using Grids, Guides and Rulers

### Session 2: Shapes and Lines Tool

Participants will learn how to create and customize shapes on Illustrator through various different way.

- Creating Shapes on Illustrator
- Applying Fill and Strokes
- Mastering the Pen Tool for Bezier Curves
- Using Pencil Tool
- Smooth Tool
- Join Tool
- Shape Builder Tool to Combine, Extract and Exclude
- Brush Tool
- Aligning Shapes

### Session 3: Colour and Swatches

Participants will learn about the different colour modes in Illustrator and managing colours.

- Understanding Colour Modes (RGB, CMYK)
- Creating and managing Colour Swatches

- Eyedropper Tool
- Transparency and Opacity Settings
- Applying Gradient to Objects
- Working with Patterns

#### *Session 4: Typography and Text Effects*

Participants can expect to learn a wide range of skills and techniques to enhance their typographic designs.

- Working with Type Tools
- Formatting text: Font Selection, Size, Leading, Kerning
- Applying Text Effects like Outlines, Shadows, and Gradients
- Glyph Panel
- Type on a Path
- Converting Text to Outline
- Text Wrap

#### *Session 5: Working with Images*

Participants will learn a variety of skills and techniques related to incorporating and manipulating images within their vector artwork.

- Placing and Embedding Images
- Tracing Raster Images with Image Trace
- Using the Clipping Mask to Compound Path and Non-Compound Path
- Integrating Illustrator with Photoshop

#### *Session 6: Output and Export*

Participants will learn a variety of essential skills related to preparing and exporting their artwork for different purposes and platforms.

- Creating Bleed
- Preparing artwork for Print vs. Web
- Exporting files in different formats (PDF, SVG, EPS)