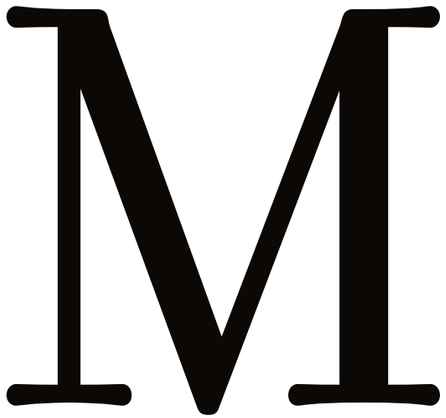
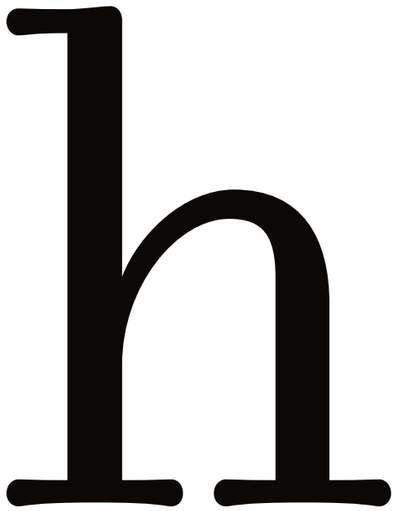
ILLUSTRATOR EXAM REVIEW

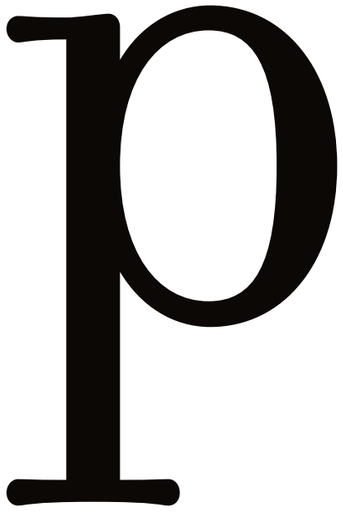


serif: the small foot at the end of a stroke

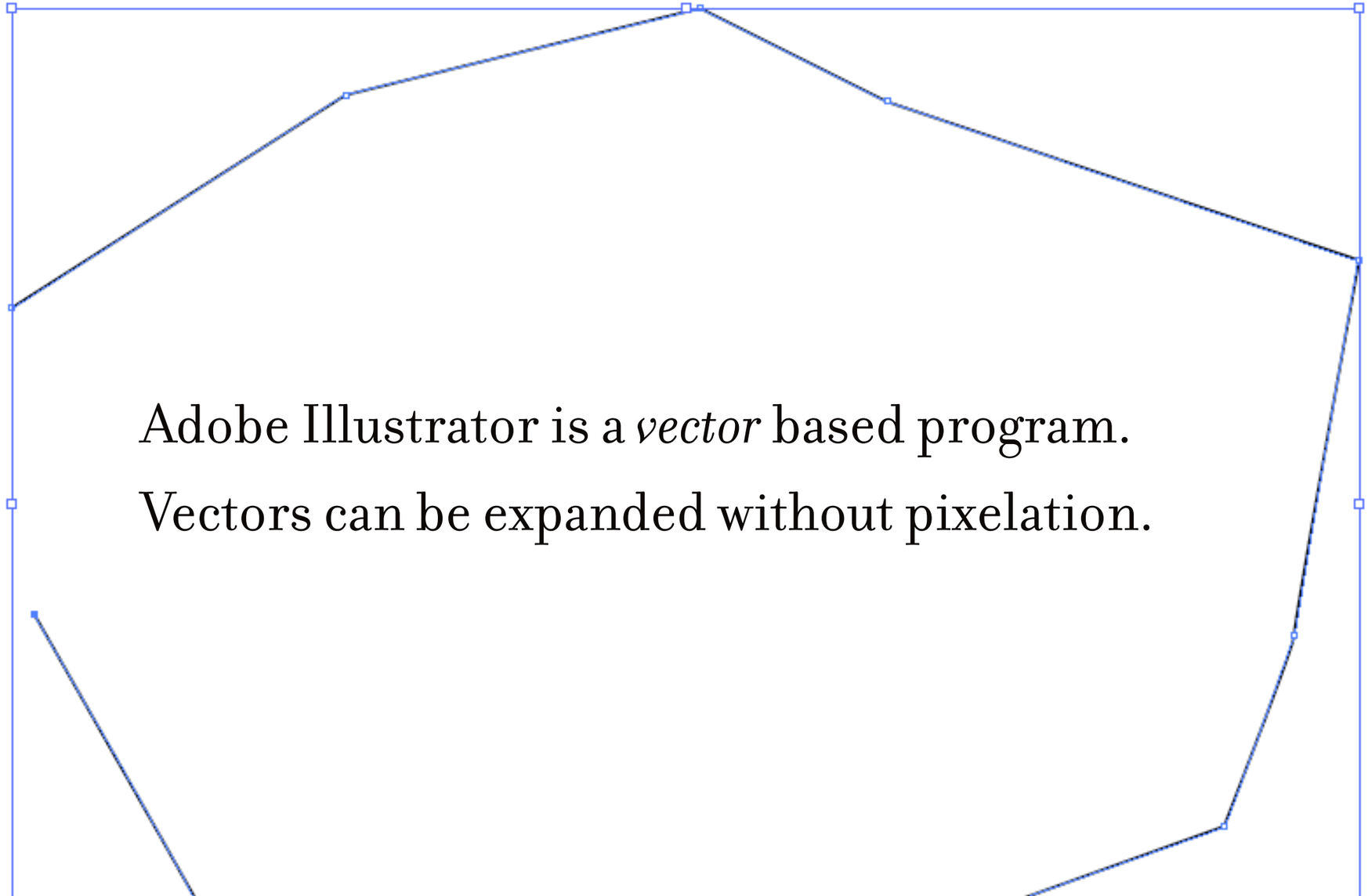
sans serif: a typeface without the small foot



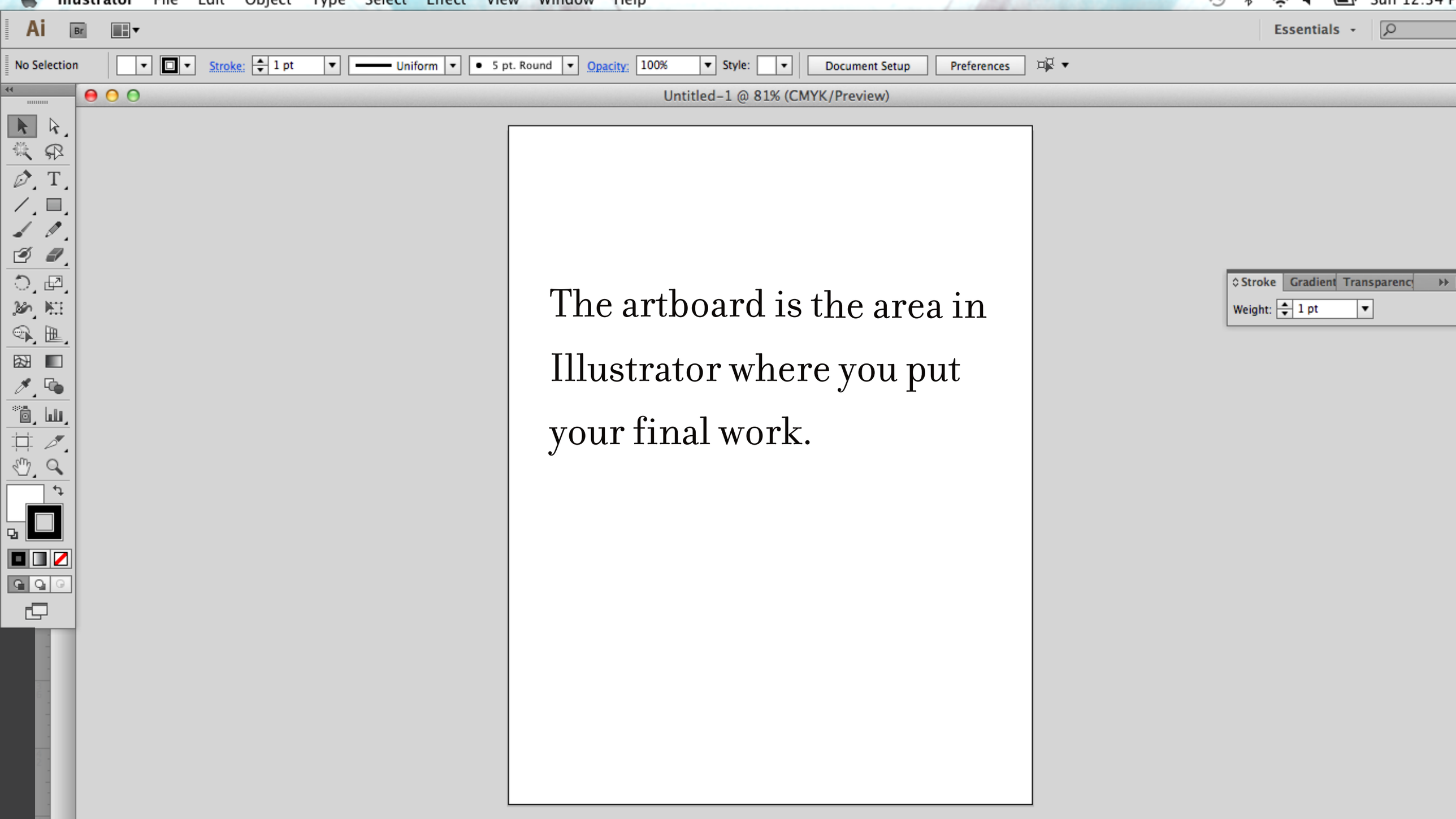
ascender: the portion of a letter that goes above the x-height



descender: the portion of a letter that goes below the baseline

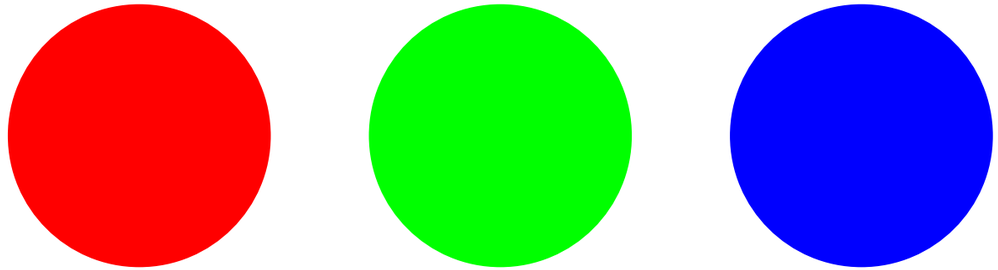

Adobe Illustrator is a *vector* based program.
Vectors can be expanded without pixelation.

The file extension for Adobe Illustrator is .ai


Illustrator File Edit Object Type Select Effect View Window Help
Sun 12:34
Ai
Br
Essentials
No Selection
Stroke: 1 pt
Uniform
5 pt. Round
Opacity: 100%
Style:
Document Setup
Preferences
Untitled-1 @ 81% (CMYK/Preview)
The artboard is the area in Illustrator where you put your final work.
Stroke
Gradient
Transparenc
Weight: 1 pt

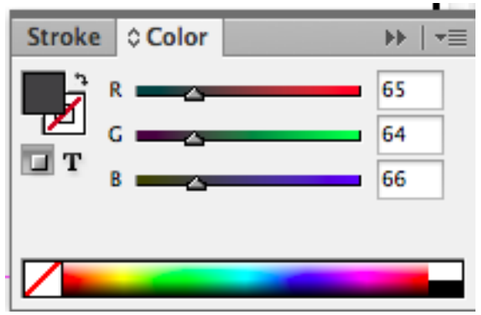
In order to keep something proportional hold down shift while enlarging.

COLOR SETTINGS



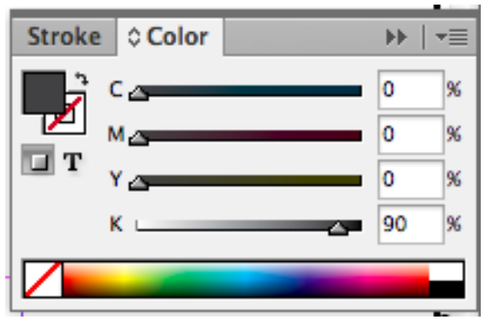
RGB color settings are for images to be used on the computer.

RGB stands for red, green, blue



CMYK color settings are for print.

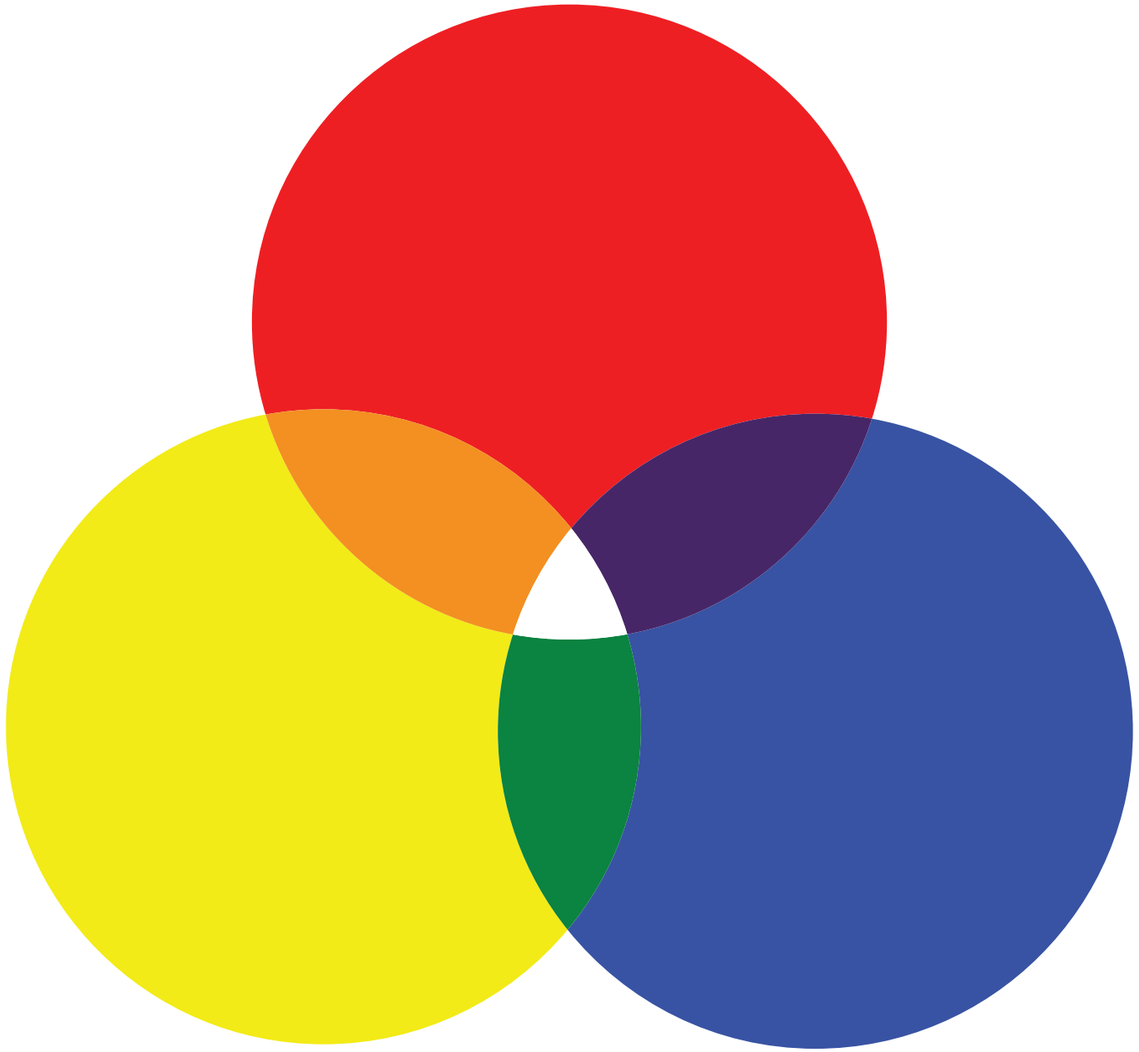
CMYK stands for cyan, magenta, yellow, black



COLOR

Primary colors can’t be mixed. They are combined to make the other colors.

Secondary colors can be mixed. They are created by combining two primary colors.



red + blue = violet

yellow + blue = green

red + yellow = orange

Colors that are opposite each other on the color wheel are complementary colors.

Analogous colors are next to each other on the color wheel.

A tint is the mixture
of a color with white.
This increases lightness.

A shade is the mixture
of a color with black.
This decreases lightness.

MINIMALISM

Minimalist design uses the simplest elements to create the maximum effect.

LOGO DESIGN

logo: a designed symbol created to represent something or someone for easy recognition

In order for a logo to be effective, it must be different, simple and bold.

These characteristics help a logo to be easily recognized.