

# Artwork Building using Adobe Illustrator

## Topics

### Elementary Needs

- Folder structure
- File naming conventions

### Culture

- Job Docket
- Understanding the need of the client
- Identifying Tasks
- Creating/Adhering to checklists
- Understanding/adhering to guidelines
- Legend/Info Kit
- Consistency

### Working with Illustrator

- Document set up
- Resolution
- Compression
- Dimensions
- Transparency Flatteners

### Layer Structure

- Cutter
- Images
- Base Layer
- Artwork/text Etc
- Fill/update Legend/Info Kit
- Assignments

### Fonts

- Install
- Manage

### Assignments

- Glyphs, flow type, envelope distortion for text
- Consistent usage of tools/methods
- Aligning objects with each other
- Pathfinder & Align Usage
- Modifying elements, manipulating paths, moving and copying objects

### Things to check before saving

- Spellcheck
- Double spaces, find & replace
- Remove guidelines
- Set cutterguide to spot colour, overprint -0.2mm stroke and group
- Show all artwork
- Unlock all artwork/layers
- Remove unused Layers and items
- Remove stray points
- Check text hangers
- Delete unused swatches/colours
- Minimum/Maximum point size for reverse and straight text/line
- Overprint
- All white objects should be CMYK/spot white-never grey scale
- Colour usage
- Colour naming as per specs
- Verify external links & image resolution

### Saving Assignments

- Save files using naming conventions in the correct folder
- Check for PDF compatibility, version and compression
- Check the separations and overprint in pdf
- Revision
- EXAM

**Duration: 20 hours**