

# Process & Production

Demonstration & Discussion

Adobe Illustrator

**Basics**

**Raster vs. Vector**

**Artboards**

**Navigation**

**File Menu**

**View Menu**

**Guides, Grid**

**Transforms**

# Raster vs. Vector

Artboards

Navigation

File Menu

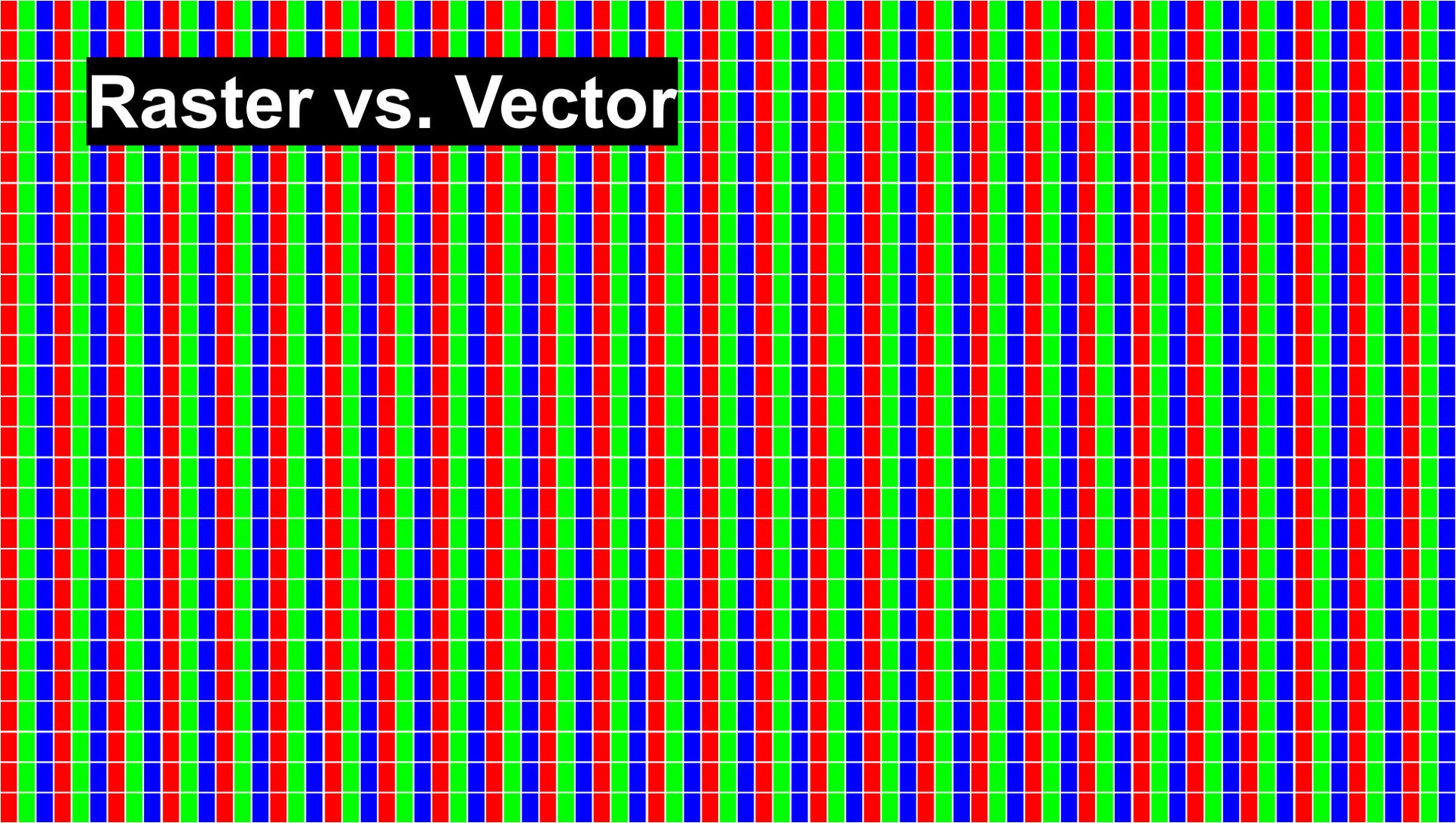
View Menu

Guides, Grid

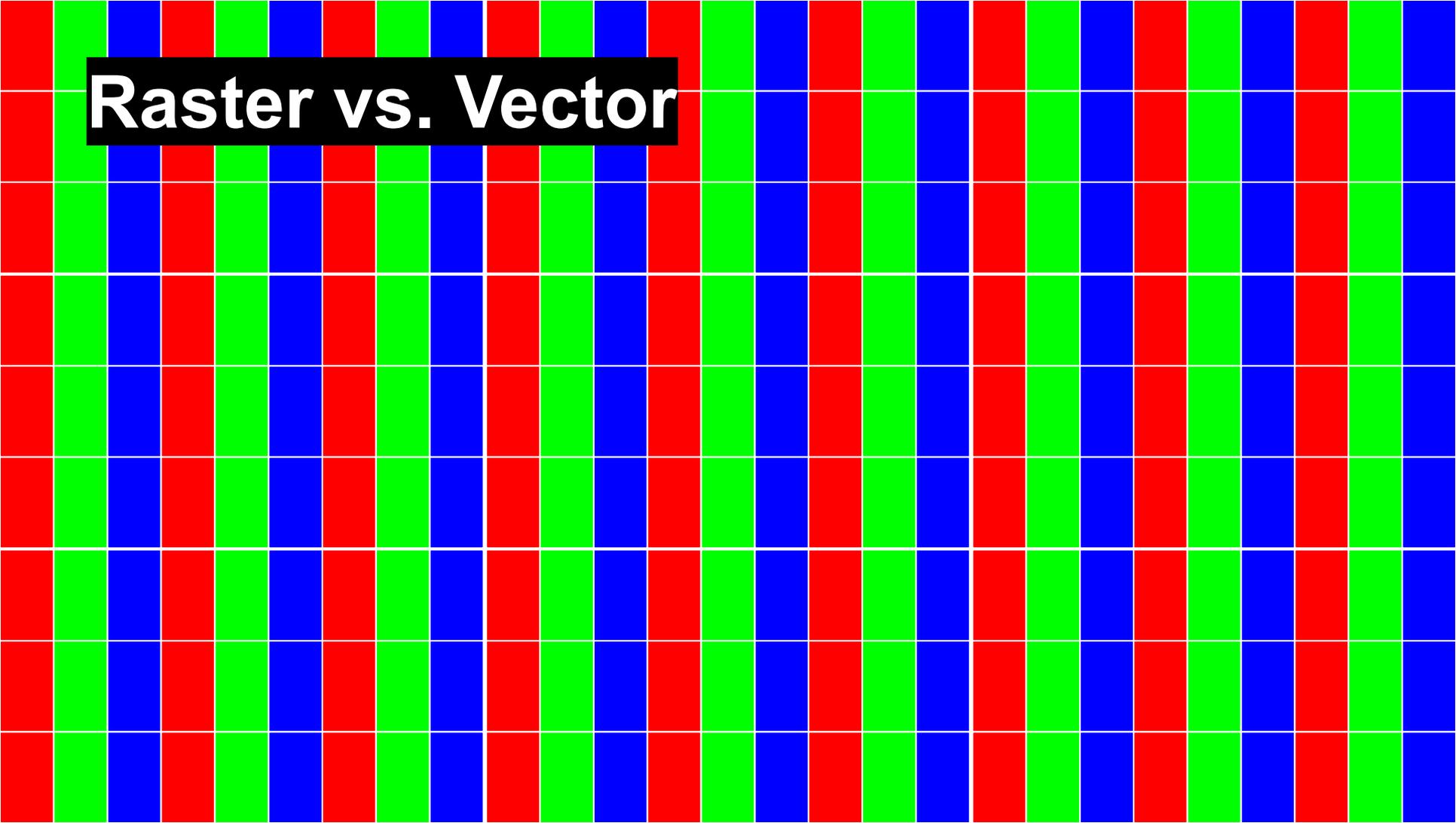
Transforms

# Raster vs. Vector

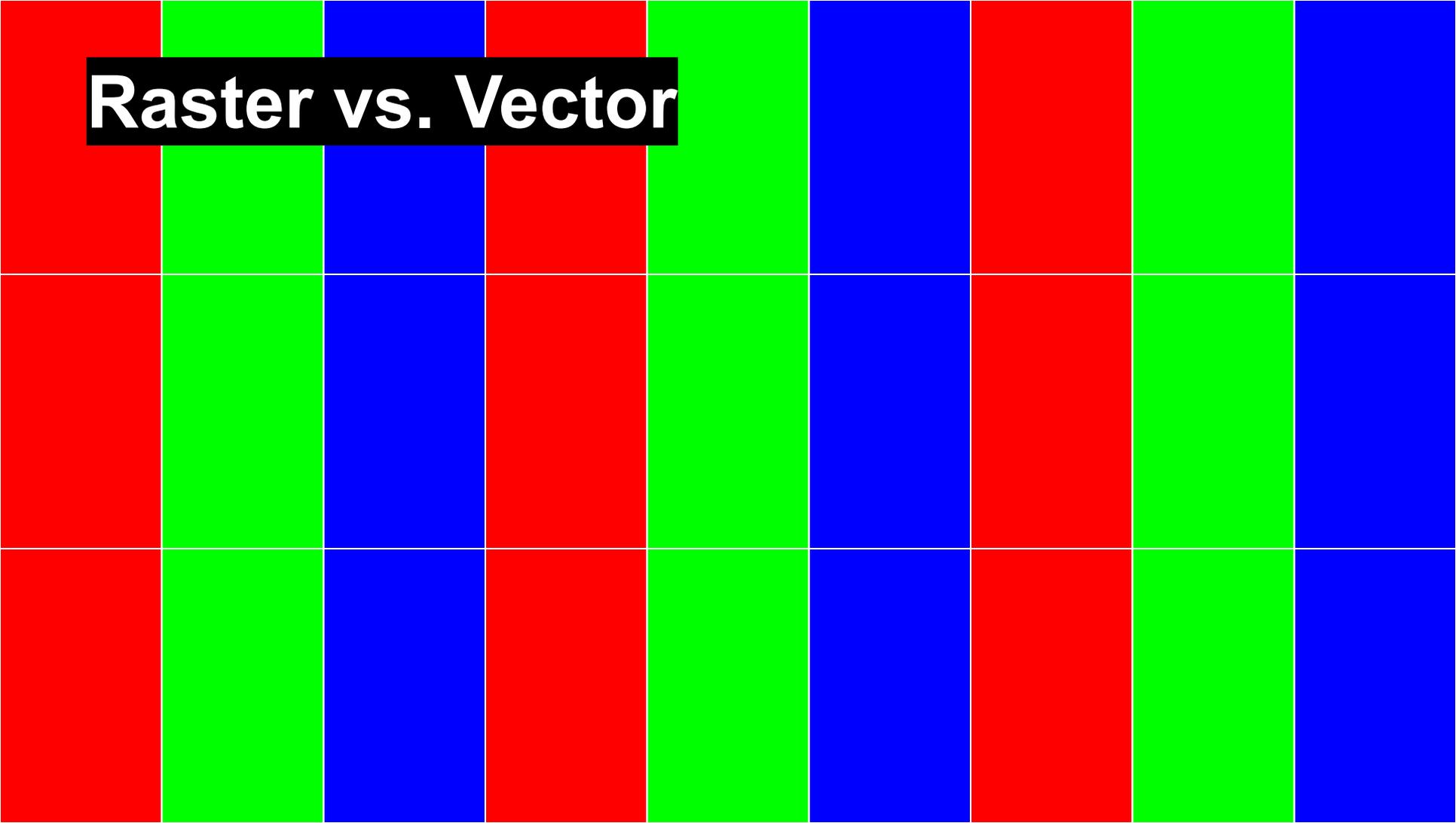
# Raster vs. Vector



# Raster vs. Vector



# Raster vs. Vector



# Raster vs. Vector

# Raster vs. Vector

On digital screens, all visual information is rendered by combining red, green, and blue color values.

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# Raster vs. Vector

On digital screens, all visual information is rendered by combining red, green, and blue color values.

If you use a magnifying glass (or smash your face up against your screen), you might be able to see thousands of tiny red, green, and blue rectangles.

These are called *picture elements*, or *pixels*.

# Raster vs. Vector

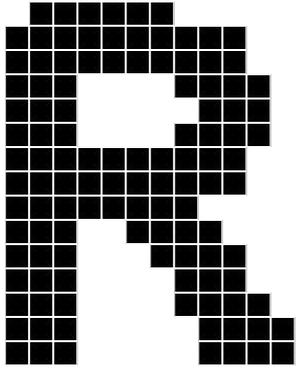
# **Raster vs. Vector**

**All digital design software render  
visual information in one of two ways...**

# **Raster vs. Vector**

**All digital design software render  
visual information in one of two ways...**

**...as either...**



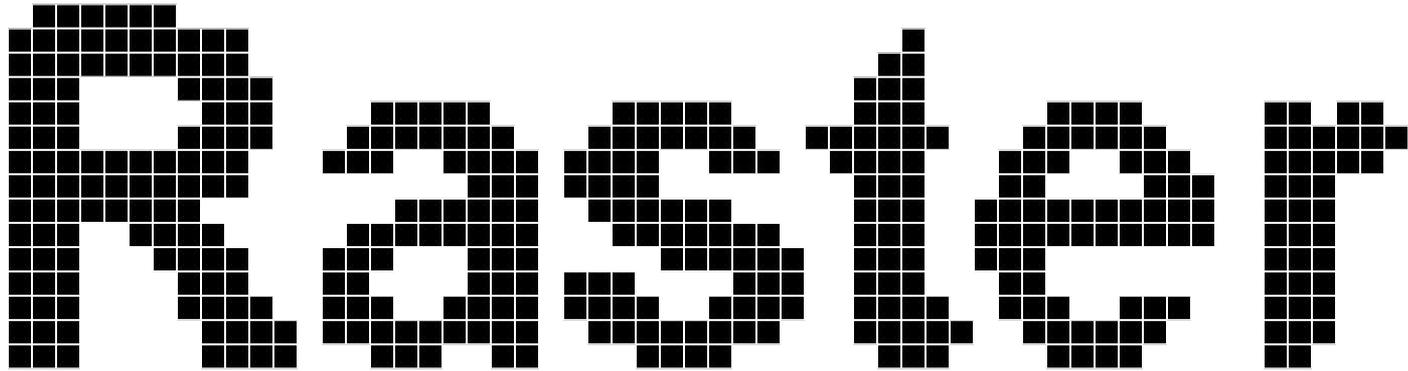
RS

RES

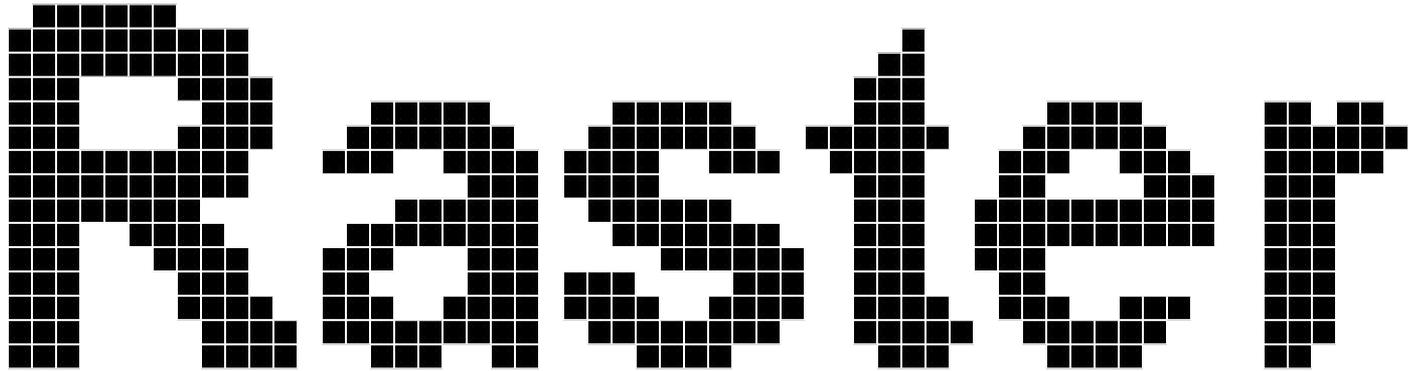
Realist

Resale

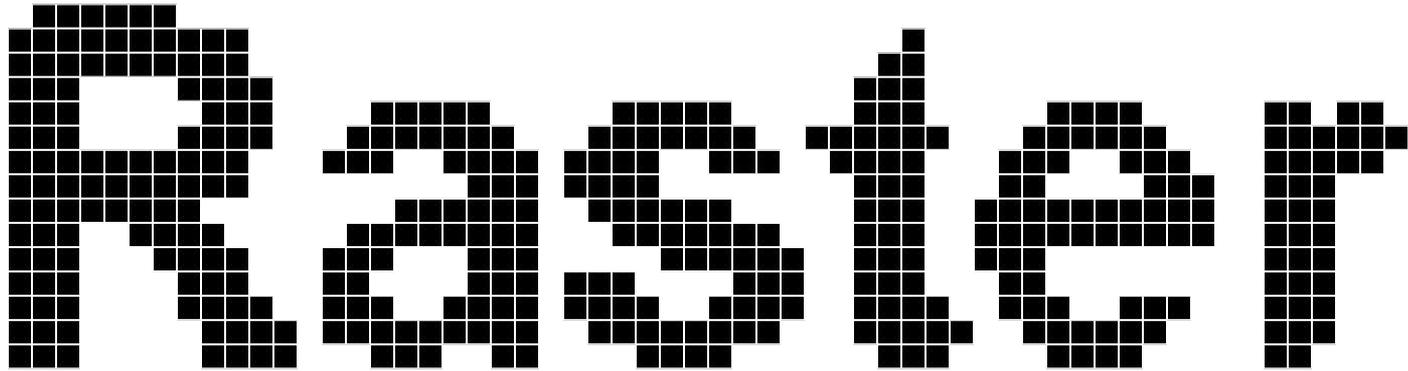
Researcher



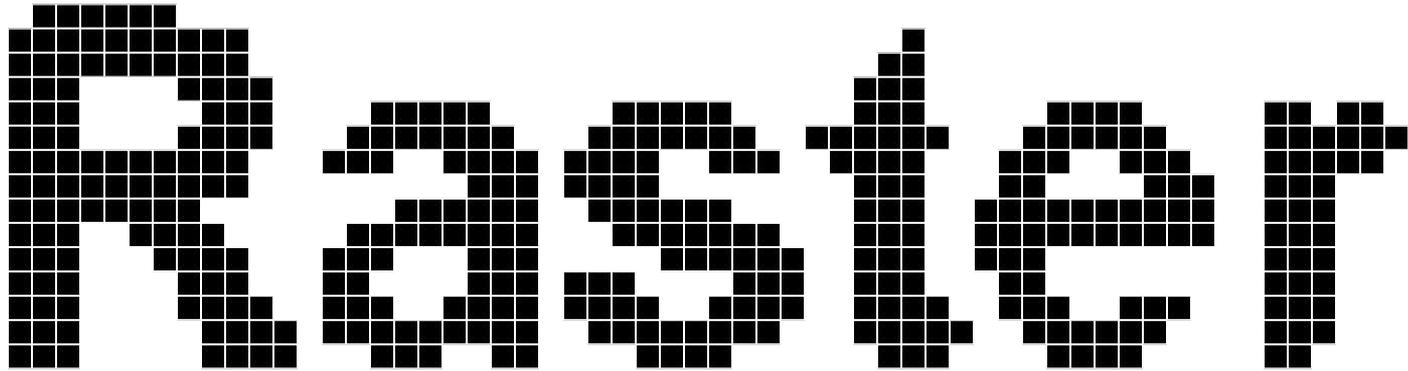
- Also called “bitmap”



- Also called “bitmap”
- Image information rendered in pixels (the squares)



- Also called “bitmap”
- Image information rendered in pixels (the squares)
- **PSD, JPEG, PNG, GIF, etc.**



- Also called “bitmap”
- Image information rendered in pixels (the squares)
- PSD, JPEG, PNG, GIF, etc.
- **Ideal for photographic imagery (real-world visual information)**

# Raster vs. Vector

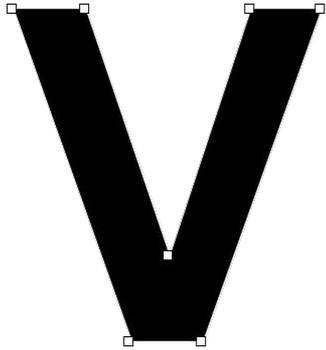
All digital design software render visual information in one of two ways...

...either **raster**...

# **Raster vs. Vector**

**All digital design software render  
visual information in one of two ways...**

**...either raster... or...**



**ve**

The image shows the lowercase letters 'v' and 'e' in a bold, black, sans-serif font. The 'v' is on the left and the 'e' is on the right. Both letters have several small white squares placed at their vertices and along their curves, indicating they are part of a vector graphic or a design tool's interface. The 'v' has handles at its top-left and top-right corners, its bottom-left and bottom-right corners, and one at its bottom vertex. The 'e' has handles at its top, bottom, and right edges, and several along its inner curve.

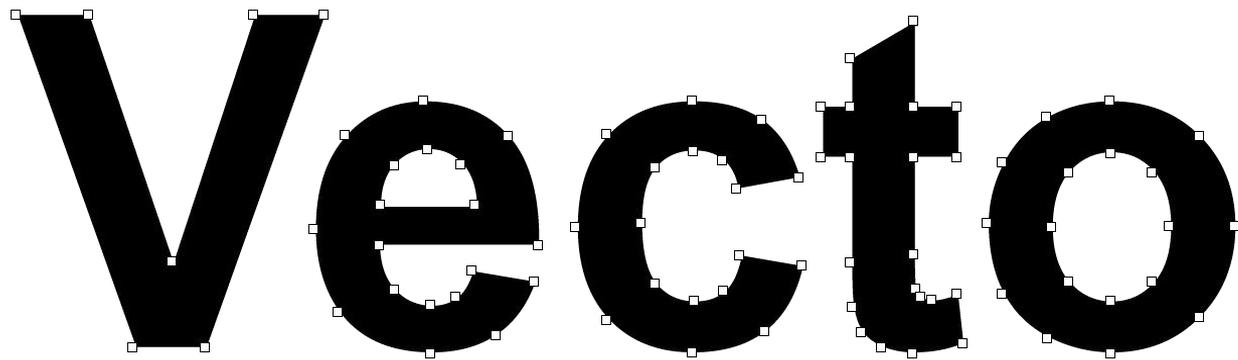
**vec**

The image shows the word "vec" in a bold, black, sans-serif font. Each letter is surrounded by a grid of small white squares, indicating a vector field or a grid-based representation of the text. The 'v' has 6 squares, the 'e' has 14 squares, and the 'c' has 12 squares.

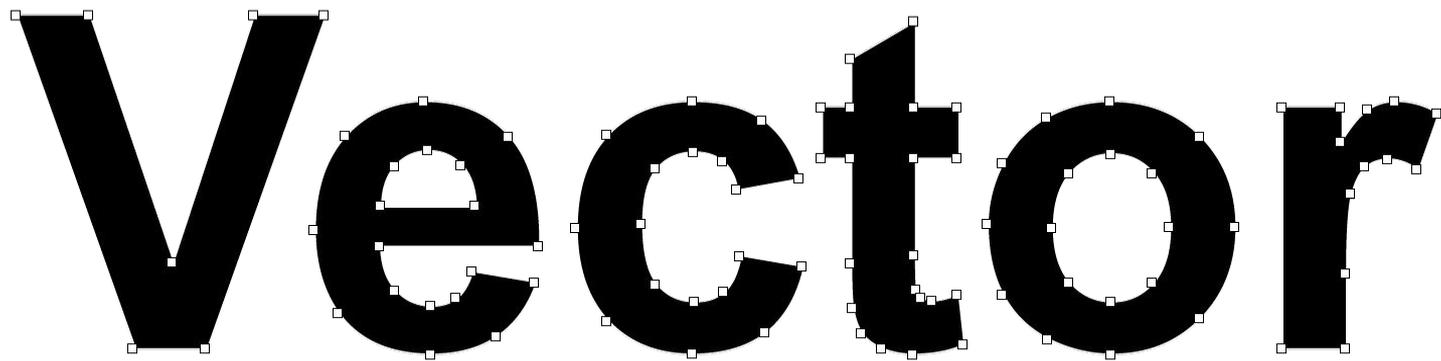
**vect**

The image shows the word "vect" in a bold, black, sans-serif font. Each letter is outlined with small white squares, indicating a vector-based or grid-based representation of the text. The letters are: 'v', 'e', 'c', and 't'. The 'v' is a simple downward-pointing chevron. The 'e' is a rounded shape with a horizontal bar. The 'c' is a rounded shape with an opening on the right. The 't' is a vertical stem with a horizontal top bar and a small hook at the bottom right.

**vecto**



**vector**



**Vector**

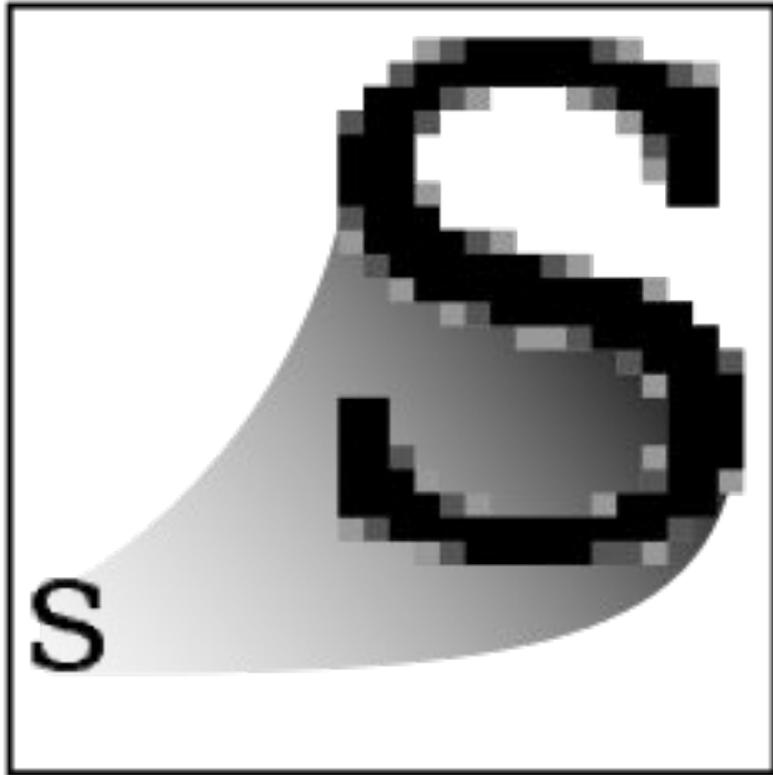
- **AI, PDF, EPS, SVG**

# Vector

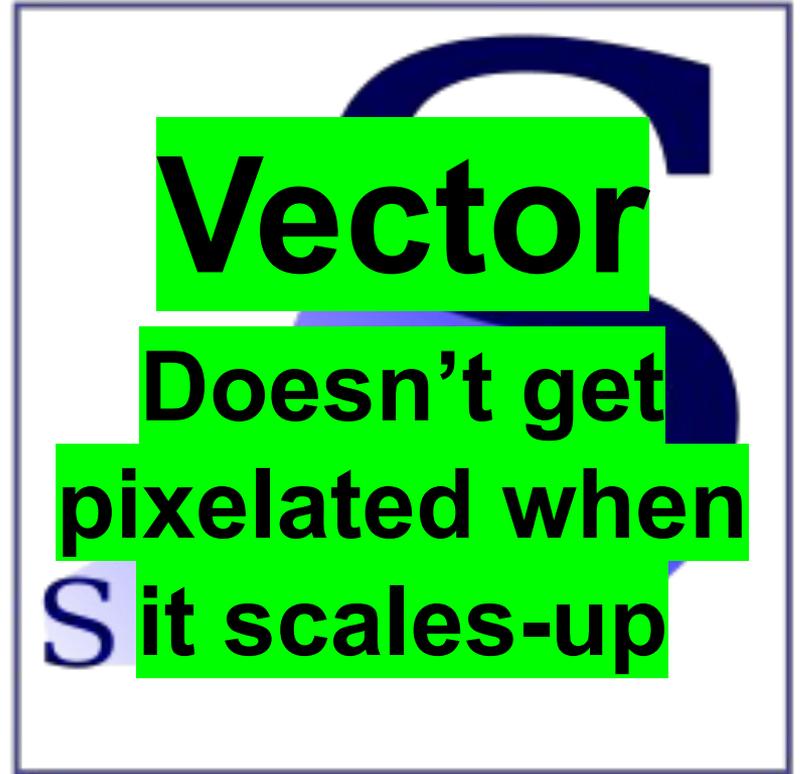
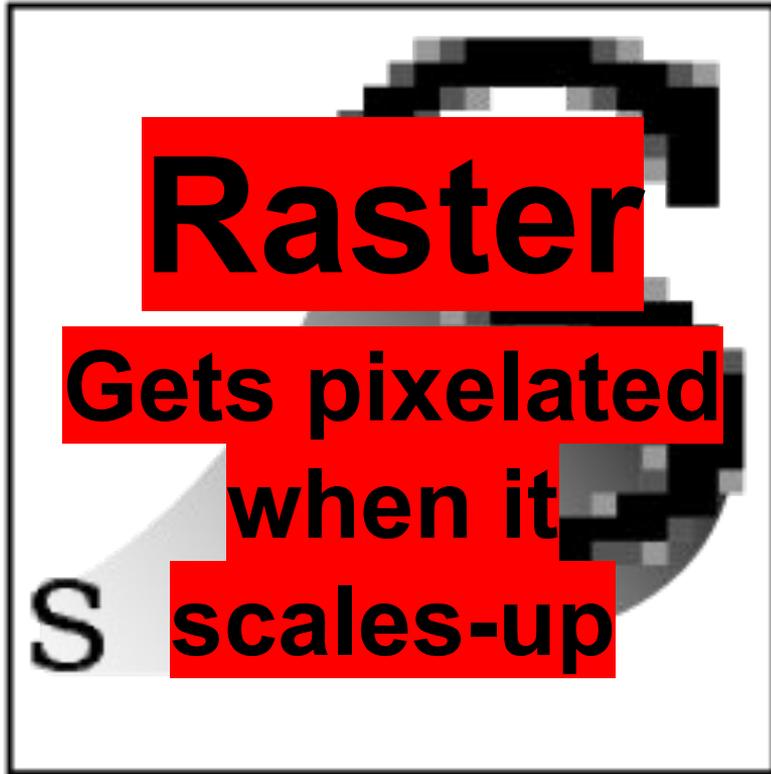
- AI, PDF, EPS, SVG
- **Images rendered by connecting coordinates**

# Vector

- AI, PDF, EPS, SVG
- Images rendered by connecting coordinates
- **Good for logos, illustrations, typography**



[https://commons.wikimedia.org/wiki/File:Bitmap\\_VS\\_SVG.svg](https://commons.wikimedia.org/wiki/File:Bitmap_VS_SVG.svg)



# **Raster vs. Vector**

**Artboards**

**Navigation**

**File Menu**

**View Menu**

**Guides, Grid**

**Transforms**

**Raster vs. Vector**

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# Artboards

# **Artboards**

**Colorspace**

**Dimensions**

**Bleed**

**Artboards**

**Colorspace**

**Dimensions**

**Bleed**

# Colorspace

# Colorspace

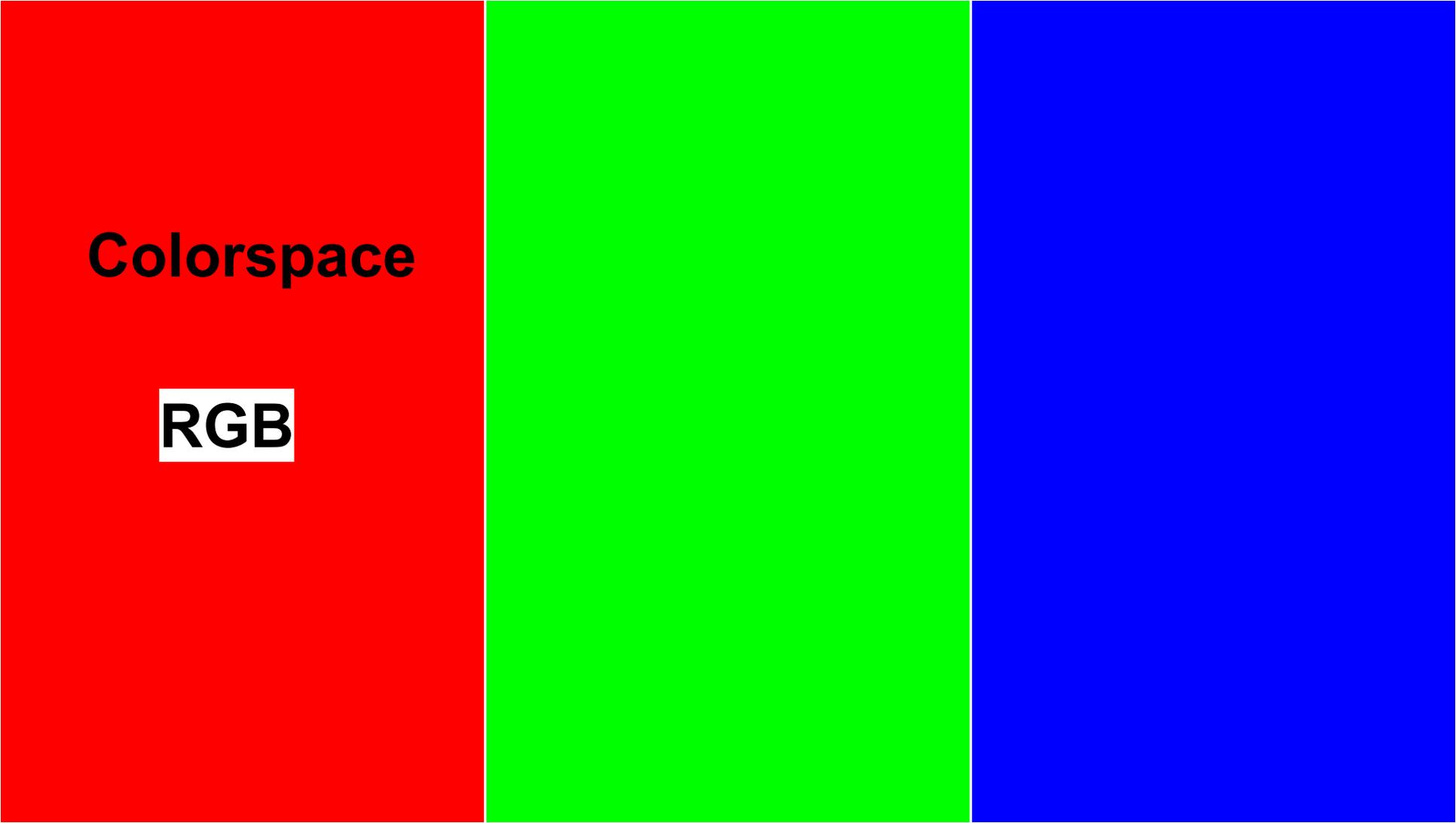
**R**

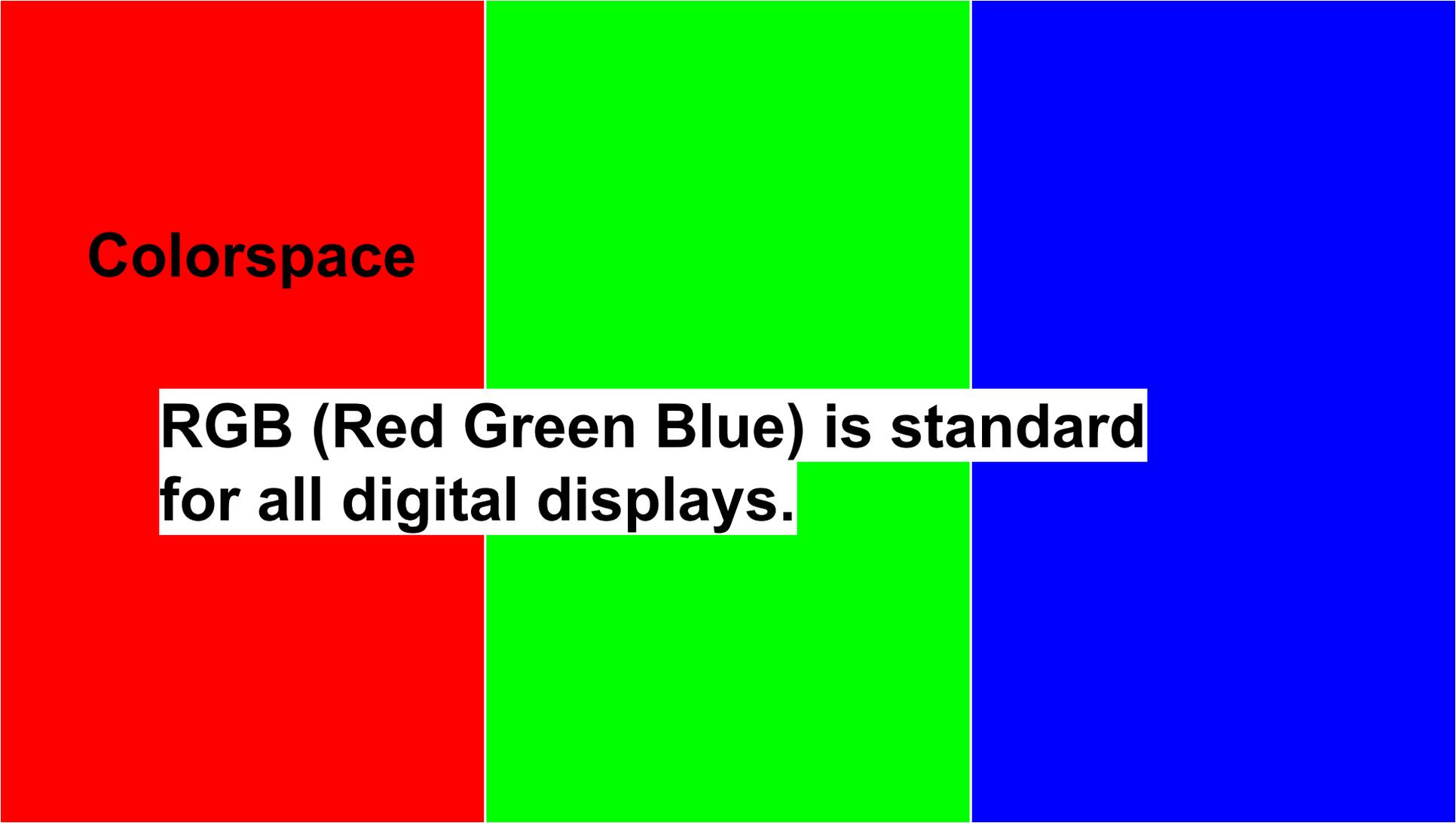
**Colorspace**

**RG**

**Colorspace**

**RGB**





**Colorspace**

**RGB (Red Green Blue) is standard  
for all digital displays.**

# Colorspace

# Colorspace

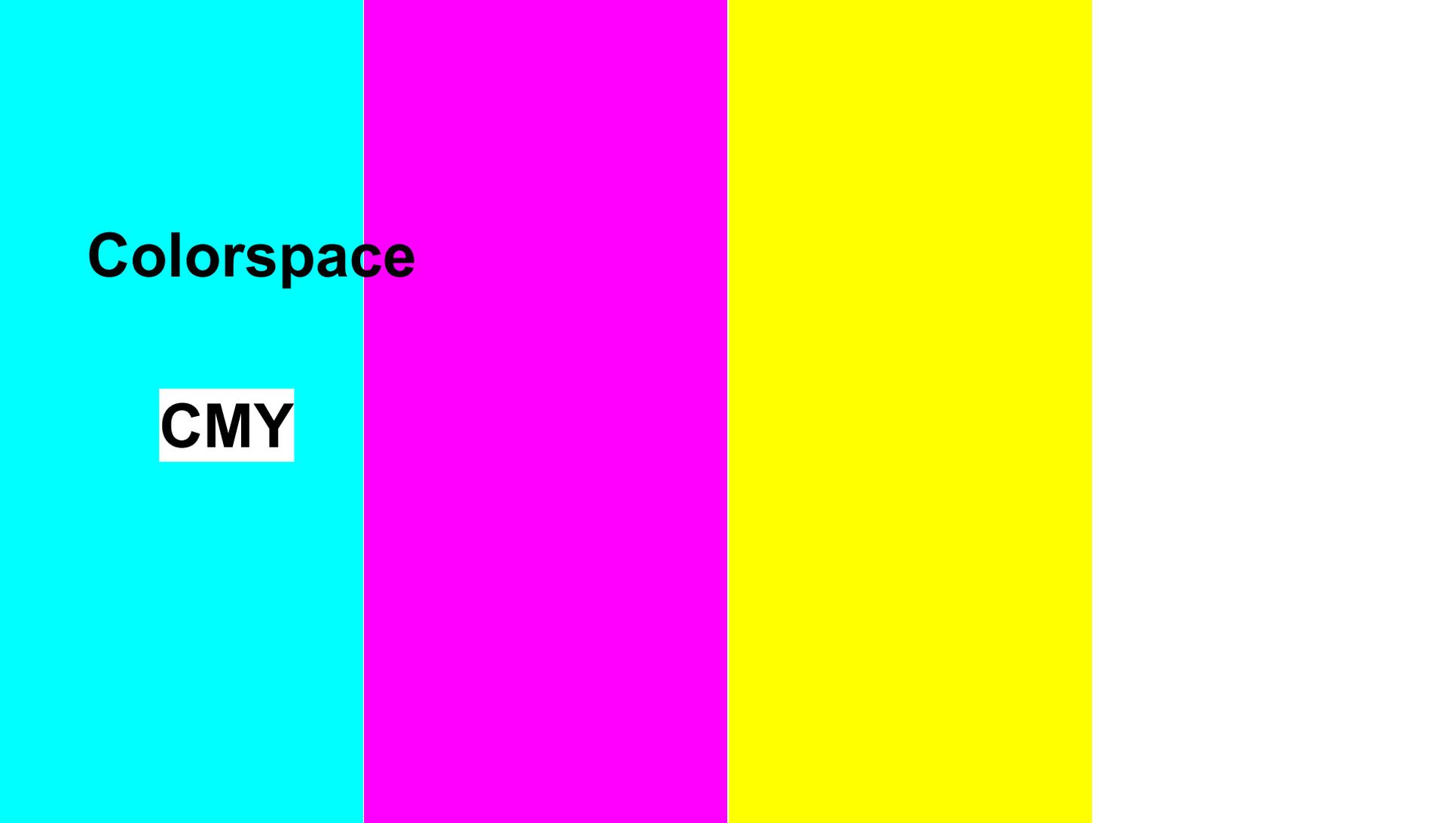
**C**

# Colorspace

**CM**

# Colorspace

**CMY**

The image consists of four vertical bars of equal height and width, arranged side-by-side. From left to right, the colors are cyan, magenta, yellow, and white. The cyan bar is on the far left, followed by the magenta bar, then the yellow bar, and finally the white bar on the far right. The text 'Colorspace' is centered vertically in the cyan bar, and the text 'CMY' is centered vertically in the magenta bar.

# Colorspace

**CMYK**

# Colorspace



**CMYK (Cyan Magenta Yellow Black) is standard for printing. Also called “four color” or “process color”.**

**Artboards**

**Colorspace**

**Dimensions**

**Bleed**

**Artboards**

**Colorspace**

**Dimensions**

**Bleed**

**Artboards**

**Colorspace**

**Dimensions**

**Bleed**

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# Navigation

**View**

**Selection**

**Tools**

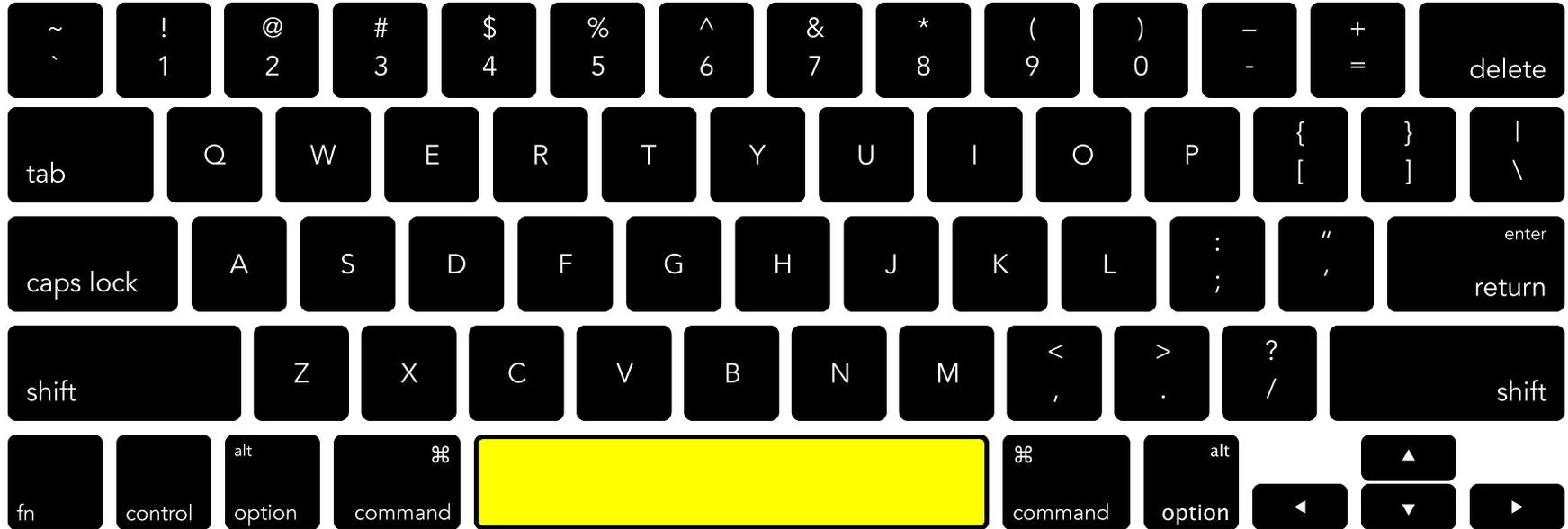
# Navigation

**View**

**Selection**

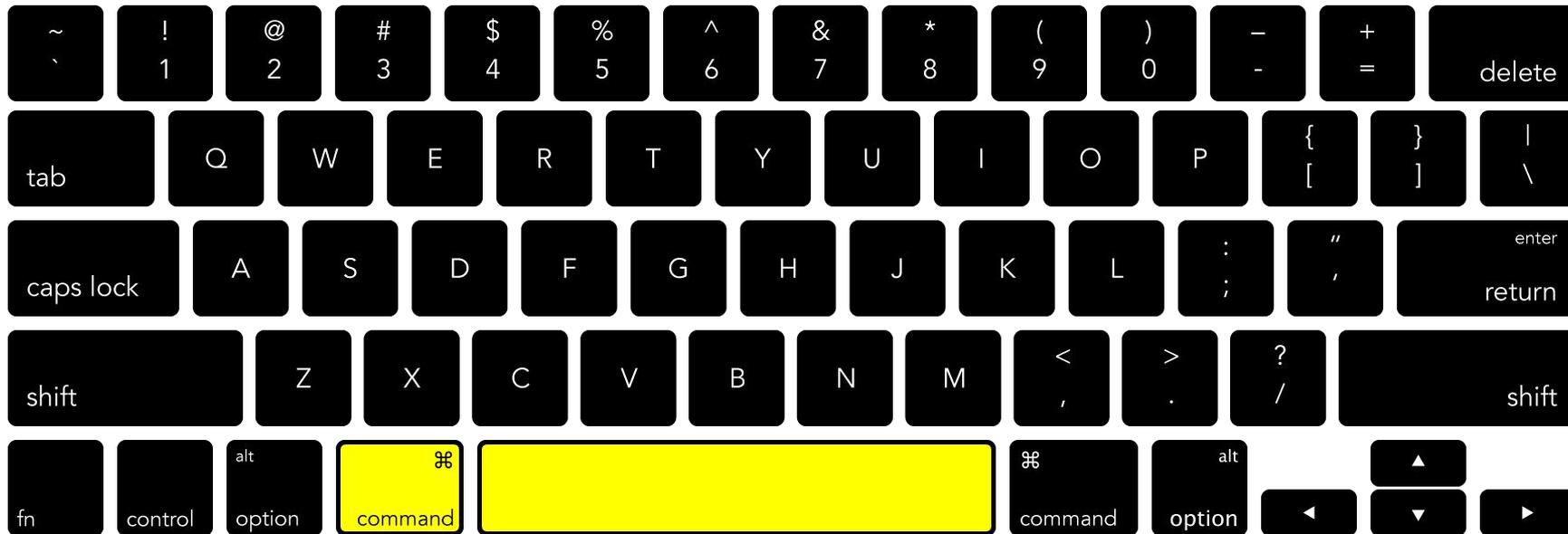
**Tools**

# Navigation > View



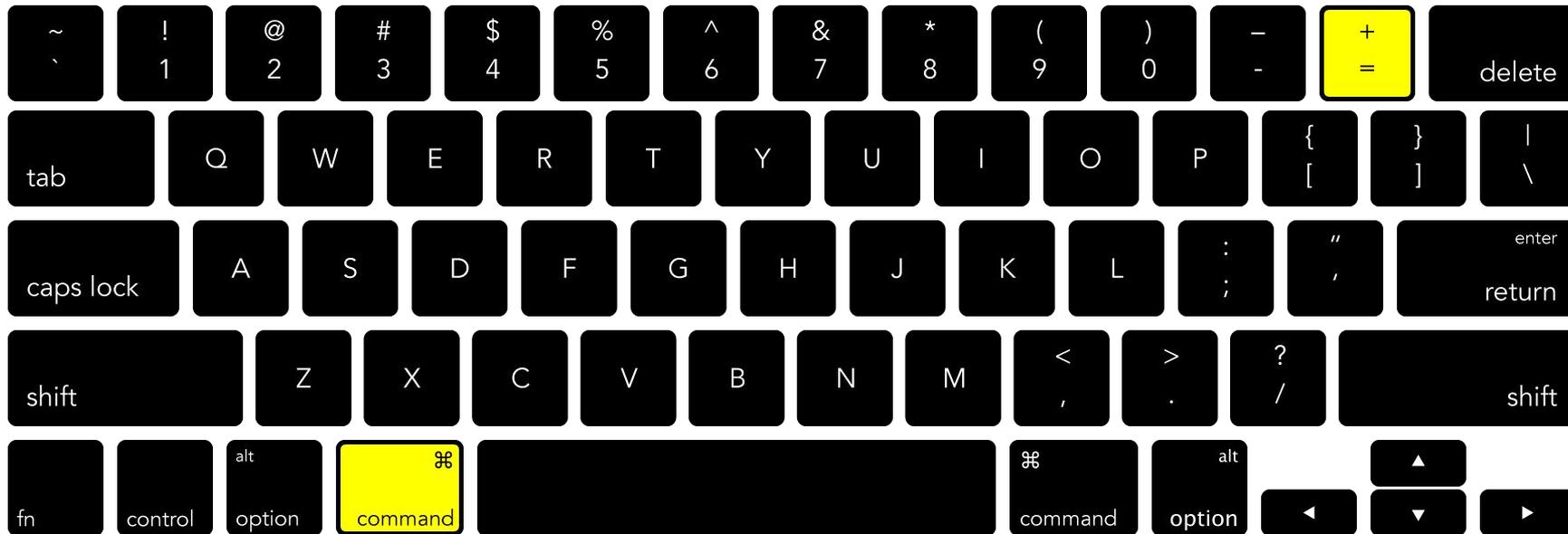
**Hand Grab/Drag**

# Navigation > View



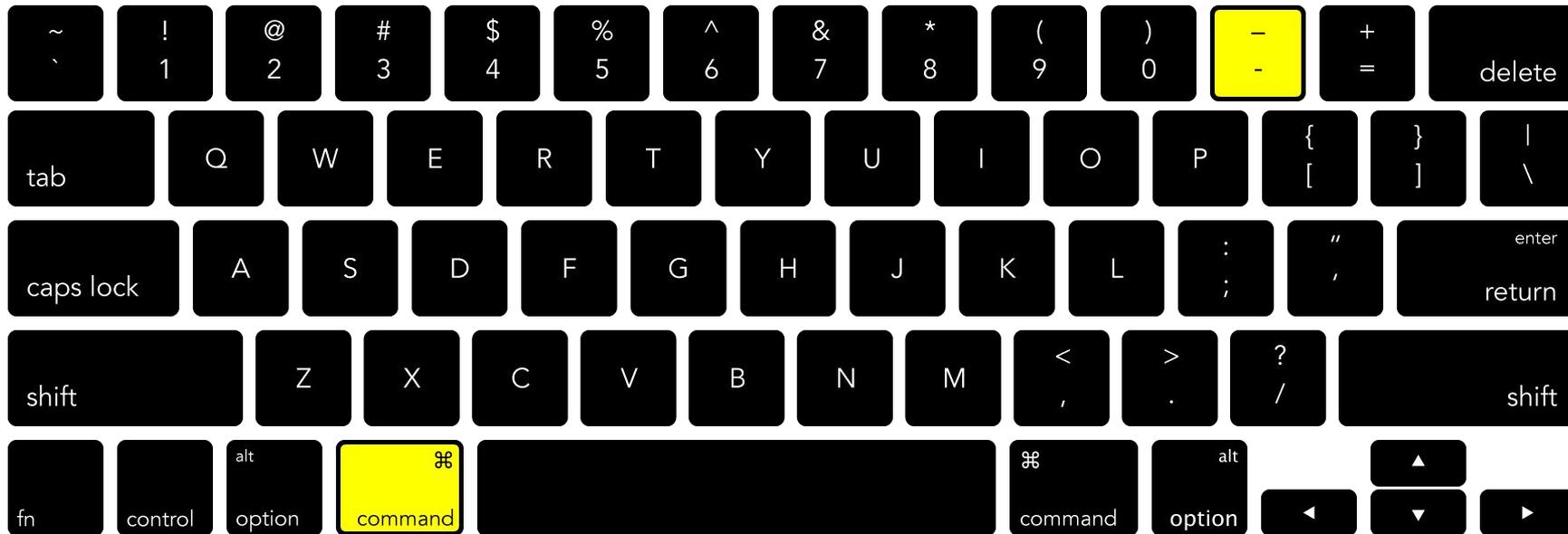
## Zoom with Cursor

# Navigation > View



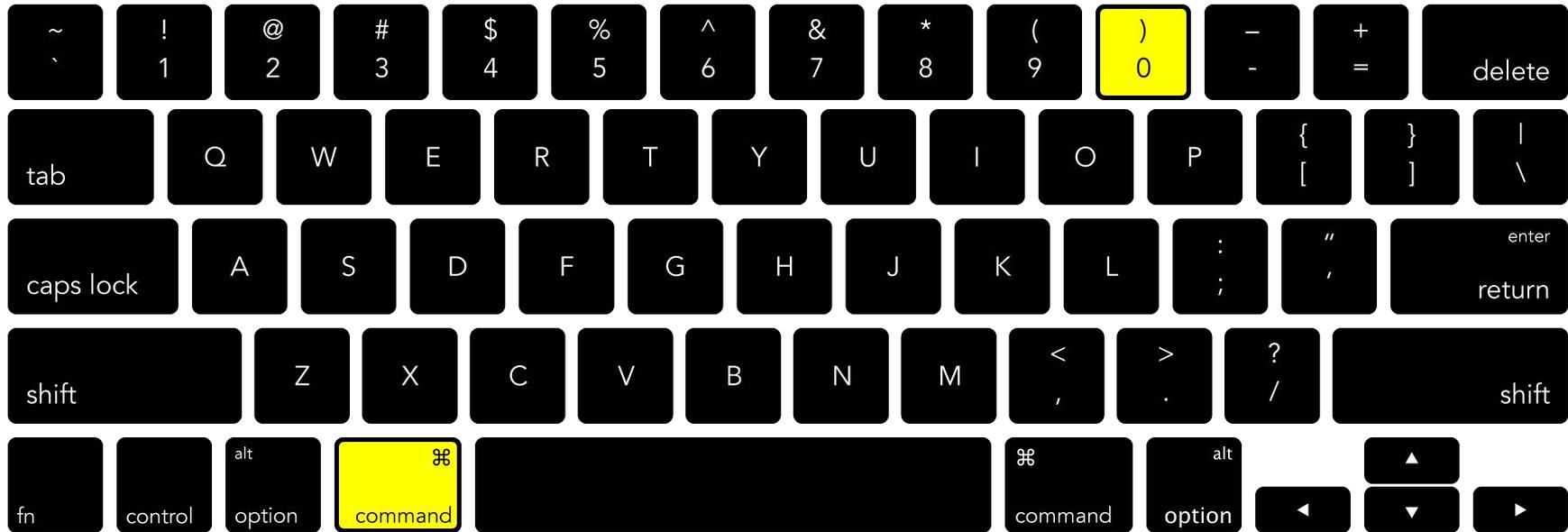
**View → Zoom In**

# Navigation > View



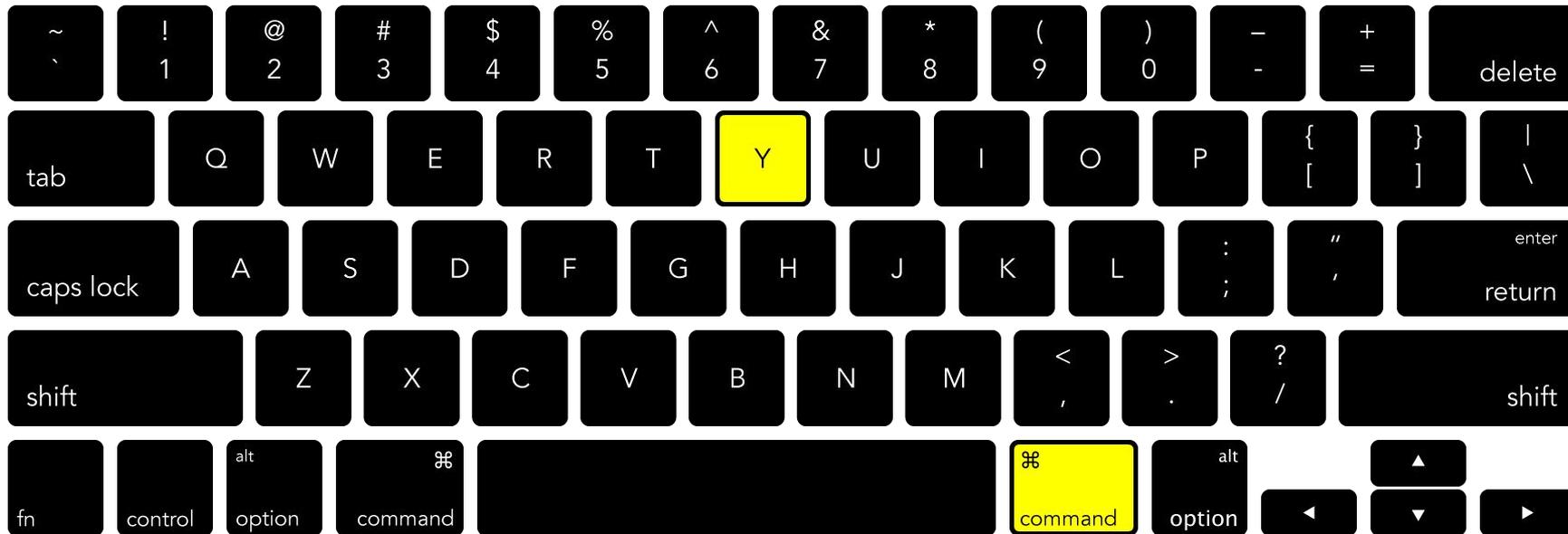
**View → Zoom Out**

# Navigation > View



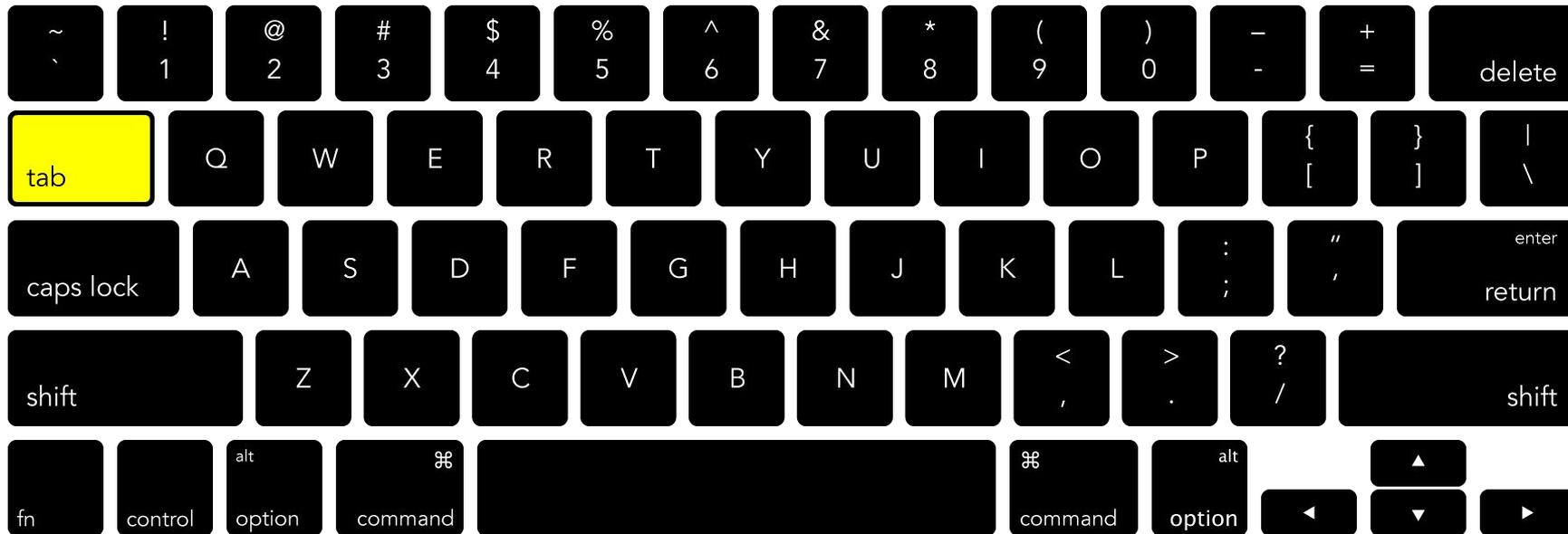
**View → Zoom to Fit Artboard in Window**

# Navigation > View



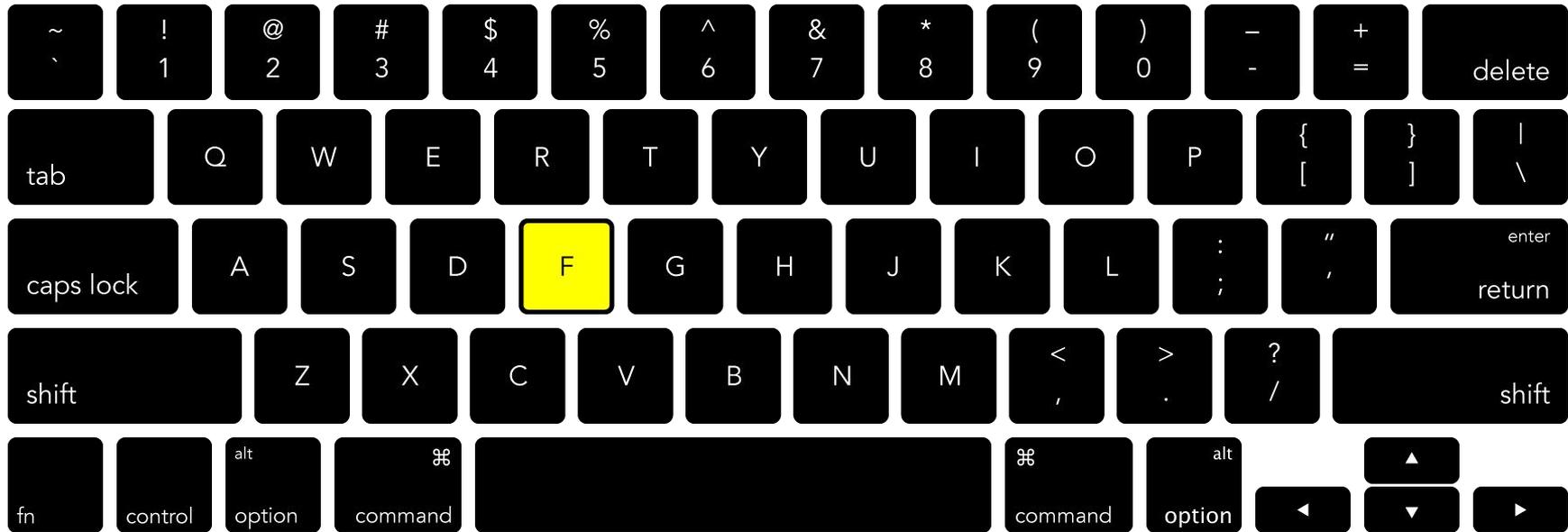
**View → Outline**

# Navigation > View



## Show/Hide Toolbars

# Navigation > View



# Change Screen Mode

# Navigation

**View**

**Selection**

**Tools**

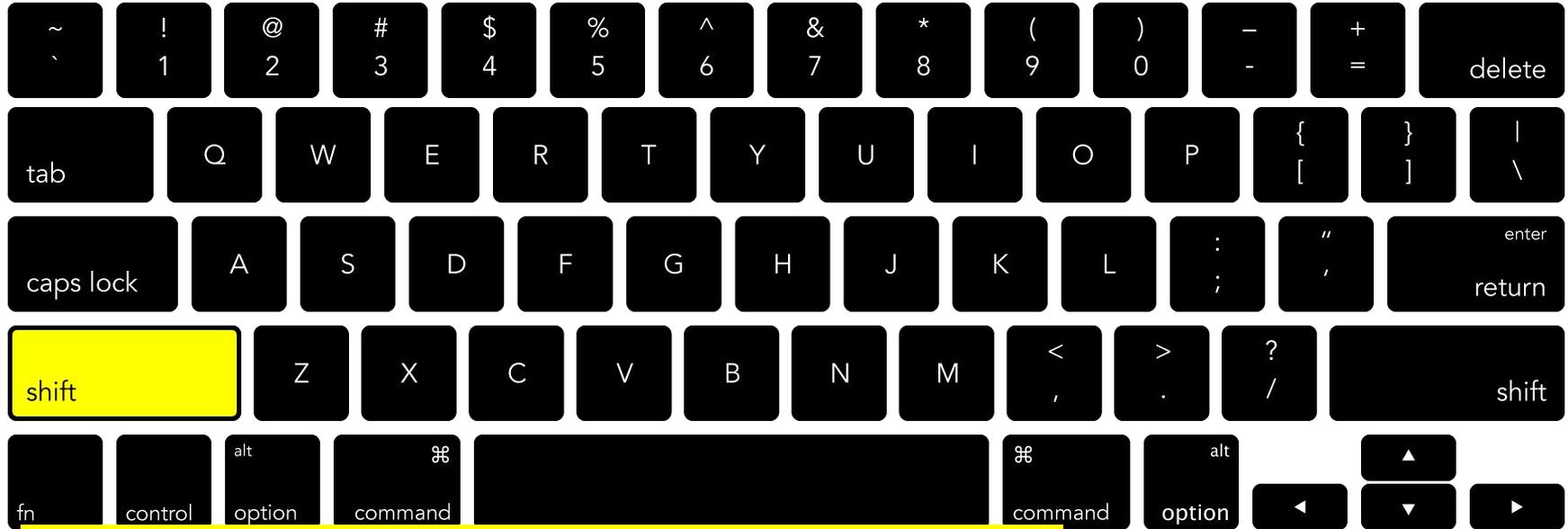
# Navigation

View

Selection

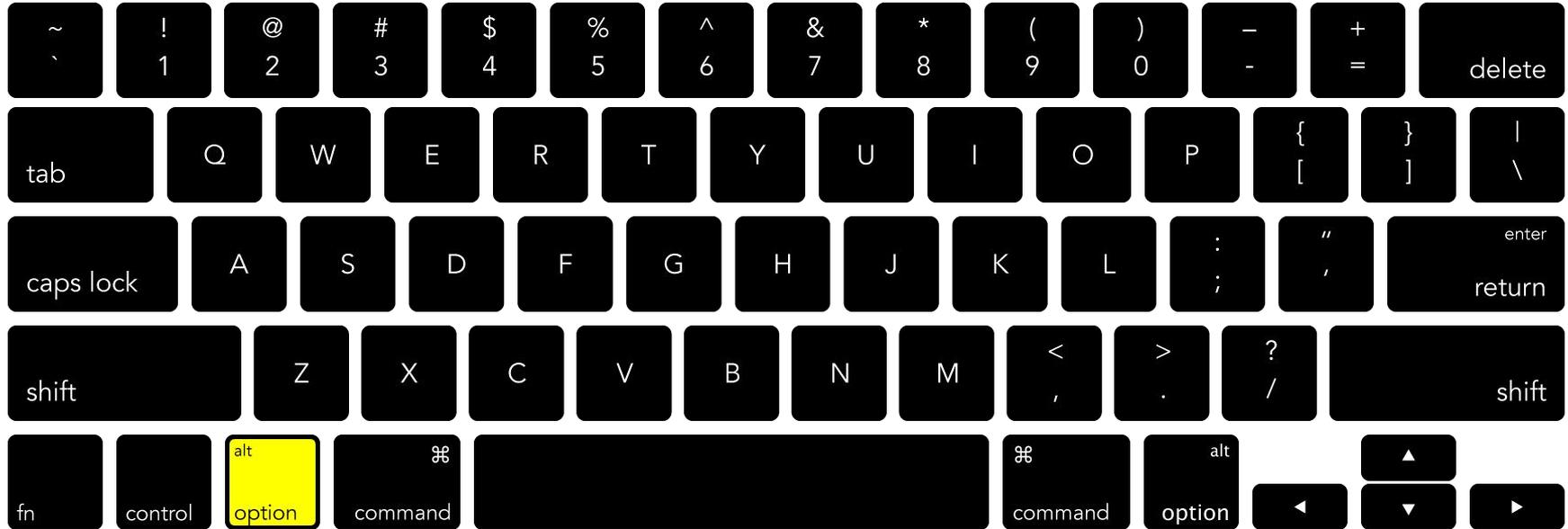
Tools

# Navigation > Selection



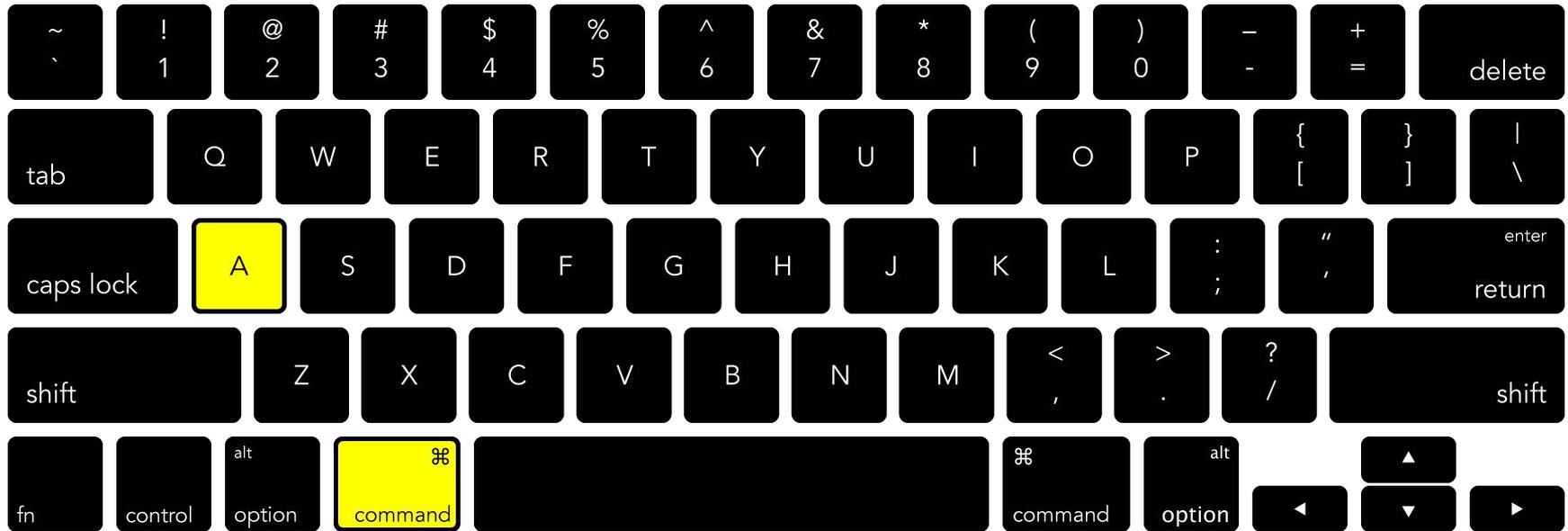
**Add to/remove from selection,  
lock axis (move), lock aspect ratio (scale)**

# Navigation > Selection



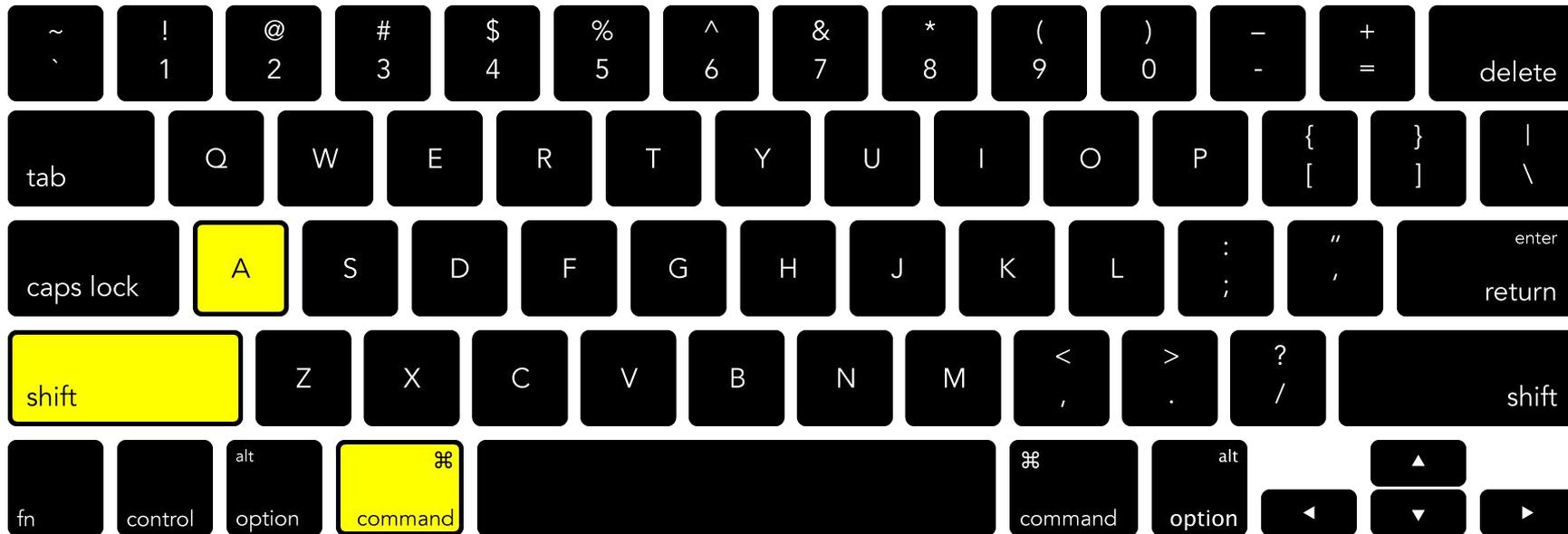
**Drag-and-duplicate the selected object**

# Navigation > Selection



**Select All**

# Navigation > Selection



**Deselect All**

# Navigation

View

Selection

Tools

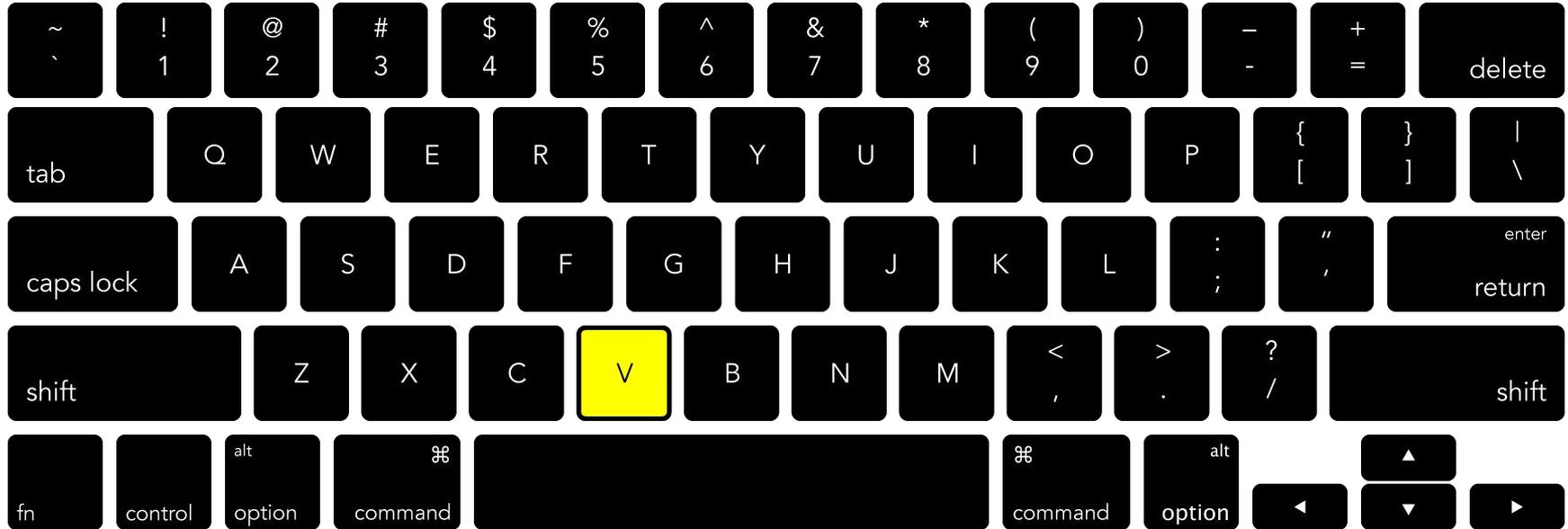
# Navigation

**View**

**Selection**

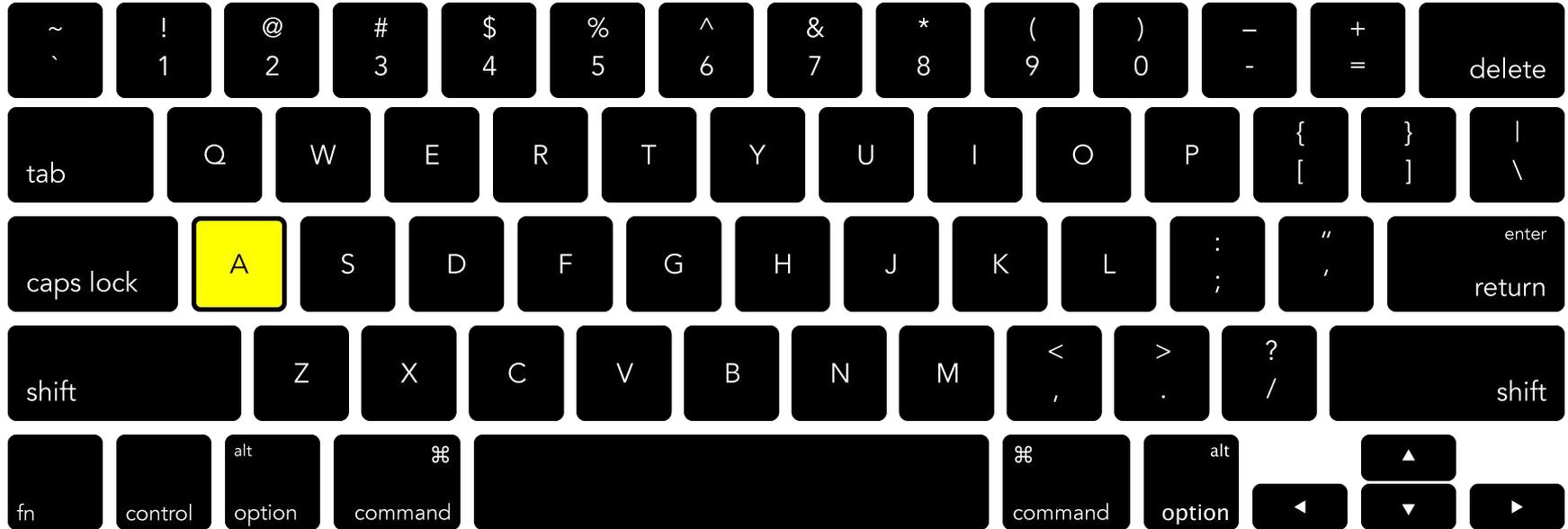
**Tools**

# Navigation > Tools



**Select Tool**

# Navigation > Tools



## Direct Select Tool

**Raster vs. Vector**

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# **File Menu**

**Save**

**Place**

# File Menu

Save

Place

# File Menu

Save

# **File Menu**

## **Save**

**Typical file formats:**

- .ai (Adobe Illustrator file)**
- .pdf (Portable Document Format file)**
- .png (Portable Networks Graphic file)**

# File Menu

Save

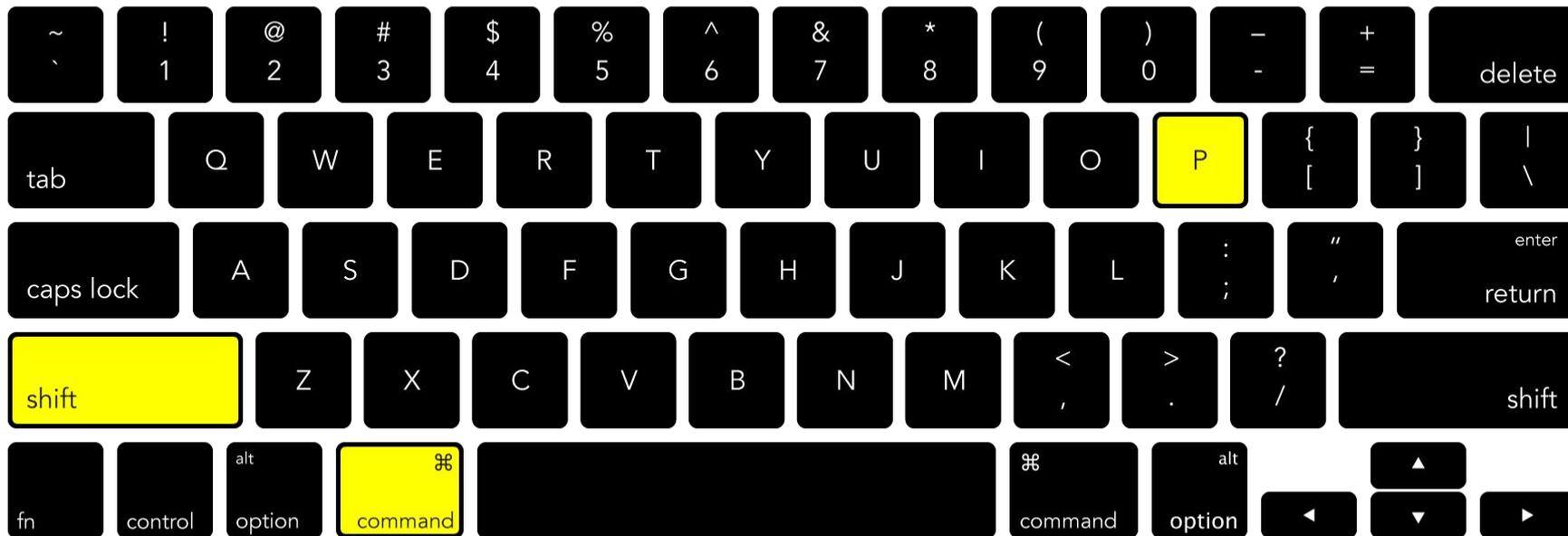
Place

# **File Menu**

## **Place**

**Add files, such as images, to your artboard**

# File Menu



**File → Place**

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# **View Menu**

**Smart Guides**

**Bounding Box**

**Rulers**

**View Menu**

**Smart Guides**

**Bounding Box**

**Rulers**

**View Menu**

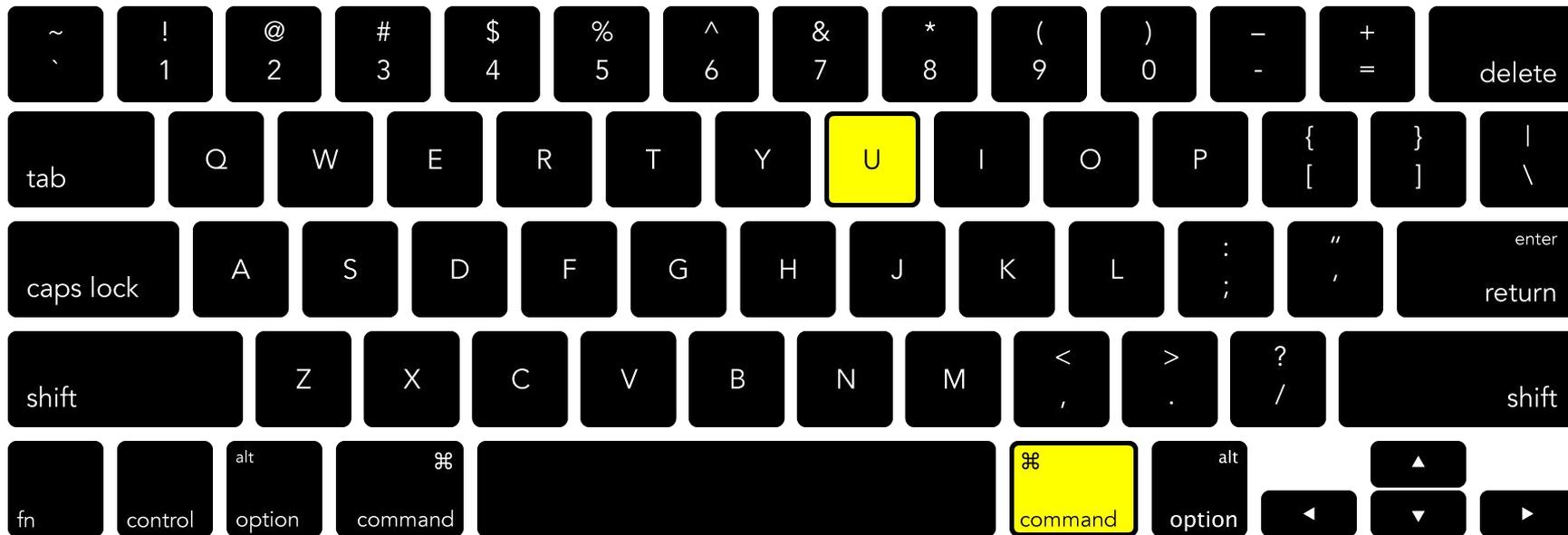
**Smart Guides**

# **View Menu**

## **Smart Guides**

**Provides visual hints of object dimensions, control points, and paths, and offers suggestions for aligning and distributing objects that you're moving around the artboard**

# View Menu



**View → Smart Guides**

**View Menu**

**Smart Guides**

**Bounding Box**

**Rulers**

**View Menu**

**Smart Guides**

**Bounding Box**

**Rulers**

**View Menu**

**Bounding Box**

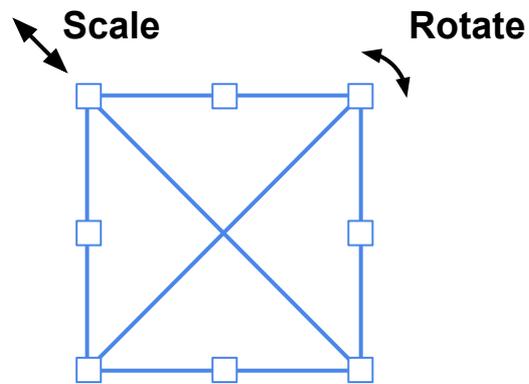
# View Menu

## Bounding Box

**Shows scale/rotation  
control points  
for an object**

# View Menu

## Bounding Box



**View Menu**

**Smart Guides**

**Bounding Box**

**Rulers**

# View Menu

Smart Guides

Bounding Box

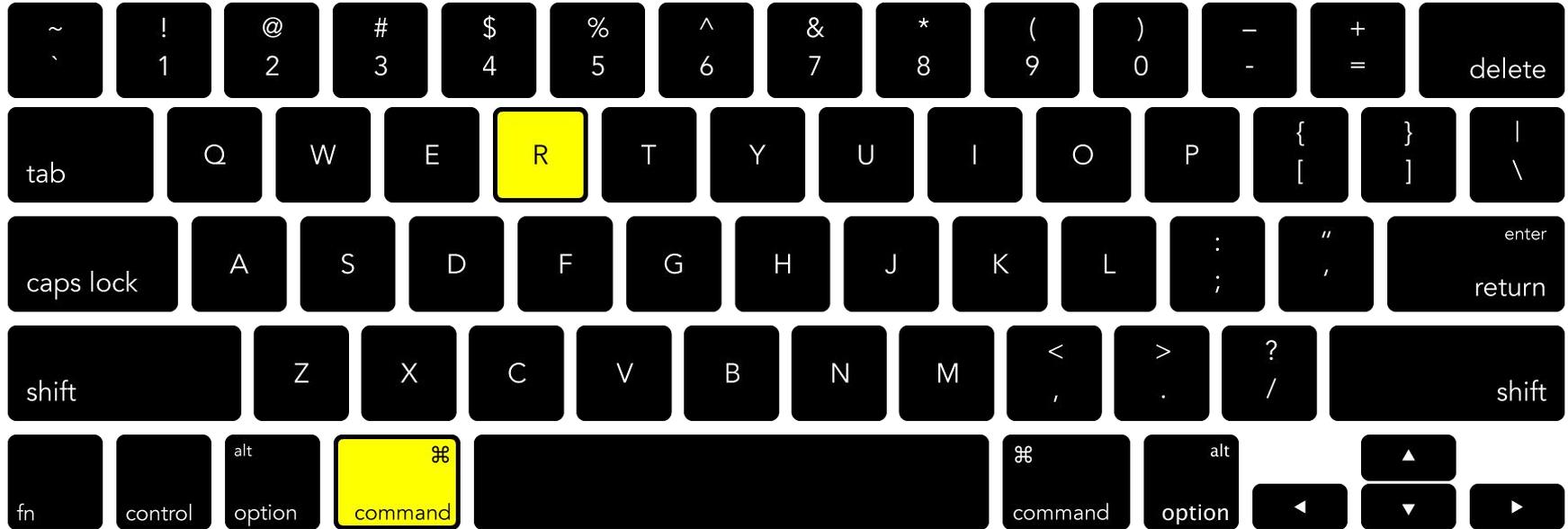
Rulers

# View Menu

## Rulers

**Allow for easy drag/drop  
guides onto the artboard**

# View Menu



**View → Rulers → Show/Hide Rulers**

# View Menu

Smart Guides

Bounding Box

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**Raster vs. Vector**

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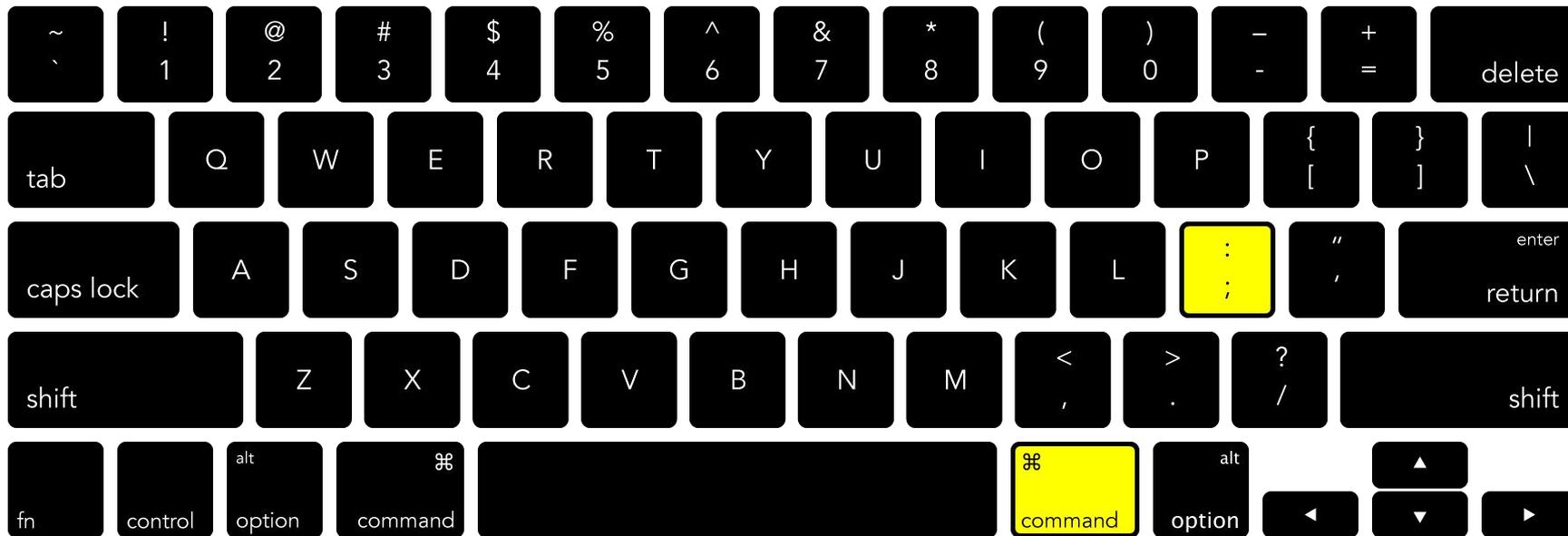
**View Menu**

**Guides, Grid**

**Transforms**

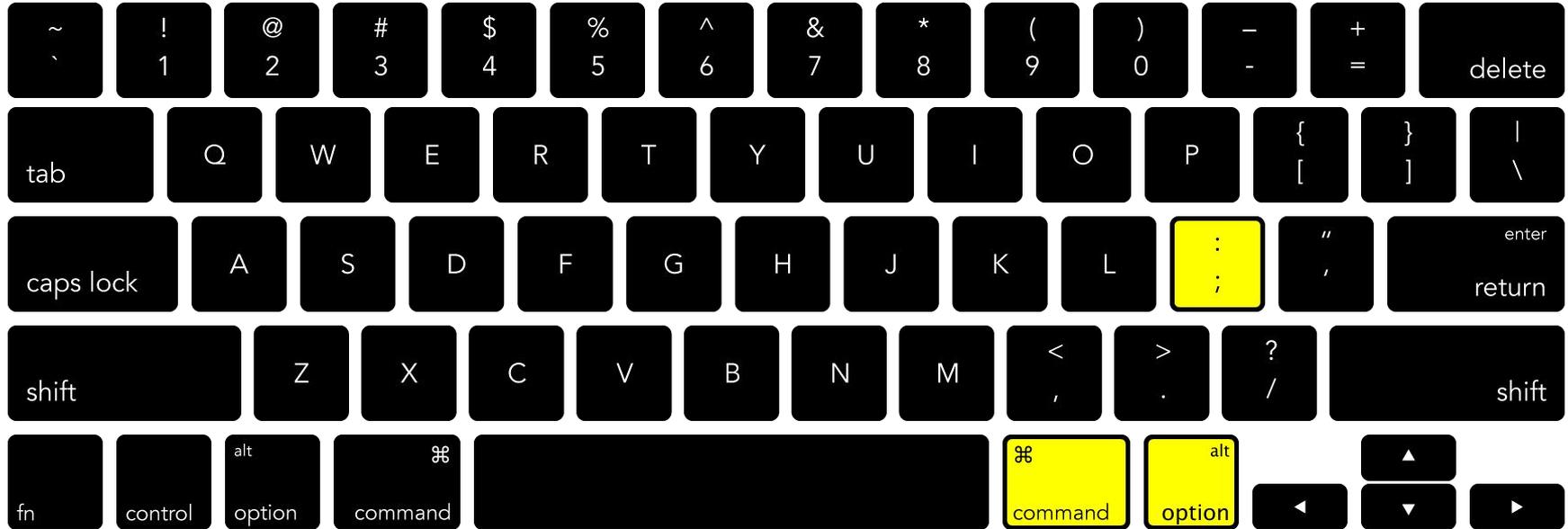
# Guides, Grid

# Guides, Grid



**View → Guides → Show/Hide Guides**

# Guides, Grid



**View → Guides → Lock/Unlock Guides**

# Guides, Grid

It's smart to start every project by establishing a **grid** on your artboard.

# Guides, Grid

**It's smart to start every project by establishing a grid on your artboard.**

**You can create a grid by dragging lots and lots of **guides** onto your artboard.**

# Guides, Grid

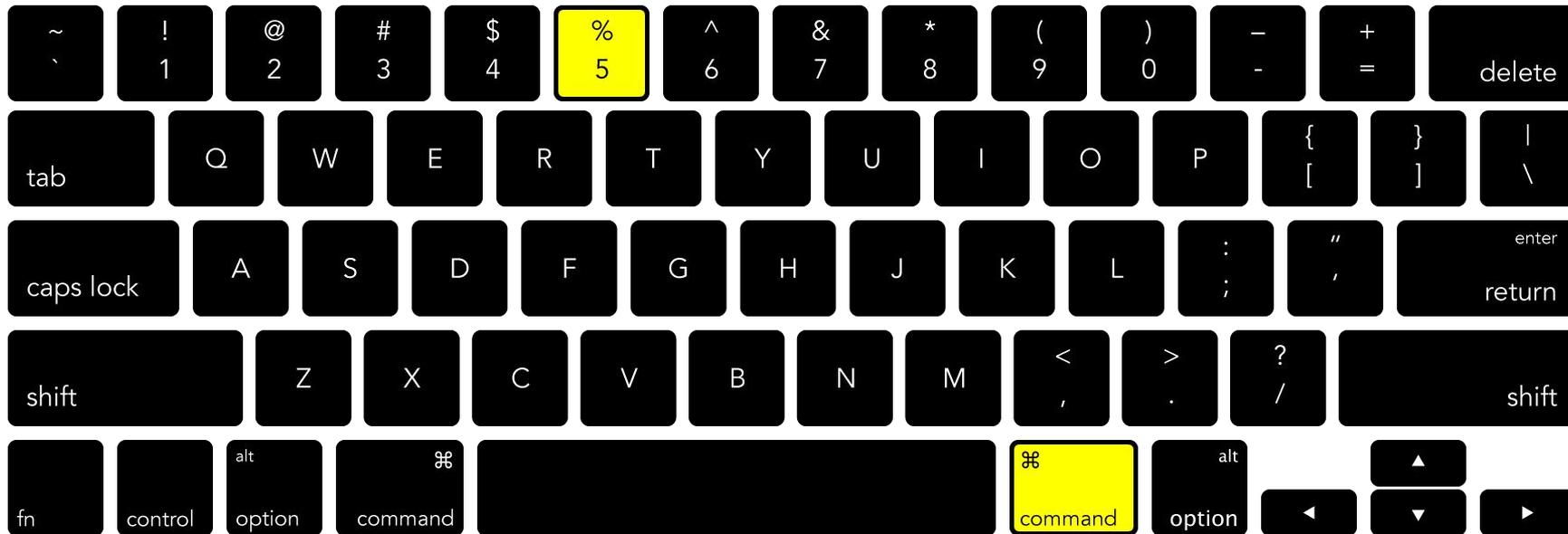
**It's smart to start every project by establishing a grid on your artboard.**

**You can create a grid by dragging lots and lots of guides onto your artboard. But it's faster and easier to create a shape, then have Illustrator **split it into a grid for you.****

# Guides, Grid

**Object → Path → Split Into Grid...**

# Guides, Grid



**View → Guides → Make Guides**

# Guides, Grid

**Raster vs. Vector**

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**Transforms**

# Transforms

# Transforms



**Object → Transform → Transform Again**

# Transforms

**Move**

**Rotate**

**Reflect**

**Scale**

**Shear**

# Transforms

**Move**

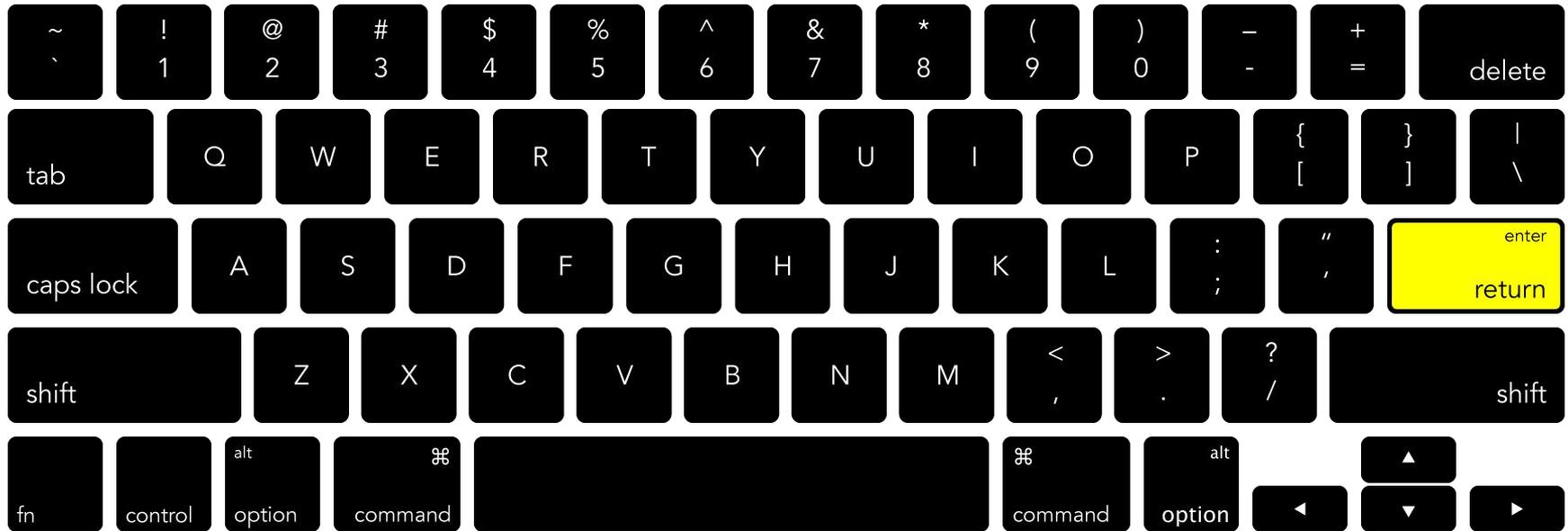
**Rotate**

**Reflect**

**Scale**

**Shear**

# Transforms



**Object → Transform → Move**

# Transforms

**Move**

**Rotate**

**Reflect**

**Scale**

**Shear**

# Transforms

Move

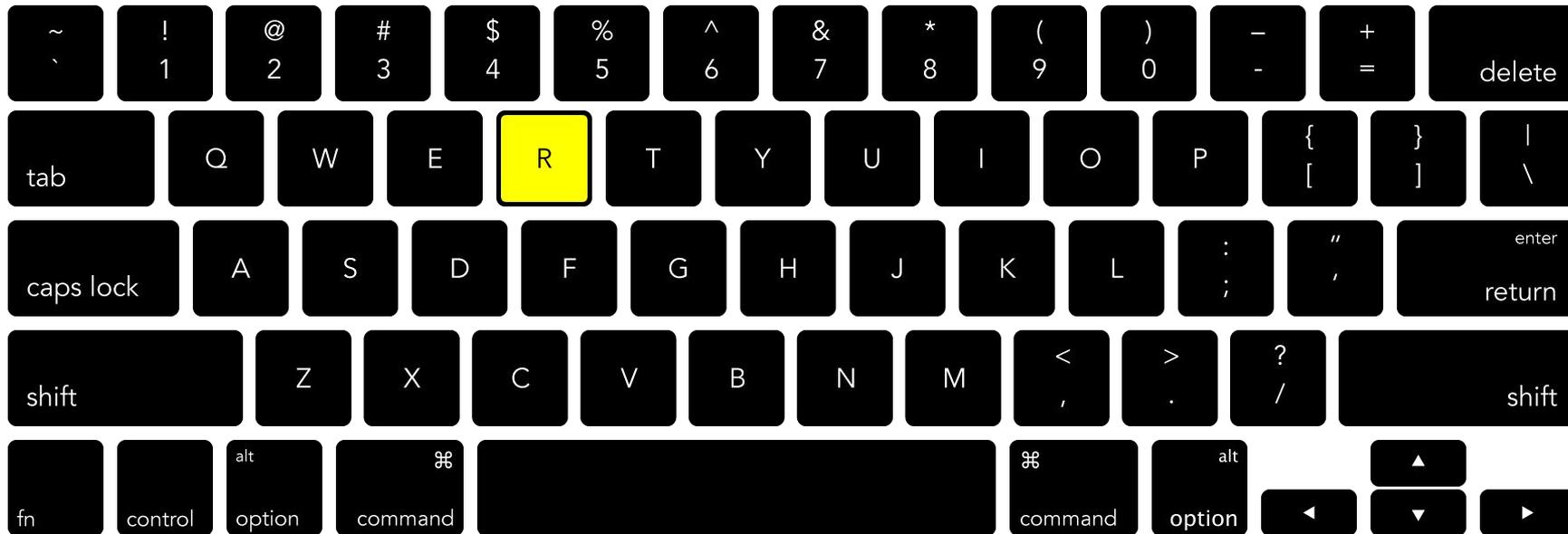
Rotate

Reflect

Scale

Shear

# Transforms



**Object → Transform → Rotate**

# Transforms

Move

Rotate

Reflect

Scale

Shear

# Transforms

Move

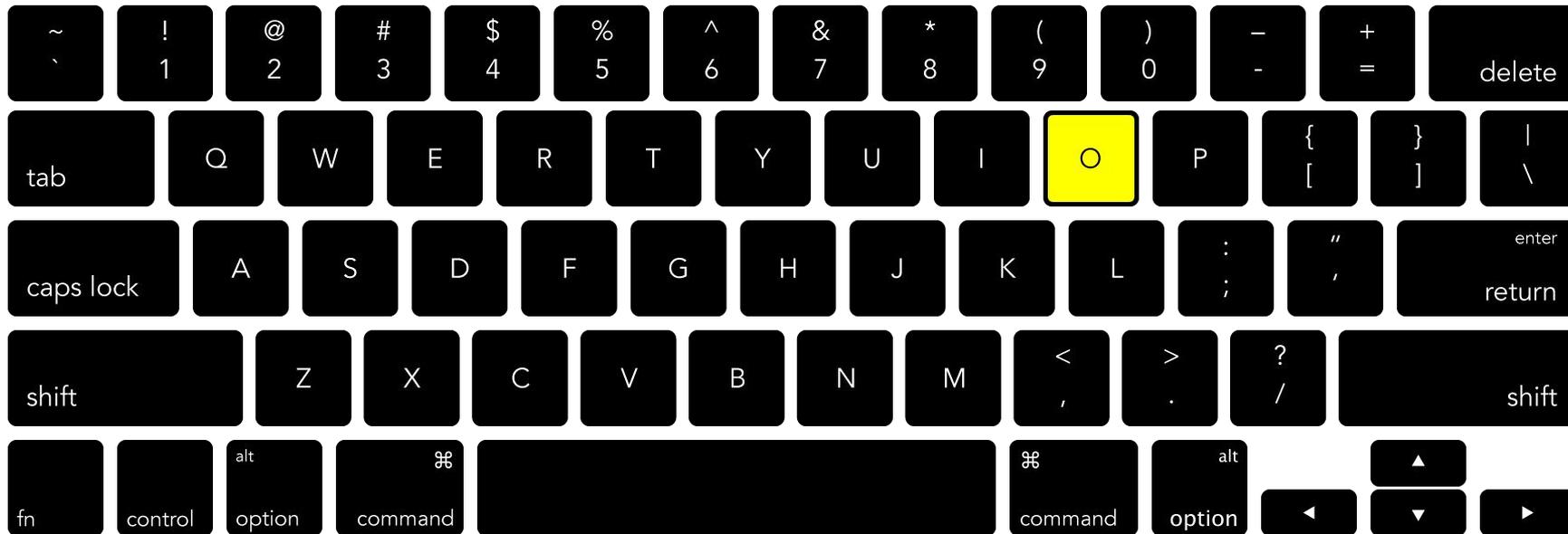
Rotate

Reflect

Scale

Shear

# Transforms



**Object → Transform → Reflect**

# Transforms

Move

Rotate

Reflect

Scale

Shear

# Transforms

Move

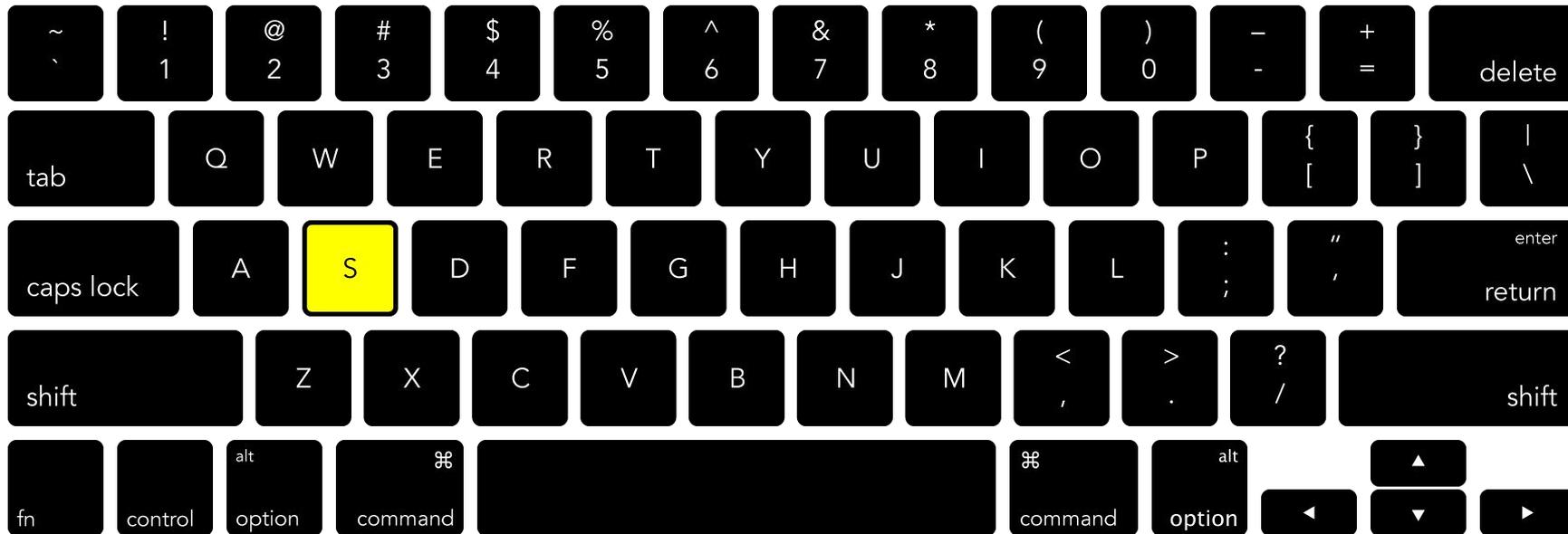
Rotate

Reflect

Scale

Shear

# Transforms



**Object → Transform → Scale**

# Transforms

Move

Rotate

Reflect

Scale

Shear

# Transforms

Move

Rotate

Reflect

Scale

Shear

# Transforms

**Object → Transform → Shear**

# Transforms

Move

Rotate

Reflect

Scale

Shear

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