INTRO TO DIGITAL DESIGN WITH ADOBE ILLUSTRATOR

GOALS/OUTCOMES

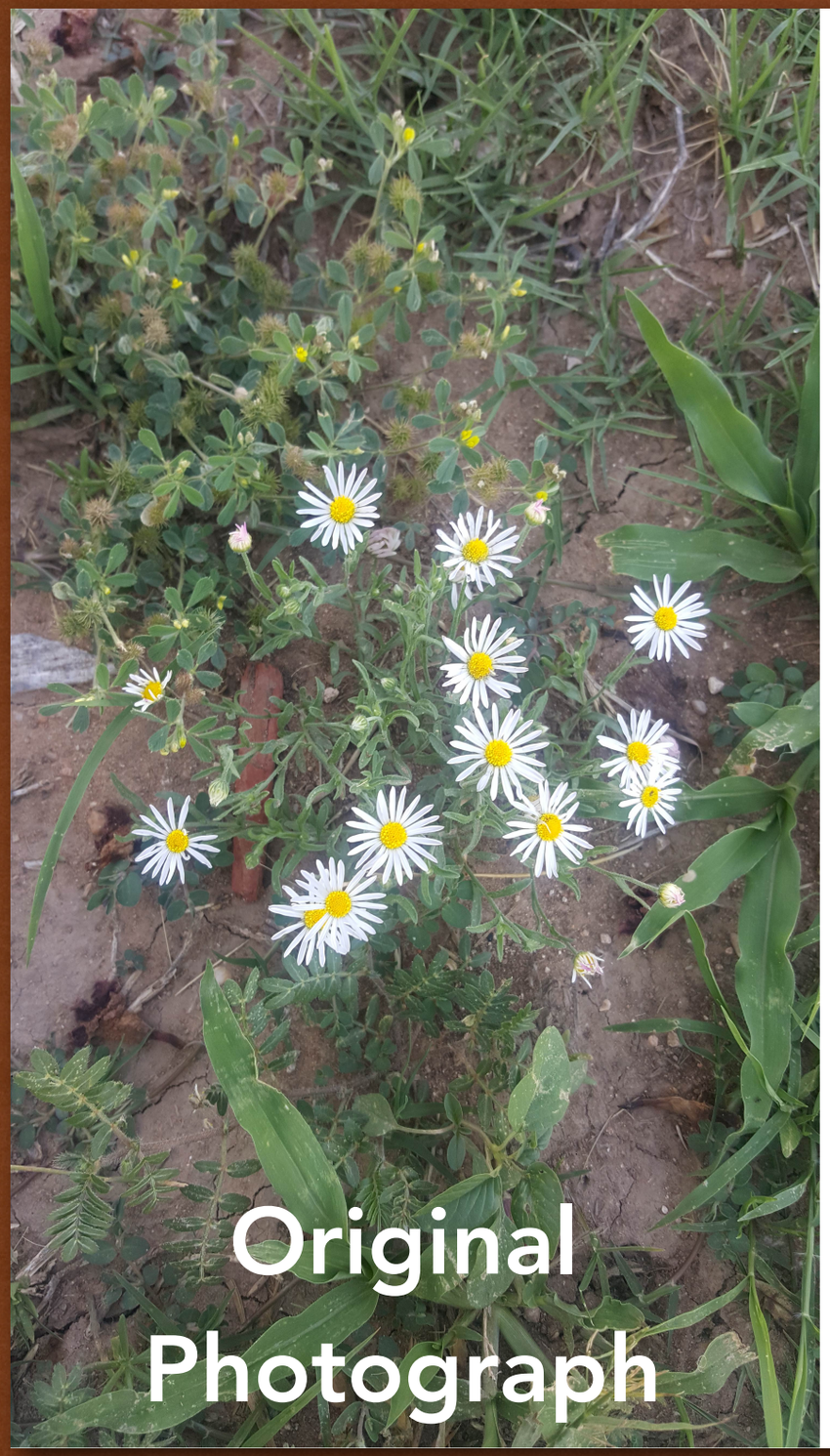
- Apply fundamental concepts of vector image composition to create professional digital media.

- Use Adobe Illustrator to create and manipulate vector artwork for delivery across multiple platforms, including print, websites, interactive projects, and video.

- Remembering that vector art is the **process of using simple shapes, combined, to make intricate designs.**

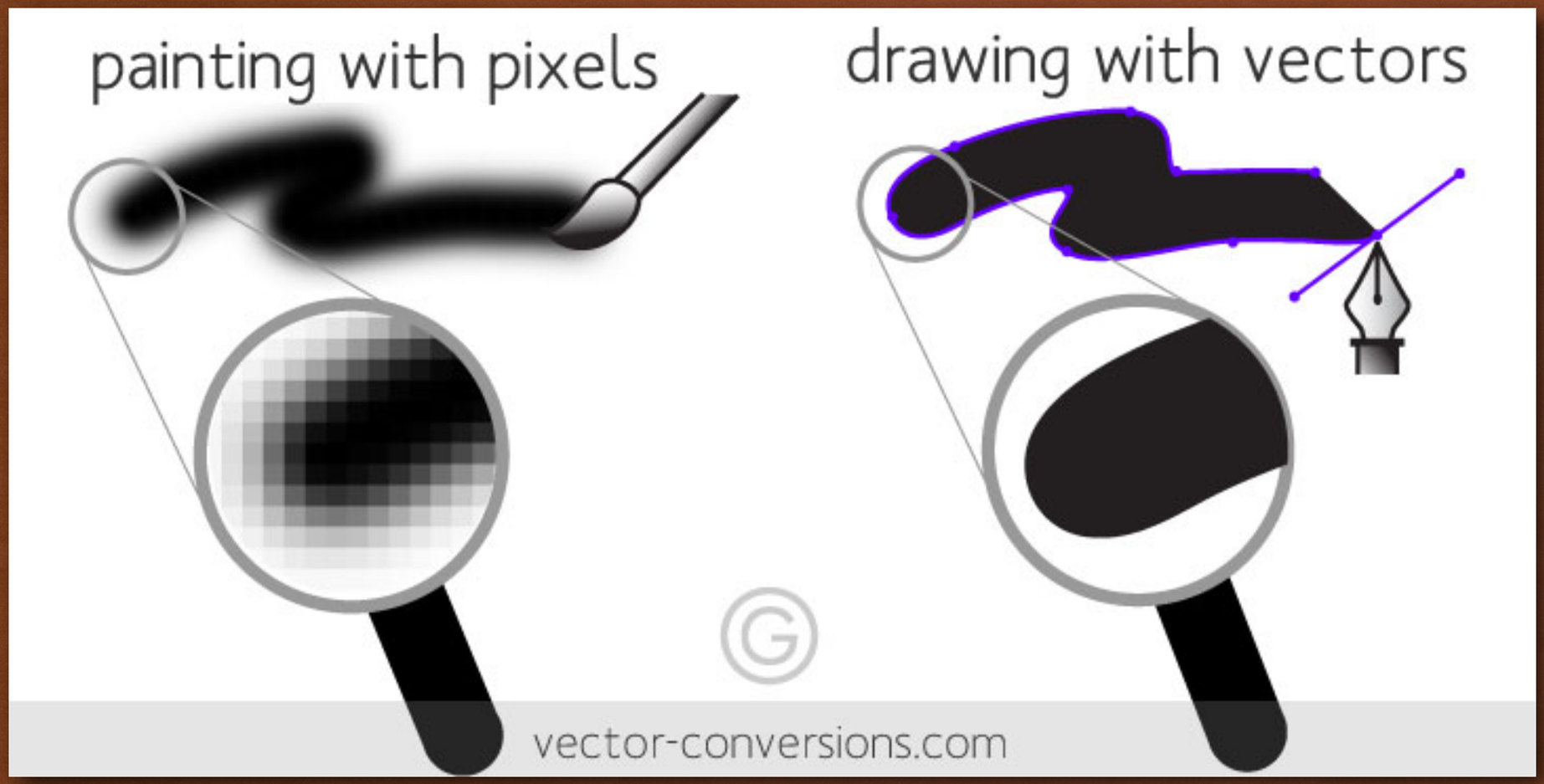
VECTOR ART?

VECTOR ART?



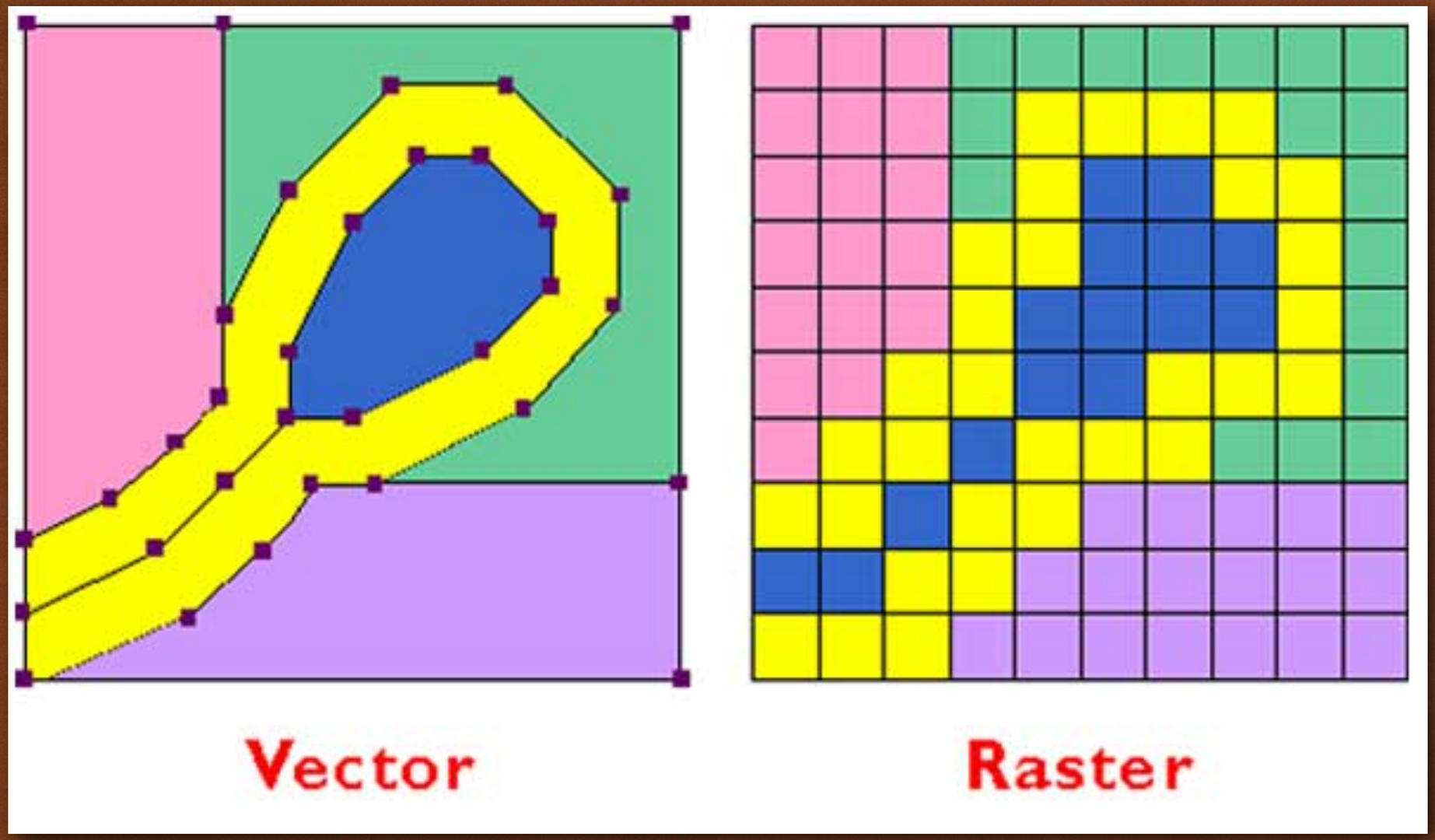
Raster Artwork

Vector Artwork



Photoshop

Illustrator



Illustrator

Photoshop

ILLUSTRATOR EXAMPLES

VECTOR BASED ART PROGRAM

INFOGRAPHICS

MOTION GRAPHICS

ICONS (SVG/WEB NATIVE)

adidas

McDonald's

HUAWEI

NVIDIA

reddit

MasterCard

NBC

XBOX ONE

LOGOS

WEB FEATURES/INTERACTIVE ELEMENTS

POSTERS

POSTERS

POSTERS

My Morning Routine

WAKE UP

COFFEE!

WORK

WORKSHOP EXAMPLE