Adobe® Illustrator® CS5

The Professional Portfolio

AGAINST THE CLOCK

mastering graphic technology

Managing Editor: Ellenn Behoriam
Cover & Interior Design: Erika Kendra
Copy Editor: Angelina Kendra

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4710 28th Street North, Saint Petersburg, FL 33714
800-256-4ATC • www.againsttheclock.com

Acknowledgements

About Against The Clock

Against The Clock, long recognized as one of the nation's leaders in courseware development, has been publishing high-quality educational materials for the graphic and computer arts industries since 1990. The company has developed a solid and widely-respected approach to teaching people how to effectively utilize graphics applications, while maintaining a disciplined approach to real-world problems.

Having developed the *Against The Clock* and the *Essentials for Design* series with Prentice Hall/Pearson Education, ATC drew from years of professional experience and instructor feedback to develop *The Professional Portfolio Series*, focusing on the Adobe Creative Suite. These books feature step-by-step explanations, detailed foundational information, and advice and tips from industry professionals that offer practical solutions to technical issues.

Against The Clock works closely with all major software developers to create learning solutions that fulfill both the requirements of instructors and the needs of students. Thousands of graphic arts professionals — designers, illustrators, imaging specialists, prepress experts and production managers — began their educations with Against The Clock training books. These professionals studied at Baker College, Nossi College of Art, Virginia Tech, Appalachian State University, Keiser College, University of South Carolina, Gress Graphic Arts Institute, Hagerstown Community College, Kean University, Southern Polytechnic State University, Brenau University, and many other educational institutions.

About the Author

Erika Kendra holds a BA in History and a BA in English Literature from the University of Pittsburgh. She began her career in the graphic communications industry as an editor at Graphic Arts Technical Foundation before moving to Los Angeles in 2000. Erika is the author or co-author of more than twenty books about Adobe graphic design software. She has also written several books about graphic design concepts such as color reproduction and preflighting, and dozens of articles for online and print journals in the graphics industry. Working with Against The Clock for more than ten years, Erika was a key partner in developing *The Professional Portfolio Series* of software training books.

Contributing Authors, Artists, and Editors

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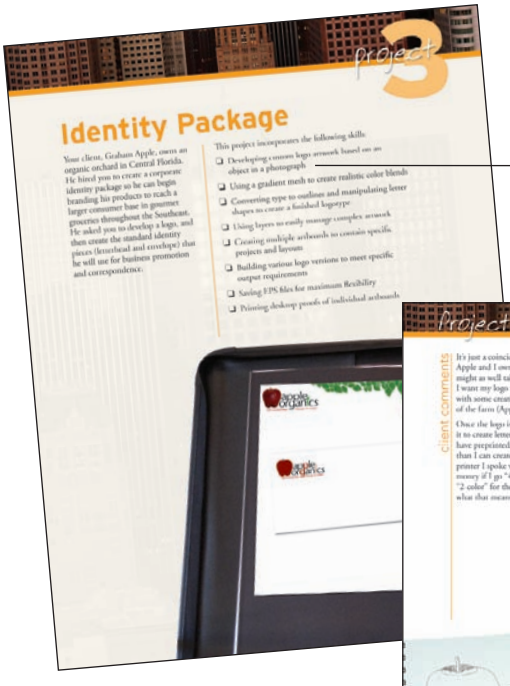
- **Debbie Davidson**, Sweet Dreams Design

Finally, thanks also to **Angelina Kendra**, editor, for making sure that we all said what we meant to say.

Walk-Through


project 3
Identity Package

Project Goals

Each project begins with a clear description of the overall concepts that are explained in the project; these goals closely match the different "stages" of the project workflow.

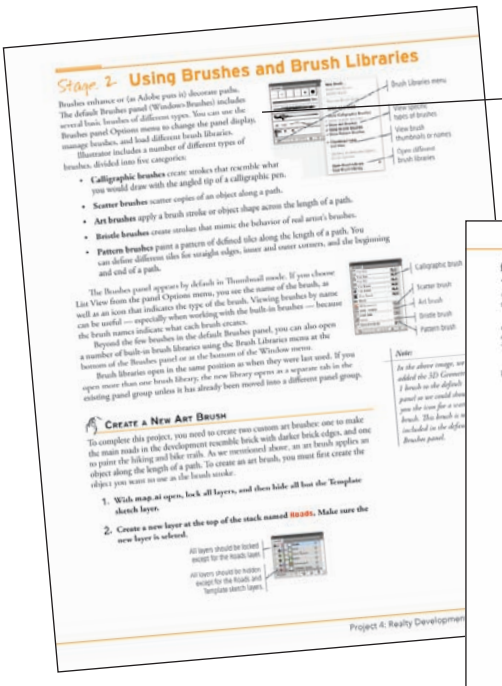
Project Meeting
client comments
art director comments
project objectives

The Project Meeting

Each project includes the client's initial comments, which provide valuable information about the job. The Project Art Director, a vital part of any design workflow, also provides fundamental advice and production requirements.

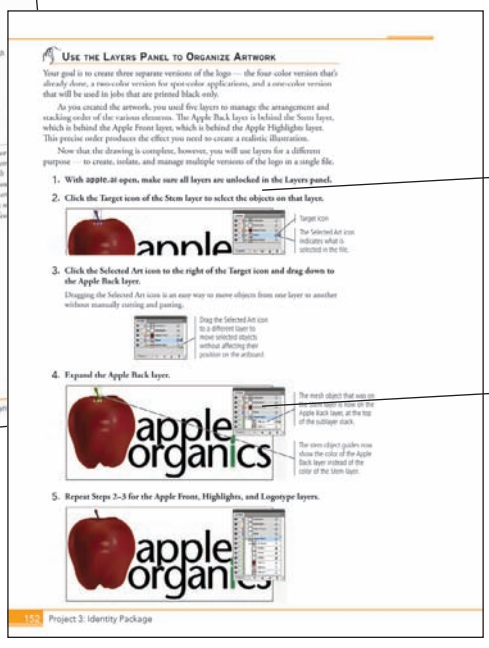
Project Objectives

Each Project Meeting includes a summary of the specific skills required to complete the project.


Stage 2 Using Brushes and Brush Libraries
Create a New Art Brush

Real-World Workflow

Projects are broken into logical lessons or "stages" of the workflow. Brief introductions at the beginning of each stage provide vital foundational material required to complete the task.

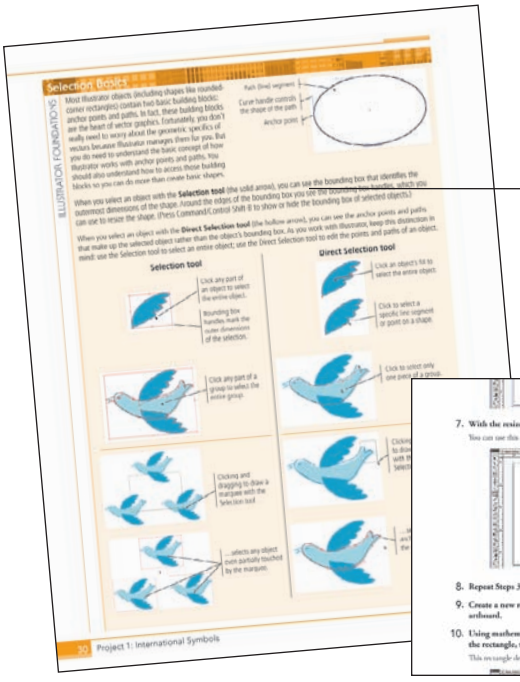

Use the Layers Panel to Organize Artwork

Step-By-Step Exercises

Every stage of the workflow is broken into multiple hands-on, step-by-step exercises.

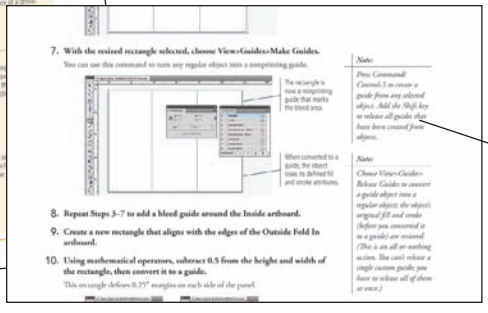
Visual Explanations

Wherever possible, screen shots are annotated so you can quickly identify important information.



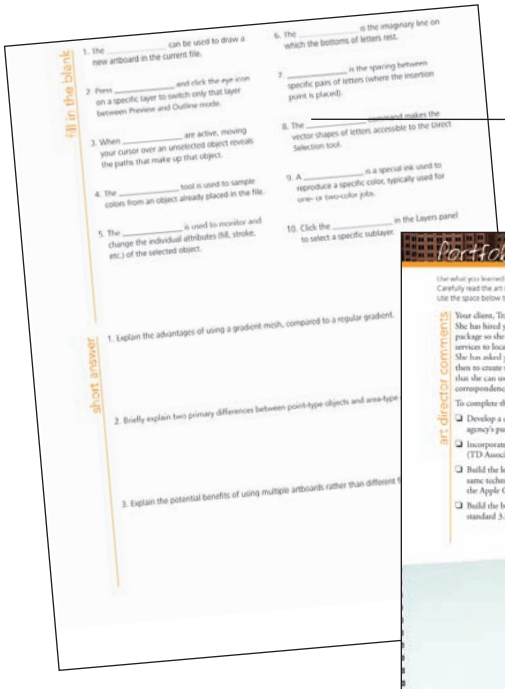
Illustrator Foundations

Additional functionality, related tools, and underlying graphic design concepts are included throughout the book.



Advice and Warnings

Where appropriate, sidebars provide shortcuts, warnings, or tips about the topic at hand.

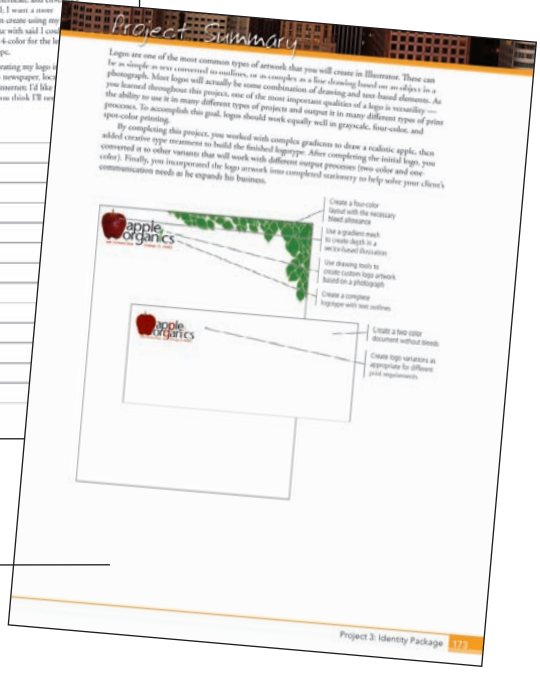


Project Review

After completing each project, you can complete these fill-in-the-blank and short-answer questions to test your understanding of the concepts in the project.

Portfolio Builder Projects

Each step-by-step project is accompanied by a freeform project, allowing you to practice skills and creativity, resulting in an extensive and diverse portfolio of work.



Visual Summary

Using an annotated version of the finished project, you can quickly identify the skills used to complete different aspects of the job.

Projects at a Glance

The Against The Clock *Portfolio Series* teaches graphic design software tools and techniques entirely within the framework of real-world projects; we introduce and explain skills where they would naturally fall into a real project workflow.

The project-based approach in *The Professional Portfolio Series* allows you to get in depth with the software beginning in Project 1 — you don't have to read several chapters of introductory material before you can start creating finished artwork.

Our approach also prevents "topic tedium" — in other words, we don't require you to read pages and pages of information about text (for example); instead, we explain text tools and options as part of larger project (e.g., creating a logotype or building a folding brochure).

Clear, easy-to-read, step-by-step instructions walk you through every phase of each job, from creating a new file to saving the finished piece. Wherever logical, we also offer practical advice and tips about underlying concepts and graphic design practices that will benefit students as they enter the job market.

The projects in this book reflect a range of different types of Illustrator jobs, from creating a series of icons to designing a corporate identity to building a Web page. When you finish the eight projects in this book (and the accompanying Portfolio Builder exercises), you will have a substantial body of work that should impress any potential employer.

The eight Illustrator CS5 projects are described briefly here; more detail is provided in the full table of contents (beginning on Page viii).

project 1

International Symbols

- ❑ Setting up the Workspace
- ❑ Drawing Basic Shapes

project 2

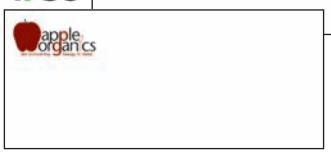
Balloon Festival Artwork

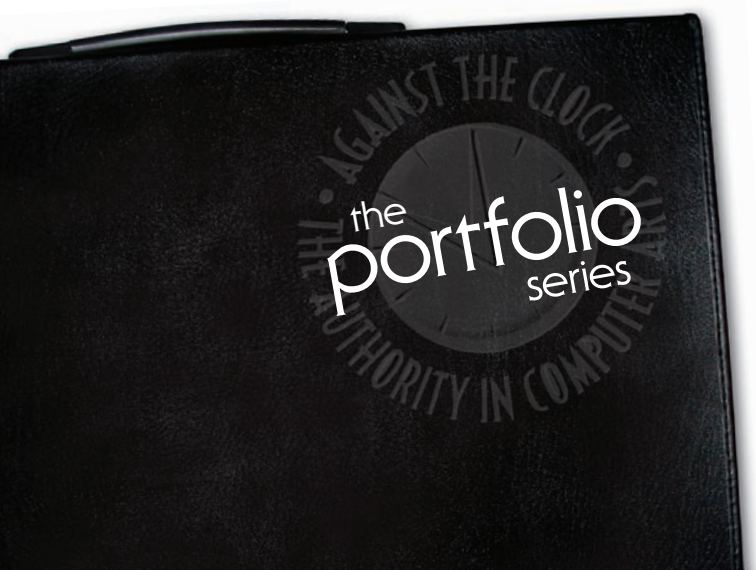
- ❑ Drawing Complex Artwork
- ❑ Coloring and Painting Artwork
- ❑ Exporting EPS and PDF Files

project 3

Identity Package

- ❑ Working with Gradient Meshes
- ❑ Working with Type
- ❑ Working with Multiple Artboards
- ❑ Combining Text and Graphics





project 4

Realty Development Map

- ❑ Swatches, Gradients, and Patterns
- ❑ Using Brushes and Brush Libraries
- ❑ Using Symbols

project 5

Letterfold Brochure

- ❑ Creating Documents that Fold
- ❑ Working with Imported Images
- ❑ Working with Imported Text

project 6

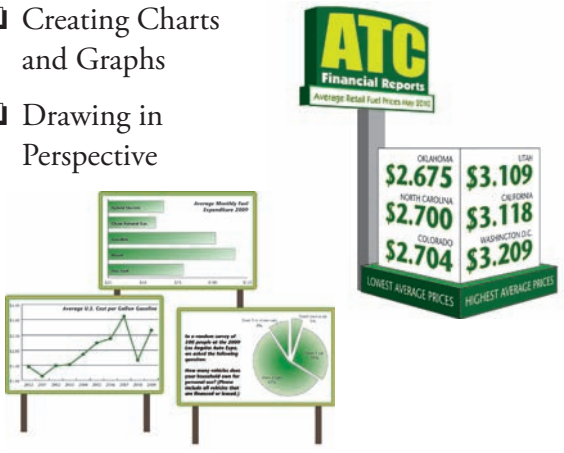
Cereal Box

- ❑ Building the File Structure
- ❑ Understanding Package Requirements
- ❑ Working with Effects
- ❑ Preparing Artwork for Output
- ❑ Previewing the Box Design in 3D

project 7

Consumer Infographics

- ❑ Creating Charts and Graphs
- ❑ Drawing in Perspective



project 8

Web Site Interface

- ❑ Using Live Trace and Live Color
- ❑ Creating Web Site Graphics

Some experts claim most people use only a small fraction — maybe 10% — of their software's capabilities; this is likely because many people don't know what is available. As you complete the projects in this book, our goal is to familiarize you with the entire tool set so you can be more productive and more marketable in your career as a graphic designer.

It is important to keep in mind that Illustrator is an extremely versatile and powerful application. The sheer volume of available tools, panels, and features can seem intimidating when you first look at the software interface. Most of these tools, however, are fairly simple to use with a bit of background information and a little practice.

Wherever necessary, we explain the underlying concepts and terms that are required for understanding the software. We're confident that these projects provide the practice you need to be able to create sophisticated artwork by the end of the very first project.

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