VECTOR BASIC TRAINING

A SYSTEMATIC CREATIVE PROCESS FOR BUILDING PRECISION VECTOR ARTWORK

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

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