

**Illustrator - Exercise 1**

**Traced Type: Bitmap type to Vector**

- 1) Open illustrator and create a new document
- 2) Set the document size to 8 ½ x 11 (landscape)
- 2) Place type\_b.tif in illustrator document to trace – (File>Place)
- 3) rename this layer holding bitmap bitmap'
- 4) create new layer and rename 'traced type'
- 5) Trace text and scale final type to fit within page file (do not use freehand tools)
- 6) change letter fill color to black (no stroke!!!!!!)
- 7) confirm that tiling will enclose the type you generate (tile tool in tool palette)
- 8) print out (laser printer)
- 9) name file 'yourlastname\_type.ai' and save a copy as a second file named 'yourlastname\_type.eps' and place in folder named 'type' (for example: my file would be named 'cline\_type.ai, cline\_type.eps)
- 10) generate a pdf file named 'lastname\_type.pdf' (file>export)

**Grade Criteria**

Requirements –50%

- 8.5 x 11 page
- landscape page
- fill = black
- stroke = none
- type is rescaled to page size within tile boundary
- laser printout
- file naming convention observed
- layers = 2 with correct items on them
- layers named correctly
- pdf, eps, ai files in folder with name on it

form proportion (look of the shapes)-25%

drawing quality (not too many points, one line per contour)-25%

**Turn in:**

- a. laser printout.
- b. Digital file(s) in folder.

**Event Flyer**

Using Illustrator and only in B/W create an event flyer for a real life event (use the SF Weekly or Guardian if you wish or make it for a personal event in your life). Be sure to consider the best choices for typographic content as well as complementary illustrations (*if any are used*) and attempt to make it with great contrast to 'stand out'. Recommended is smaller than 8.5 x 11 + using any proportion other than the traditional letter sized page.

**Events should include the following information:**

- Name of the event
- Time, location, date
- Fees? Free?
- Description
- Other information that you find important

**Remember a picture is worth a thousand words.** If an illustration can state easily what text would say use the illustration.

### **Grading Criteria**

b/w - 10%  
illustrator (no photo) – 10%  
eps, pdf, ai – 10%  
printed laser – 10%  
type choices – 20%  
composition overall – 20%  
overall readability – 20%

### **Turn in:**

- c. laser printout.
- d. Digital file(s) in folder.

### **Indesign Brochure using Photoshop (mainly), Illustrator, and Indesign**

Create a brochure for yourself as designer. Include within the brochure your choice of works either from this class or other classes (*if you choose to use works from this class use the traced type and event flyer in your brochure*), original photographic imagery, and text.

Take photographs of yourself, of things you like or likewise concept images to include within the layout. **Original photography please.** You may use a digital camera or a traditional camera and scan in your images.

Text may be sparse. Quotes, biography (if you want), contact info (if you want), and a designer's statement would be appropriate. This brochure can be representational or abstract. Your choice.

This brochure will be in color (4-color, CMYK). This brochure will be composed of two Indesign pages (front and back) and can be a z-fold, gate-fold, or accordion fold.

### **Requirements:**

4-color  
any size is ok  
original Bitmap Images from Photoshop  
2 works (may be traced type and event flyer)  
text (title, artist statement, quotations; optional: contact information, biography, etc.)  
print out in color  
digital files (.indd file + links (bitmap imagery), pdf, fonts used)  
2 dummies (preproduction materials are worth 10% of your grade – turn them in!!!)

### **Grading Criteria:**

appropriate typography (easy to read, clear to content, works well with imagery) - 20%  
overall composition (easy and clear to follow from front to back, consistent, contrast, natural combination of type and image) - 20%  
originality of idea (choice of original photography, composition, and typographic styling to emphasize your own style) - 10%  
requirements (image resolution, electronic documents, distribution of original imagery, integration of all applications used within course) - 20%  
readability (movement from one page to the next, typographic choice, use of space) - 10%  
professionalism (quality print, spelling, quality of imagery) - 20%

### **Turn in:**

- e. color printout.
- f. Digital file(s) in folder.