

# ILLUSTRATOR

Basic to Intermediate level

WORKSHOP

DESIGN  
& Layout

## WORKSHOP CONTENT BRAND DESIGN & LAYOUT



**C**reating logos, illustrations, graphs, visual representations of real-life situations - Illustrator is the most flexible graphic program available today.

By harnessing it's incredible power there will be very little you won't be able to do in terms of vector drawing, design and layout. Learn how to do direct modifications on vector files, how to use all the tools and special effects, and apply Photoshop filters to your vector drawings. Learn which colours work together in print by using colour guides. See how to paint into your newly drawn artwork by using Live Paint, use Character and Paragraph styles to get uniformity for layouts.

Learn all about appearances and graphic styles and how to utilise it to create advanced graphic layouts. Lastly we take a look at the fantastic new perspective grid and how you can draw straight into three dimensions.

### WHAT YOU WILL LEARN...

- How to draw logos
- How to do layouts and add material
- How to use all the drawing tools in Illustrator
- Creating Illustrations using live paint and live trace
- How to use the power of appearances and graphic style to create sophisticated designs
- How to use type, paragraph styles and character styles
- Using vector and Photoshop filters
- Using Symbols

### TOPICS DISCUSSED...

- The Illustrator environment
- Document set up, grids and guides
- Creating geometric objects
- Using colour guides
- Selections
- The transform commands
- Reshaping objects
- Live paint and live trace
- Type and type styling
- Appearance and graphic styles
- Symbols, effects and filters
- Case study: Creating a full brand with corporate stationary

### COURSE MATERIAL...

- Illustrator Learn by Video DVD Kit

### SOFTWARE APPLIED...

- Illustrator CS4 - CC

### DIFFICULTY LEVEL...

- Easy

### CONTACT US...

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#### Bookings

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#### Workshop content enquiries

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[www.multidimensions.co.za/training](http://www.multidimensions.co.za/training)



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*...of course we can*