Class Projects - Illustrator Essentials

DANIEL WALTER SCOTT

Signup for Illustrator Here

Class project 01 - Brief & Creature

- Visit: www.randomprojectgenerator.com
- Enter your location and choose a name and hit the 'generate my project' button.
- Save your brief onto your computer/phone. We'll reference this later.
- Drawing your creature
    - Choose your creature.
        - Don't worry too much about what it is.
    - Create a new document.
    - Use the basic tools we used in making the sleeping fox.
    - You can do any of these to help your process:
        - Sketch it first, photograph it and bring it in as a template.
        - Draw on top of an internet image.
        - Just make it up & wing it!
        - Don't stress.
- Deliverables:
    - Save a WebP or PNG image of your creature.
        - File > Export > Export As...
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class project 02 - Icons Using the Shape Builder

- Open: Icon-Redraw 01.ai
- Using any of the tools we've learnt in the course so far (especially the Shape Builder) redraw the hand sketched icons.
- Choose one color for the icons.
- Deliverables:
    - Save an image.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Don't share this one on social media.

Class project 03 - Impossible Triangle

- Draw your own impossible triangle.
- Color it.
- If you have time - add some creative flare. 💪🏽
- Deliverables:
    - Save an image.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 03b - Ai Creature

- Using the 'Text to Vector' feature in Illustrator, create an illustration for your small business.
- You must include your creature, product & a visual style. E.g. Happy Fox holding fiery pepper in a steampunk style:
    - 
- Prompt Language Examples.
    - Art movements (Cubism, Pop Art, Impressionism)
    - Colors (either specific hues or concepts like vibrant or muted)
    - Composition (close up, wide angle, shot from above)
    - Emotions (happy, sad, angry)
    - Styles (hyper realistic, steampunk, collage)
- Deliverables:
    - Pick your favorite.
    - Save an image.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class project 04 - Curvature Tool

- Sub Project 1: Redraw the owl using the curvature tool techniques you've learnt.
- Sub Project 2: Find an icon version of your creature and trace it in Illustrator.
- Color all of your drawings.
- Deliverables:
    - Save an image of all the class examples and your own creature copy.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Don't share this one on social media.*
- * Because we're copying someone else's work, we don't want to share this file outside of the class projects. The image shouldn't be used in any work without first licensing the drawing/icon.

Class project 05 - The Dreaded Pen Tool

- Sub Project 1: Redraw the owl using the pen tool techniques you've learnt.
- Sub Project 2: Redraw your creature again using the pen tool.
- Color all of your drawings.
- Deliverables:
    - Put both the curvature tool & pen tool examples side by side and label both.
    - Save an image.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Don't share this one on social media.*
- * Because we're copying someone else's work, we don't want to share this file outside of the class projects. The image shouldn't be used in any work without first licensing the drawing/icon.

Class project 06 - Pen Tool Redemption

- Sub Project 1: Practice with the supplied examples in the exercise files: Pen Tool Tidy Up
- Sub Project 2: Duplicate your creature. Then tidy up one version using the direct selection tool and the pen tool.
- Deliverables:
    - Show your original & tidied up versions side by side.
    - Save an image.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Don't share this one on social media.*
- * Because we're copying someone else's work, we don't want to share this file outside of the class projects. The image shouldn't be used in any work without first licensing the drawing/icon.

Class project 07 - Skill Stacking Practice

- Practice redrawing one or more of the following pencil drawings from the exercise files:
    - Skillstack 01.jpg
    - Skillstack 02.jpg
    - Skillstack 03.jpg - if you dare!!!
- Practice these skills:
    - Basic shapes + shape builder
    - Pen Tool
    - Curvature Tool
    - Outline View
    - Smart Guides on/off
- Color the drawing.
- Deliverables:
    - Save an image.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 08 - Make your mood board

- Create a new document called Mood Board
- Research related products & imagery for your brand.
- Add reference images to your mood board.
- Deliverables:
    - Save an image.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Don't share this one on social media.

Class project 09 - Your Amazing Creature

- Mood board
    - Research photographs of your animal.
    - Research your creature and ways it's been used in existing logos, icons & illustrations.
        - A useful search term is 'gradient animals'.
    - Add these reference images to your mood board.
- Draw your creature
    - Using any of the tools we've learnt so far, draw and color your creature.

        - You can start directly in Illustrator or with a hand drawing first.
    - Experiment with the Generative Recolor tool.
- Deliverables:
    - Save an image of your final creature.
        - Include any drafts of your creature.
        - Include any hand drawings.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class project 10 - Pencil Tool Drawing

- Research a drawing/doodle of your product.
- Find a photo to draw over the top off.
    - Unsplash
    - Pexels
    - Adobe Stock Free
- Import your image.
    - Put it on its own layer and lock it.
    - New layer.
- Using the pencil tool, draw your product.
- Deliverables:
    - Save an image of your drawing.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class project 11 - Brush Doodles

- You've been asked to create a thought bubble doodle for your product.
- It will be used in a social media ad.
- Find your own 'thinking person'.
    - Unsplash
    - Pexels
    - Adobe Stock Free

- Using the brush tool, draw your product or something related to your product.
- Deliverables:
    - Save an image of your drawing.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class project 12 - Width Tool

- Draw a 'Biodegradable' graphic using lines.
    - Use the Pencil, Pen or Curvature Tools
- Embellish the graphic using the width tool.
    - This will be used later on in the course for our packaging.
- Add Color
- Deliverables:
    - Save an image of your drawing.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class project 13 - Intertwine

- Create your own intertwining design.
    - There are no restrictions on what you make.
    - Use the intertwine feature in Illustrator.
- Add Color.
    - color.adobe.com
- Deliverables:
    - Save an image of your drawing.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here

        - LinkedIn group here

Class Project 14 - Postcard Fonts

- Create a Postcard.
- Add your text using the Point & Area Type tools.
- Experiment with Adobe Fonts.
- Choose 2 or more fonts for your postcard.
- Deliverables:
    - Take a screenshot of your work.
        - Including the postcard layout and the Adobe Font experiments.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Don't share this one on social media.

Class Project 15 - LogoType

- Research some existing logotype/wordmark designs.
- Using techniques to create a simple logotype design for your product
    - Adobe Fonts
    - Font Pairing
    - Glyphs
- Create 3+ different combinations.
    - Number them.
- Deliverables:
    - Save an image of your designs.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 16 - Type on a Path

- Sub Project 1: Curved Text
    - Using the type on a path tool, create an "All new recipe" style graphic.
- Sub Project 2: Badge
    - Using the type on a path tool, create an "All Natural Ingredients" style graphic.
- Add both of these to your postcard.

- Deliverables:
    - Save a close up of your two graphics.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 17 - Heavy Metal Band Logo

- Pick a name for your fictional heavy metal band.
- Use the following techniques to design a logotype for the band.
    - Type on a path.
    - Outline type.
    - Edit existing path with the pencil tool.
    - Shapebuilder.
- Deliverables:
    - Save an image of your drawing.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 18 - Monogram

- Create 2 monograms. One with your own initials. One with the brand you're working on.
- Choose a new font from Adobe Fonts.
- Use the intertwine feature to get the letters to weave together.
- Deliverables:
    - Save an image of your monogram.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 19 - Color Variants

- Use your Logo/Monogram/Creature
- Explore color.adobe.com
- Find a minimum of 5 color themes.
- Using CC Libraries, apply the colors to duplicates of your graphic.
- Number the versions to allow easier feedback.
- Deliverables:
    - Save an image of your color variations.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 20 - Generative Recolor

- Use your Logo/Monogram/Creature
- Create 6+ versions.
- Use Generative Recolor to each of them.
- Add the prompt underneath.
- Number the versions to allow easier feedback.
- Deliverables:
    - Save an image of your color variations.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 21 - Postcard Finish

- Finish up your product postcard.
- Look to experiment with all of the following techniques:
    - Add your logo type.
    - Find and Crop images.
        - Unsplash or Pexel or Free Adobe Stock
    - Experiment with color
        - Color.adobe.com

        - Gradients
        - Generative Recolor
        - Opacity
- Deliverables:
    - Save an image of your postcard.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 22 - Papercut Effect

- Using your new compound and masking skills. Create your own abstract papercut effect.
- Create 1 papercut with 4 different color/masking options.
- Deliverables:
    - Save an image of your 4 variations.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 23 - Business Card

- Create a business card for your brand using your local sizing.
- Add business card inspiration to your mood board.
- Create a front and back.
- Front to include:
    - Name
    - Phone
    - Email
    - Address
    - Brand Colors
    - Optional:
        - Circle Badge, Gradient, Monogram, Creature, Paper Cut, Pencil Drawing, Images.
    - Note:
        - Make all the details fictional.
        - Use the icons you've created through the course as bullets.

            - You can create new or find existing online icons for anything you're missing.
- Back
    - Website, Youtube, Instagram or Tiktok.
    - Optional:
        - Logo, Circle Badge, Gradient, Monogram, Creature, Paper Cut, Pencil Drawing, Images.
- Experiment with Generative Recolor
    - Make sure you duplicate your artboards for your experiments.
- Deliverables:
    - Screenshot your front/back combo.
        - If submitting multiple options: Submit no more than 3. Make sure they are numbered.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 24 - Liquify Type

- Open and experiment with the exercise file called: Liquify 2.ai
- Duplicate the Artboard.
    - Pick a new background color/gradient.
- Create 3 words (adjectives) that might describe your product.
- Choose new Adobe Fonts.
- Outline the text.
- Use the various Modify tools (Warp, Twirl, Pucker etc) to make the text more expressive.
- Deliverables:
    - Save an image of your text.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 25 - Sliced Text

- Choose your own word for a marketing slogan e.g.
    - “Prices are Slashed”
    - “We’ve Cut Our Prices”
    - “Half Price”
    - “50% Off Everything”
- Outline the text.
- Use the slice techniques used in the previous tutorial.
- Deliverables:
    - Save an image of your text.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 26 - Established Flag Warp

- Create an establishing year for your brand.
- Use the techniques we’ve learnt in this course so far to drag the straight elements of the flag.
- Use the Envelope Distort > Warp to bend it into a wavy flag.
- Deliverables:
    - Save an image of your flag.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 27 - Live Trace

- Choose one of the live trace techniques we’ve explored over the last few videos. Create something that can be used as a graphic on a social media ad.

- Research the term “instagram story template farmers market” and add your ideas to your mood board.
- Research the pixel document size of an instagram story.
- Include:
    - Live trace graphic.
    - Logo.
    - ‘ESTD in’ Flag or Price Cut graphic.
    - Date & Location e.g.
        - This Sunday @ The Limerick Community Hall
- Deliverables:
    - Save an image of your Instagram Story
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 28 - Repeating Pattern

- Create your own repeating pattern using the ‘Transform Again’ technique.
- Experiment with Generative Recolor
- Crop it into a square.
- Deliverables:
    - Save an image of your graphic.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 29 - Pattern Making

- Create your own pattern swatch using the Pattern making panel.
- Research “pattern for product packaging”
    - Add examples you like to your mood board.
    - Geometric Marquetry
- Experiment with Generative Recolor.
- Deliverables:

    - Save an image of your flat graphic.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Don't share this one on social media.

Class Project 30 - Black Friday Sale

- Research existing Black Friday ads.
- Create a Black Friday 3d text graphic.
- Make the graphic a square social media post.
- Add other text & graphics as appropriate to your add e.g.
    - 3D 'Black Friday Sale' text.
    - "Enter the Code: 'Black Friday"
    - Get 30% off everything.
    - Logo
    - Etc.
- Deliverables:
    - Save an image of your square.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 31 - Inflate

- Draw a simple graphic that relates to your product.
- It can be the object itself or something related e.g. an ingredient, something that goes hand in hand, a time it's enjoyed.
- Deliverables:
    - Save an image of your inflated graphic.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 32 - Mockup

- Experiment with the mockup feature in Illustrator.
- Use any of your own designs.
- Deliverables:
    - Save an image of your mockup.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here

Class Project 33 - Spoonflower

- Export your pattern from Illustrator using the Asset Export Panel.
- We'll use the PNG format.
- Mock up the design using Spoonflower or similar.
    - BYOL.COM/SPOONFLOWER
- Make Pixel Perfect.
- Deliverables:
    - Save a screenshot of your pattern mocked up on the Spoonflower (or similar) website.
    - Upload it to the Assignments/Projects/Comments section of this website.
    - Share on social media as well:
        - Instagram: @bringyourownlaptop
        - Twitter: @danlovesadobe
        - Facebook group here
        - LinkedIn group here