

SECOND EDITION

# VECTOR BASIC TRAINING



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A SYSTEMATIC CREATIVE PROCESS FOR  
BUILDING PRECISION VECTOR ARTWORK

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DEVELOPED & WRITTEN BY ILLUSTRATIVE DESIGNER  
**VON GLITSCHKA**

## Praise for *Vector Basic Training, Second Edition*

“The problem with vector images today is that I hate most of them! Mainly because something dies between the drawing and the precision vector graphic version. Perhaps it’s the illustration’s soul lost in the transition? Most vector images today contain too many cyber-slick gradations; they are too mathematically perfect, like many of the billions of images populating millions of microstock sites that lack anything real and human. If Von’s book can help improve a designer’s ability to create better vector images, I’m all for it. And remember: Just because you can make everything a gradation doesn’t mean you should make everything a gradation.”

— **CHARLES ANDERSON**, CSA Design

“With *Vector Basic Training*, Von Glitschka shames me. And I thank him for it. He reminds me that I am walking a tightrope of forsaking my first love: drawing. Von approaches the process with an honor and reverence that emerges from a tradition rooted in art as much as design. His depth of thought, trained hand, and ability to art direct himself have produced a stunning body of work, and he brings it all home in *VBT* to share with the reader. That’s the thing with Von—not only is he a powerful talent, he’s gracious enough to share it all. I’ll be keeping my copy of *VBT* next to my Mac and, yes, my sketchpad.”

— **TERRY MARKS**, TMARKS Design

“Von’s experience as an award-winning ‘illustrative designer’ enables him to provide a valuable methodology for creating vector artwork guaranteed to produce results for every designer.”

— **EARL GEE**, Creative Director, Gee + Chung Design

“As president of the School of Advertising Art (SAA), I would like to thank Von for writing this book. Young designers need to understand the power of the drawing process, and they need to know that time spent sketching before jumping to the computer is time well spent on any project. Von clearly demonstrates this philosophy throughout the book by incorporating interesting visual examples of his work. I am excited to share *Vector Basic Training* with SAA students.”

— **JESSICA GRAVES**, President, School of Advertising Art,  
Kettering, Ohio

## DESIGN DRILLS:

### Essential Nonsense

I'd never say that I completely understand all of my own doodles, because I don't. Most just flow out of me without any forethought. I simply open up the floodgates and see what happens. It's more fun that way.

I'll admit that most are strange, and some are a bit disturbing. The latter category I refer to as "Dark Morsels." Once again, don't ask me what they mean.

That said, I think doodling is a great way to exercise creativity. That's why I consider doodling *essential nonsense*. The following examples showcase a rogue's gallery of bizarre doodles harvested from the deepest recesses of my mind (**FIGURES 3.44–3.51**).

I've also included a project walk-through where I show how I narrowed down a collection of doodles and thumbnail sketches into a rather hairy self-promotional piece (**FIGURES 3.52–3.56**).

Doodling also lends itself to practical purposes on real world projects like the editorial illustration shown in Chapter 10, "Good Creative Habits," Figure 10.1.



**FIGURE 3.44** Meet Mr. Crusty Pants. He loves spinning a good conspiracy yarn.





**FIGURE 3.45** A prophetic look at social media in the year 2028: aged Twitter acolytes genetically modify themselves with bird DNA, while slinging verbal arrows and smoking government-approved big pharma.



**FIGURE 3.46** A watcher.



**FIGURE 3.47** Hurry up and formulate your persona.



**FIGURE 3.48** Pac-Man has fallen on hard times. He also likes to swear in Klingon.



**FIGURE 3.49** Sometimes current events inspire my doodles, like this incarnation of H1N1.





**FIGURE 3.50** "Hacking Reality," which apparently involves the consumption of fish water.







**FIGURE 3.51** "Really Weird," a screen-printed promotional poster for Neenah Paper.







**FIGURE 3.52** Sometimes the best marketing ideas leverage pop culture. I decided to create a fun and interactive marketing piece that also promoted my illustration work. These are thumbnail sketches for an illustrative mask inspired by the popularity of beards and by Twitter.