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Adobe Illustrator CC

for **Graphic Design** and **Illustration**

SECOND EDITION

Adobe Certified Associate Exam Preparation

Chad Chelius
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Adding Paragraph Text to the Front of the Business Card

The point of a business card is not only to advertise a business but also to provide a way to contact a specific person or persons at that business. Our business card is taking shape, but there's currently no method by which to contact someone at that business. In this section, we'll add the contact information in a **paragraph type** object.

- 1 Choose View > Show Guides. Using the Type tool, drag in the lower-left corner of the business card from the intersection of the guides up and to the right to create an area type object. By default the area type object is filled with lorem ipsum text, but the text is selected by default.
- 2 Type a name, a position, and an email address. You can make it up if you wish, or you can follow along with the example used in the video. Make sure you separate each line with a carriage return by pressing Return/Enter.
- 3 Change the font to Proxima Soft Light or another font of your choosing, and set the size to 10 pt and the leading to 11 pt. Set the alignment of the text to Align Left.
- 4 Change the color of the text to the Dark Violet swatch that you created and set the contact name to bold or semibold.

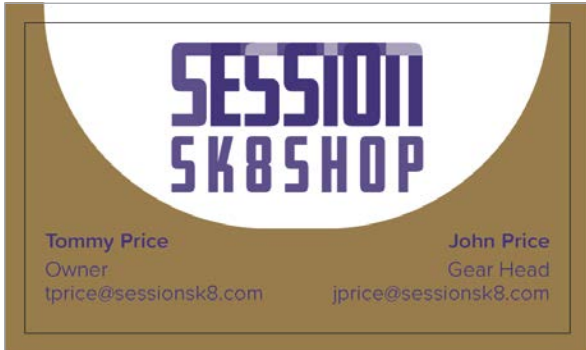



Figure 3.15 The business card after adding the contact information to the left and right sides of the card

- 5 Open the Paragraph panel to change the **paragraph settings**. Select the contact name and increase the Space After Paragraph value to add a bit of space (**paragraph spacing**) to make the name stand out.
- 6 Using the Selection tool, Option-drag (macOS) or Alt-drag (Windows) the area type object to the right side of the business card. Replace the first contact's name, title, and email address with the info for a second contact and change the text alignment of all lines to align right (**Figure 3.15**).

Finishing Up the Business Card Front ★ ACA Objective 4.4b

The front of the business card is looking good at this point. But as any designer will tell you, there's always more that you can do to the design. In the case of our business card, we can't help but feel as if the half-pipe element might get lost on the customer. So maybe adding an element to make it more obvious would help. In this case, we'll draw a skateboard and position it on the half-pipe to make the element more obvious yet subtle enough that it's not in your face.

 **Video 3.8** *Finishing Up the Front of the Card*

Drawing the Skateboard

This exercise introduces the Pen tool, one of Illustrator's signature features. It's famous for being difficult to master, but it's great for drawing straight lines.


- 1 Select the Pen tool  and, somewhere off to the side of the business card in the white space, click once with the Pen tool to create an anchor point.
- 2 Hold down the Shift key and click to the right of the first anchor point to create another anchor point. A **line** segment is drawn between the two anchor points.
- 3 Move the mouse up and to the right a bit, and click once again to create one last anchor point (three anchor points total) and a second line segment (**Figure 3.16**). In case you haven't discovered this yet, you're creating the profile of a skateboard. Press the Escape key on your keyboard to terminate drawing with the Pen tool.



Figure 3.16 Drawing the profile of a skateboard using the Pen tool

- 4 Set the fill color to None and the stroke color to the Dark Violet swatch.
- 5 Open the Stroke panel and set the Weight to 1 pt and change the Cap setting to Round Cap.

Drawing the Skateboard Wheels

What's a skateboard without wheels? Next, you'll use the Ellipse tool to draw perfect circles under the skateboard deck you just created.

- 1 Using the Ellipse tool, Shift-drag to draw a circle beneath the skateboard deck profile. Make the circle about the size of a skateboard wheel.

- 2 If necessary, switch to the Selection tool and position the wheel at an appropriate location in relation to the skateboard deck. Set the fill color of the wheel to Dark Violet.
- 3 Using the Selection tool, copy the first wheel by Option-dragging (macOS) or Alt-dragging (Windows) the wheel to the right at an appropriate location.
- 4 Select the three objects that make up the skateboard and choose Object > Group to group the elements together (**Figure 3.17**).



Figure 3.17 The completed skateboard

Positioning the Skateboard on the Half-Pipe

Your skateboard may be beautifully drawn, but it doesn't generate any interest if it's just floating in space. Let's show it in motion in its native habitat!


- 1 Move the skateboard onto the half-pipe. Position the rear wheel (or the front if you prefer) so that it's just touching the surface of the half-pipe.
- 2 Select the Rotate tool  and click the edge of the wheel as shown in **Figure 3.18**. This establishes the point of transformation of the object using the Rotate tool.



Figure 3.18 Establishing the point of transformation



Figure 3.19 The skateboard rotated so that it appears to be rolling on the surface of the half-pipe

- 3 Now move the cursor to the other end of the skateboard and drag to rotate the skateboard. Rotate it until the other wheel is the same distance from the surface of the half-pipe as the first wheel. You can let go of your mouse if necessary, but if you want to continue rotating, you'll need to drag each time. If you simply click, you'll reestablish the point of transformation.
- 4 Using the Selection tool, fine-tune the position of the skateboard so that it looks convincing (**Figure 3.19**).
- 5 Save your document.

Congratulations! You've completed the front of the business card (**Figure 3.20**)! Feel free to tweak the design and make additional adjustments on your own.



Figure 3.20 The completed front of the business card



CHAPTER OBJECTIVES

Chapter Learning Objectives

- Draw, split, and join paths.
- Group and ungroup objects.
- Work in isolation mode.
- Use the Appearance panel.
- Create and work with graphic styles.
- Work with layers.
- Set type on a path.
- Create a pattern swatch.

Chapter ACA Objectives

For full descriptions of the objectives, see the table on pages 196–204.

DOMAIN 2.0

PROJECT SETUP AND INTERFACE

2.3d, 2.5, 2.5a, 2.5b, 2.5c, 2.6, 2.6a, 2.6b

DOMAIN 3.0

ORGANIZATION OF DOCUMENTS

3.1, 3.1a, 3.1b, 3.2b

DOMAIN 4.0

CREATE AND MODIFY VISUAL ELEMENTS

4.1a, 4.1b, 4.2, 4.3a, 4.3b, 4.3c, 4.4b, 4.5a, 4.5b, 4.5c, 4.6b, 4.6c

CHAPTER 4

Creating the Back of a Business Card

In this chapter, we'll create a new document for the back of the Session Skate Shop business card. Normally, however, it would make sense to add an additional artboard to the document containing the front of the card that we created in Chapter 3. If you'd like, you can follow along with the exercises in this chapter but do your work in an artboard that you add to the front of the card. That will give you a completed file. Or you can create a new file, as shown in the video. Throughout the chapter, we'll be creating a map of the area where the skate shop is located, and you'll learn techniques for drawing and manipulating paths and changing their **appearance**. The Appearance panel in Adobe Illustrator CC is incredibly powerful and allows you to create complex appearances from simple, basic paths.

Drawing the Streets of the Map

To get started, you can create a new document based on one of the presets in the Print category of the New Document dialog box. Set the width to 3.5 in and the height to 2 in with a .125 in bleed. This is the size of a standard business card with bleed. Conversely, you can save a copy of the front of the business card that you created in Chapter 3 and simply add another artboard to the document using the same specifications. Normally we'd put both the front and the back of the business card in the same file, but for clarity in this book, and in the accompanying videos, we chose to create a new file.

★ ACA Objective 4.1b

★ ACA Objective 4.5a

★ ACA Objective 4.5b

▶ **Video 4.1** Creating the Streets