

Process & Production

Demonstration & Discussion

Adobe Illustrator

Shapes

Elements of Visual Communication

1. **Space**
2. **Shape**
3. **Line**
4. **Color**
5. **Texture**

Principles of Visual Communication

1. Cohesion/Unity
2. Composition/Balance
3. Meaning/Hierarchy
4. Scale/Proportion
5. Dominance/Emphasis
6. Similarity/Contrast

Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

Gradient Tool

Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

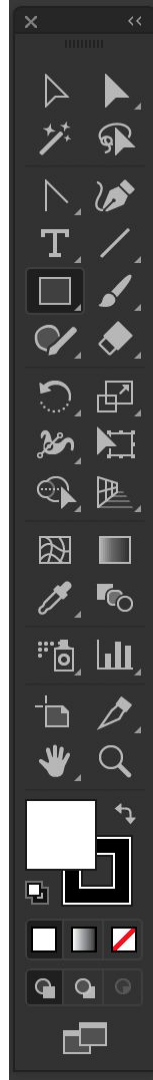
Stroke Panel

Gradient Panel

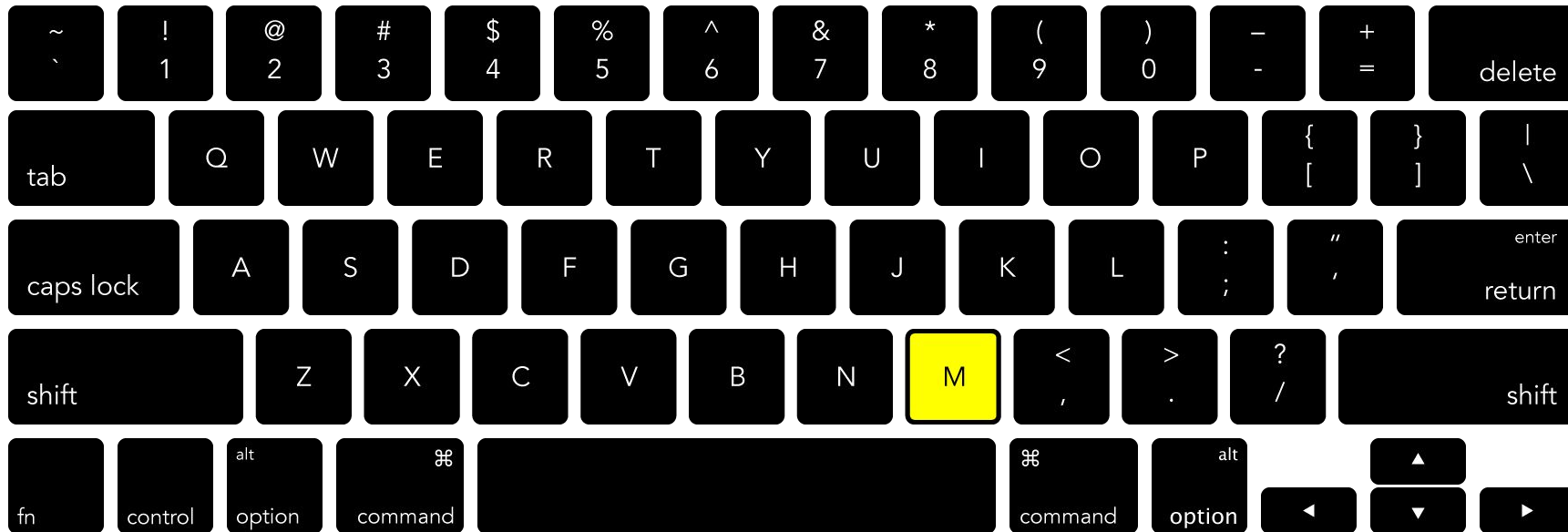
Gradient Tool

Rectangle Tool

Rectangle Tool

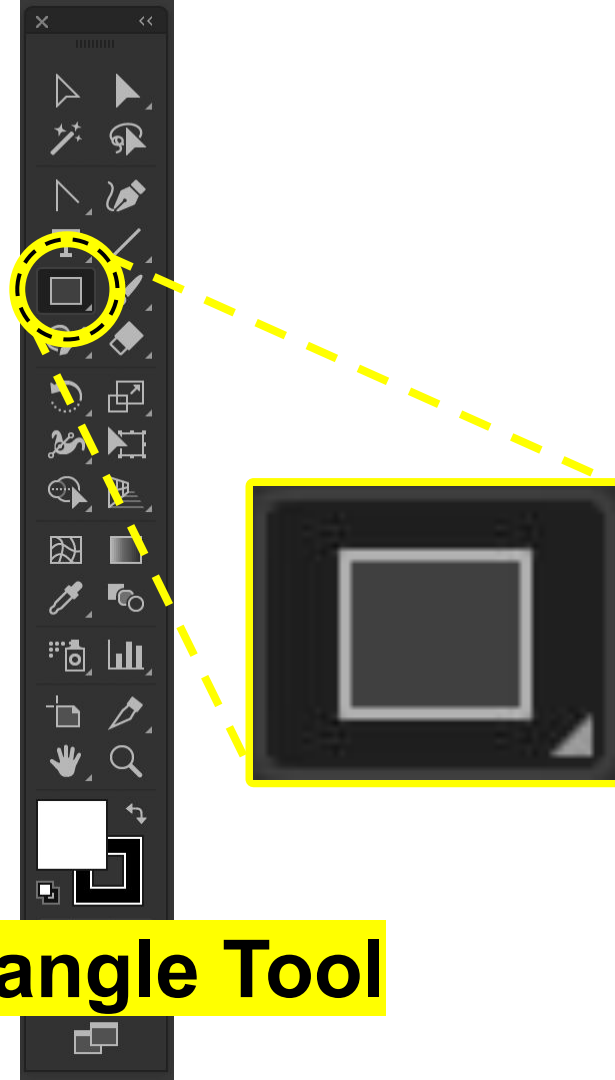


Rectangle Tool



Toolbar → Rectangle Tool

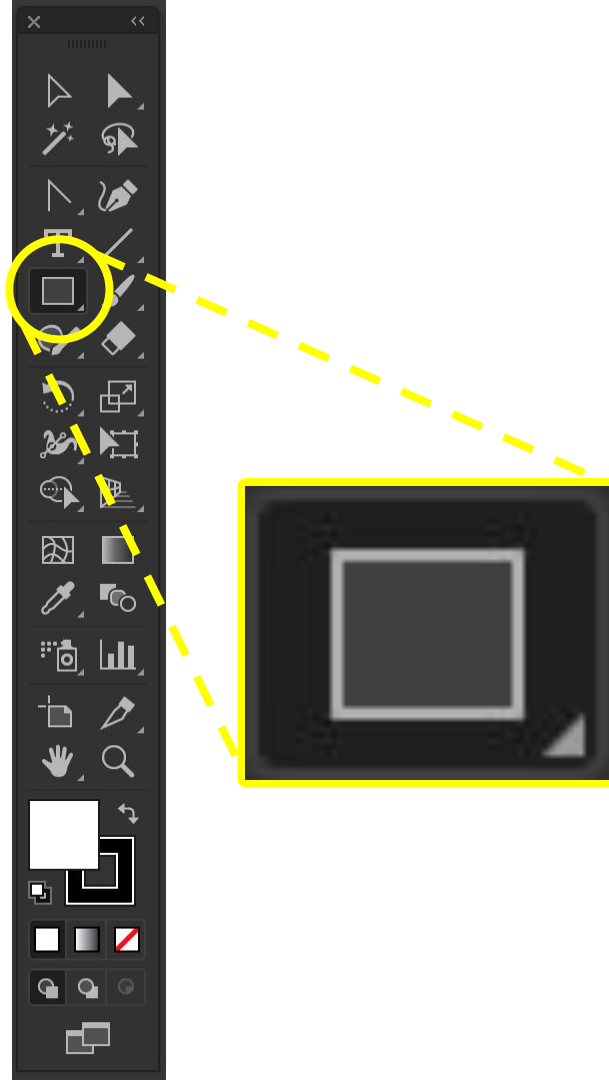
Rectangle Tool



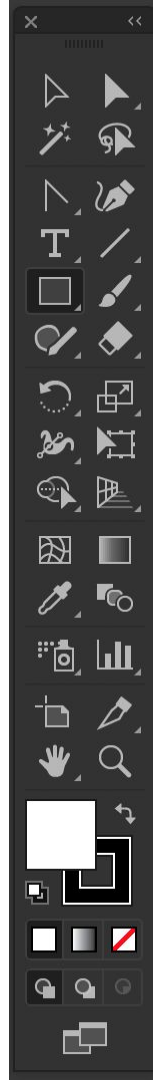
Tools Panel → Rectangle Tool

Rectangle Tool

First, create an object on the artboard using the Rectangle Tool









Rectangle Tool



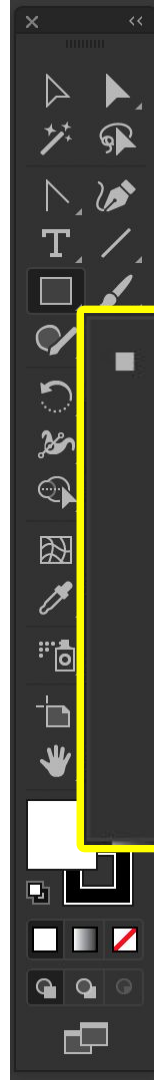
Rectangle Tool









-  **Rectangle Tool** (M)
-  Rounded Rectangle Tool
-  Ellipse Tool (L)
-  Polygon Tool
-  Star Tool
-  Flare Tool

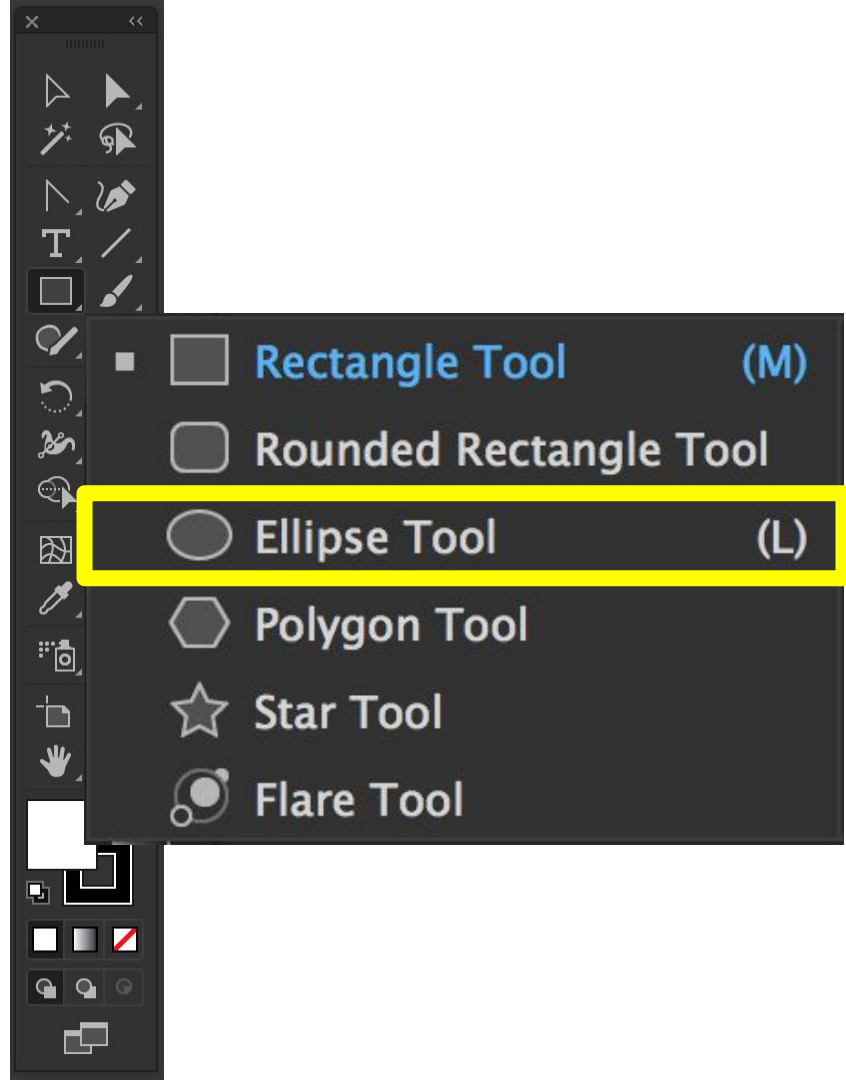
Rectangle Tool

Or, click-and-hold
the Rectangle Tool
button to see
more object
options...



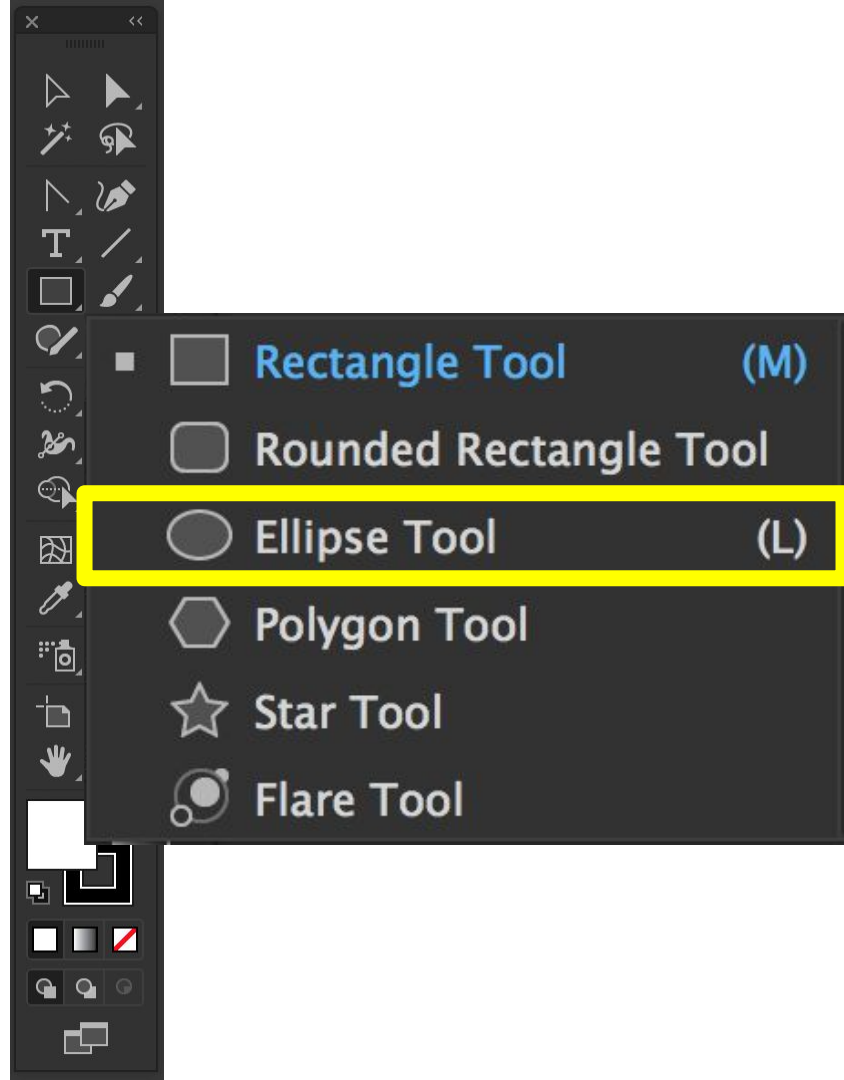
-  **Rectangle Tool** (M)
-  Rounded Rectangle Tool
-  Ellipse Tool (L)
-  Polygon Tool
-  Star Tool
-  Flare Tool

Rectangle Tool

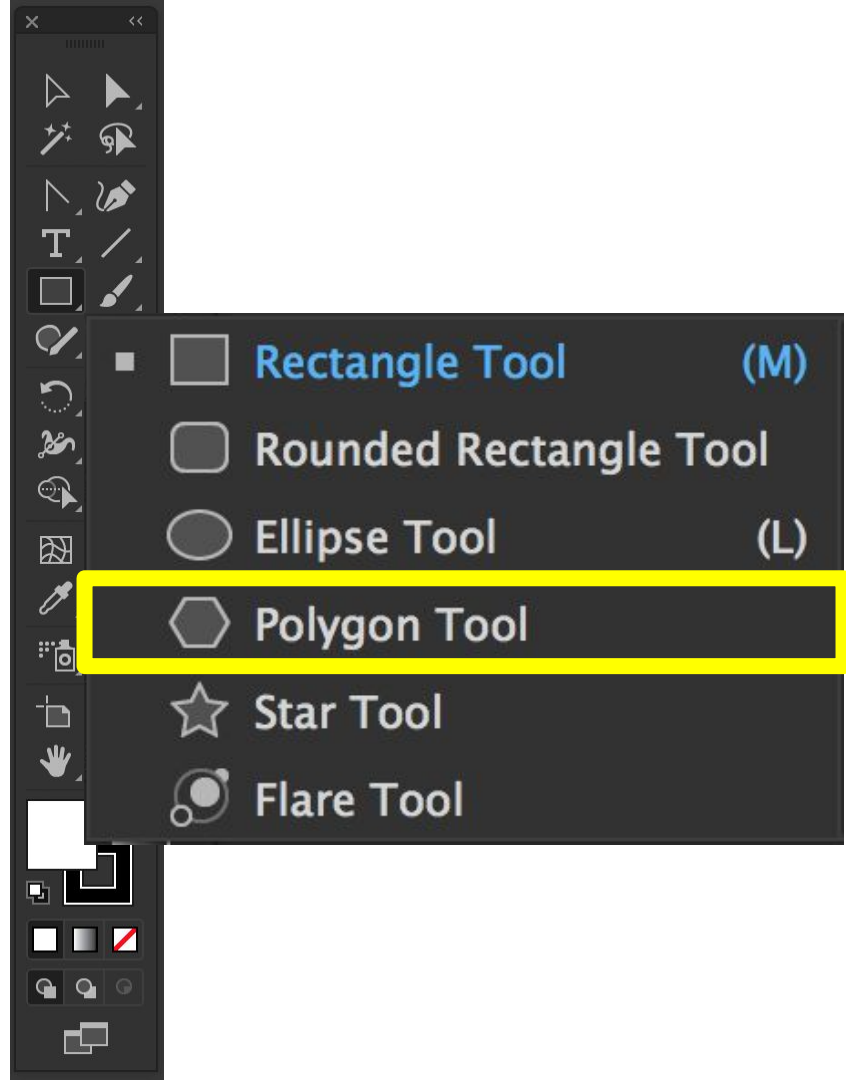


Rectangle Tool

Like the
Ellipse Tool
for drawing
circles...

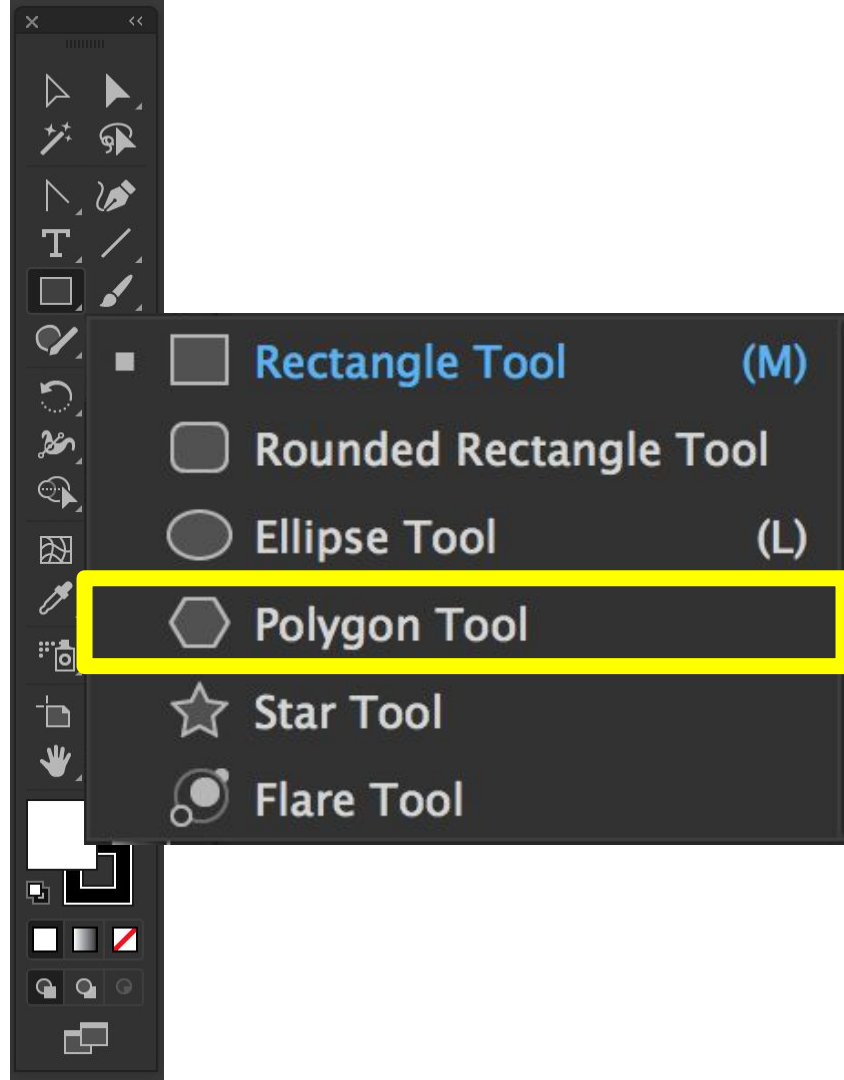


Rectangle Tool



Rectangle Tool

And the
Polygon Tool
for drawing
triangles,
pentagons,
hexagons, etc.



Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

Gradient Tool

Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

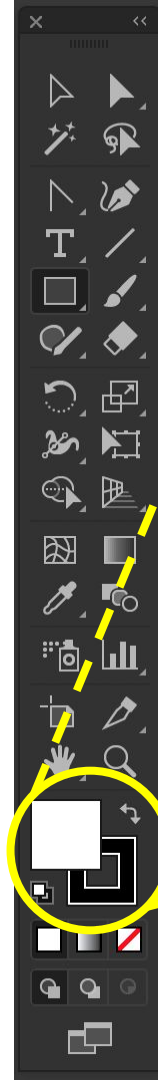
Eyedropper Tool

Stroke Panel

Gradient Panel

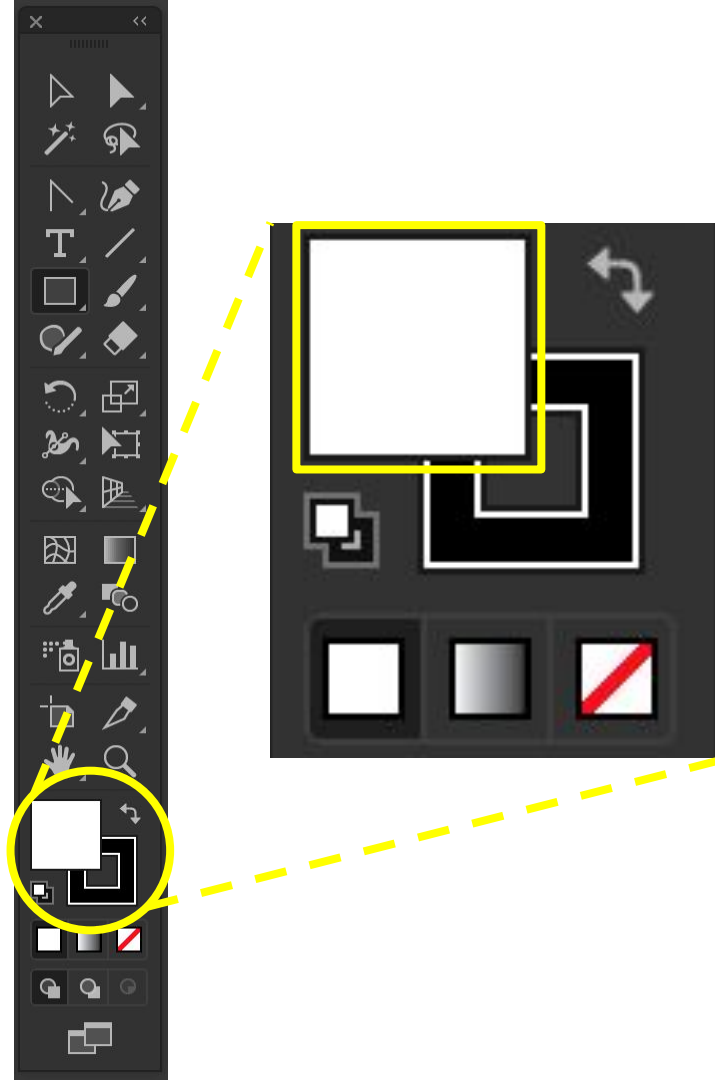
Gradient Tool

Color Tool



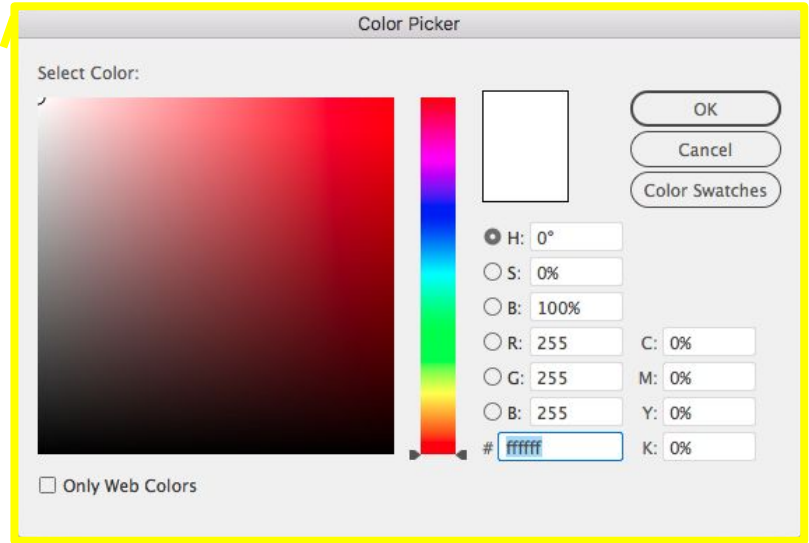
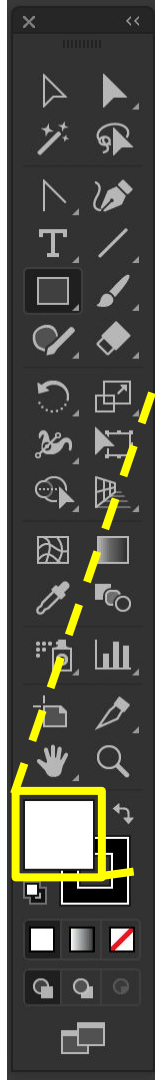
Color Tool

With an object on the artboard selected, change its Fill Color using the Color Tool

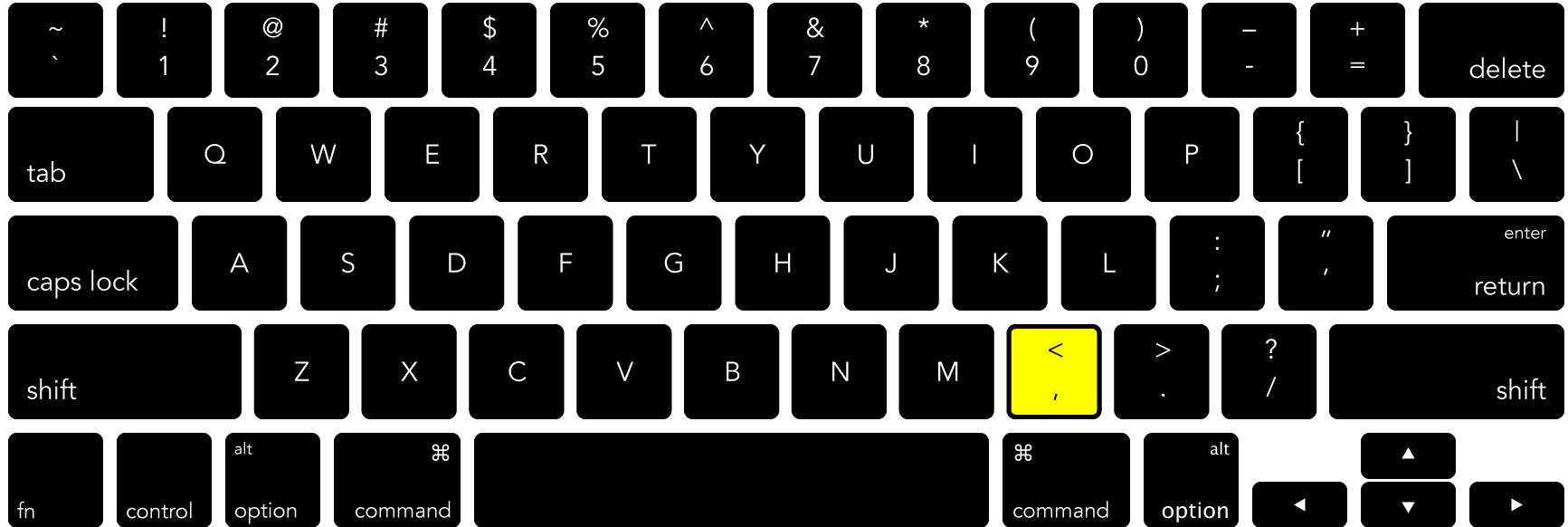


Color Tool

Double-click
the Fill Tool
to open the
Color Picker
window and
apply a
Fill Color

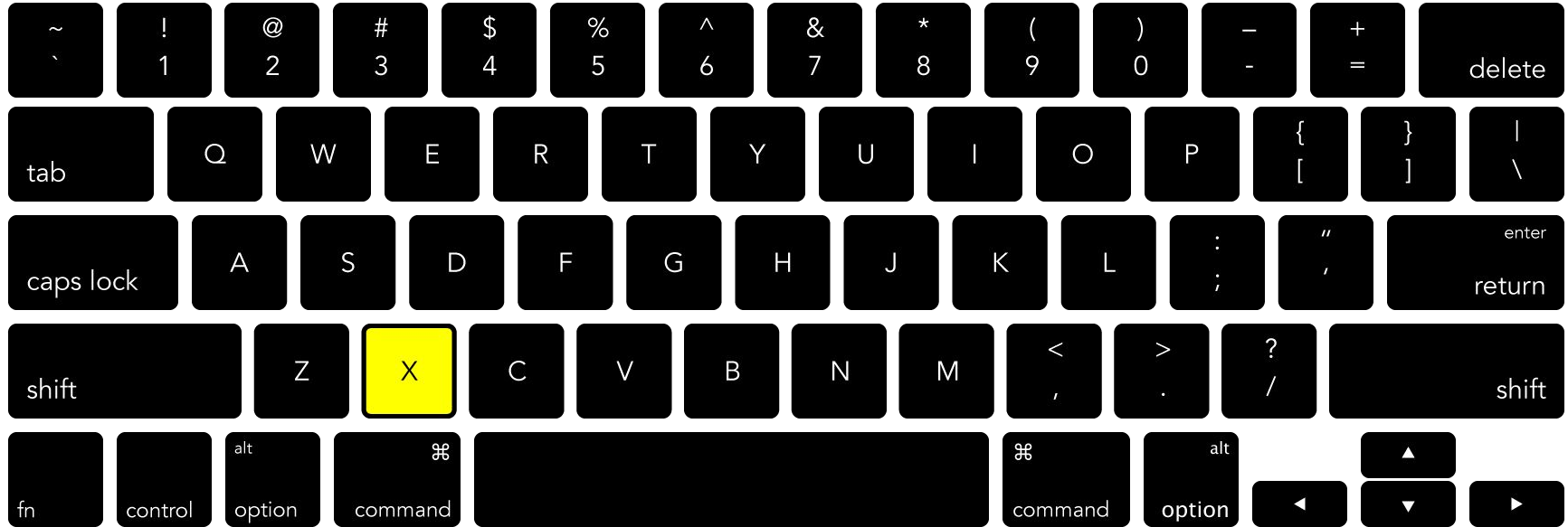


Color Tool



Color Panel → Apply Last Color Used

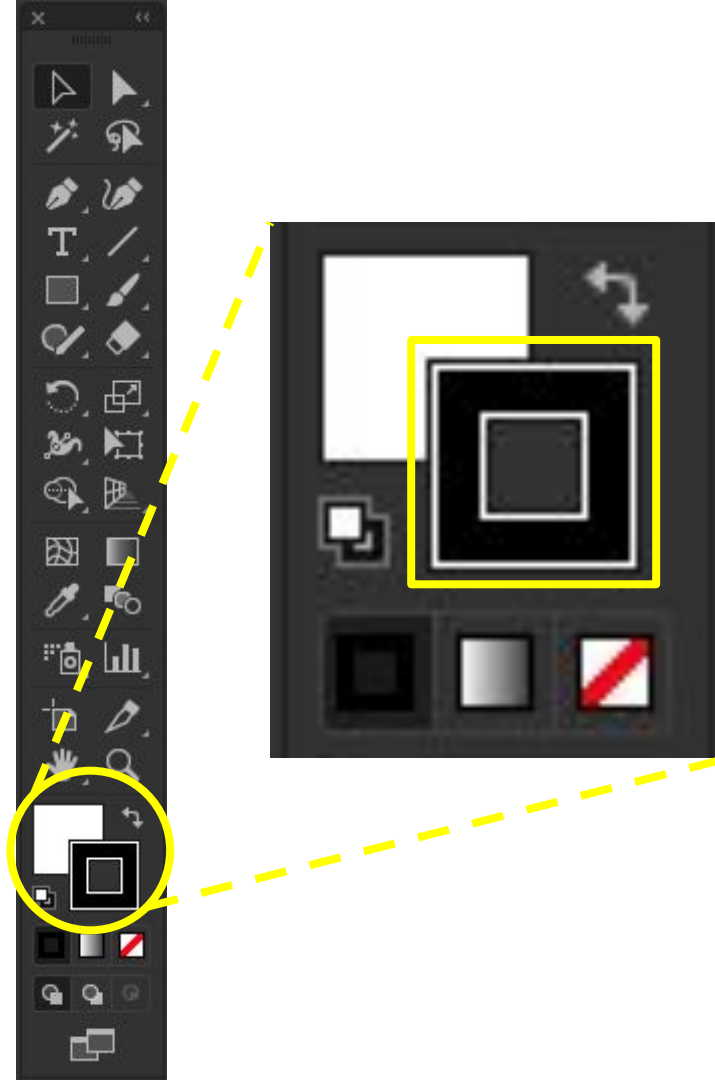
Color Tool



Color Panel → Toggle Fill/Stroke Mode

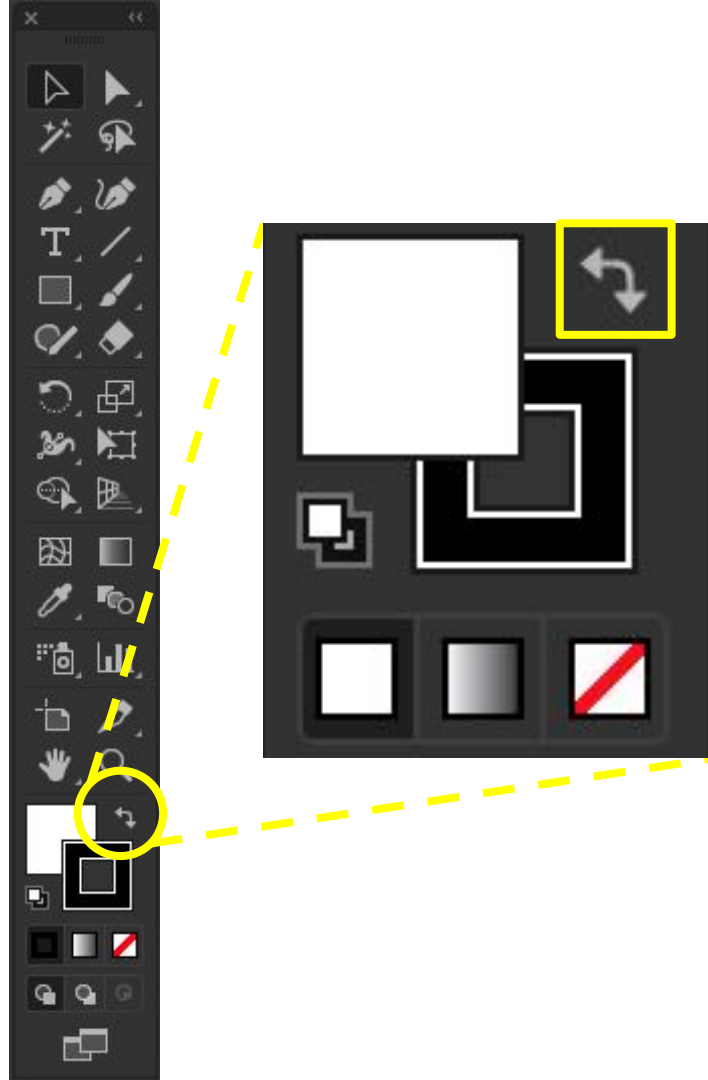
Color Tool

With the object on the artboard selected, change its stroke color using the Color Tool



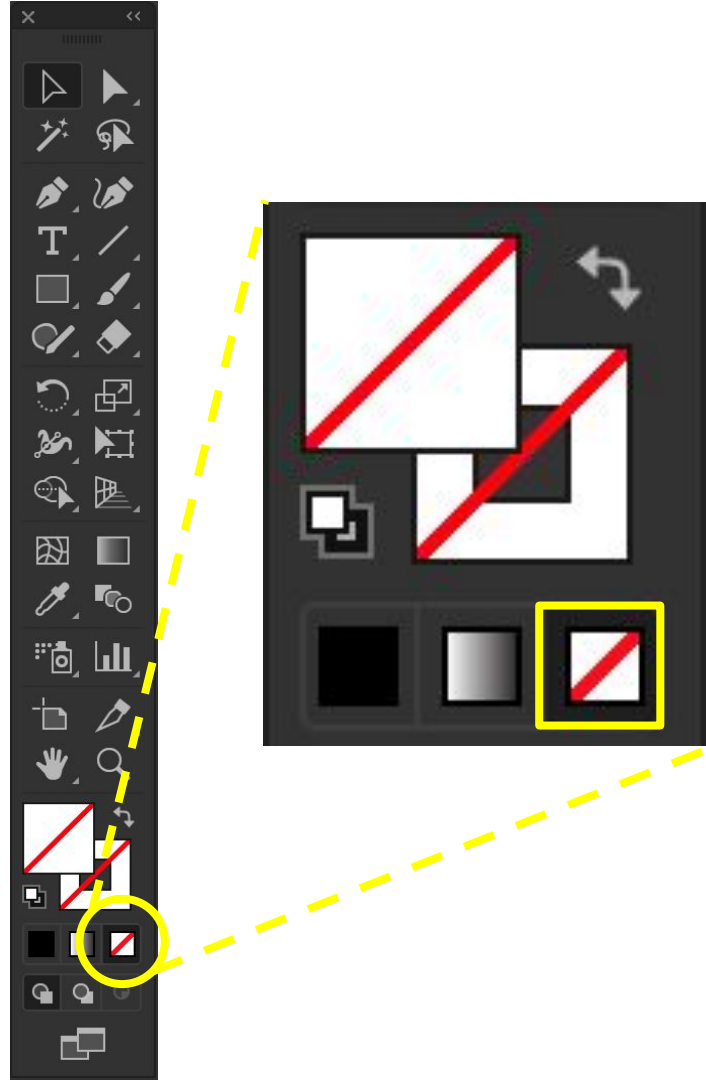
Color Tool

Click the curved arrow in the Color Tool to swap the Fill Color value with the Stroke Color

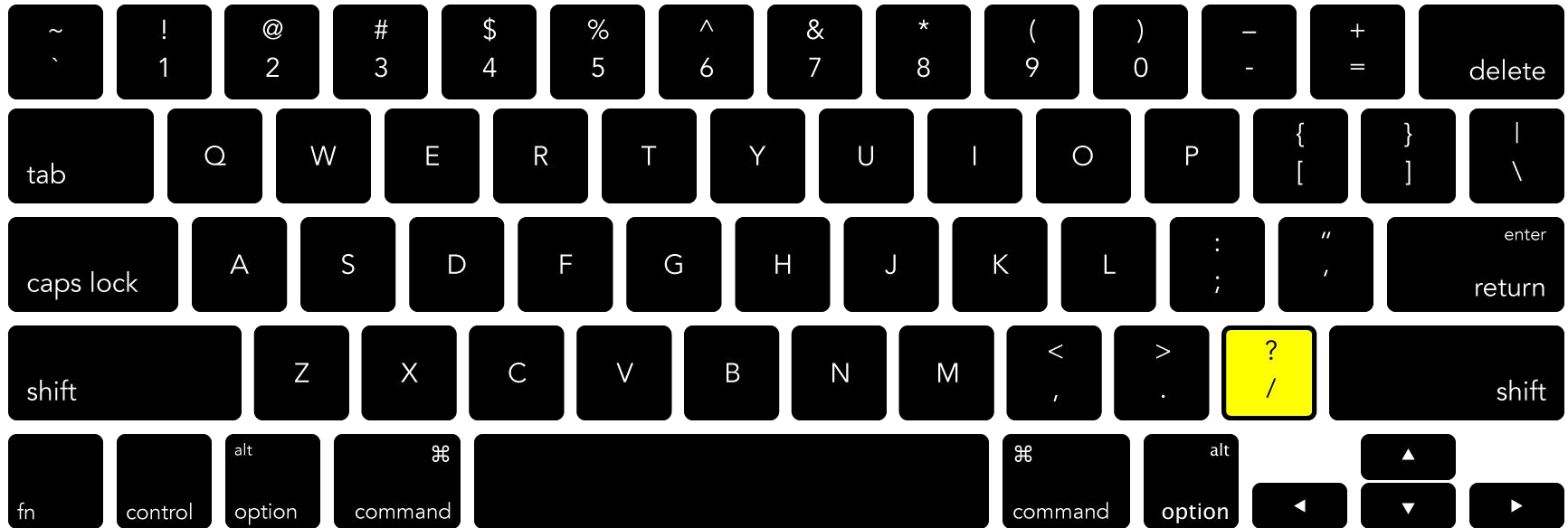


Color Tool

Click the red-stroke swatch button to remove color values from either the Fill or the Stroke



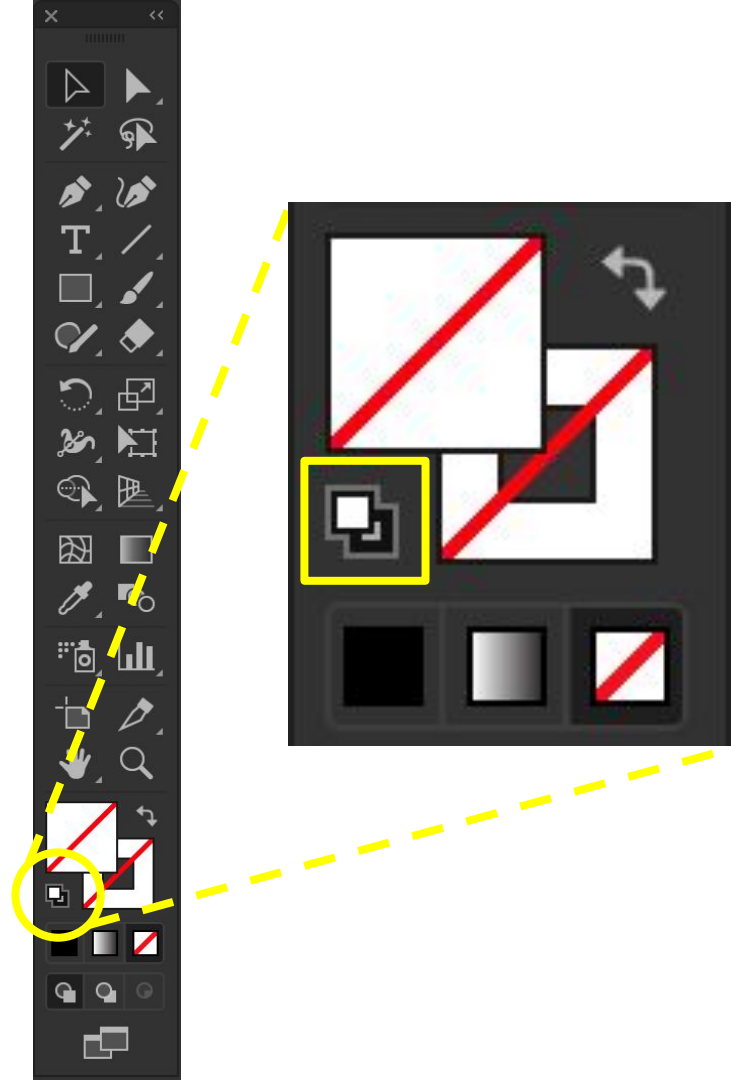
Color Tool



Tools Panel → Remove Color Value

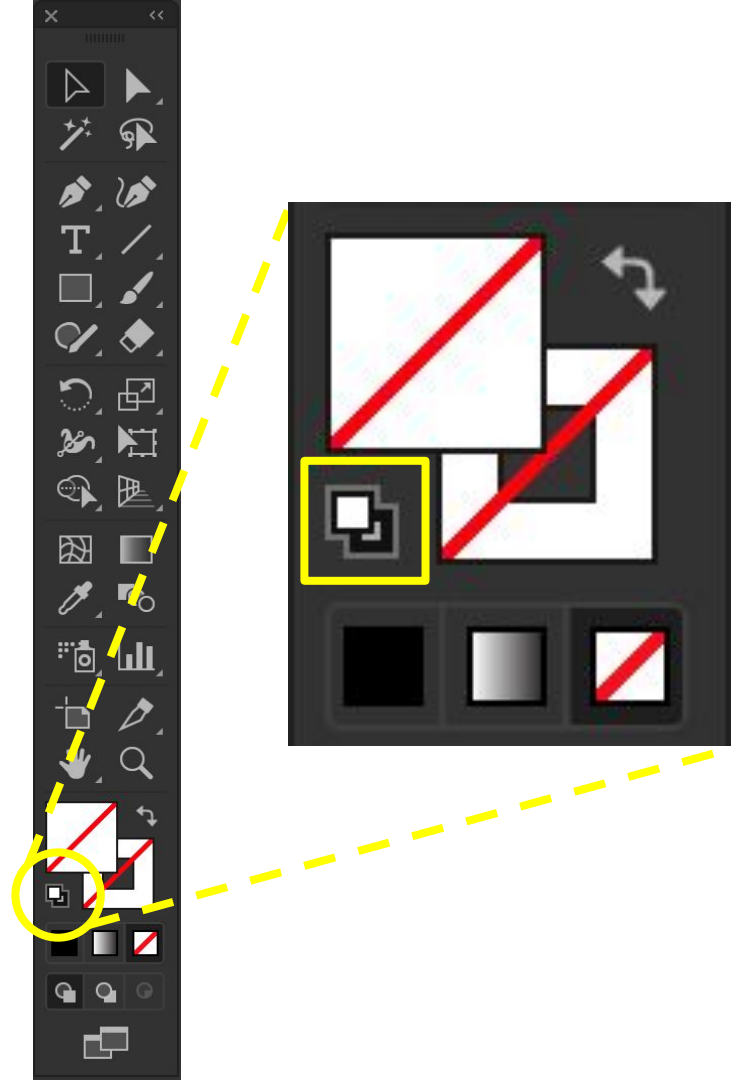
Color Tool

Click the default swatch button to apply those color values to the Fill and the Stroke...

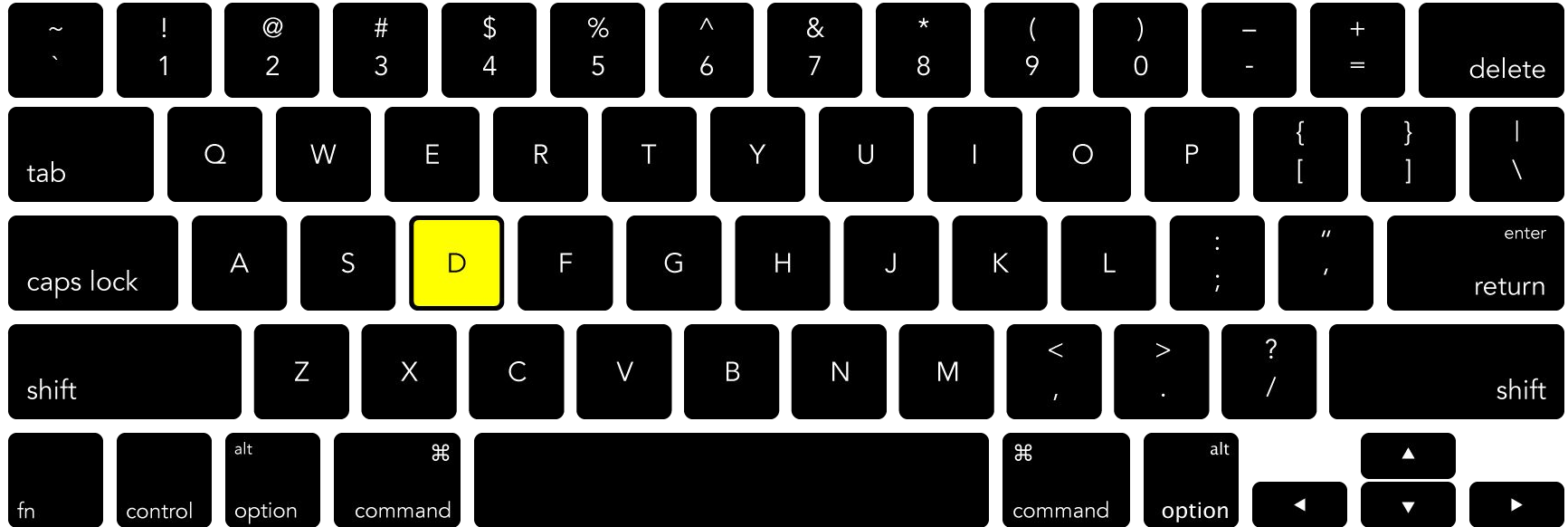


Color Tool

(You can change the default swatch values in the Graphic Styles panel)



Color Tool



Tools Panel → Set Default Fill and Stroke

Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

Gradient Tool

Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

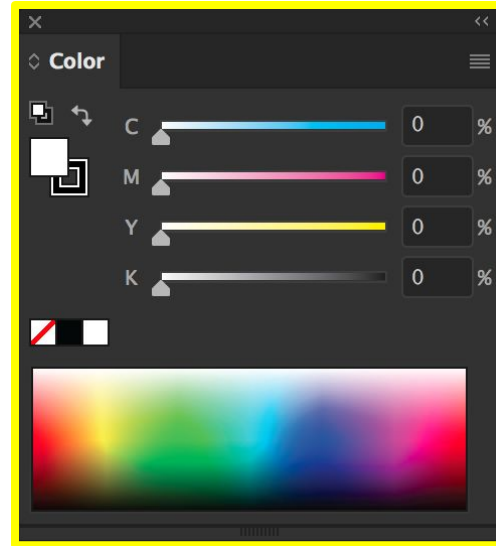
Gradient Tool

Color Panel

Color Panel

Window → ✓ Color

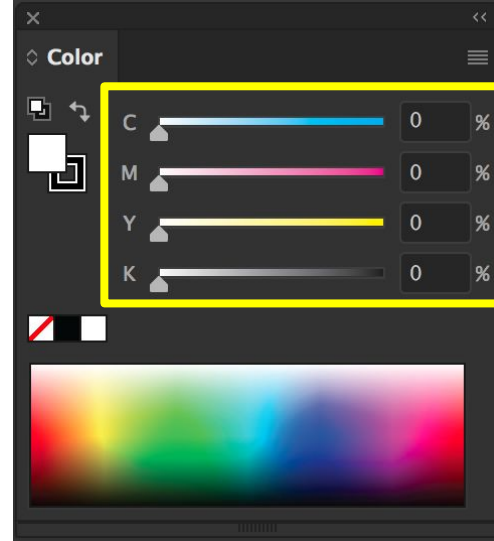
Color Panel



Window → ✓ Color

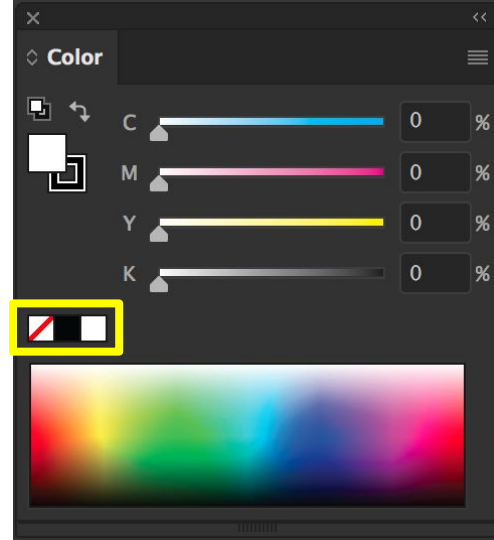
Color Panel

Use the sliders or percentage fields to define the color value...



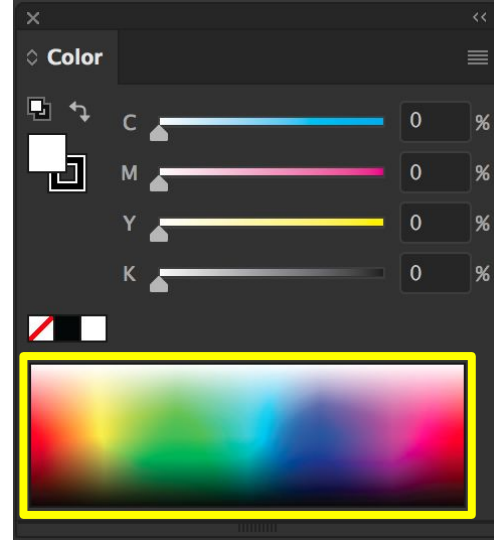
Color Panel

Or apply default
black, white, or no
color value...



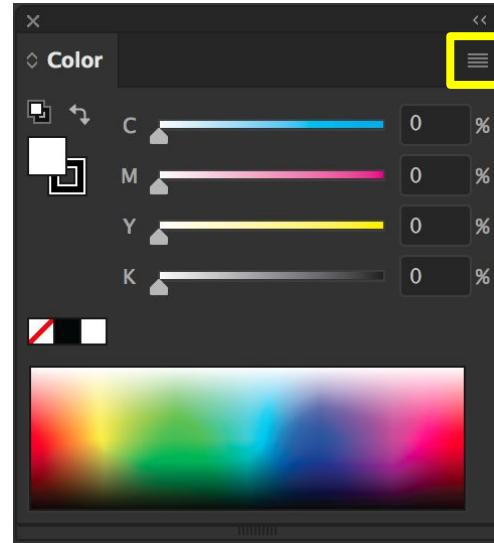
Color Panel

Or just define
the color by
clicking inside
the color spectrum



Color Panel

Click the hamburger menu to change the color space of the document (CMYK, RGB, etc.), or to Create New Swatch from the current color value



Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

Gradient Tool

Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

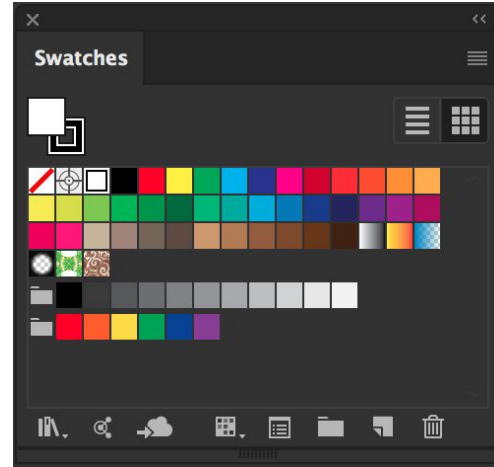
Gradient Tool

Swatches Panel

Swatches Panel

Window → ✓ Swatches

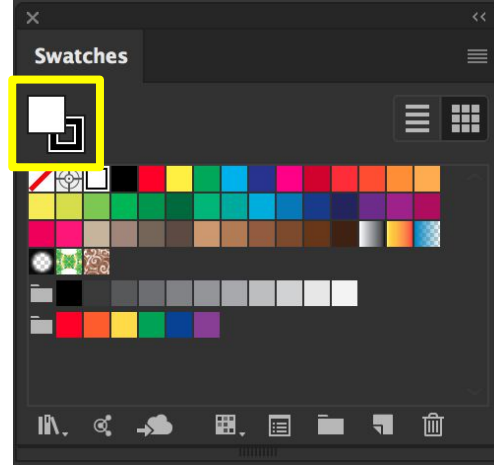
Swatches Panel



Window → ✓ Swatches

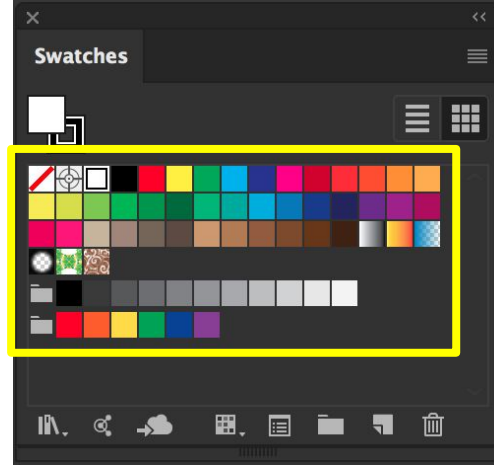
Swatches Panel

Use the Swatches Panel to change the value of either the Fill Color or the Stroke Color...



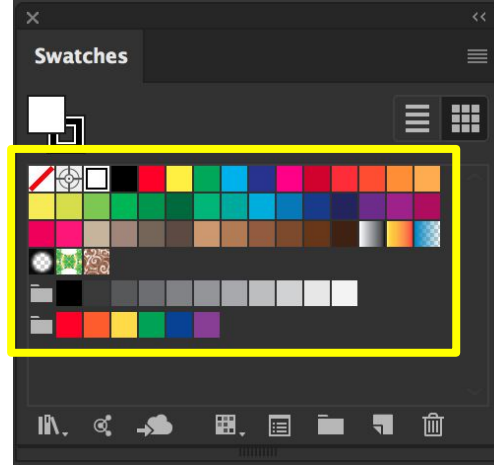
Swatches Panel

Or drag-and-drop
the current color
value into the panel
to save it as a
Color Swatch
in the Swatches Panel



Swatches Panel

Double-click one of the Color Swatches to change the color value of the swatch



Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

Gradient Tool

Rectangle Tool

Color Tool

Color Panel

Swatches Panel, **Spot Colors**

Eyedropper Tool

Stroke Panel

Gradient Panel

Gradient Tool

Swatches Panel → Spot Colors

Swatches Panel → Spot Colors



<https://www.pantone.com/products/graphics/formula-guide>

Swatches Panel → Spot Colors

Spot Colors refer to color values defined by color standardization and matching systems.



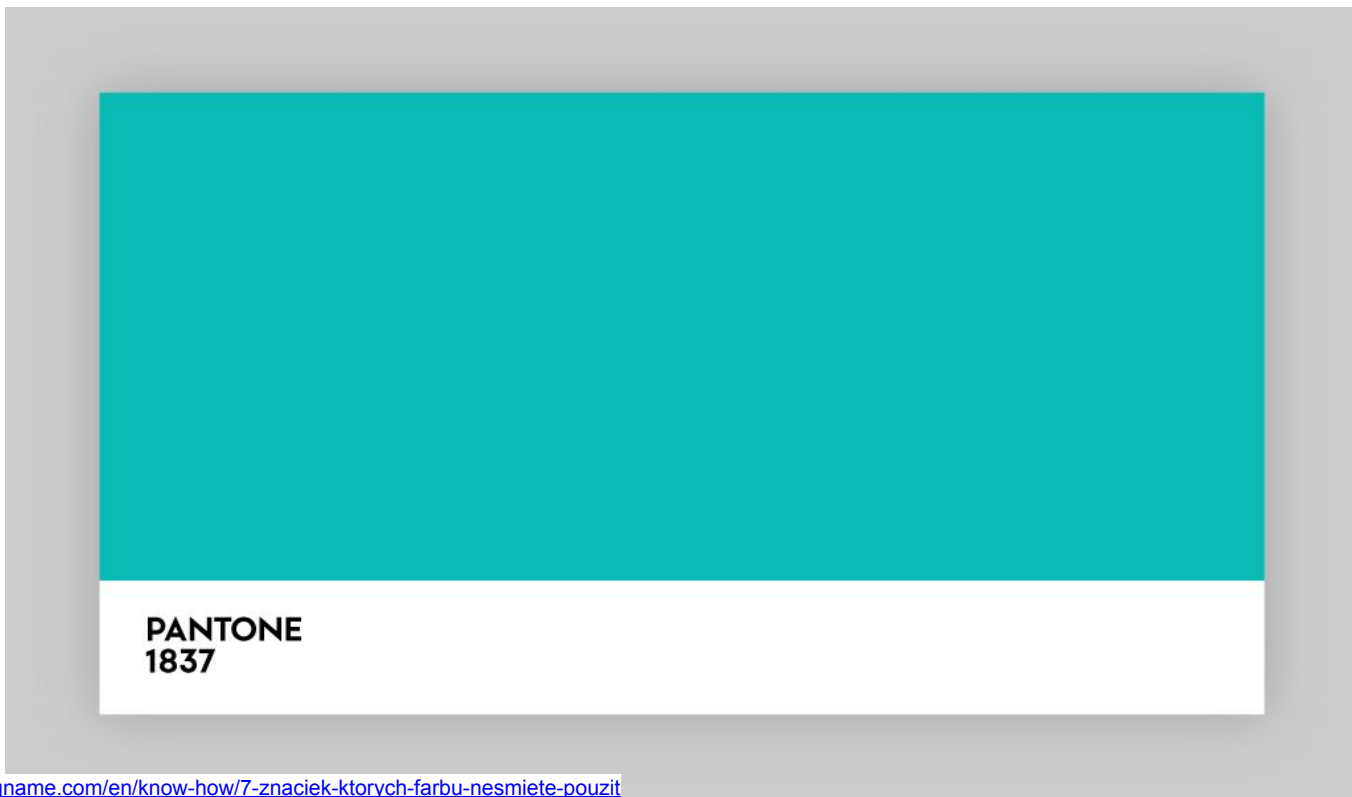
Swatches Panel → Spot Colors

Spot Colors refer to color values defined by color standardization and matching systems.

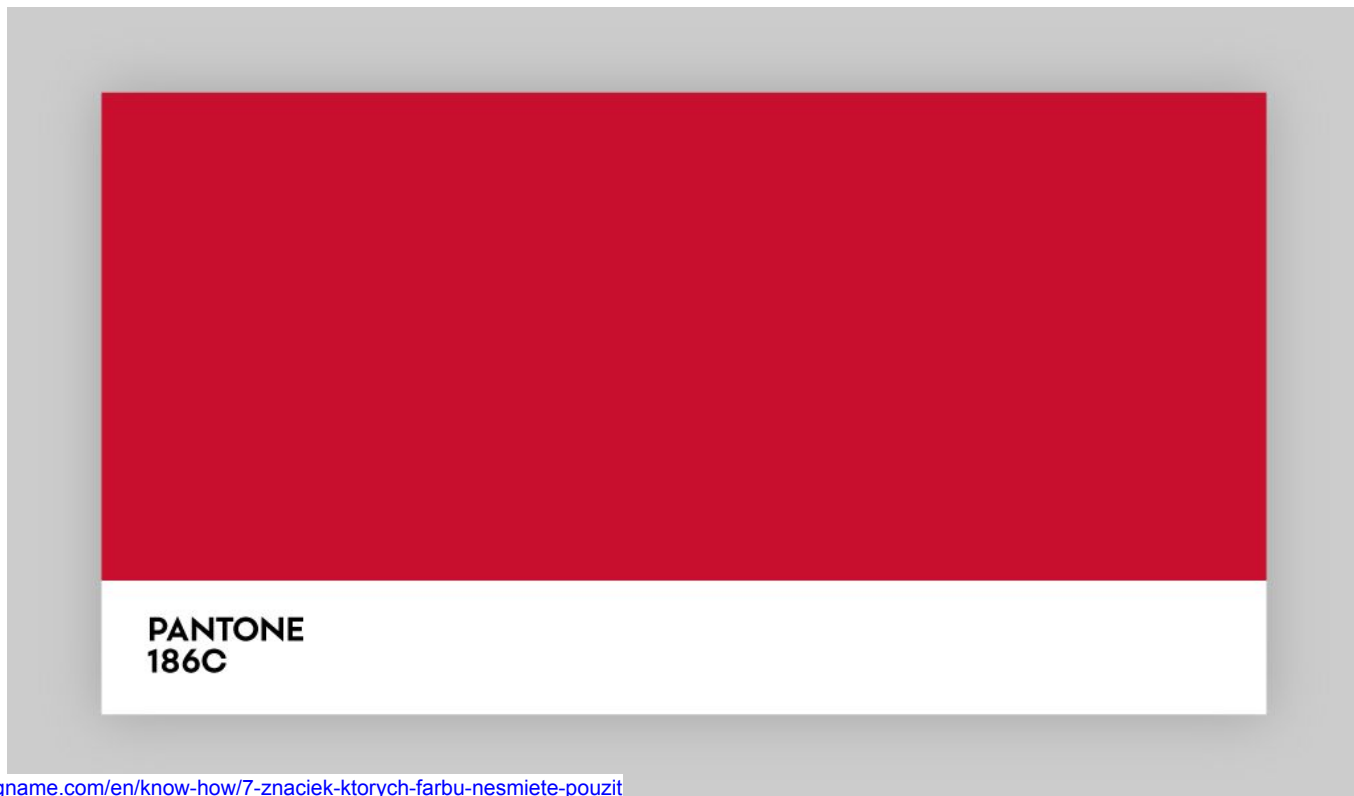


Pantone® is the most common color matching system, but many others exist.

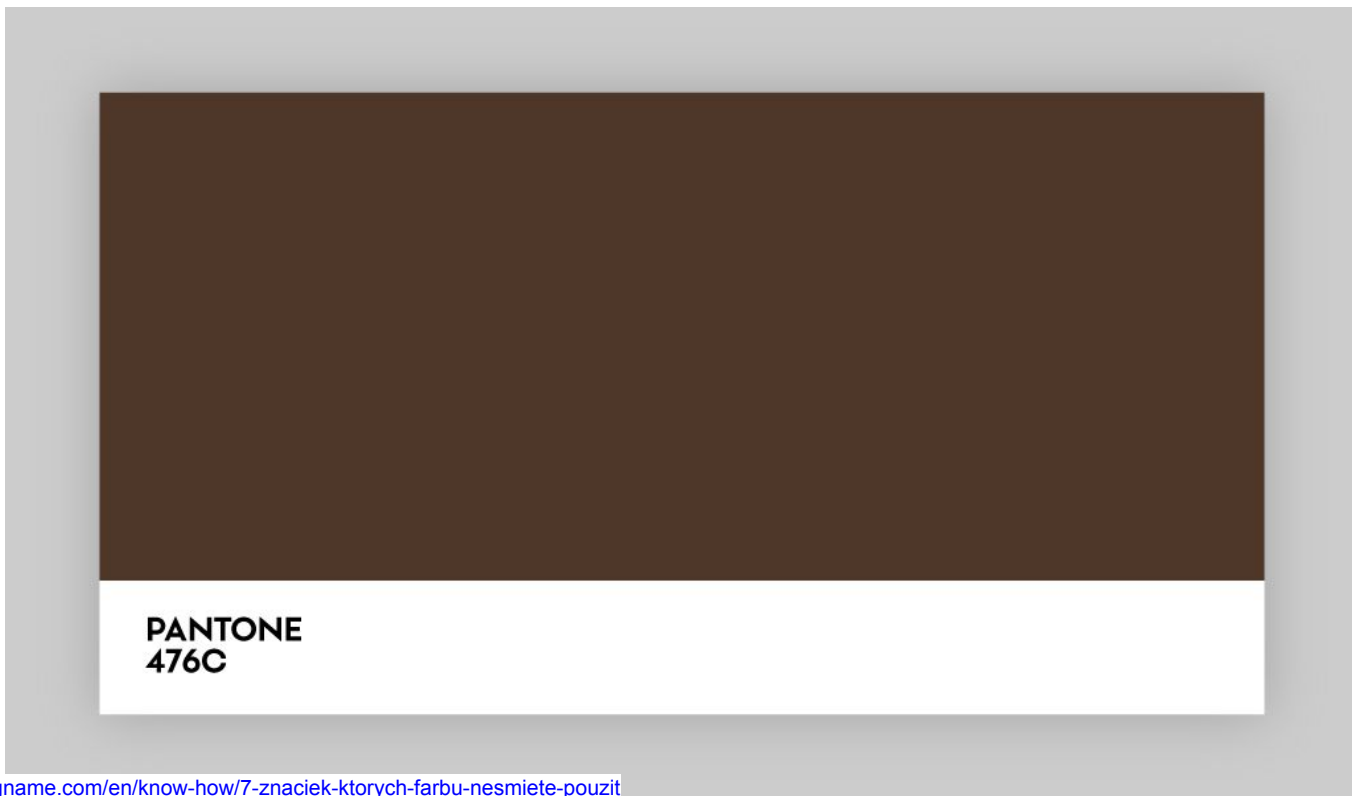
Swatches Panel → Spot Colors



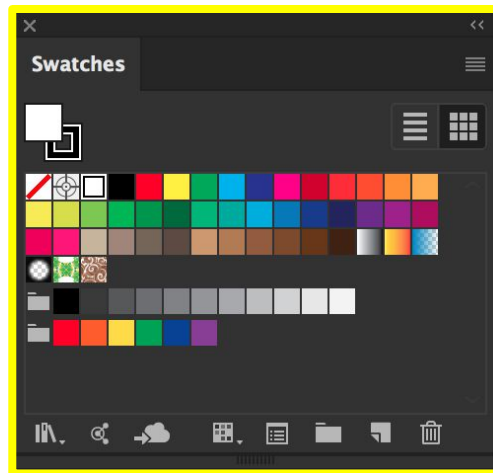
Swatches Panel → Spot Colors



Swatches Panel → Spot Colors

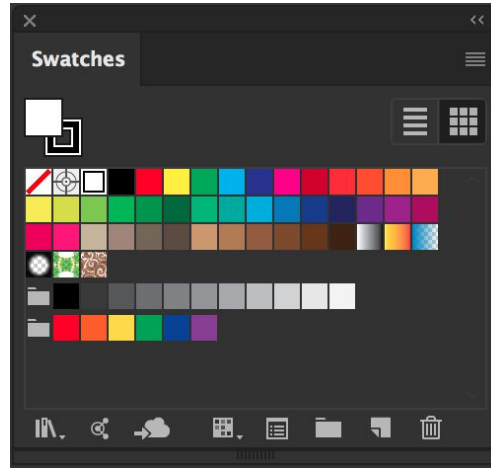


Swatches Panel



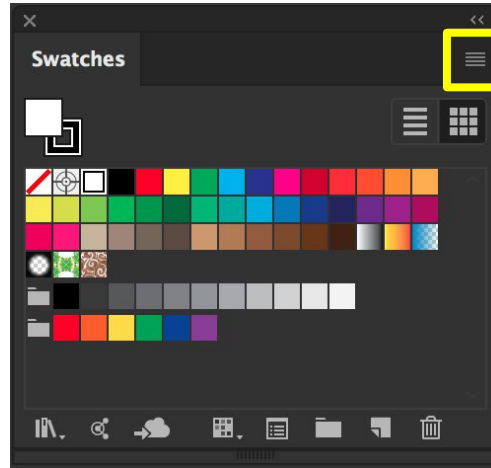
Window → ✓ Swatches

Swatches Panel



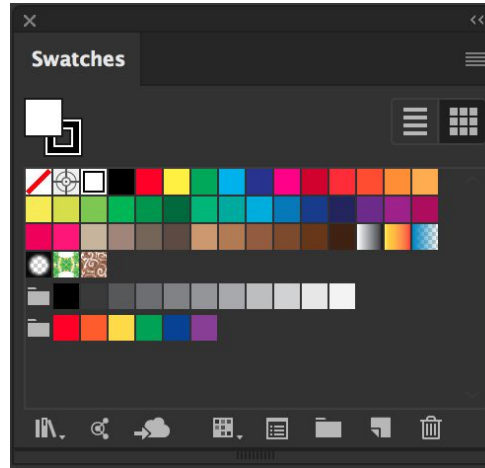
Swatches Panel

Swatches Panel →
Panel Menu



Swatches Panel

Swatches Panel →
Panel Menu



- New Swatch...
- New Color Group...
- Duplicate Swatch
- Merge Swatches
- Delete Swatch
- Ungroup Color Group

- Select All Unused
- Add Used Colors

- Sort by Name
- Sort by Kind
- Show Find Field

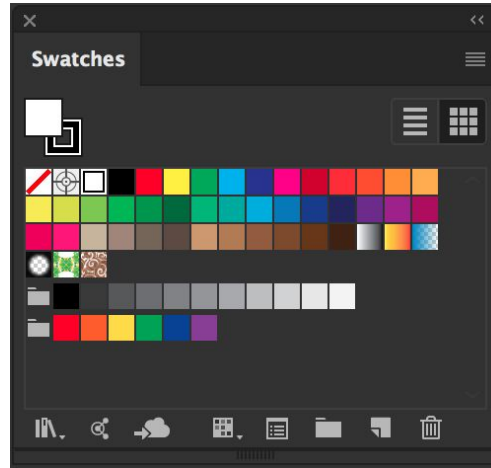
- Small Thumbnail View
- Medium Thumbnail View
- Large Thumbnail View
- Small List View
- Large List View

- Swatch Options...
- Spot Colors...

- Open Swatch Library ▶
- Save Swatch Library as ASE...
- Save Swatch Library as AI...

Swatches Panel

Swatches Panel →
Panel Menu →
Open Swatch Library



- New Swatch...
- New Color Group...
- Duplicate Swatch
- Merge Swatches
- Delete Swatch
- Ungroup Color Group

- Select All Unused
- Add Used Colors

- Sort by Name
- Sort by Kind
- Show Find Field

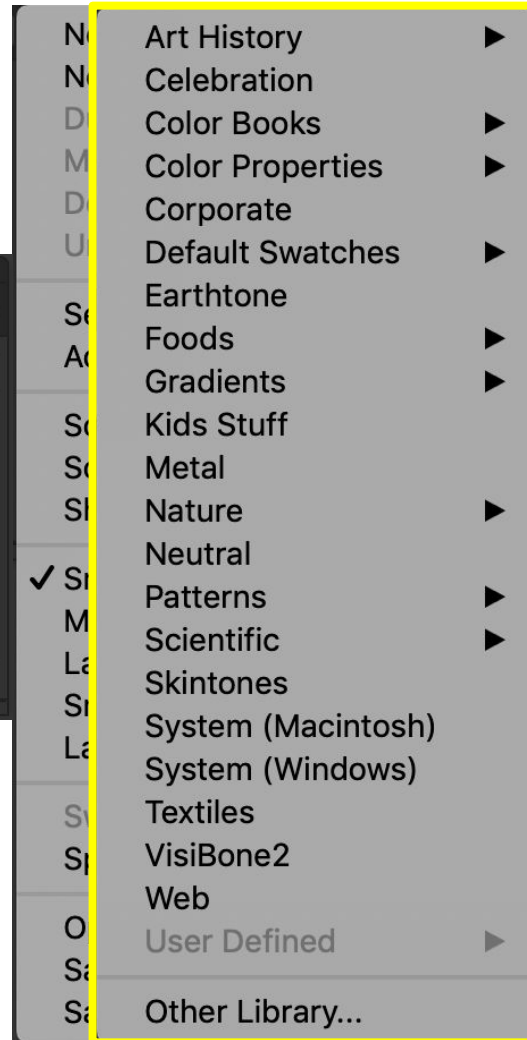
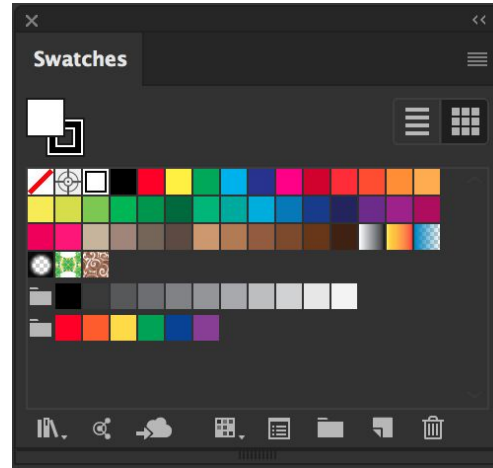
- Small Thumbnail View
- Medium Thumbnail View
- Large Thumbnail View
- Small List View
- Large List View

- Swatch Options...
- Spot Colors...

- Open Swatch Library ▶
- Save Swatch Library as ASE...
- Save Swatch Library as AI...

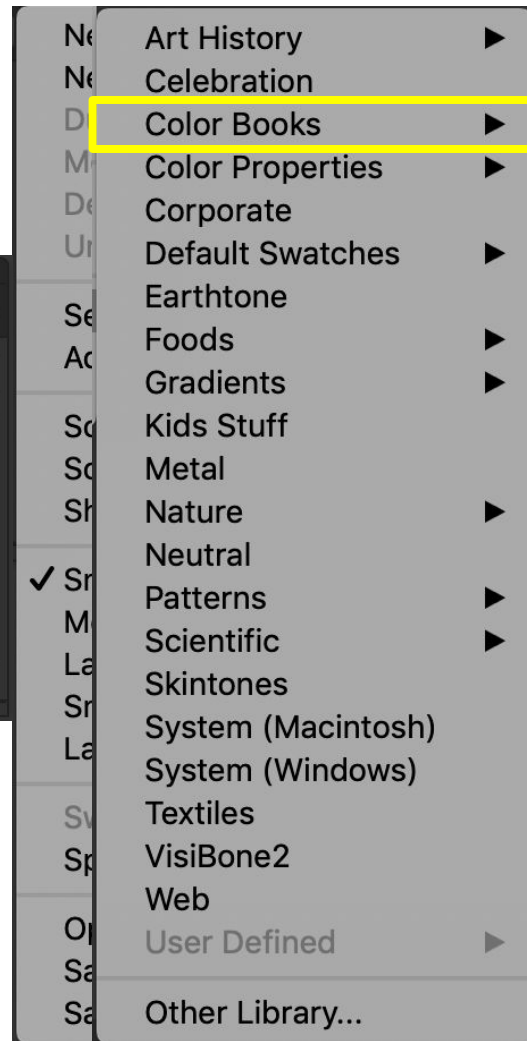
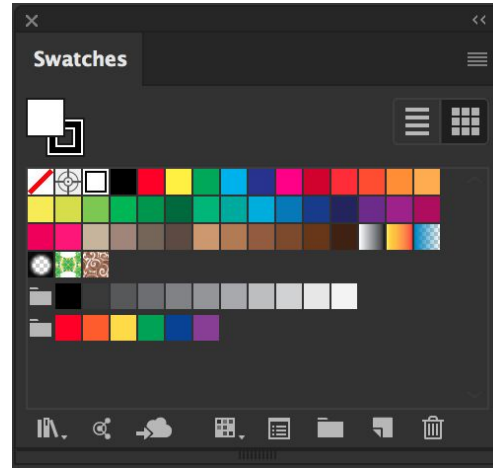
Swatches Panel

Swatches Panel →
Panel Menu →
Open Swatch Library →



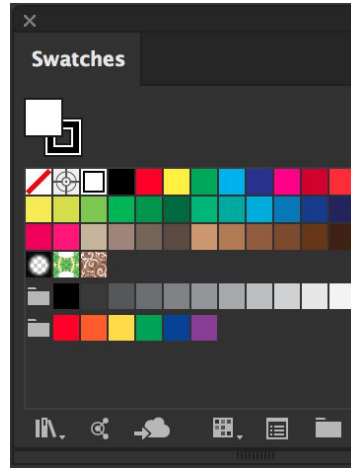
Swatches Panel

Swatches Panel →
Panel Menu →
Open Swatch Library →
Color Books



Swatches Panel

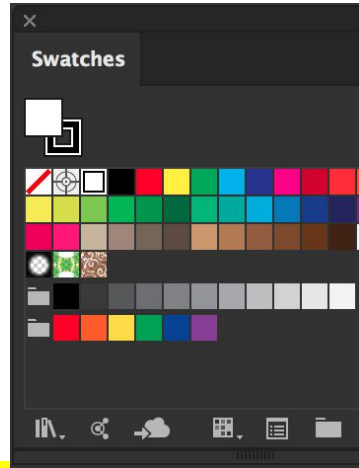
Swatches Panel →
Panel Menu →
Open Swatch Library →
Color Books



ANPA Color
DIC Color Guide
FOCOLTONE
HKS E Process
HKS E
HKS K Process
HKS K
HKS N Process
HKS N
HKS Z Process
HKS Z
PANTONE+ CMYK Coated
PANTONE+ CMYK Uncoated
PANTONE+ Color Bridge Coated
PANTONE+ Color Bridge Uncoated
PANTONE+ Metallic Coated
PANTONE+ Pastels & Neons Coated
PANTONE+ Pastels & Neons Uncoated
PANTONE+ Premium Metallics Coated
PANTONE+ Solid Coated
PANTONE+ Solid Uncoated
TOYO 94 COLOR FINDER
TOYO COLOR FINDER
TRUMATCH

Swatches Panel

Swatches Panel →
Panel Menu →
Open Swatch Library →
Color Books →
Pantone+ Solid Coated



ANPA Color
DIC Color Guide
FOCOLTONE
HKS E Process
HKS E
HKS K Process
HKS K
HKS N Process
HKS N
HKS Z Process
HKS Z
PANTONE+ CMYK Coated
PANTONE+ CMYK Uncoated
PANTONE+ Color Bridge Coated
PANTONE+ Color Bridge Uncoated
PANTONE+ Metallic Coated
PANTONE+ Pastels & Neons Coated
PANTONE+ Pastels & Neons Uncoated
PANTONE+ Premium Metallics Coated
PANTONE+ Solid Coated
PANTONE+ Solid Uncoated
TOYO 94 COLOR FINDER
TOYO COLOR FINDER
TRUMATCH

Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

Gradient Tool

Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

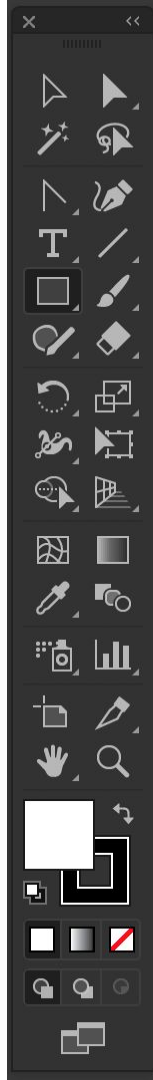
Stroke Panel

Gradient Panel

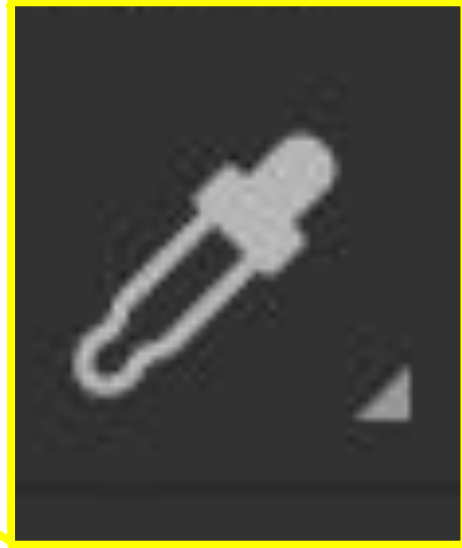
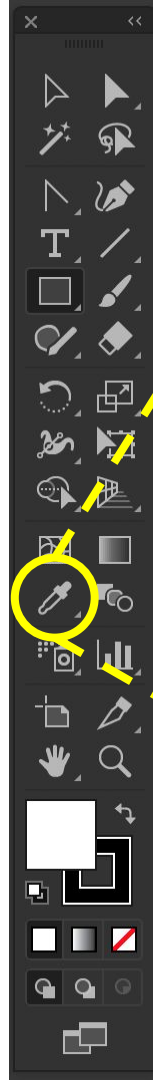
Gradient Tool

Eyedropper Tool

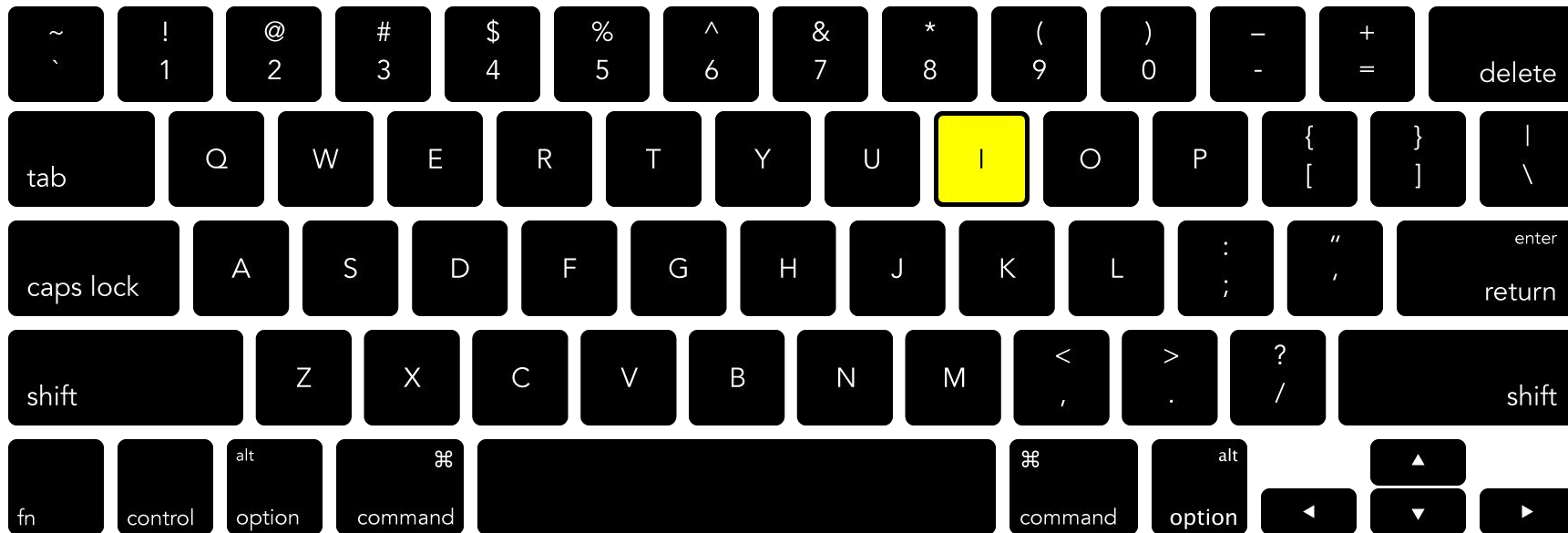
Eyedropper Tool



Eyedropper Tool



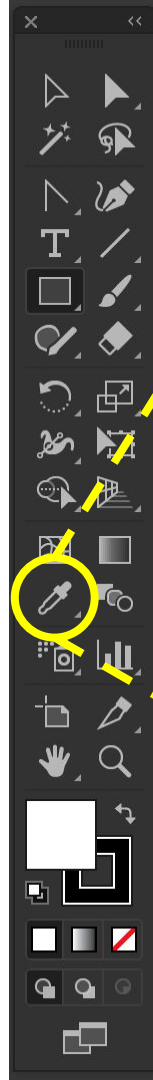
Eyedropper Tool



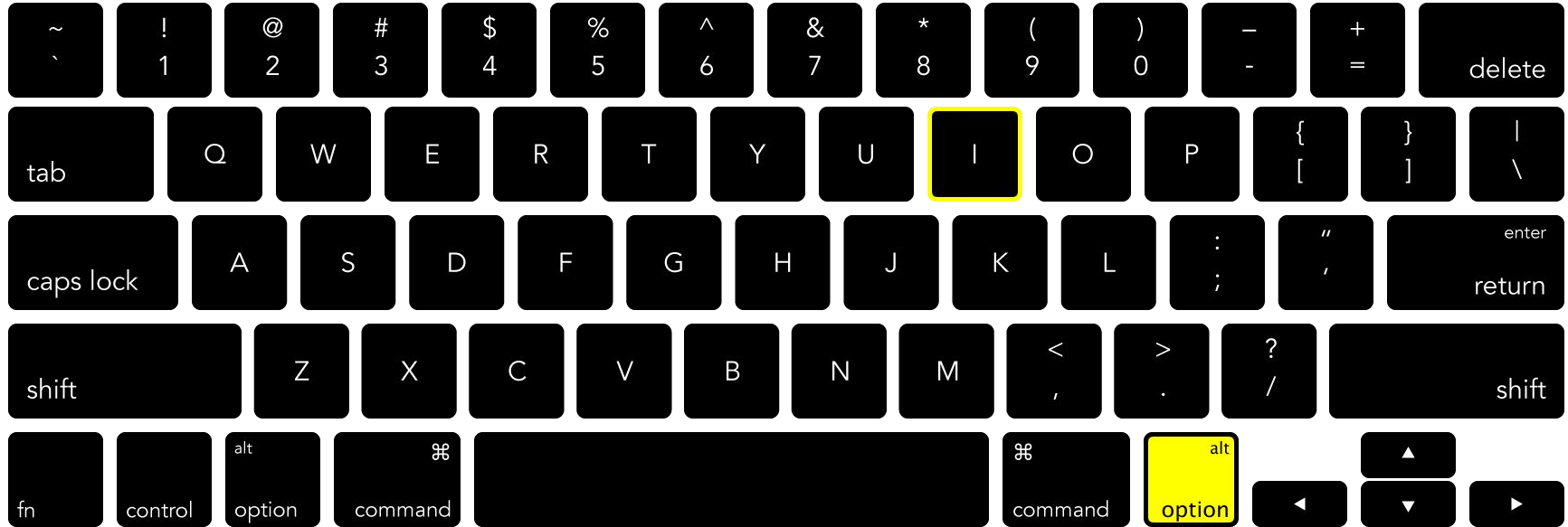
Tools Panel → Eyedropper Tool

Eyedropper Tool

The **Eyedropper Tool** can grab color and style specifications (including colors, fonts, and strokes)



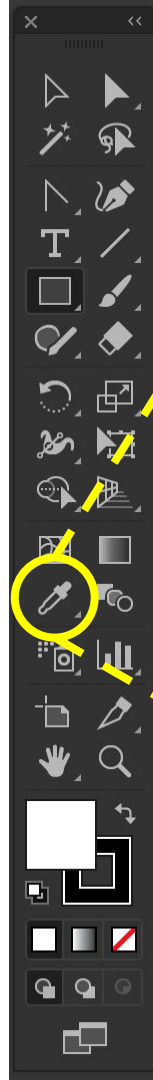
Eyedropper Tool



Tools Panel → Invert Eyedropper Tool

Eyedropper Tool

Hold down **Option** while using the **Eyedropper Tool** to apply color and style specifications that the Eyedropper has grabbed.



Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

Gradient Tool

Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

Gradient Tool

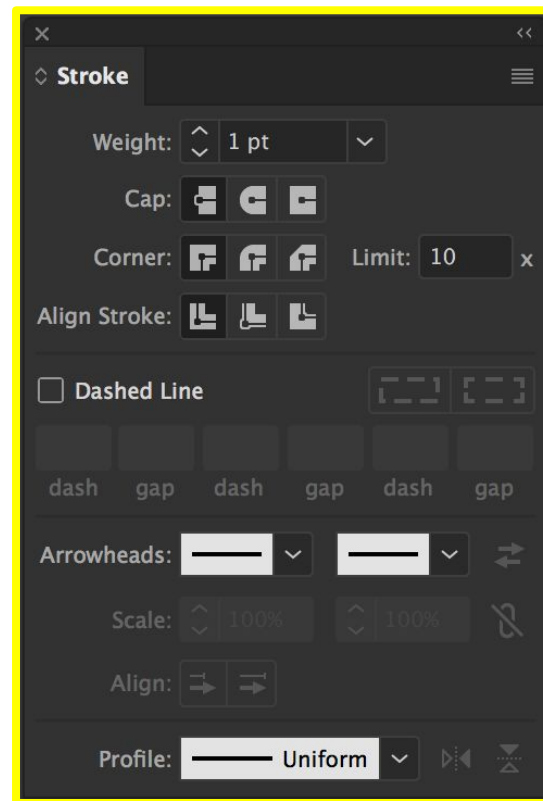
Stroke Panel

Stroke Panel

Window → ✓ Strokes

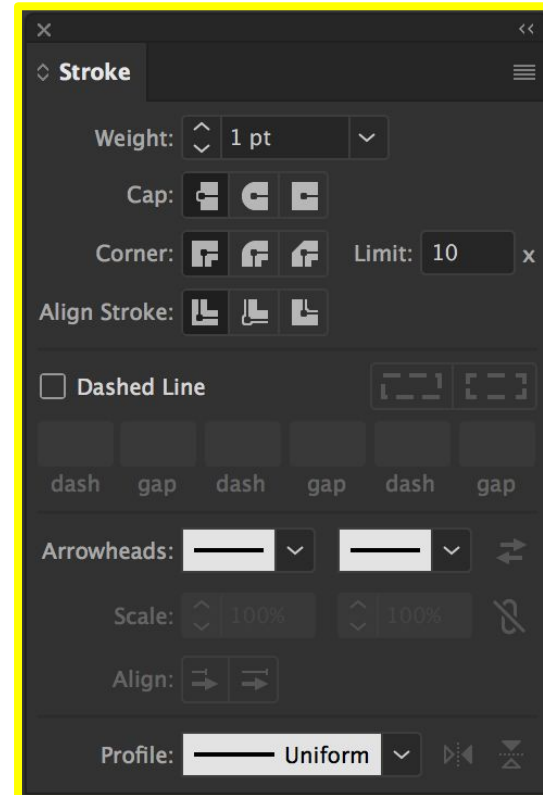
Stroke Panel

Window → ✓ Strokes



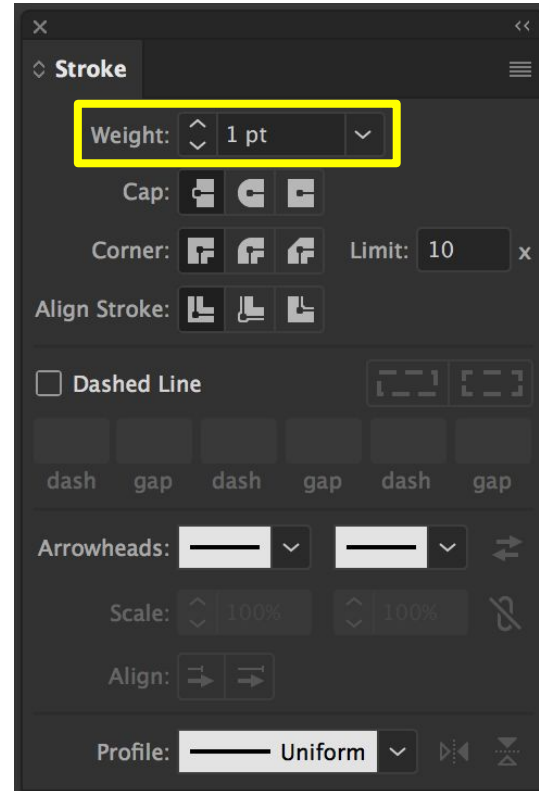
Stroke Panel

With the object on the artboard selected, control details of the object's stroke...



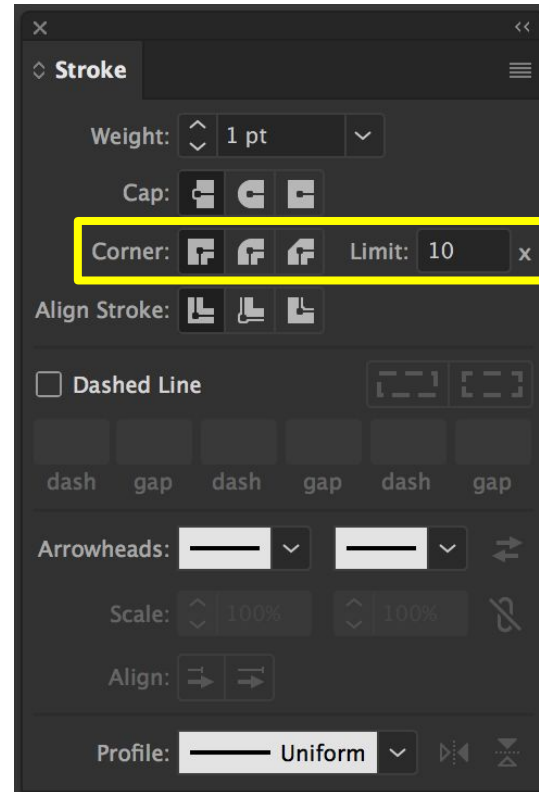
Stroke Panel

... Such as the Stroke Weight (the thickness of the stroke) ...



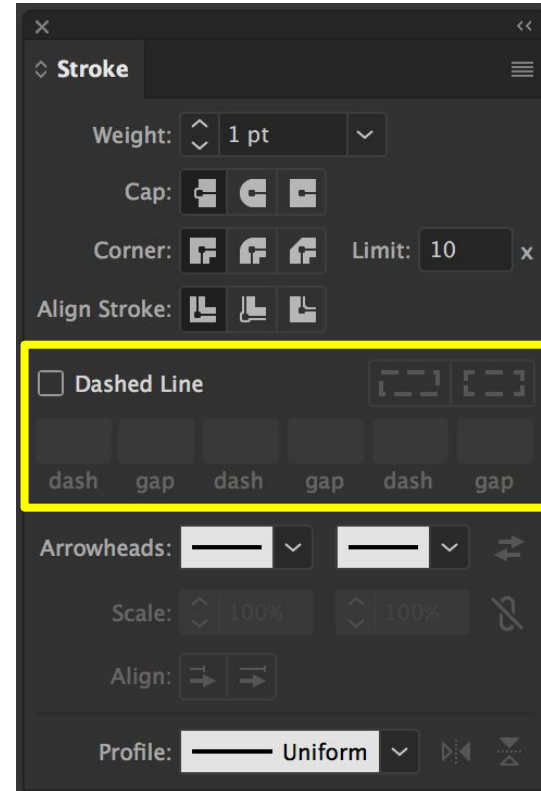
Stroke Panel

... And the
Stroke Corner
detailing ...



Stroke Panel

... And
Dashed Line effects
for the stroke



Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

Gradient Tool

Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

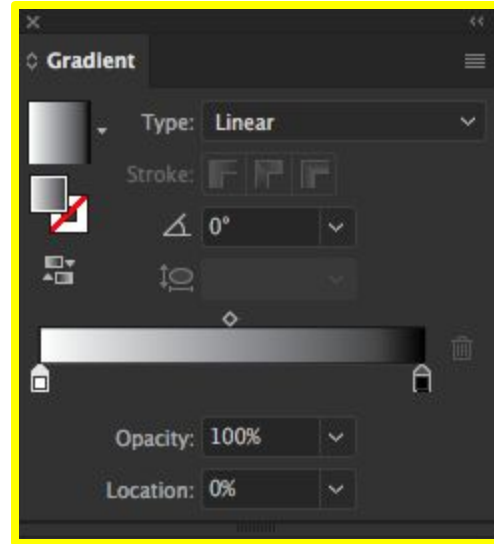
Gradient Tool

Gradient Panel

Gradient Panel

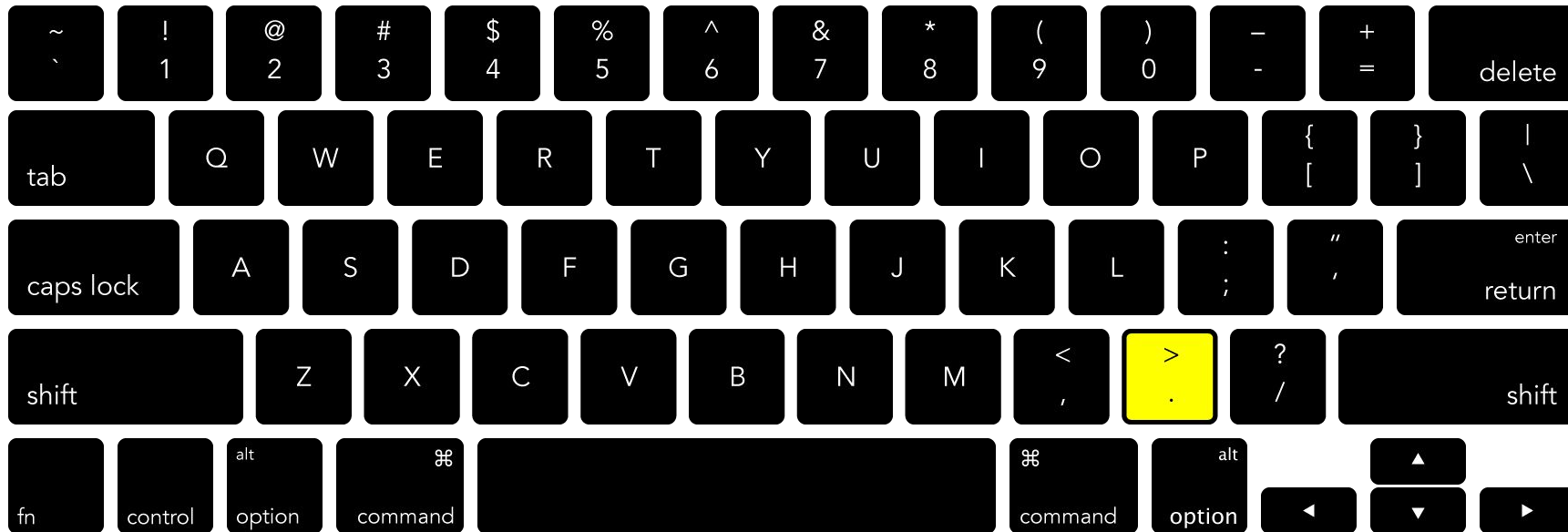
Window → ✓ Gradient

Gradient Panel



Window → ✓ Gradient

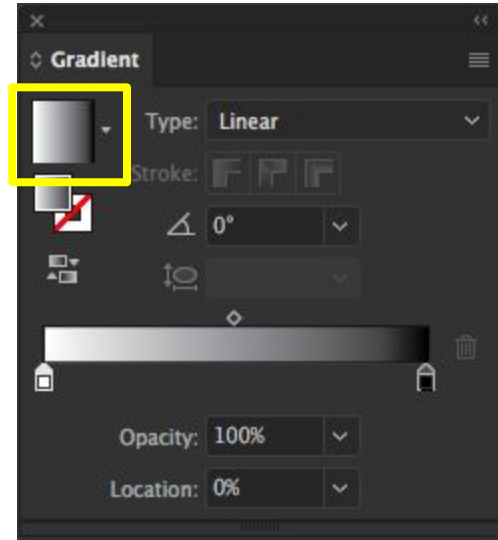
Gradient Panel



Tools Panel → Apply Gradient

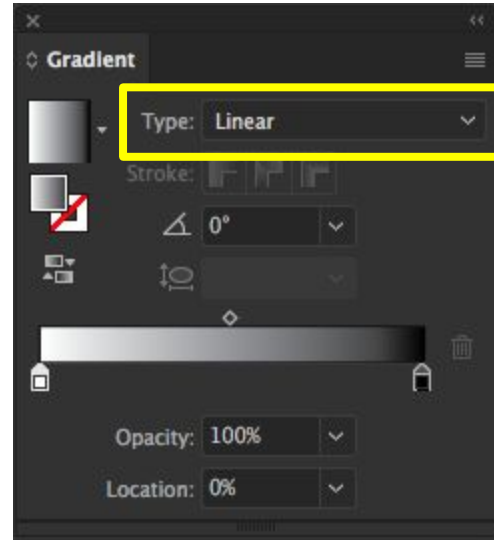
Gradient Panel

With the object on the artboard selected, activate the gradient by clicking the Gradient Swatch button



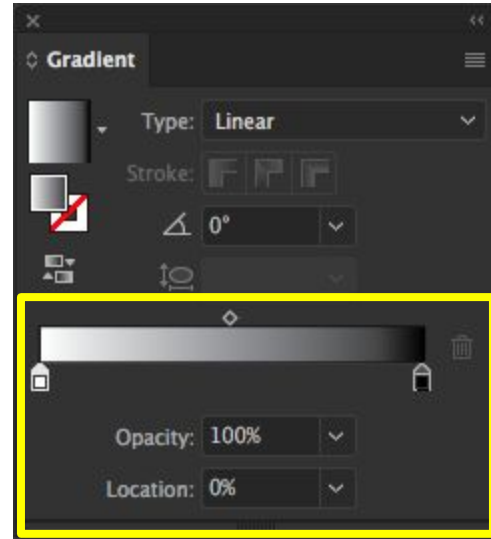
Gradient Panel

Change the Gradient Type, choosing either Linear (horizontal/vertical) or Radial (circular)



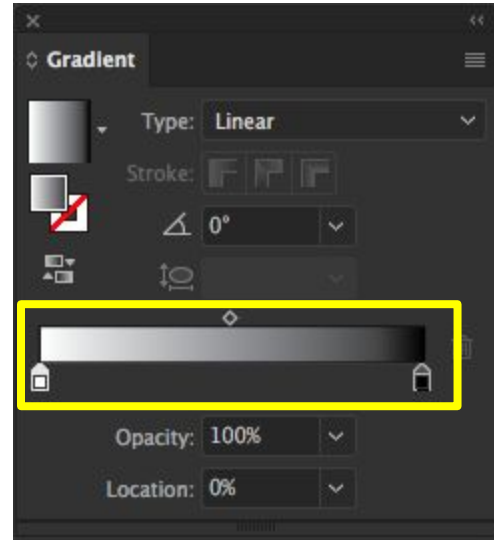
Gradient Panel

And use the
Gradient Slider...



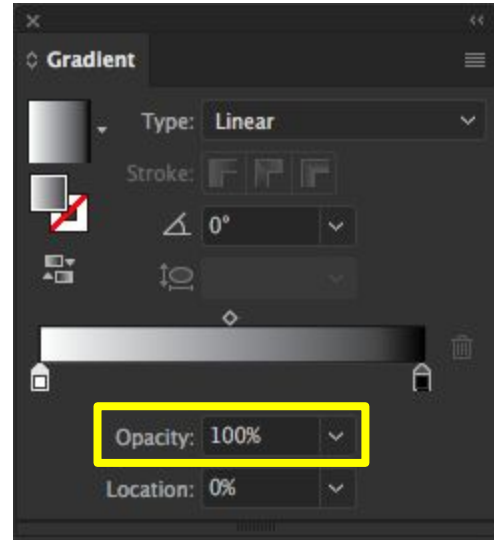
Gradient Panel

And use the
Gradient Slider to
change the gradient
color values...



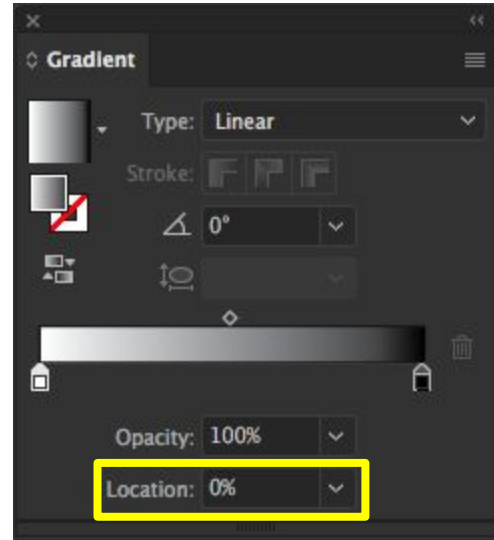
Gradient Panel

And use the Gradient Slider to change the gradient color values, opacity...



Gradient Panel

And use the Gradient Slider to change the gradient color values, opacity, and location



Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

Gradient Tool

Rectangle Tool

Color Tool

Color Panel

Swatches Panel, Spot Colors

Eyedropper Tool

Stroke Panel

Gradient Panel

Gradient Tool



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