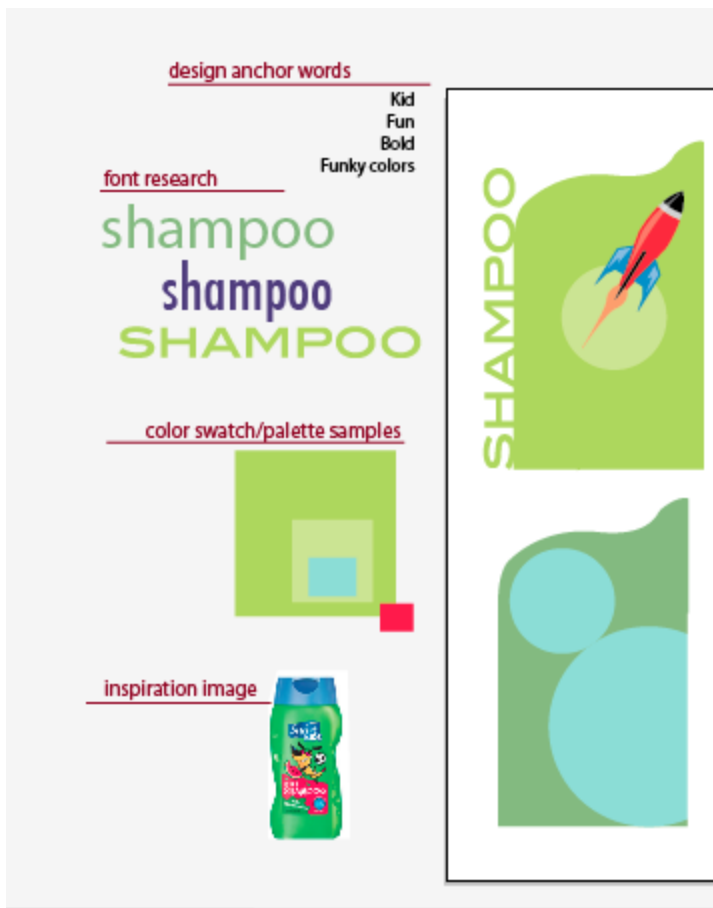


Developing Your Design!



1

Put the following in the pasteboard area of your Illustrator document:

- Design anchor words
 - What is the vibe/style/feel that you are going for?
- Font research (minimum 3)
 - ALL UPPER CASE?
 - all lower case?
 - test font colors
- Color palette
 - indicate which colors will dominate by making the shape larger
 - accent colors should be represented with a smaller shape

What else might you need??

- Text boxes with all of the necessary information: fluid ounces/amount, scent name, descriptors ('New!', 'Organic', etc.), name of product, what the product is, etc.
- Inspiration Image and/or sketch

Put the following in your Ai artboard (working area of your document) area:

- ★ The shape of your label -- make sure it is the right size! You may choose to try more than one shape design. How can you get your label shape into Ai??

2

Ways to develop your imagery in Adobe Photoshop and Adobe Illustrator

Working in Photoshop:

- a. Scan in your drawings and illustrations
- b. Crop and make adjustments to the lighting
- c. Experiment with:
 - Layering your drawing with the original photo
 - Applying different filters to layer with your drawing
 - Applying a blending mode in the layers palette
- d. Try making a drawing using the digital drawing tablet or iPad Pro

Working in Illustrator:

- a. Try 'tracing': Window - Image Trace
 - as black and white (tip: try different 'threshold' adjustments)
 - as a color trace (again, experiment with adjusting the parameters of the trace)
- b. Try creating a virtual 'collage' using the pen tool
- c. Use shapes to activate areas of your design
- d. Use the Object - Clipping Mask function to paste images into a shape

3

Bring your Photoshop illustrations separately into Illustrator

- a. Save each of your art objects in Photoshop with a transparent background and with .PNG extension *or* if the object is on one layer with a transparent background, simply select the whole area (command + A), copy and then paste onto your Ai artboard
- b. File - Place each of these separately into your Ai document (this will give you more flexibility)