INTRO TO DESIGN

INDUSTRIAL DESIGN WATER BOTTLE CHALLENGE

SILICONE HANDLE

AESTHETICALLY PLEASING TEAL & MUSTARD YELLOW PATTERNING

SILICONE SLEEVE

SLIGHT FLARE MIDDLE
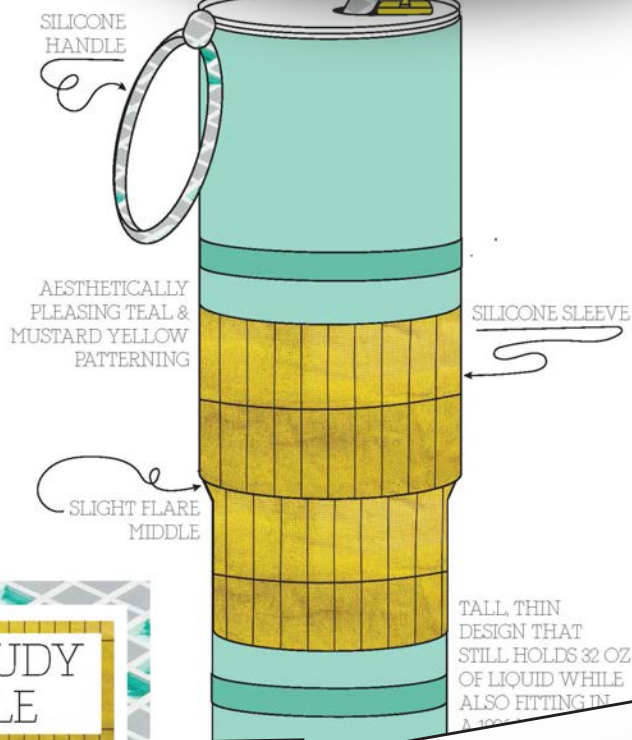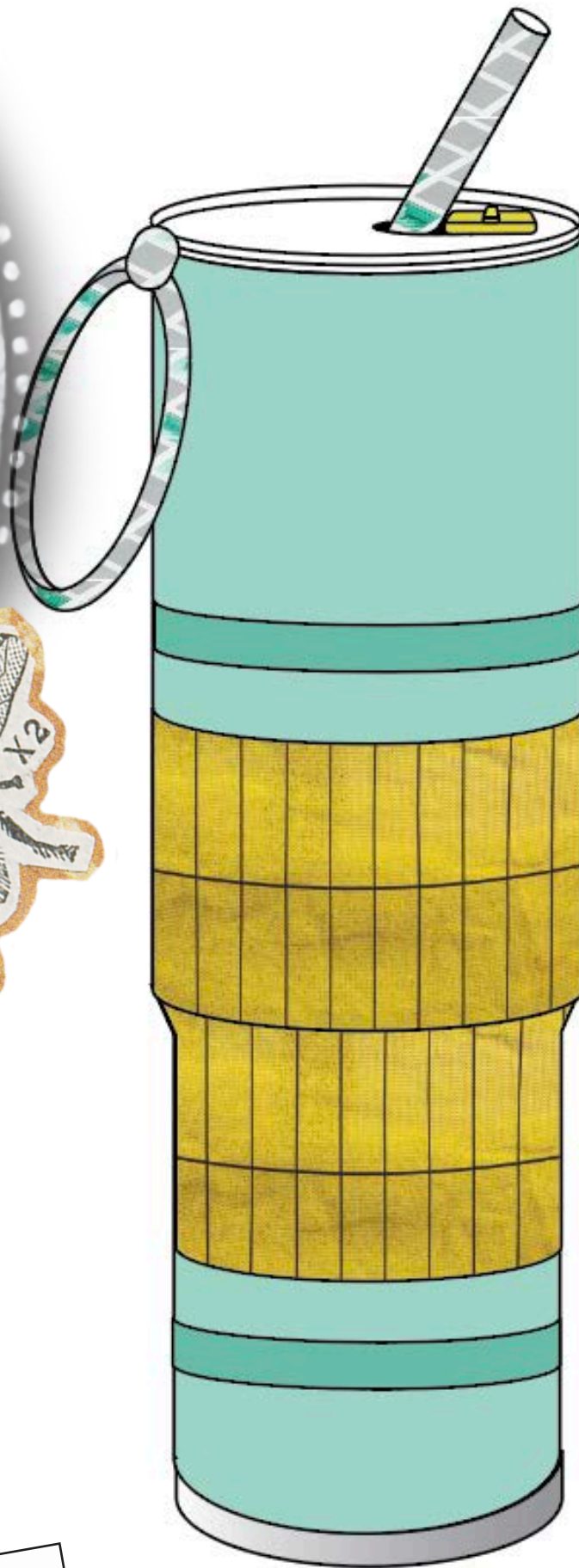
TALL, THIN DESIGN THAT STILL HOLDS 32 OZ OF LIQUID WHILE ALSO FITTING IN A 10"

X2

THE JUDY BOTTLE

INDUSTRIAL DESIGN
WATER BOTTLE DESIGN

BIG IDEA:
• What is industrial design?

ESSENTIAL
• What is
• Why are
• How can

OBJECTIVE
• Learn about industrial design.
• Look at examples of water bottle design.
• Discuss examples of water bottle that inspire their project.
• Complete handouts to help develop their design.
• Learn Adobe Illustrator basics (if they have not completed this before).
• Use Adobe Illustrator to create their design board.
• Write an artist statement explaining the intent behind their design.
• Participate in a critique of their finished design.

STANDARDS: http://www.nationalartstandards.org/
Middle School:
MEDIA ART:
6th grade: Media Art/Creating: MA.Cr1.1.1.6
a. Formulate variations of goals and solutions for media artworks by practicing chosen creative processes, such as sketching, improving and

ADOBE ILLUSTRATOR
PROGRAM BASICS

and logo design, Illustrator is a vers
s a business card but also...
of quality

DOCUMENT SET UP

STEP ONE
•Open Illustrator
•Select CREATE NEW from the start up window.
•Choose INCHES from the drop down menu to more easily set a standard size in the WIDTH and HEIGHT boxes (start with 8.5" x 11" a standard size sheet of paper)
•Select CREATE.

ADDING ELEMENTS
color shapes, decorative lines, text, and more to your docum

WATER BOTTLE
HOW TO

STEP ONE:

STEP TWO:
Start with your base
water bottle shape.
Click the
RECTANGLE
toool on the left

STEP THREE:
Create a thre
dimensional look by
adding an ellipse to
the bottom of your
rectangle. Click and
hold the corner of the
RECTANGLE TOOL
and select ELLIPSE
TOOL from the pop
out menu

STEP
SIX:
With the
SHAPE
BUILDER
TOOL

DESIGN BOARD
LAYOUT TIPS

The layout of a design board or presentation is so important as the design itself. Use the following tips to create a successful layout.

be the largest...
add elements
will compete...
grab your
first. Only use
esque. Only use
r as a tool to
and should be the
size font.

BULLS EYE RULE: place the

STICKER CRITIQUE
INSTRUCTIONS

Place one sticker at every work of art.
The sticker should be placed based on the corresponding color
and response you have to the design

Interesting use of color

Interesting use of pattern

ILLUSTRATOR, INDESIGN HOW TO INCLUDED

LESSON PLAN

INDUSTRIAL DESIGN
WATER BOTTLE DESIGN

BIG IDEA:
- What is industrial design?

ESSENTIAL QUESTIONS:
- What is industrial design?
- Why are the beginning stage of design so important?
- How can you design a water bottle to fit all your needs?

OBJECTIVES: Students will…
- Learn about industrial design.
- ...k at examples of water bottle design.
- ...cuss examples of water bottle ...
- ...mplete handouts to help inspir...
- ...arn Adobe Illustrator basics (if...
- ...se Adobe Illustrator to create th...
- ...se Adobe Illustrator to add to t...

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o a. Design, propose, and evaluate artistic ideas, plans, prototypes, and production processes for media arts productions, considering expressive intent and resources.
- 7th grade: Media Art/Producing: **MA:Pr6.1.7**
  o a. Evaluate various presentation formats in order to fulfill various... and defined processes in the presentation and/or... artworks.
  b. Evaluate the results of and improvements for... artworks, considering impacts on personal grow...
- 8th grade: Media Art/Responding: MA:Re7.1.8,
  o a. Compare, contrast, and analyze the qualities of... between the components and style in media artwo...
  o b. Compare, contrast, and analyze how various for... in media artworks manage audience experience an...
- 8th grade: Media Art/Creating: **MA:Cr2.1.1.8**
  o a. Structure and critique ideas, plans, prototypes, an... processes for media arts productions, considering i... presentation context.
- 8th grade: Media Art/Producing: **MA:Pr6.1.8**
  o a. Design the presentation and distribution of media a... multiple formats and/or contexts.
  o b. Evaluate the results of and implement improvemen... media artworks, considering impacts on personal grow... effects.

ART:
- Visual Arts/Creating, 6th, VA:Cr2.1.6, Demonstrate openness i... ideas, materials, methods, and approaches in maki...
- Visual Arts/Creating, 6th, **VA:Cr2.3.6** ... systems that meet the i...
- Visual A...

- Pattern: regular arrangement of repeated same elements i.e. line, shape, colors over and over again.
- Industrial design: a process of design applied to products that are to be manufactured through techniques of mass production.

IMPLEMENTATION: For a 50 minute class, times may vary.
DAY 1: Project Introduction:
- Have students get out sketchbooks, notebooks or similar to take notes as you introduce the project. Encourage them to participate in a class discussion.
  o Discuss what an industrial designer is.
  o Pull of the quick video explanation.
  o Pull up the more in depth history of industrial design. Point out objects in the room that were likely designed by an industrial designer.
  o Discuss water bottle design. Look at Voss water bottle. See if anyone is familiar with Voss water.
  o Look at the Evian/designer bottle collaborations.
  o Point out that although the glass versions of these bottles are reusable, they still also use plastic bottles.
  o Discuss reusable water bottles and look at the video on th... story.
  o Go over assignment details.
  o Point out the focus of the project: form, color, texture, pa...
  o Go through grading expectations and take questions.
- Pass out the (or digitally share) the water bottle research sheet.
- Allow students to get started on the worksheet.
- Have students clean up the last five minutes of class.

DAY 2: Project research and brainstorm
- Once students arrive, have them get out a sketchbook or sim... notes.
- Pull up the Day 2 presentation and engage students in a disc... move through the slides:
  o Remind students of the role of an industrial designer...
  o Explain the beginning stages of design, look at the bri... an industrial design company works.
  o Discuss the importance of research to get inspired an... already out there.
  o Look at the video on using inspiration boards and des...

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o a. Analyze the qualities of and relationships between the components, style, and preferences communicated by media artworks and artists.
o b. Analyze how a variety of media artworks manage audience experience and create intention through multimodal perception.
- Proficient: Media Art, Creating: **A:Cr2.1.1.HSI**
  o a. aesthetic criteria in developing, proposing, and refining artistic ideas, plans, prototypes, and production processes for media arts productions, considering original inspirations, goals, and presentation context.
- Proficient: Media Art, Producing: **MA:Pr6.1.HSI**
  o a. Design the presentation and distribution of collections of media artworks, considering combinations of artworks, formats, and audiences.
  o b. Evaluate and implement improvements in presenting media artworks considering personal and local impacts, such as the benefits for self and others.
- Proficient: Media Art, Responding: **MA:Cn11.1.HSI**
  o Demonstrate and explain how media artworks and ideas relate to...

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o Go through expectations for the day and answer any questions.
- Pass out the water bottle brainstorm sheet.
- If students are still working on the research sheet, allow them to complete the sheet before moving on to the brainstorm sheet.
- Float and answer questions.
- If anyone finished both worksheets, collect them for a participation grade and allow them to start the Illustrator Basics.
- Allow students a few minutes at the end of class to clean up.

DAY 3: Illustrator Introduction (this may have already been completed w... project, if so, move on to day 4 instructions)
Before the class arrives, have your computer screen shared on projected... Illustrator demo.
- Once students arrive, open your Illustrator.
  o Walk the students through basics of setting up a new docum... add basic shapes, add text, etc.
  o Quickly go through a few main points of what they will cov... Illustrator how to sheet.
  o They are learning basics of the program to help familiarize th... with basic tools before they start using Illustrator to design th... bottle.
  o P...

- If using Adobe Spark, have students share their final project on their Spark webpage and write an artist statement to go with it.

- Design board layout tips
- Project checklist
- Critique reflection
- Critique sticker instructions
- Rubric

EXTRAS:
- For the sticker critique get this sticker set: https://www.amazon.com/1-inch-Coding-Labels-Circle-Stickers/dp/B07R12B3NX/ref=sr_1_10?dchild=1&keywords=color+circle+st ickers&qid=1611430311&sr=8-10

RESOURCES:
- https://en.wikipedia.org/wiki/Industrial_design#:~:text=Industrial%20desi gn%20(ID)%20is%20the.of%20both%20user%20and%20manufacturer.
- https://www.youtube.com/watch?v=eRHBdEIrh_g
- https://www.youtube.com/watch?v=d3hlcnWKezk
- https://vosswater.com/about/
- https://www.evian.com/en_us/natural-spring-water/limited-edition-bottles/#:~:text=Throughout%20the%20years%2C%20we've.look%20at% 20our%20past%20collaborations.
- https://www.youtube.com/watch?v=ejuzlF4H21c
- https://healthyhumanlife.com/pages/best-water-bottle-guide#chapter-1
- ...//www.youtube.com/watch?v=QKtrJBmHaeM
- ...//www.cnbc.com/2019/10/01/how-swell-turned-water-bottles-into-...ion-accessory.html
- ...//www.amazon.com/1-inch-Coding-Labels-Circle-...rs/dp/B07R12B3NX/ref=sr_1_10?dchild=1&keywords=color+circle+st ...&qid=1611430311&sr=8-10

...RY:
...ts of design: The building blocks of a design. Includ...
...e, space, texture, typography, and...
...One of th...

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o Go through an overview of the steps they will take to construct the design. They will have a handout that has even more specifics on this, so they don't need to write everything down now.
o Go through information about the final design and design board.
o Remind them of the assignment details.
o Go through grading expectations and take questions.
- Students can work on completing the research sheet, brainstorm sheet, Illustrator Basics (if needed), and then they can get started on their design.
- Pass (or digitally share) the water bottle how to instructions.
- Float and help as needed.

DAY 5-8: Studio Time
- Allow students to get started as soon as they arrive.
- Students should be working on their water bottle designs, creating swatches, etc.
- Once they finalize their bottle design they should start thinking through their design board layout.
  o Pass out the design board tips handout for them to reference.
- Float and help as needed.

DAY 9: Studio Time and Project Wrap
- When students arrive remind them that their projects will be due tomorrow.
- They will participate in a class critique and will only have time at the start of class to put the finishing touches on their project.
- Float and help as needed.

DAY 10: Critique and Submission
- Allow students to work the first part of class to finalize their designs.
- Once they are finished either have them print their final design on photo paper or cardstock or pull up their design on their computer for the critique.
- Pass out the critique reflection sheet. Have students fill out the sheet as they look at every work of art.
- ...ut and circle sticker information sheet to each student...

POWERPOINT 1

INDUSTRIAL DESIGN
DESIGNING THE WORLD

Check out a video explaining it all

What is an industrial designer?

- A designer of products meant for mass production.
- The creative act of determining and defining a product's form and features takes place in advance of the physical act of making a product, which consists purely of repeated, often automated, replication. (Wikipedia)
- An industrial designer may oversee a design from a basic sketch to a three-dimensional prototype
- Hear more about it here.

Industrial Design

- Industrial designers are responsible for taking an idea and making it functional and aesthetically pleasing.
- Bottle design is part of that.
- If you go to a gas station and look at the drink section there is a variety of forms, shapes, colors, and textures.
- Some water bottle are more recognizable than others.
- Voss water, for example, became a high-end bottle partially because of the sleek design.
- Listen to the designer of Voss here.

Voss Water

- Voss water comes in both glass and plastic versions.
- Its sleek modern design makes it recognizable.
- It has also found a niche in crafting since its design is so clean.

Aesthetics of a water bottle...

- A lot of thought and design goes into a water bottle.
- The water bottle company, Evian has had many collaborations with fashion designers to create bottle designs.
- Check out the Alexander Wang

A fashion accessary...

- Reusable water bottles have become a fashion accessary.
- As sustainability has become a bigger topic, more and more companies are investing in reusable containers.
- Check out one of the companies in the forefront of this

Your Assignment...

- You will...
  - Design the perfect water bottle for you.
  - Research different water bottle styles.
  - Brainstorm ideas and functions for your water bottle.
  - Sketch ideas for your design.
  - Learn Adobe Illustrator basics to help you create your design.
  - your bottle, add

FORM

Form

- Form is the actual shape of a three-dimensional object or the implied form in flat media.
- You will be creating implied form in your de
  - shape of the shoe.

Color

- In design color is used to decorate objects, create emphasis, and add tone to a de

Texture

- In
  act
  like
- You
  mat
  wer

TEXTURE
TEXTURE is used to create contrast, emphasis, and add detail.
TACTILE TEXTURE
In design TACTILE TEXTURE refers to the actual texture of a designed object. For example, fashion

Pattern

- Repeating elements that come together.

PATTERN
PATTERN is the regular arrangement or repetition of elements in a design.
In order for a design to be a PATTERN it needs a predictability to the repetition of the elements.
PATTERN can be created by repeating lines.
PATTERN can be created by repeating shapes.
PATTERN can be created by repeating color.
Textile designers design the PATTERNS for fabric which can be turned into garments, pillows, bedding, and more.
Fashion designers have to balance PATTERN in the fabric combinations they choose for their garments.

Your grade...

- Research sheet
- Brainstorm sheet
- Illustrator basics
- Water bottle design
  - Form
  - Color
  - Shape
  - Pattern
  - Aesthetic
  - Function

Today...

- You will work on the water bottle research sheet.
  - This is a very important step in any design process.
  - You need to familiarize yourself with what is out there. How will yours be inspired by these other objects and differ from them?
- If you complete the research sheet you can start water bottle brainstorm sh

WATER BOTTLE DESIGN
RESEARCH

We looked at one example of the Evian/designer collaboration. Check out more by visiting this website: http://agence-versus.com/portfolio/evian-limited-editions/
Answer the following questions…

1. Which design did you like best? Describe it:

2. What about that design attracted you to it?

3. Would you add or...

8. Which water bottle style do you like best? Describe it.

9. What about the design do you like?

10. If this water bottle could become the perfect water bottle for yo...

WATER BOTTLE
BRAINSTORM SHEET

1. What is your current favorite water bottle? Describe it. If you don't
   bottle or drinking container, what type of bottle would you look for

2. What uses do you have for a water bottle? (Are you an athlete that ne
   certain amount of water? Do you like to keep it in the car? Does it ne
   drink warm or cold for an extended period of time? Are you simply tr
   hydrated?)

3. Do you have any extras you want to include in a water bottle design? (
   and skinny to fit in small cupholders)

8. Look up non-reusable water bottles. Find two pictures of water bot
   Look at the shape of the bottle and design of the label. Copy and p

9. Look up reusable water bottles. Find three pictures of water bot
   at the shape of the bottle, style of the lid, colors and patterns on
   ice from melting), amount of water it holds, etc.

10. List out features of your water bottle design and sketch at lea
    your water bottle.

LIST IT: Features of your bottle	SKETCH IT: D

Use this guide as you start thinking about how to style your

WATER BOTTLE
HOW TO

STEP ONE: Create a new document. Size it to 9" x 12" in the right side toolbar. Click CREATE.

STEP TWO: Start with your water bottle shap... Click the RECTANGLE TOOL from the toolbar. Click and drag your mouse create the shape. edit the shape use SELECTION TO to drag the corner
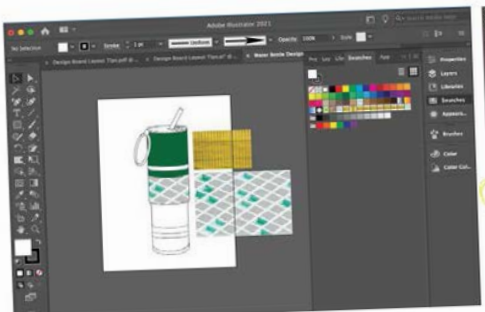
STEP THREE: Create a three dimensional look by adding an ellipse to the bottom of your rectangle. Click and

STEP FOUR: Click and drag the ellipse tool from corner of the rectangle to the other corner.

STEP SEVEN: Keep building shapes to create your water bottle. For the lid, start with an ellipse, add a rectangle for the sides, use the ARC TOOL to create the bottom of the lid. click and hold the corner of the LINE SEGMENT TOOL and select ARC TOOL. Click the corner of the rectangle and drag parallel to the edge of the ellipse until you are centered on the ellipse. Connect an arc line from the opposite rectangle corner.

STEP EIGH... arc lines. Clic BUILDER T

STEP NINE: Keep adding to your water bottle. Think about what elements you want to include. Use the FILL and STROKE boxes to add color.

STEP TEN: If you want to add pattern, find images an your document. Select the images you want to turn into patter PROPERTIES tab in the right toolbar and select EMBED fr the right toolbar.

STEP ELEVEN: Click the SWATCHES tab in the right toolbar. Click an embedded image and drag and drop it into the swatches panel. A new swatch with the pattern should pop up. You can delete the original image after it has been turned into a swatch.

STEP TWELVE: Click a shape in your wat using the SELECTION TOOL. Select one of the swatches to fill the shape with the pattern. TIP: pattern isn't filling the shape, fill your shape with color, then click the pattern swatch.

STEP THIRTEEN: Fill your shapes with patterns and colors that reflect your ideal water bottle. SWATCHES TIP 1: The size of the image impacts the size of the swatch. Try making it smaller and larger and adding swatches in different sizes. TIP 2: Hold the backtick key (typically in the top left) on your keyboard while clicking and dragging the pattern to move it's location within the shape without moving the shape.

STEP FOURTEEN: You can edit and patterns in the SWATCHES panel toolbar. Try playing around with the TOOL for a three-dimensional
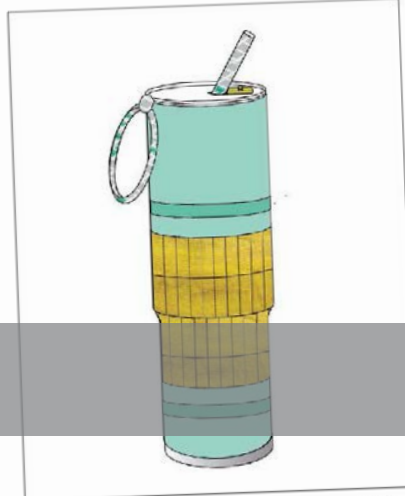
STEP FIFTEEN: As you finalize your design think through all the things you added to your design and why you added them
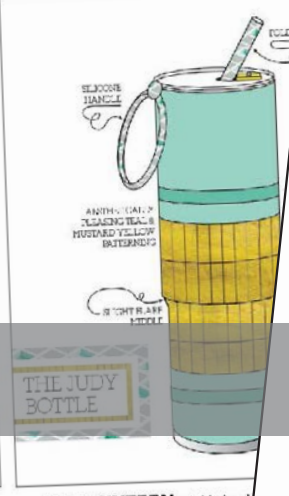
STEP SIXTEEN: Add simpl explanations to point out parts of yo headline for your water bottle. TIP: Pick a font tha

THE JUDY BOTTLE

DESIGN BOARD
LAYOUT TIPS

The layout of a design board or presentation is as important as the design itself. Use the following tips to create a successful

COLOR: Use color sparingly in your board, especially if your design is colorful. The purpose of the design board is to show off the design, don't add elements that will compete. Generally, stick to black text and white space. Only use color as a tool to emphasize areas.

EMPHASIS: Use emphasis to important parts of your design, brin to the focal point, or focus on speci sections of an image.

HIERA... The mo... importa... elements... be the la... example,... importa... element s... grab your... attention f... The board... should be th... largest size

PLACEMENT: If a text box goes with a visual element, make sure the text box overlaps the image or is placed near it to visually show they go together.

BULLS EYE RULE: place the visual elements in the center and the te... on the outside for a more pleasing look... Place text in a way that is easy to read from left to right.

SPACE: Space is one of the most important parts of a strong layout. Make sure space between elements is consistent. If you want an asymmetrical layout make sure it looks intentional. Use white space to help balance busy designs.

FONT: Use simple, clean, and easy to read fonts. Stay consistent with your font use. For example, same font should be used for all headlines on your board. Use a variety of sizes, but stay consistent. For example, all body fonts should be the same size. Less is more with text, let your design do the talking.

ILLUSTRATOR HOW TO

ADOBE ILLUSTRATOR
PROGRAM BASICS

DOCUMENT SET UP

Adobe Illustrator is primarily used for vector and logo design. Illustrator is a based application, which means a design can be the size of a business card b be printed to the size of a billboard with no loss of quality.

STEP ONE:
- Open Illustrator
- Select CREATE NEW from the start up window.
- Choose INCHES from the drop down menu to more easily set a standard size.
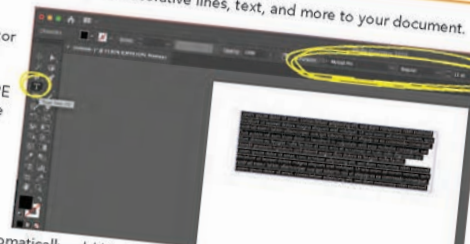- Set your size in the WIDTH and HEIGHT boxes.
- Select CREATE.

ADDING ELEMENTS

You can add images, color shapes, decorative lines, text, and more to your document.

STEP ONE:
- Open Illustrator
- Create a new document.
- Select the TYPE TOOL from the left toolbar.
- Click on the document and g the size tbook you

e tool will automatically add highlighted, gibberish text to the rt typing to edit the text.
ange the text CHAR

CREATING SHAPES:
- Try adding lines and shapes to your document.
- Select the RECTANGLE TOOL from the left toolbar.
- TIP: Hold down the triangle in the bottom right corner of the tool to prompt a menu to pop out with more shape options. To create a circle, select the ELLIPSE TOOL. Hold SHIFT while you draw the shape to create a circle, rather than an oval.
- Click on the document and drag your mouse to create the shape.

HOW TO USE ADOBE ILLUSTRATOR

- Double click the top color box in the left toolbar to select a color for the FILL of you shape. The top color box edits the FILL of the shape, the bottom, outline box edits the STROKE, or outline, of your shape.

HOW TO US

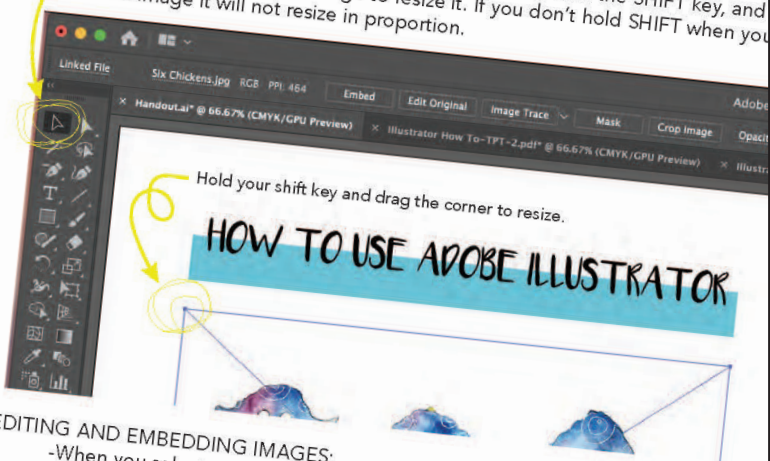SELECT YOUR SHAPE COLOR HERE

FILL COLOR   STROKE COLOR

- Select the SELECTION TOOL, or the black arrow, from the left toolbar to click the shape and move it around your page.
- TIP: Use shapes to block out areas and emphasize text, images, headers, or similar. Shapes can help divide up the space in an interesting way.
- Try overlapping your text box and shape. With the SELECTION TOOL, right click the shape. Select ARRANGE from the menu
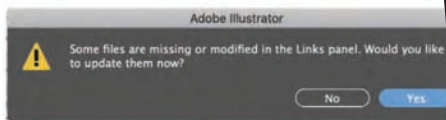
HOW TO USE ADOBE ILLUSTRATOR
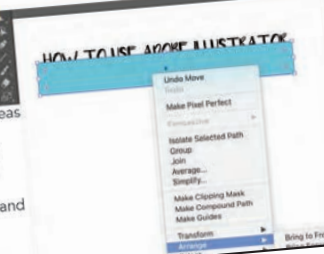
ADDING IMAGES:
- Try adding images to your document.
- Simply drag and drop images into your document.
- With the SELECTION TOOL click on your image, hold the SHIFT key, and drag the corner of the image to resize it. If you don't hold SHIFT when you the image it will not resize in proportion.
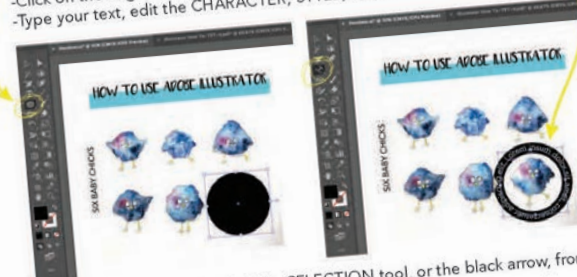
Hold your shift key and drag the corner to resize.

HOW TO USE ADOBE ILLUSTRATOR

EDITING AND EMBEDDING IMAGES:
- When you select an image in your Illustrator document, you will see options up in the top menu bar.
- EMBED: Unlike Photoshop, images are not saved directly into Illustrator files instead they are linked to the location they are saved on your computer. Tha means, if you move the image you added to your Illustrator document, the li

EDITING AND EMBEDDING IMAGES:
- Illustrator doesn't have the photo editing capabilities that Ph because they are from the same program you can edit your and it will automatically update in Illustrator.
- To edit an image you have added to Illustrator, simply open edit it, and save it (it needs to overwrite the original image in Illustrator.)
- Once you complete your edits, go back to your Illustrator do message should pop up that says "Some files are missing or r panel. Would you like to update them now?" Click YES and yo

Adobe Illustrator

⚠ Some files are missing or modified in the Links panel. Would you like to update them now?

No   Yes

DECORATIVE ELEMENTS

TYPING ON A LINE OR CURVE:
- Illustrator works well with adding text to a document. There are m edit your text in Illustrator.
- If you try to turn your text box vertically, the text will stack rathe you have to draw a line then type on the line.
TOOL from the left tool bar.

TYPING ON A LINE OR CURVE:
- The TYPE ON A PATH TOOL also works for typing on curves.
- Simply select the RECTANGLE TOOL from the left toolbar, click and hold the triangle in the bottom right corner of the tool, and select the ELLIPSE TOOL from the menu that pops up.
- Click on your document, hold the SHIFT key on your keyboard, and drag your mouse to draw a circle. If you don't hold shift you will create an oval shape.
- Select TYPE ON A PATH TOOL from the TYPE TOOL in the left side toolbar.
- Select TYPE ON A PATH TOOL of the circle and a text box will appear
- Click on the edge of the circle and a text box will appear
- Click on the edge of the circle and edit the CHARACTER, STYLE, and SIZE in the top menu.
- Type your text, edit the CHARACTER, STYLE, and SIZE in the top menu.

HOW TO USE ADOBE ILLUSTRATOR   HOW TO USE ADOBE ILLUSTRATOR

SIX BABY CHICKS   SIX BABY CHICKS

- After editing your text, select the SELECTION tool, or the black arrow, from the left toolbar.
- Click on the text. Two lines intersecting the circle will appear (or it may look like rerlapping). Slide these along the circle to move your text u want on the circle.

DECORATIVE LINES:
- One of my favorite parts of Illustrator is how easy it is to create decorative lines.
- Lines can be used to draw attention to a specific area, to divide space, emphasize headers, or to simply add a decorative element.
- Start by selecting the paintbrush tool.
- Set a color in your stroke box (the lower color box in the left toolbar).
- Draw a line with the paintbrush.
- Click on WINDOW in the top menu.
- Click on BRUSHES to open the brushes panel.
- In the bottom left corner of the brushes panel, click the icon with books to pull up the BRUSH LIBRARY.
- This brings up a menu of various brush styles already stored in Illustrator.
- To turn your line into an arrow:
  - Click the line you drew with the SELECTION TOOL.
  - Click on the BRUSH LIBRARY icon, then ARROWS, and select which style arrow you want to try out. For example, select ARROWS_STANDARD to bring up a second brushes panel with arrow options.
  - Click on one, your line will turn into an arrow!
- Go through the library to try out different styles for your lines. I also regularly use the ARTISTIC options in the brush library.

HOW TO USE ADOBE ILLUSTRATOR   HOW TO USE ADOBE ILLUSTRATOR
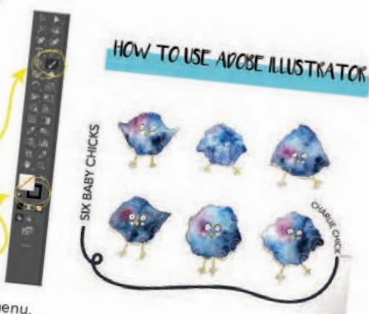
SAVING YOUR DOCUMENT

FINISHING UP:
- Once you are all finished with your document go to FILE, SAVE AS.
- Title your document and save it as a .AI file, or an Illustrator file. I always save copy as an Illustrator file to allow me to edit my documents if needed.
- To save as a PDF go to FILE, SAVE AS, title it if needed, then select PDF from t FORMAT drop down menu.
- If you need to save your document in a JPEG format you have to export the document.
  - To do this go to FILE, EXPORT, SAVE FOR WEB (LEGACY) from the men that appears.
  - Set the pixel size on the right hand side of the document.
  - TIP: For the web, pixels should be between 1500 and 2500.
  - Click SAVE.

HOW TO USE ADOBE ILLUSTRATOR

SIX BABY CHICKS
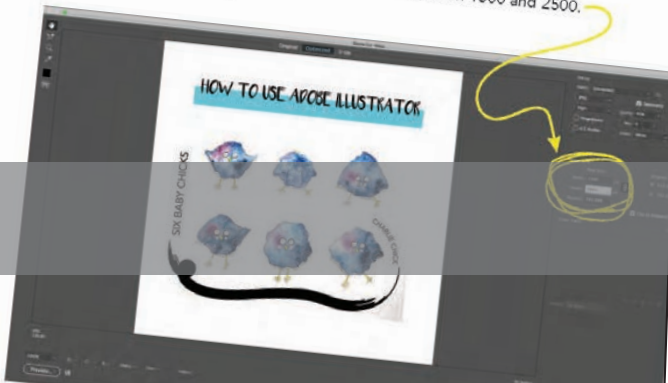
ILLUSTRATOR TOOLBAR

SELECTION TOOL: Selects the entire object.
MAGIC WAND: Selects objects with similar attributes.
PEN TOOL: Draws straight and curved lines to create objects.
TYPE TOOL: Creates text boxes.
RECTANGLE TOOL: Creates square and rectangle shapes.
PENCIL TOOL: Draws and edits freehand lines that can be turned into shapes.
ROTATE TOOL: Rotates objects around a fixed point.
WARP TOOL: Molds objects with the movement of your cursor.
SHAPE BUILDER: Merges simple shapes into complex shapes.
MESH TOOL: Creates and edits meshes and mesh envelopes.
EYEDROPPER TOOL: Samples and applies color.
SYMBOL SPRAYER TOOL: Places multiple symbols as a set on the art board.
ARTBOARD TOOL: Creates separate artboards for printing or export.
HAND TOOL: Rotates objects around a fixed point.
FILL COLOR: The color of a shape or object
DEFAULT COLOR: Set the stroke to black and the fill to white automatically.
RECENT color and gradient color

DIRECT SELECTION TOOL: Selects points & segments in objects.
LASSO TOOL: Selects groups of points & segments within objects.
CURVATURE TOOL: Draws straight and curved lines to create objects.
LINE SEGMENT TOOL: Draws individual, straight lines.
PAINTBRUSH TOOL: Draws freehand lines that can be turned into patterns.
ERASER TOOL: Erases areas of an object over which you drag it.
SCALE TOOL: Resizes objects around a fixed point.
FREE TRANSFORM TOOL: Rotates, scales, and skews objects.
PERSPECTIVE GRID TOOL: Allows creating and rendering artwork in perspective.
GRADIENT TOOL: Applies and adjusts gradients in objects.
BLEND TOOL: Creates a series of objects that blends between color and shape.
COLUMN GRAPH: Creates vertical column graphs to compare values.
SLICE TOOL: Divides artwork into separate web images.
ZOOM TOOL: Increases and decreases the magnification of the window.
SWAP fill and stroke colors.
STROKE COLOR: The color of the outline of an object or shape.
NO COLOR: Remove color from an

POWERPOINT 2

Style Guide
Rebranding a Company

What is brand identity?

- Brand identity is what makes you recognizable to others.
- Branding includes visual ties to your company such as:
  - Colors
  - Typography
  - Graphics
  - Logo
- Companies with successful branding are recognizable by just their logos, typography, or color scheme.

Who develops brand identity?

- Typically...

Check out brand rankings here.

Your Assignment...

- Pick a company to rebrand.
- It can be your favorite restaurant, clothing store, or a company yo...
  have always hated the logo or color scheme of.
- You don't have to completely overhaul the look but you must at l...
  change the font slightly, play with color variations, and update th...
  logo.
- It can be a subtle or extreme overhaul.

Coca-Cola

- May 8, 1886 the first glass of Coca-Cola was sold by D...
  Pemberton at Jacob's Pharmacy in downtown Atlanta
- Dr. Pemberton is responsible for developing the syrup...
  Coca-Cola.
- His partner and bookkeeper, Frank M. Robinson, sugg...
  the name and wrote the name in the unique script us...
  today.
- Mission statement: "to refresh the world in mind, bo...
  spirit, to inspire moments of **optimism** and happiness...
  through our brands and actions, and to create **value** a...
 make a difference."

Coca-Cola Redesign

- The goal of the redesign is to keep the iconic color combination and script font, while also giving it a slightly modernized look.
- A new font will be selected for the script, but the iconic C style and script look will stay.
- A new, younger looking font will be chosen for ... such as Diet Coke, Coke Zero, and similar. ... will stay, but a new shade
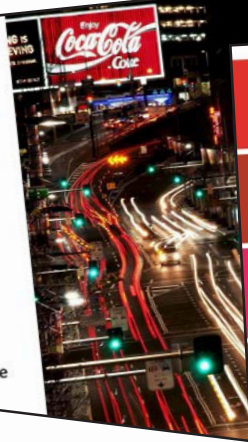
Step One: Play with Colors

- Try variations of colors and color combinations for your design.
- Slight changes can make a big difference!
- Start with a large sample and narrow down your colors.
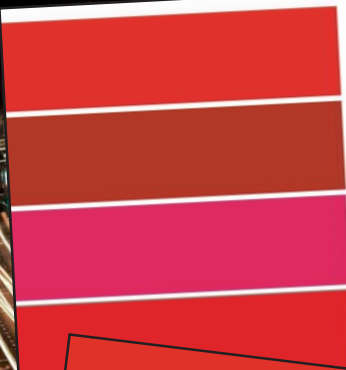
Step Two: Play with Fonts

- Layer fonts with your colors to see what combinations work best.
- Try a wide variety of fonts.
- You will be making alterations to the font, remember that as you sift through your choices.
- Try downloading other fonts from websites such as dafont.com for a wider selection.

Step Three: Edit Your Font

- Use Adobe Illustrator to edit your font choice.
- Open a new document, type your word in the font yo...
  selected.
- Expand the font, use direct selection to move points o...
  font lines.
- Reference the Editing Fonts How To handout.
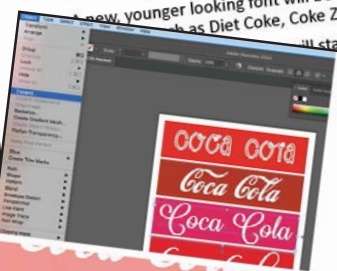
Step Four: Create Your Logo

- Use your color palette and new...
  develop the logo.

Step Five: Bring Your Design to Life

- Use Adobe Photoshop to format your logo, font, and colors in a way to make it look realistic.
- Add your design to a bottle, sign, t-shirt, or similar.
- Use tools such as the background eraser, highlight and shadow tools, and warp tool to do this.
- Reference how to handouts to help guide you.
- You must create one realistic version of...

Step Six: Style Guide

- Bring your new logo, font, color palette, and at le...
  one example together into a style guide.
- Your style guide should be a single sheet that visu...
  and verbally explains the thought behind the des...
- Explain why the logo was redesigned, how colors...
  being used, and when font combinations should...
  used.
- Your style guide is what will be printed and displa...
  as your business redesign presentation.

Your grade...

- Research sheet
- Company info sheet
- Color selection
- Typography editing
- Logo design
- Style guide presentation
- Success of redesign

POWERPOINT 3

WATER BOTTLE DESIGN
HOW TO

Check out how this artist uses Illustrator's
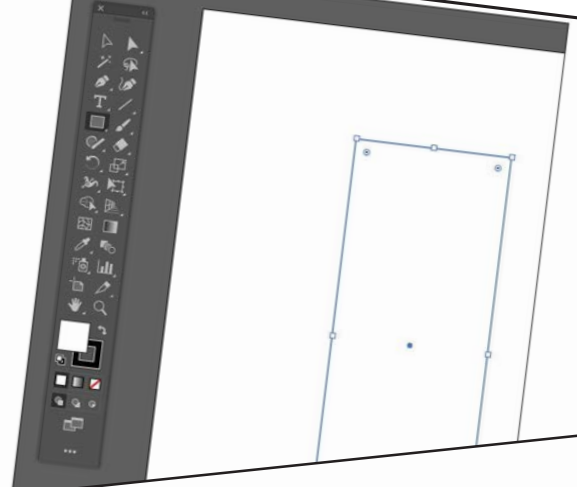make their bottle look three dimensio

Adobe Illustrator
- You will use shape tools, shape builder, and swatches to construct your water bottle design.
- You can make it as simple or complex as you want, just make sure it reflects the goals you have for your perfect water bottle.
- Check out the video here on how a designer built their bottle the way you will do it.
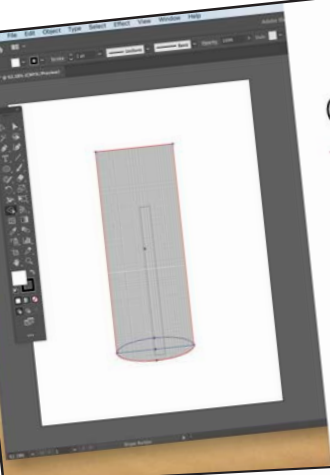
Setting up your design...
- You will create a 9"x12" document.
- Use rectangle and ellipse tools to construct the basic shape of your water bottle.

Combining shapes...
- After overlapping shapes to create your basic desi the shape builder tool to combine them together.
- Select the tool then click in one shape and drag i other shape to combine them together.

Adding details...
- Continue using lines and shapes to add details to your bottle.
- You will not combine all shapes together; you need separation between objects (such as the bottle and the lid).
- Play around with the line tool, arc tool, and various
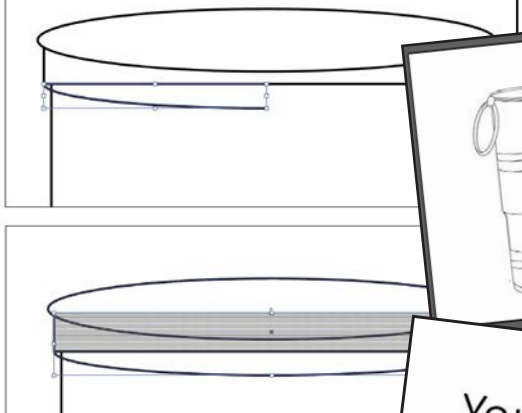
Adding color and pattern...
- Use the fill and stroke boxes to add a solid color and outline to your design.
- You can make your own patterns by adding a picture, embedding it in the document, then dragging it into the swatches panel.
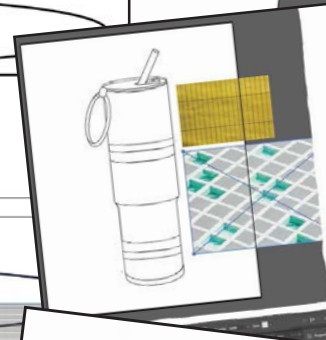
Adding e
- Reference your res sketches.
- What functions di do?
- Aesthetically, how to look?
- Make sure your fi on your checklist.
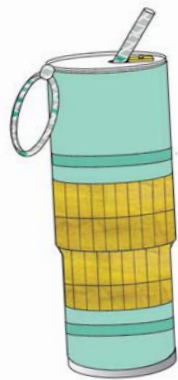
Design board...
- Once you finish your design, add text to highlight elements of your water bottle.
- Was there a specific reason you chose the colors or pattern?
- Why did you go with the form?
- What about the presence or absence of a straw, handle, or similar?
- What was the reasoning behind your lid design?
- Select a font that reflects your design (check dafont.com for more options).
- Add your text, consider adding a title.
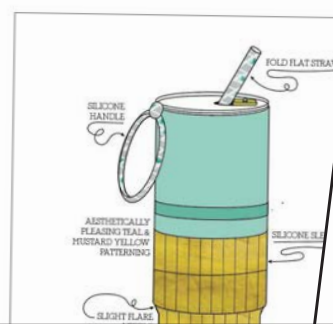
Your Assignment...
- You will....
  - Design the perfect water bottle for you.
  - Research different water bottle styles.
  - Brainstorm ideas and functions for your water bottle.
  - Sketch ideas for your design.
  - Learn Adobe Illustrator basics to help you create your design.
  - Use Illustrator to create your bottle, add texture, patterns, and

Your grade...
- Research sheet
- Brainstorm sheet
- Illustrator basics
- Water bottle design
  - Form
  - Color
  - Shape
  - Pattern
  - Aesthetic
  - Function
- Design board
- Artist statement
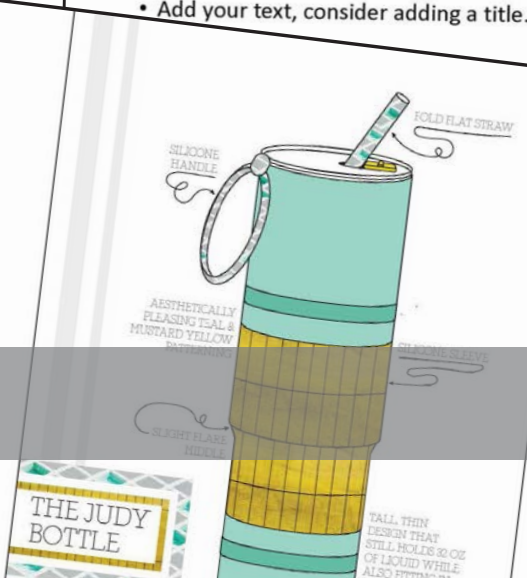
Today...
- Continue working through the Illustrator basics to familiarize yourself with the program.
- Once you walk through the steps, start designing your water bottle.
- Don't be afraid to look up how to videos if you have a specific idea.
- You are not required to create a 3D bottle, but feel free to explore those tools if it interests you.

CRITIQUE & RUBRIC

WATER BOTTLE CRITIQUE

Name: _____

Carefully look at each design, then answer the following questions:

1. Which design caught your attention first? Why?

2. Which design has the most interesting form? Why?

Name: _____

7. Which design has the most interesting "extra" elements? What are they?

8. Which design has the best design board? Why is it successful?

9. Which design is th...

STICKER CRITIQUE
INSTRUCTIONS

Place one sticker at every work of art.
The sticker should be placed based on the corresponding color and response you have to the design.

- Interesting form
- Interesting use of color
- Interesting use of pattern
- Strong overall design
- Strong design board layout

Name: _____

WATER BOTTLE RUBRIC

Category	Possible Points	Comments:	Score
A water bottle was designed using Adobe Illustrator and shows understanding of using the shape builder, swatches, and design aesthetic.	30		
The elements of design color, texture and form and principle of design, pattern, are successfully incorporated.	20		
Interesting details were added to the bottle to push the personal connection to the student and to add interest.	10		
The design board is well laid out and enhances the bottle design.	10		
Craftsmanship	10		
Creativity	10		
Effort: You spent your time wisely and put a lot of effort into your project from start to finish	10		
		Total Score:	