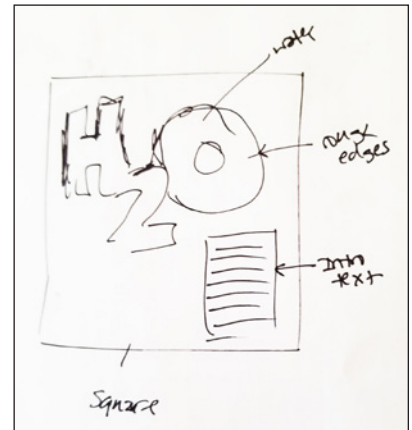


## software review

This exercise will reacquaint students with Adobe Illustrator, Photoshop, and InDesign. These are the three main design programs used by the industry. There are more when web and other online media are executed, but these are still the core.

The three also work seamlessly together. Linked images will continue to update between programs while you are designing. For example, you may Link an image that is Placed in Illustrator from Photoshop. If you change something in Photoshop and resave, the linked file in Illustrator should update. You can even place that image from Illustrator (linking to the Photoshop image) into an InDesign document and continue working between the programs as long as you only link out ONCE when going to press. This has to do with Embedding things and other final file preparation.

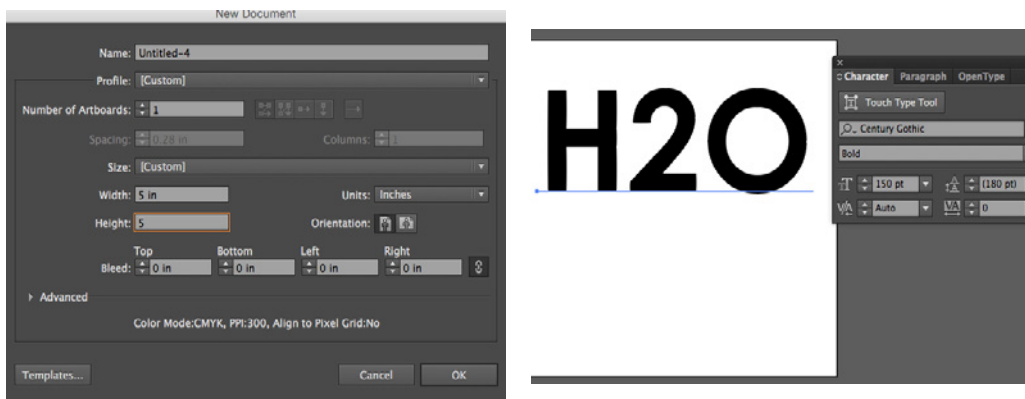
IMAGINE >> A quick sketch was created in a staff meeting and handed off to you. This will go to print, so the type needs to stay clean vector. The final page must be in InDesign and will go into a larger publication.



### ILLUSTRATOR:

Start in Illustrator and Photoshop to create the headline.

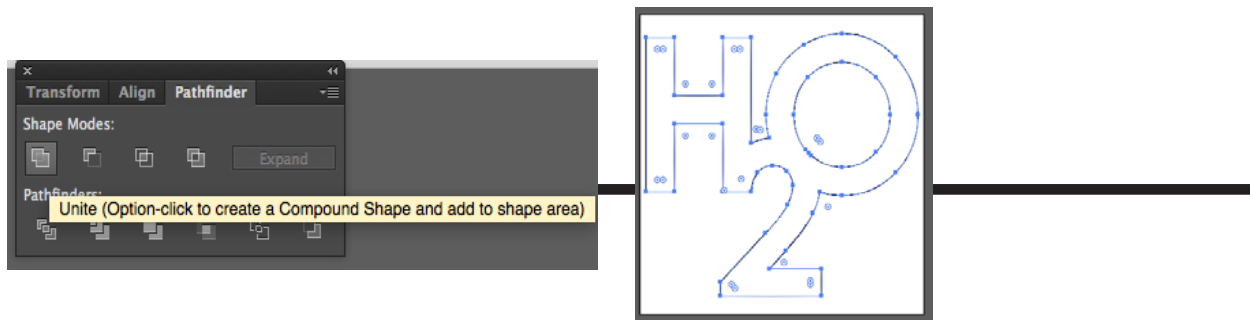
1. New document, set to 5in x 5in, no bleed. Color Mode should be default at CMYK. If it's not, change that when the new document opens.
2. Type tool. Type H2O (capital letter o, not number). Make this Century Gothic (if not available, use Arial....gross). You can make it large now and after selecting the letters, change to 200 points. If you cannot see it, zoom out



(View : Zoom Out or shortcut of Command and - )

3. Make the text artwork vs. a font. To do this, click on the Select (outlined arrow) tool. Then Type : Create Outlines. (The text is no longer "live" - doesn't call to a font file and is now vector artwork). While still selected, go to Object : Ungroup.
4. Deselect. Now with the Select tool, you can move each letter around separately.
5. Go to View : Outlines. Move the letters/numbers around so they line up EXACTLY. View : Zoom In.



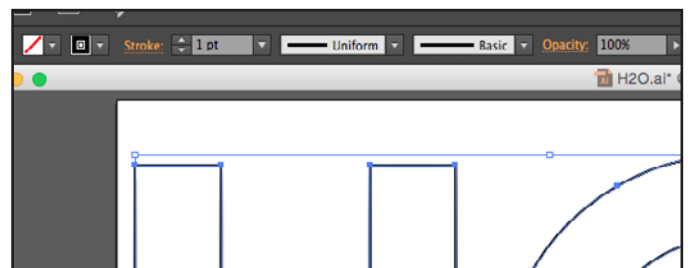


6. We need to make these 3 letters into 1 symbol or piece of art. Select all of them (because it's the only thing on the page right now, you can just Select : All or shortcut of Command and A). You should still be on the Select tool.

Window : Pathfinder. The top left square is Unite (when you hover over it, the words will appear). Click this and your H 2 O will unite to one solid vector image with no lines between them.

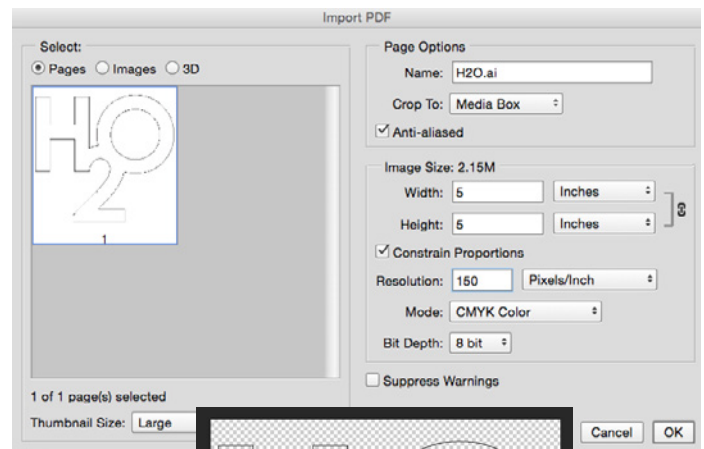
*Remember Pathfinder for the next project! You will use it a lot!*

7. View : Preview. With the symbol selected, be sure you have a black 1 pt. stroke and no fill.
8. Save as YOUR LAST NAME\_H2O.AI to desktop.



9. **OPEN PHOTOSHOP.**  
File : Open when the program is open.

*We are bringing this AI file into Photoshop to crop an image to the letters. Photoshop sees that this is a vector file and you are opening it into a raster program. ALWAYS BE AWARE OF THIS!!!. Even tracing a raster file in Illustrator will not retrieve the clean vector. Photoshop cannot save over an AI file (but it can a PDF and EPS, so be careful with those file types).*

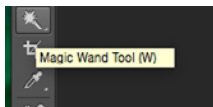


10. You know it is going to rasterize when it asks you what the DPI should be. Vector isn't concerned with DPI. Keep it 150 DPI and CMYK. Crop to the Media Box.
11. Be sure when it opens the background is transparent (little grey checkerboard behind). As long as you didn't add a white background in the Illustrator file, you should be fine. *If it isn't transparent, see Prof. Nikki.*
12. Save as YOUR LAST NAME\_H2O.PSD.



13. *Clean up your workspace. With nothing selected, hit Shift and Tab. Your workspace should clear all Windows. Now open your Layers palette by going Window : Layers.*
14. Open WATER\_1.JPG. *These are all pulled from the web and I do not own them. I have made sure they are large enough for what we need in this project. Also the water image used in the examples here is not the same as what is used for the 2018 class; however, the differences are not significant.* Select : All and Copy. Paste this into your H2O PSD document. *(You could also Place it or any number of ways, but please follow these directions.)*

15. When it pastes, the file automatically adds a new layer. Label your layers “Image” and “H2O”. Place your Image layer below the H2O layer.
16. With your H2O layer selected. Using the Magic Wand tool, select everything outside of the letters. Hold down the Shift key and also select the area within the O.
17. Click to the Image layer with the “marching ants” still

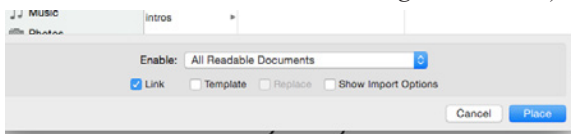


holding from the previous step. Click Delete.



18. Hide the top layer that held the H2O black lines. You should have 1 visible layer that is a water image shaped like letters. You should also still have a transparent background. SAVE.

19. BACK TO **ILLUSTRATOR** and to the previously saved AI file. Window : Layers. Create a New Layer (FYI: Only Photoshop will automatically create a new layer because this software has always been about Layers, unlike Illustrator where no such thing used to exist).



File : Place the PSD file into this new layer. Keep it **Linked**. (Once you select the PSD file, this box can be checked.)

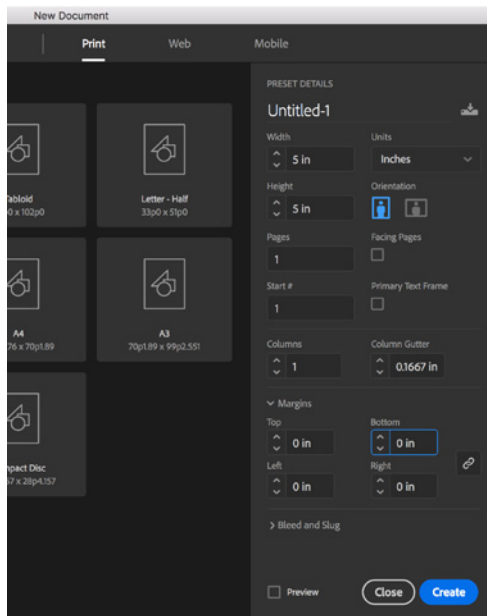
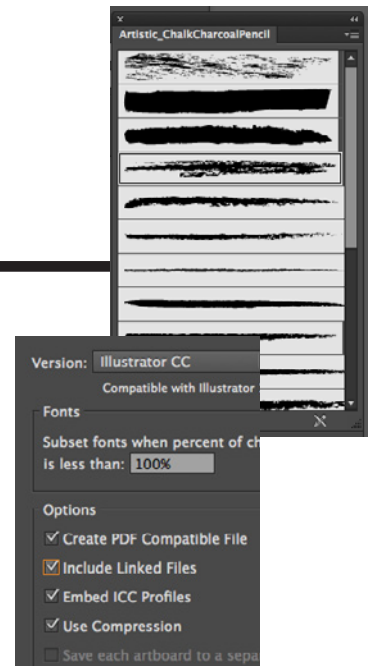


20. Label your layers IMAGE and H2O again. Move the IMAGE layer below the H2O layer. Both layers should have transparent backgrounds. *If they don't, see Prof. Nikki and we will figure what step was missed.*
21. Move and scale the image and type so they match. Remember that if you scale anything by clicking and dragging, you MUST hold down the Shift key to keep it from skewing. (Also hold down the Shift key when needing a 45 or 90 degree angle on rotation or wanting a straight line, etc.)
22. See the difference between vector and when something is raster:
  - 1 > Hide the H2O layer so that all you see is the ocean letters of the IMAGE layer.
  - 2 > View : Outline. You will just see a square because the image is raster even though it is an image of letters.
  - 3 > Hide the IMAGE layer and view the H2O layer. You can see the vector art.

^^ REMEMBER THIS when working in Illustrator if you wonder whether something is raster or vector.

23. Lock the IMAGE layer. Click on the H2O layer. Select : All (because the IMAGE layer is locked, it should not select.)  
Window : Brush Libraries : Artistic : Artistic\_ChalkCharcoalPencil.  
With the H2O vector art selected, find the stroke treatment that closely resembles what I have as a finished product (see the placed image on our FB page).  
Keep it at 1pt. black stroke.

24. Save again over your AI file. When the box comes up to save, click “Include Linked Files” because you have not Embedded the Placed file into the Illustrator document.



25. OPEN INDESIGN. *If your computer begins to operate too slowly, close Photoshop.*

Begin a new document for Print (Intent : Print).

>>> Change Units to Inches, as it will likely default to Picas.

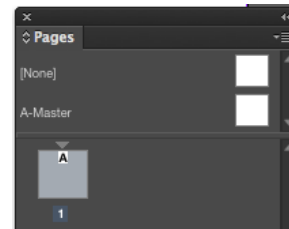
>>> Make document 5in x 5in, 1 column, margins of 0.

>>> NO FACING PAGES (it might default as checked) or Primary Text Frame.

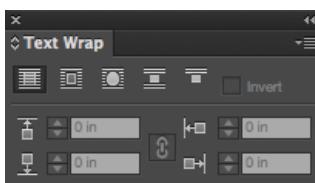
26. Window : Pages. This first part will not use Master Pages, so just use the default page. Be sure you are on the page and not the Master Pages.

MASTER PAGES →

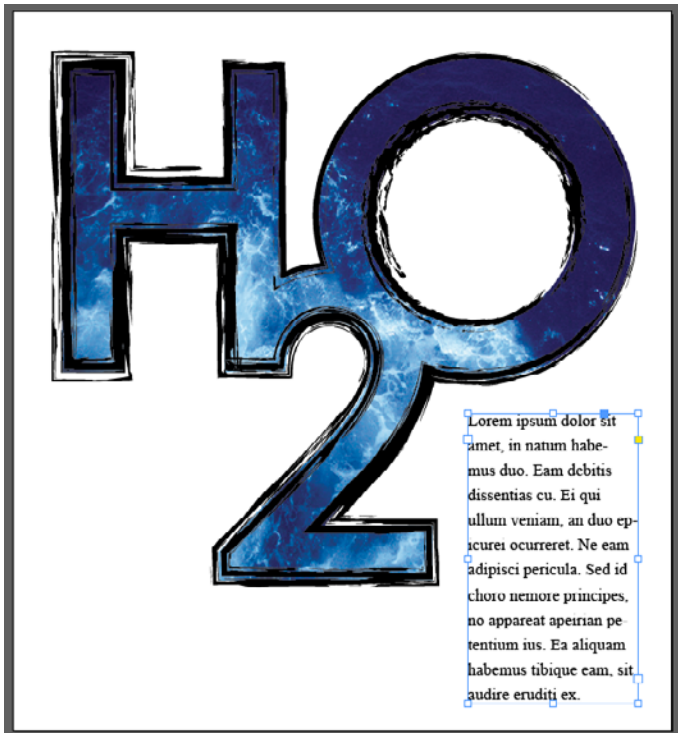
PAGES →



27. Double click the Rectangle Tool on the tool bar. Then click once on the artboard. A dialog box will appear. Type in 5in x 5in Once this box appears, align it to the artboard.
28. With the box selected, File : Place your AI file into this box. *It looks really low quality because InDesign must render the Postscript to make it look correct and this can be unnecessary when working with massive multi-page documents. You aren't, so go View : Display Performance : High Quality Display.*  
Also go to View : Extras : Show Frame Edges.
29. Move your image around with the Direct Select tool (solid arrow) and line up to what the sketch seems to show.
30. With your text tool, draw a rectangle in the bottom right corner for a column of copy.  
Windows : Text Wrap. Select the icon in the far left, which will say “No Text Wrap” when you hover over it.



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31. With the type box selected, Type : Fill With Placeholder Text.  
The box will fill with made-up words imitating the visual structure of the language.
  32. Make the type Garamond (use Times New Roman if Garamond isn't available), 10 points, 12 point leading. Remove any Placeholder type that is now outside of the box, which you know has occurred when you see a little red square appear in the bottom right of a text box. Add a period.



33. Make any adjustments and check everything. Save as YOUR LAST NAME\_H2O.indd.
34. File : Package your document so that all images and fonts are included. Make sure a PDF is also available. Change the name of the folder to YOUR LAST NAME and place the entire folder in our shared Google Drive folder for this class.



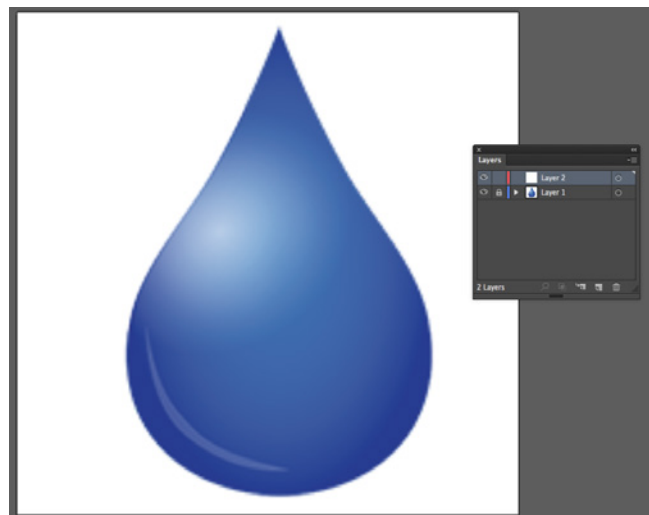
## software review EXTRA CREDIT

This review has students work with a very basic but important skill of controlling bezier curves and minimizing anchor points in vector. This skill is just as useful in both Photoshop and InDesign, though its genesis is Illustrator.

1. Open **ILLUSTRATOR**. New Document 2in x 2 in, no bleed.  
SAVE as YOUR LAST NAME\_Droplet.AI.

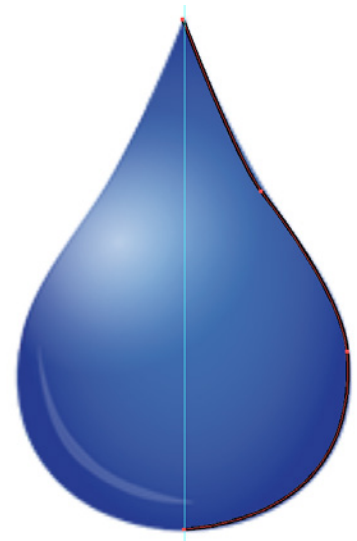
2. File : Place Droplet1.PNG.  
Center it on the artboard. Lock the layer.

3. Create a New Layer. Using **NO MORE THAN 4** anchor points using bezier curves to trace one **HALF** of the outside of the water droplet. Use a guide to line up the top and bottom anchor points.  
*Note: DO NOT trace the image (Object : Image Trace : Make and Expand or other ways to do this with the program). I know you will have done this because there will be too many anchor points. Each anchor point is information that must be rendered by an output device via digital information. It's asking for problems and is not a clean file build.*



4. Hints:
  - > Think of this in two halves. Draw one half, copy it, join the two and clean up any extra anchor points.
  - > Remember the difference between Select and Direct Select. Use wisely.
  - > Click and drag to create a bezier curve.
  - > To remove a bezier curve from an anchor point in Cloud, Direct Select the anchor point you wish to change. Then pull out the Pen Tool in the toolbar to the Anchor Point Tool. This is if you need to have a hard stop, like the top and bottom anchor points.
  - > Adobe Cloud now has a Curvature tool. You may explore this if you would like, but I suggest you control the basics first.
  - > To stop the line in Cloud, hit Command on your last click.
  - > To continue a line you had left, go to the anchor point and start clicking.
  - > **SAVE EARLY and SAVE OFTEN.**

5. Once one side is done, Select it and Object : Transform : Reflect.  
Select Vertical (you can Preview if you would like). Then COPY.
6. Line up the two perfectly. As they copy on the same latitude, hold down shift and move the new half left or right. Remember ZOOM IN and use your outlines if you need to. Get them on top of each other. BE EXACT or the next part will not work well.
7. To JOIN the two halves, Direct Select the top 2 anchor points (hold down shift to have more than one anchor point selected or click and drag around both).  
Object : Path : Join.



8. Make the water droplet a color that responds to the blue of the water image.

The fastest way to do this is to File : Place the last water image used directly into your document. Use the Eyedropper tool and find a blue color you like. It will appear on the bottom of your tool bar as the fill color.

While that is still there, open Window : Swatches.

Pull down the sidebar menu and select New Swatch. When the dialog box appears, replace the color breakdown with “Water Color”.

9. In the document, select the water droplet you drew. Make the fill “Water Color” from your swatch and no stroke.
10. Unlock and remove the placed PNG you used to trace. You should have 1 layer that is your vector droplet.
11. Add a little more dimension by going Effect : Stylize : Inner Glow. Keep the default or adjust slightly if you would like. SAVE!



12. Place the file in our shared Google Drive folder for this class.

