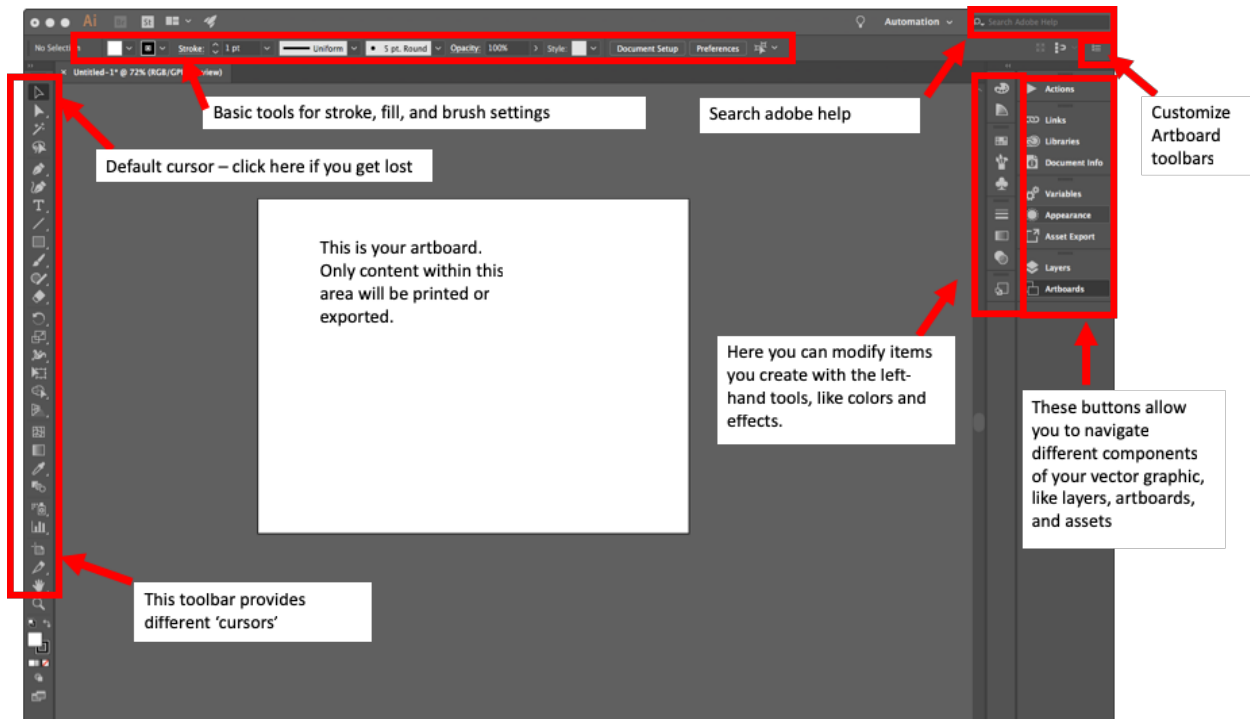


Adobe Illustrator Workshop & Quick Reference Guide

Basic layout of the software

- This is based on the latest version “classic” settings
- Layout customizable and varies from version to version
- Click “>>” or “<<” to expand and collapse toolbars



Tips to getting started:

- Hold down cursors to view more options (e.g. hold down the square to get circles, triangles, etc)
- Basic functions work similar to power point (resize, group, select line and fill colors, copy/paste)
- Group objects that you want to move together – double-click within the group to edit inside of it – double click outside of the group to exit it and edit other objects

Keyboard shortcuts [a select few of MANY]:

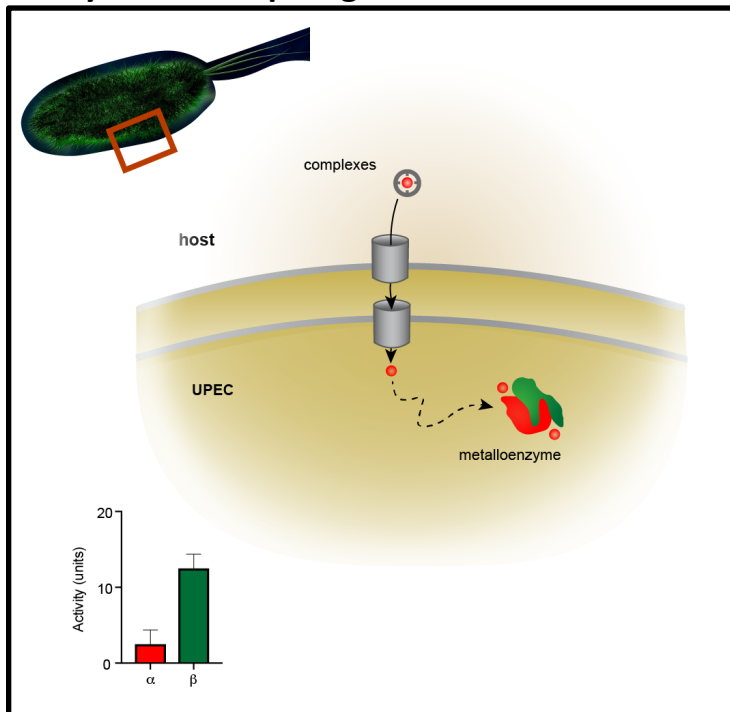
- “v” to change to ‘normal’ selection tool
- [and] keys increase and decrease the point of your cursor
- Hold shift + click/resize to lock aspect ratio
- Hold shift + drag to lock into horizontal/perpendicular line
- “x” to toggle between editing the path and editing the fill of your selection
- “t” to use text tool
- Ctrl + ; to hide/show guides
- ”p” to select pen

- “+” to add a node
- “I” to select eye dropper tool
- “a” to select direct selection tool
- “g” to switch to gradient editing
- “b” to use the brush tool
- “shift_b” to use blob brush tool
- “r” to rotate
- “o” to flip

If things get hairy:

- Hit “v” to return to main select cursor
- Hit “Escape” to exit any groupings you might be in
- Double click on a blank area of the artboard

Today’s workshop target illustration:



Download links for today’s session:

<https://inprintscience.wustl.edu/resources/>

After today’s workshop:

1. Visit InPrint’s website to explore our services at <https://inprintscience.wustl.edu/>
2. View Adobe’s excellent tutorials at <https://helpx.adobe.com/illustrator/tutorials.html>

Concepts in visual communication and graphic design

Adapted from: <https://blog.adobespark.com/2016/07/27/8-basic-design-principles-to-help-you-create-better-graphics/>

Before you start

1. Concept simplification: Distill your message to its simplest form
 - Try making a one-sentence summary of what you want someone to take away from your graphic
2. Tech specs: Look up your application-specific sizing and color profile... these can be hard to change after you start

Graphic design concepts

1. Alignment

Sharp, ordered appearance of objects and text help to focus attention; minimize variation to keep from being “cluttered”

2. Hierarchy

- a. Use color/font/spatial organization to create structure:

KEY POINT(S)

Important secondary information

Tertiary content (e.g. for reference by a presenter)

- b. Think about how your reader’s eyes will move across the page (i.e. Left-to-right, Top-to-bottom, Z-shape)

3. Contrast

Contrast objects or ideas by changing texture, color, font style, or shapes [choose one of these and try to keep the rest the same to create contrast rather than “busy-ness”]

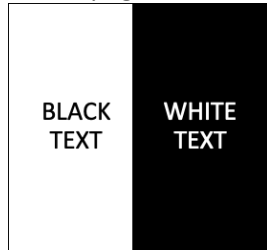
4. Repetition

Use predictable objects and formatting in multiple parts of your design
For example:

- Each time a cell is used, show the same object
- Every heading has the same color/font/box shape around it

5. Balance

- a. Use of page/artboard space



- b. Line thickness and font sizes in proportion to objects



6. Color

- a. Use to:

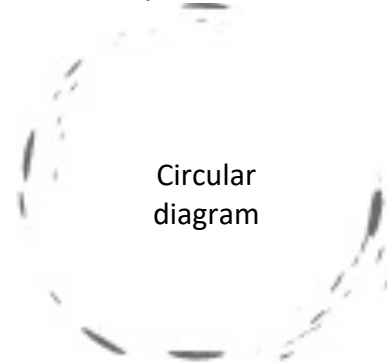
- i. Create depth/3-D effect & contrast
- ii. Provide additional layer of information, such as:
Function: UP/DOWN (GREEN/BLUE)
Judgment: BAD/GOOD (DARK/LIGHT)

- b. Try to make your colors colorblind-friendly. Some resources for this are:

<http://bconnelly.net/2013/10/creating-colorblind-friendly-figures/>
<http://colororacle.org/>

7. Negative space

- a. Distribute your objects to imply shapes or facilitate reading order without having to add additional objects



- b. Give objects and text in your design 'breathing room'

Resources:

Check out Edward Tufte's work on visualizing information at <https://www.edwardtufte.com/tufte/>