

FOUNDATIONS

of

DIGITAL ART

AND DESIGN

FOUNDATIONS of

with

DIGITAL ART and DESIGN

CHAPTER 3

SECOND EDITION

FOUNDATIONS of DIGITAL ART AND DESIGN with ADOBE CREATIVE CLOUD

SECOND





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Gadgets & Games



Shopping



Pop Culture



"Nom Nom"

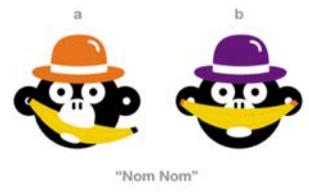
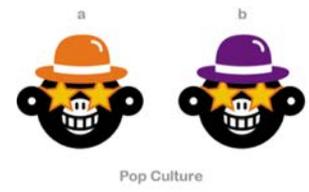
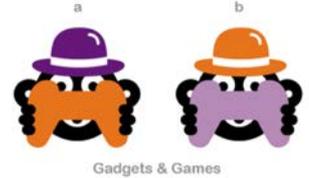
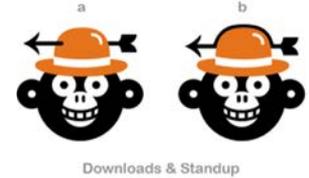


Health & Beauty



CHAPTER 3

MODIFY BASIC SHAPES



CHAPTER 3 Notes:

SHAPES

- Complex shapes are formed by the combination of simple shapes
- The most basic shapes are the circle, triangle, and square
- Shapes are perceived in relation to one another

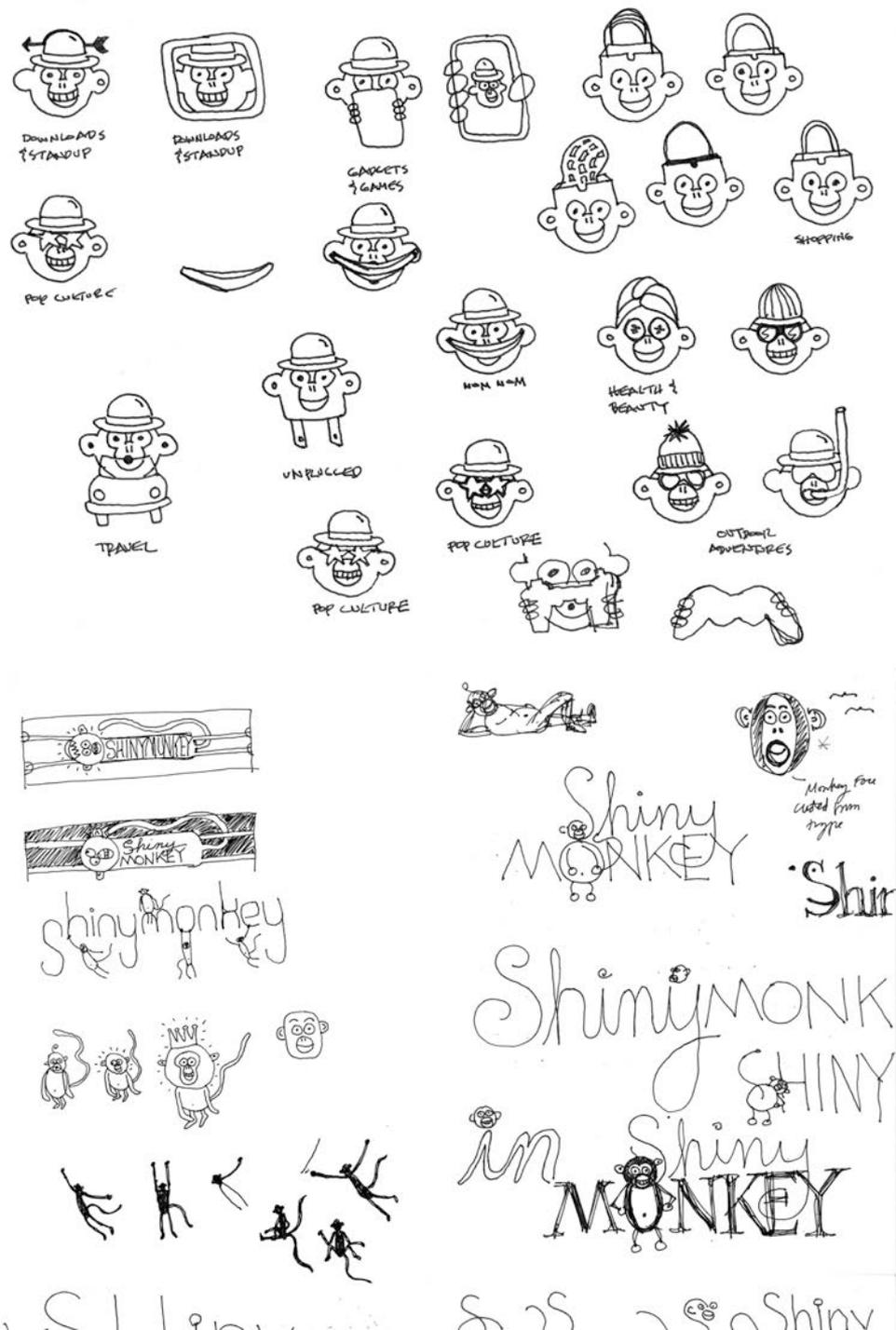


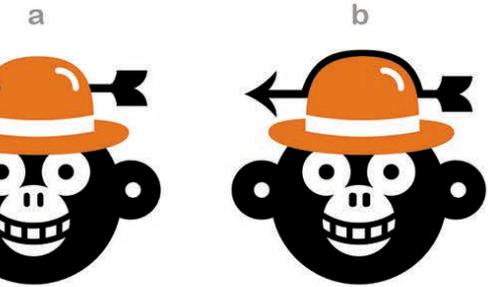
“Shape and form are perceived in relation to every other lived experience and the simultaneous visual play within a composition”
(Rudolf Arnheim)

Kaleidolism.com
by 2pxBorder

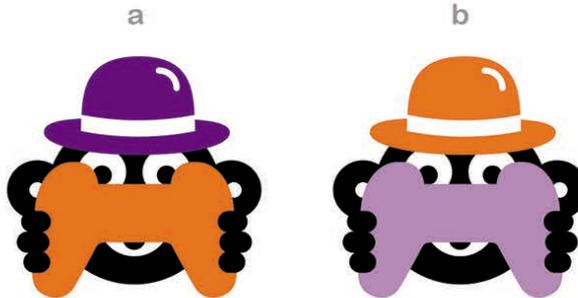
The roundness of a circle contrasts with the angles of a triangle; the dynamic lines in a triangle contrasts with the static square.

Logo/Icon Sketches
Ron Romain for
MyShinyMonkey.com





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Shopping

- Logos combine basic shapes to create a language-based idea
- These visual markers are simple, abstract forms that are easy to remember



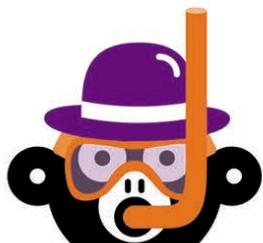
Pop Culture



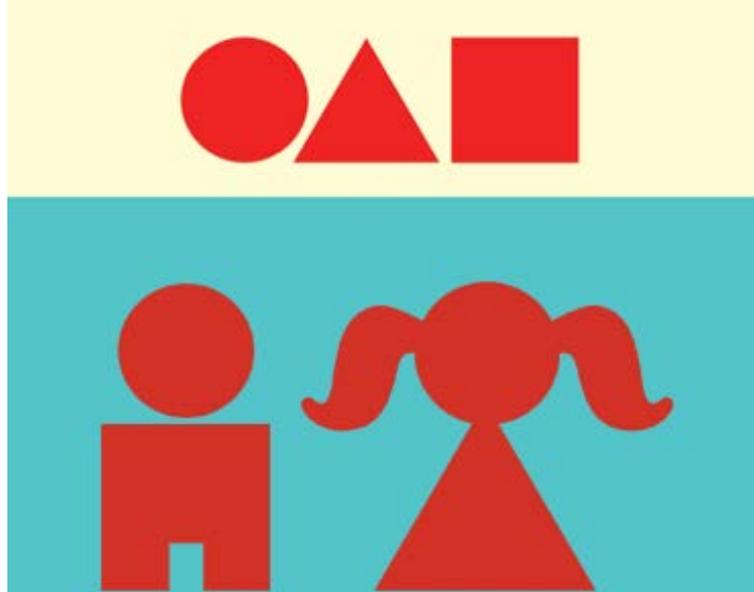
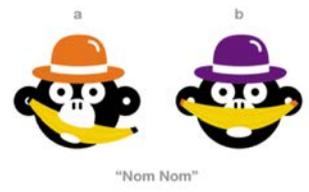
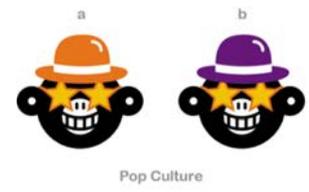
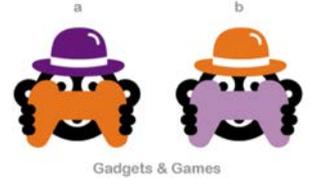
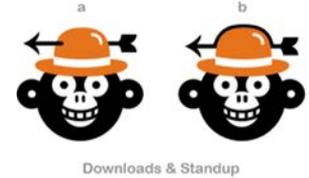
“Nom Nom”



Health & Beauty



Final Icons
 Ron Romain for
MyShinyMonkey.com



CHAPTER 3 Notes:

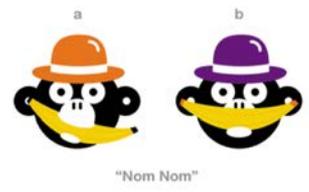
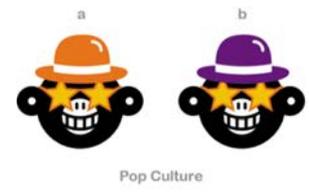
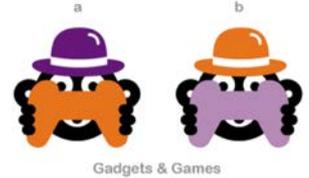
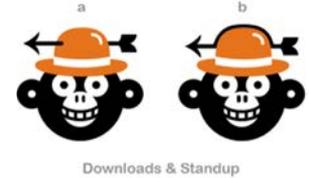
SIGNS

- Symbol: stands in for an idea (such as a flag)
- Index: points to an idea (such as an arrow)
- Icon: abstractly represents an idea (such as a smiley face)

“A truly enviable iconic design will also be simple, relevant, enduring, distinctive, memorable, and adaptable”
(David Airey)

The logo for Bass Ale—registered as a trademark in the 1870s—was the first trademarked logo.



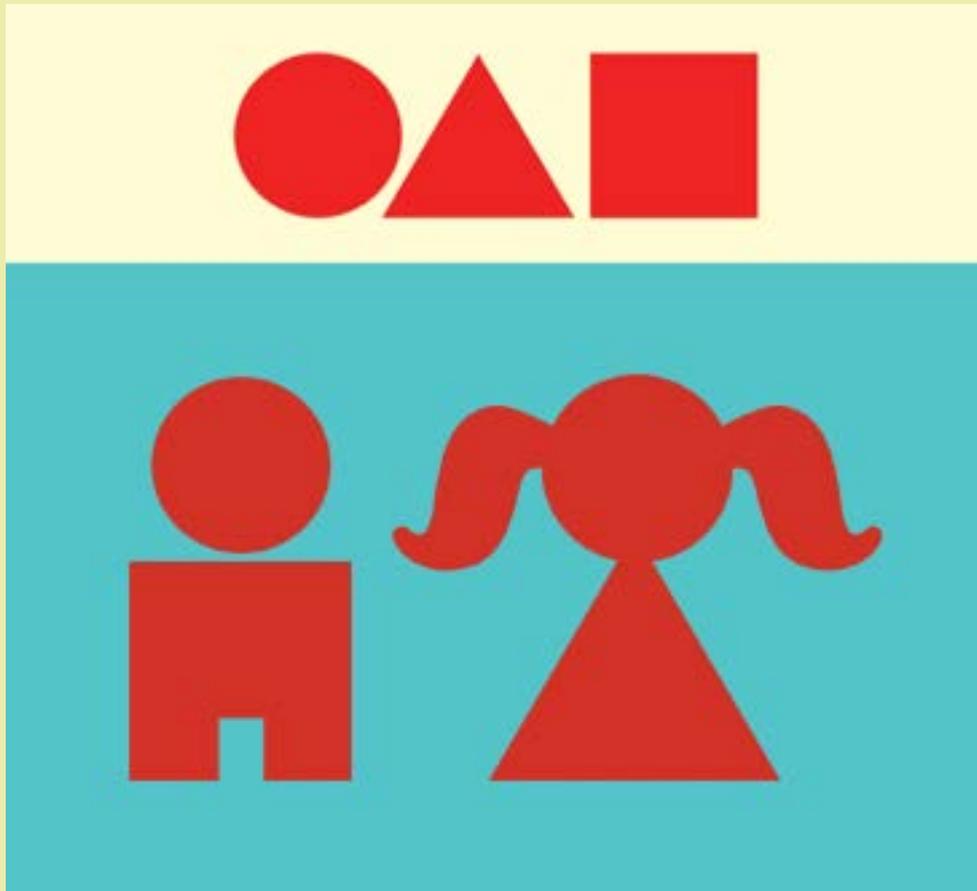


CHAPTER 3 Notes:



VECTOR CURVES in ADOBE ILLUSTRATOR

- Straight lines are controlled by anchor points
- Curves are controlled by anchor points and Bézier handles
- Alter a curve by adjusting its handles with the Direct Selection tool



You'll create iconic graphics from simple shapes using the Pathfinder Panel, the Pen tool, and the Direct Selection tool.

WHAT YOU'LL MAKE
Chapter 3