

Logo design = good idea

Process makes perfect - not practice - improves results  
draw draw draw simply

- Redraw your animal - there can be some changes - the more you practice the better you will get at using the program.
- draw your image
- use pen tool and outline the shapes you want - have no color in the shape square
- simply just select the anchor points - click and then move so that it curves
- use the shapes - think in shapes!!! the existing shapes.
- use the pathfinder tool to merge, intersect etc.
- If you want objects to be aligned use smart guides
- to copy command c command f
- use guides to make sure everything is sitting on the same line
- do not forget your numbers in your preferences menu bar
- use the outline to make it easy to create you logo - round corners
- USE SMART GUIDES - they give you extra information about your actions - tactile response
  - select a segment with direct selection command c command f selects the individual path
  - aligns the objects - remember to copy shapes and repeat where necessary.
  - guides can be clear
  - remember to clear up artwork - clear out anchor points and guides
  - round your corners wherever possible - harsh corners are not always the best
- group your final image
- modular formats - try different iterations - allows you to show different ideas - can be used for multiple ideas
- to try different ideas
- to make a indented rectangle - object > path > offset path > select the corners > object path > anchor points > delete ones you don;t want - nudge points > push in etc.
- Encapsulated design - start with drawing your image - what brings the image together
- Remember to use the reflect tool - select the artwork > reflect tool
- look at hierarchy - what is the most important piece of information?

## TYPE

- what typeface are you going to use - the personality
- the target audience - pick appropriate and potential - choose a few and put them on your desktop
- select your typeface > object > round corners - try to customize the type face
- eg; round corners
- you can customize certain letters
- always write the typeface and the size
- To manipulate type you need to create outlines - TYPE > create outlines

## FATLINE LOGOS

- Create an outline first - no fills

- the key to fat line is the stroke size - some times the outline is too big and it fills an area - remember your design has to be big and small
- Rework your animal to make a good graphic design
- Open your Graphic style palette when you have a type of design and then drag onto the graphic palette. to change line work into the graphic
- to create an offset shape or shadow - object path - offset path
- Be careful when you finish your design that the path stroke has been made a compound path - the stroke will resize with the change in size.
- just use the stroke when you are making the compound path
- object > path > outline stroke > pathfinder - unite them all together - that creates a compound path.
- clean up your anchor points - select > remove top menu bar
- You want your final art to be shapes > and always keep your outline work, incase you want to change thinks later

## COLOR

### TONAL FAMILY

- create a palette - a series of squares on the workplace.
- Create color swatches as you go through your design process
- double click on color swatch -> global > allows you to change all the colors that have the same global color - get in the habit very early on. makes it more efficient.

## ROUNDED CORNERS

direct selections > the circle appears > move the circle > if you change one - rounds all to do individually > click every anchor point individually > manually round each one you need to control it - not the computer

You can change the corner widget controls View > hide cir widget > preferences > tolerance - next to zero

rounding softens an image - subtle rounds matter.

once you make the compound path you loose the flexibility to round corners with the circle tool you can customize type

## SHAPE BUILDING

This is the basis of your designs!

Unite

clone

intersect

remember throwaway shapes - can take extra shapes away

shape maker -

## SYMMETRY / ASYMMETRY

you might only have to build 1/2 the object > clone > reflect

From the LOGo comes the branding - they call this brand systems.

- Once you have your logo you can play with it in many different ways
- You can do a pattern from your as texture make signage out of the same colors
- you can make a mobil app icon - favicon

## Pluggins

downloadable

- \* vector scribe \* path scribe - pluggin that adds sensitivity
- \* dynamic rounding - allows to click on anchor points and adjust. - it will apply to the last actions.
- \* Remember to be flexible - perhaps you do some drawings and as you work something happens that triggers an idea - go with it.