

Designing Custom Icons and Symbols with **Illustrator**

October 19 | 1-3pm | ANN 301D



bit.ly/f23illustrator

Adobe Illustrator is the industry standard technology for creating vector graphics, which are easily scalable designs meant to be used across various platforms. This workshop gives you an introduction to Adobe Illustrator and how to create your own icons and symbols.



annenbergdigital.org



Artist, designer, educator, public speaker, subject matter writer



Adobe Illustrator is the industry standard technology for creating vector graphics, which are easily scalable designs meant to be used across various platforms.

This workshop gives you an introduction to Adobe Illustrator and how to create your own icons and symbols.



 Generate

retro camper van |

Visual Communication: What is Infographics?

Graphical representations of stories that uses visual communication to replace lots of text. These graphics are optimized to grab our attention quickly.

They can educate us, inform us, and make us question in a concise and almost always entertaining way.

The word infographics is a fusion of the word **information** and the word **graphics**. Some referred as **explainographics**. They are a blend of information design and architecture with data visualization and an almost documentary-like storytelling method.

When you create icons for a newspaper or an ad you need to look into the target and make sure you follow the infographics unspoken rules.



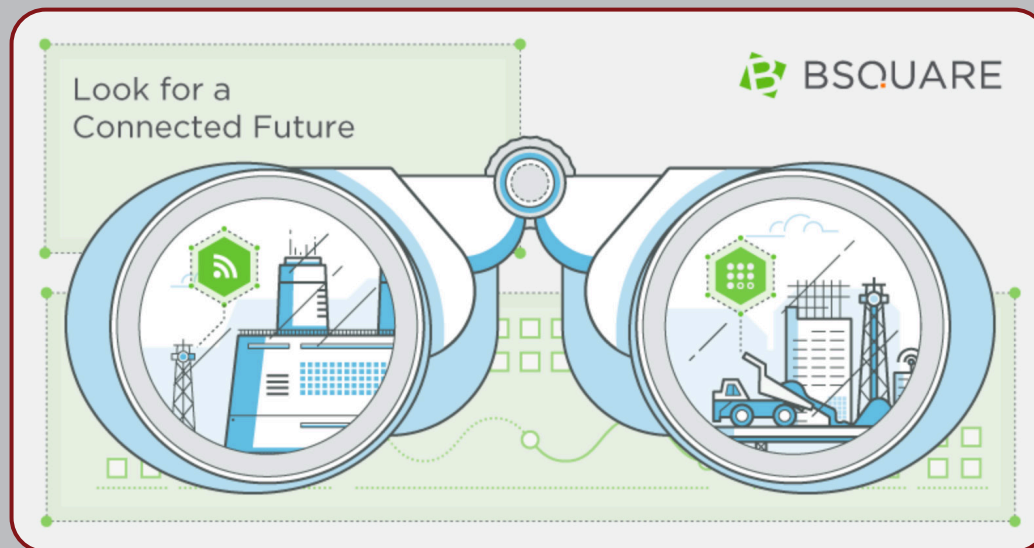
Killer Infographics:

<https://killervisualstrategies.com/>

5 things to consider:

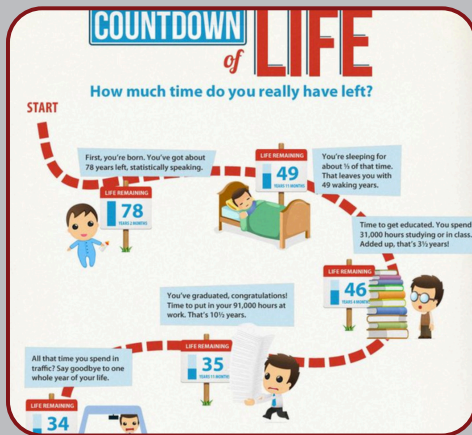
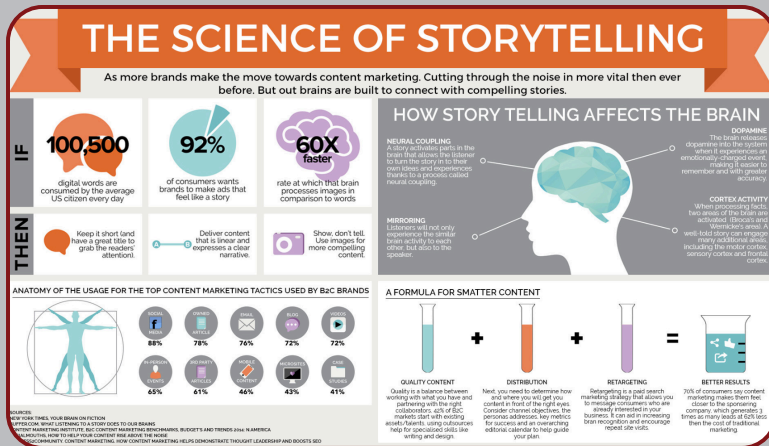
- ◆ Think about context: too much text might be the wrong way to go.
- ◆ Prioritize your goal try not more than 2 or 3.
- ◆ People have no patience to look through lots of information
- ◆ Good content. 50% of infographics success
- ◆ Use correct data source

<https://killervisualstrategies.com/project/visual-campaign-iiot-industry>



Best Storytelling - infographics

<https://www.iliyanastareva.com/blog/7-best-storytelling-infographics>



Content and design © 2013 abc copywriting - abccopywriting.com
 Design and illustrations by wendy chan - wendychandesign.com
 For a full discussion of the ideas and research summarized in this infographic, please visit abccopywriting.com/goodstory
 Free to reproduce, but please link to original page or abccopywriting.com

ABC Copywriting

Working in Adobe Illustrator

Adobe Illustrator helps you design and create icons, charts and graphics and array of symbols that will make your icons creations interesting and engaging. The more advanced you will get in Adobe Illustrator the better looking infographics you will be able to create.

- ◆ Generative vector (Beta).w
- ◆ Drawing Shapes.
- ◆ Text & Glyphs.
- ◆ Creating Symbols .
- ◆ Drawing tools.
- ◆ Pathfinder and Compound path.
- ◆ Shape Builder tool.
- ◆ Image Trace.