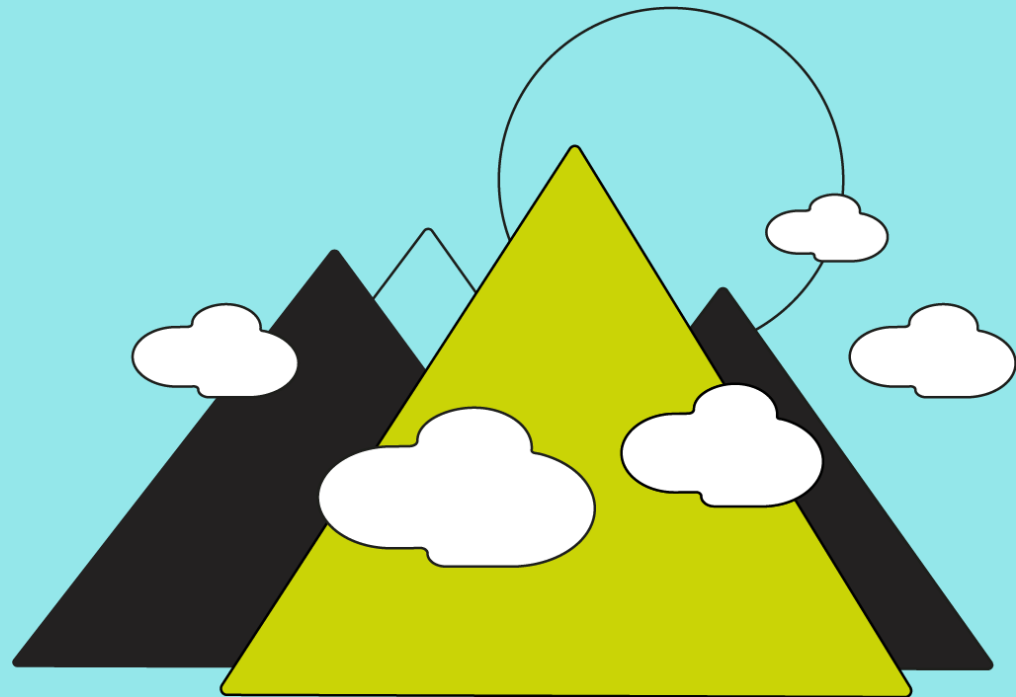


# Pearson Edexcel

## Exploring Digital Art: Graphic Communication

9GC0-2301

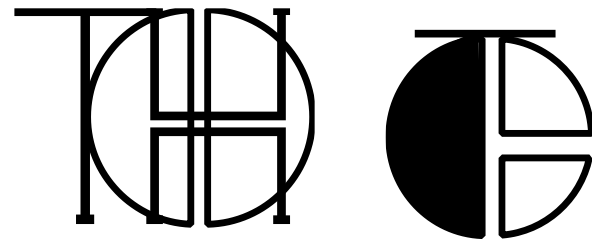
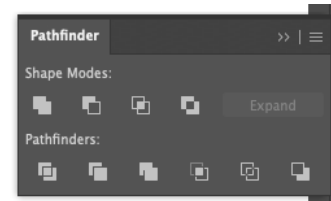


# Agenda

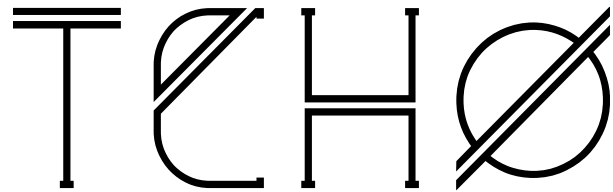
- Introduction to workshop and setting up document and assets (5 min)
- Navigating Illustrators workspace (2 min)
- Use the Type, Pen, Pencil, Eraser and Pathfinder tools to create bespoke fonts and draw, edit and modify paths- understand Bezier curves (15 min)
- Trace and colour your hand-drawn lettering (5 min)
- Create lettering and patterns with the Shape tool (30 min)
- Modify shapes with Pathfinder and Shape Builder (10 min)
- Experiment with colour (5 min)
- Explore the Pattern tool to make a repeat pattern (10 min)
- Animate the logo mark using Photoshop's Timeline tool (20 min)
- Present completed logo and packaging design using free PSD templates and mock ups (10 min)

# Customise Font

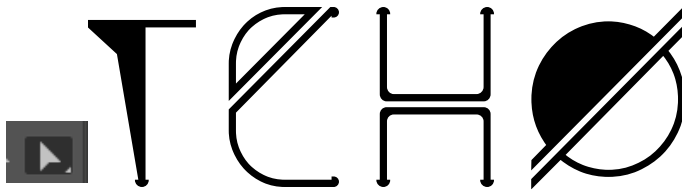
## PATHFINDER TOOL



TYPE ON A PATH TOOL

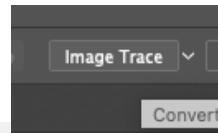


PEN TOOL



DIRECT SELECTION TOOL

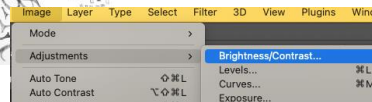
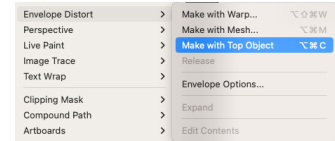
# Trace



## IMAGE TRACE OR PEN TOOL

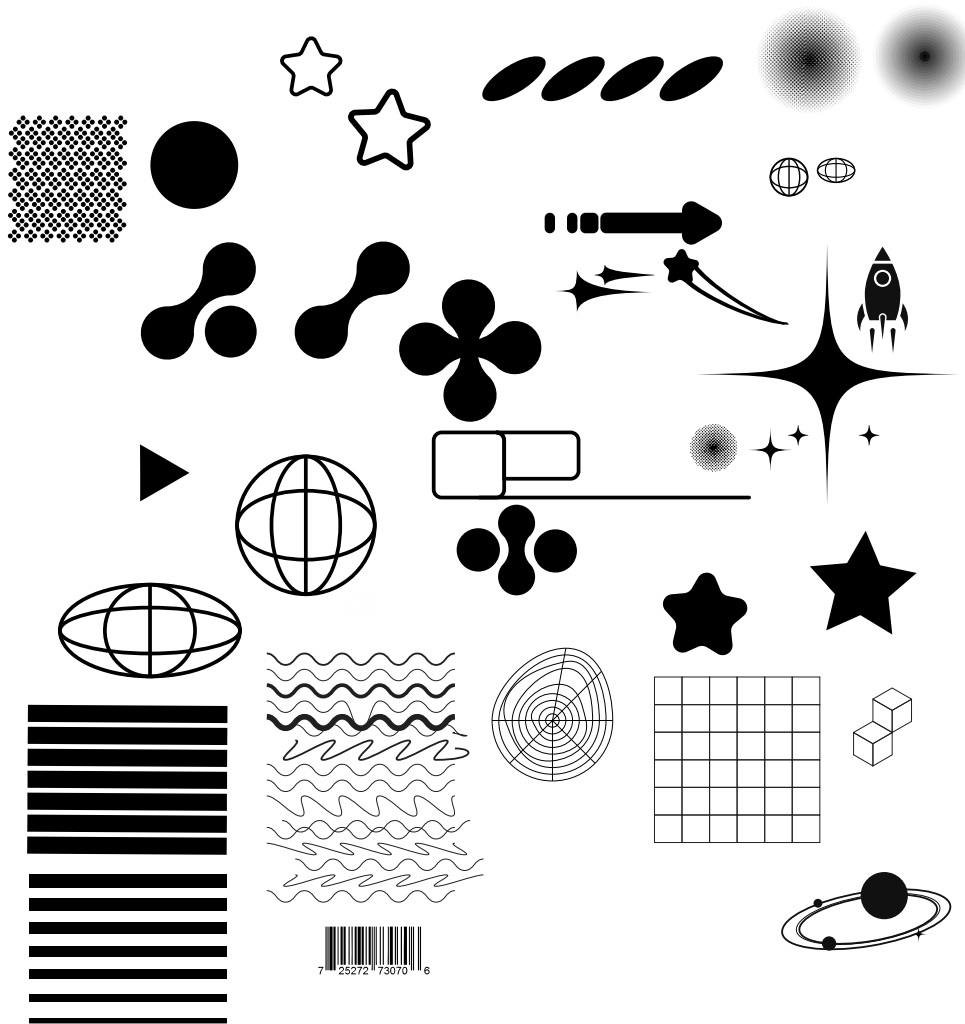


## ENVELOPE DISTORT

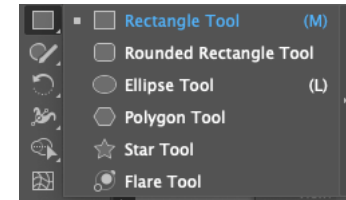


## IMAGE ADJUSTMENT TOOLS

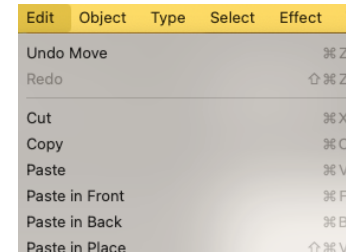
# Shapes



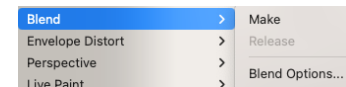
## SHAPE TOOLS



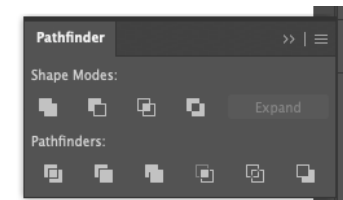
## COPY PASTE IN FRONT/PLACE



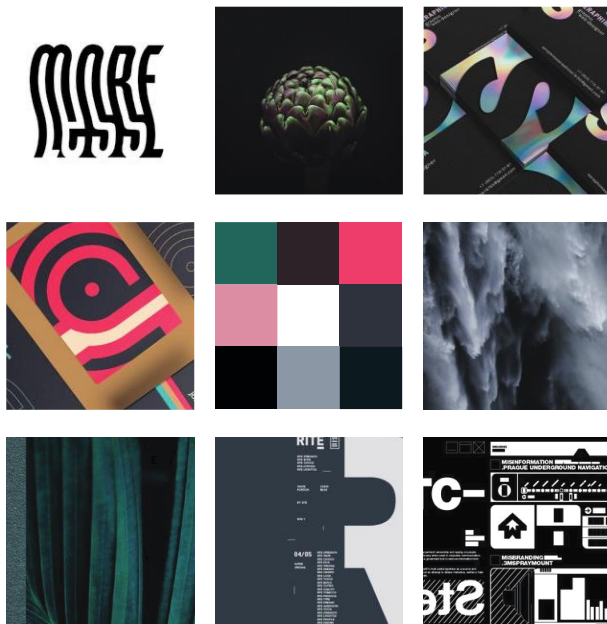
## OBJECT > BLEND



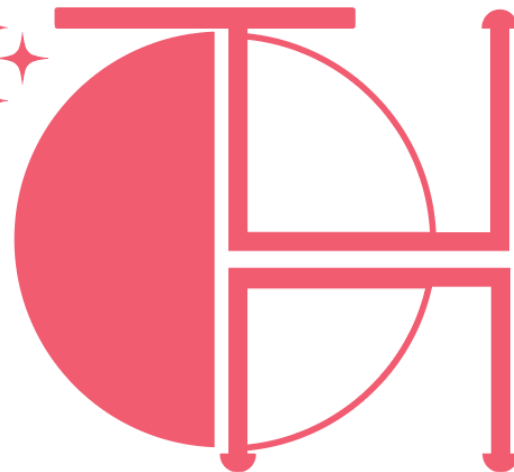
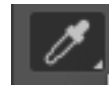
## PATHFINDER



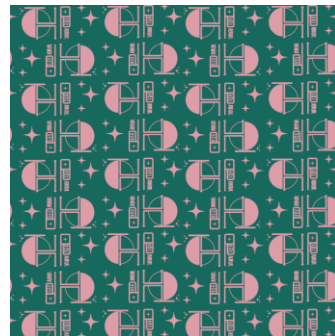
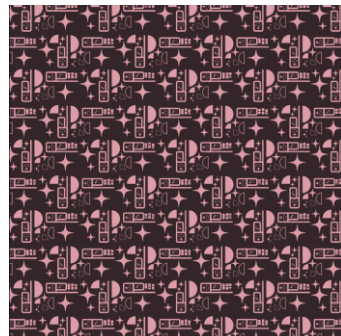
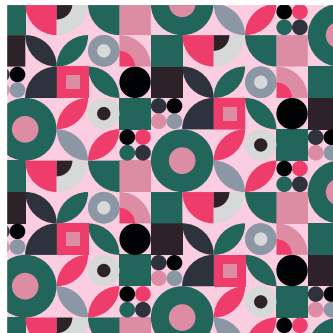
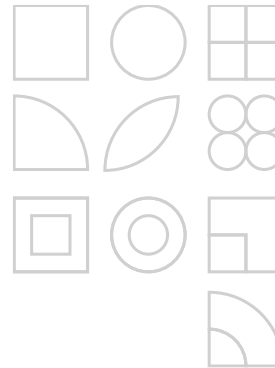
# Colour



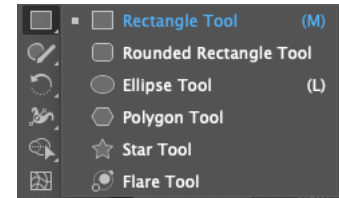
## EYE DROPPER TOOL



# Pattern



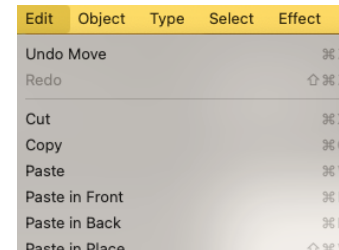
## SHAPE TOOLS



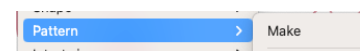
## DIRECT SELECTION TOOL



## COPY PASTE IN FRONT/PLACE

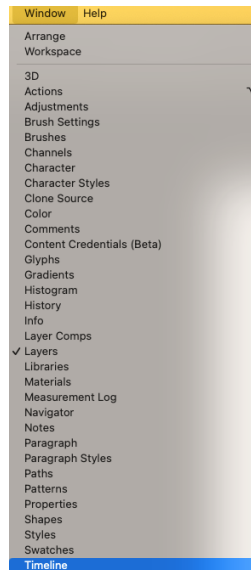


## PATTERN TOOL

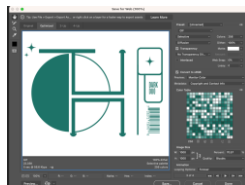


# Animate

## TIMELINE TOOL

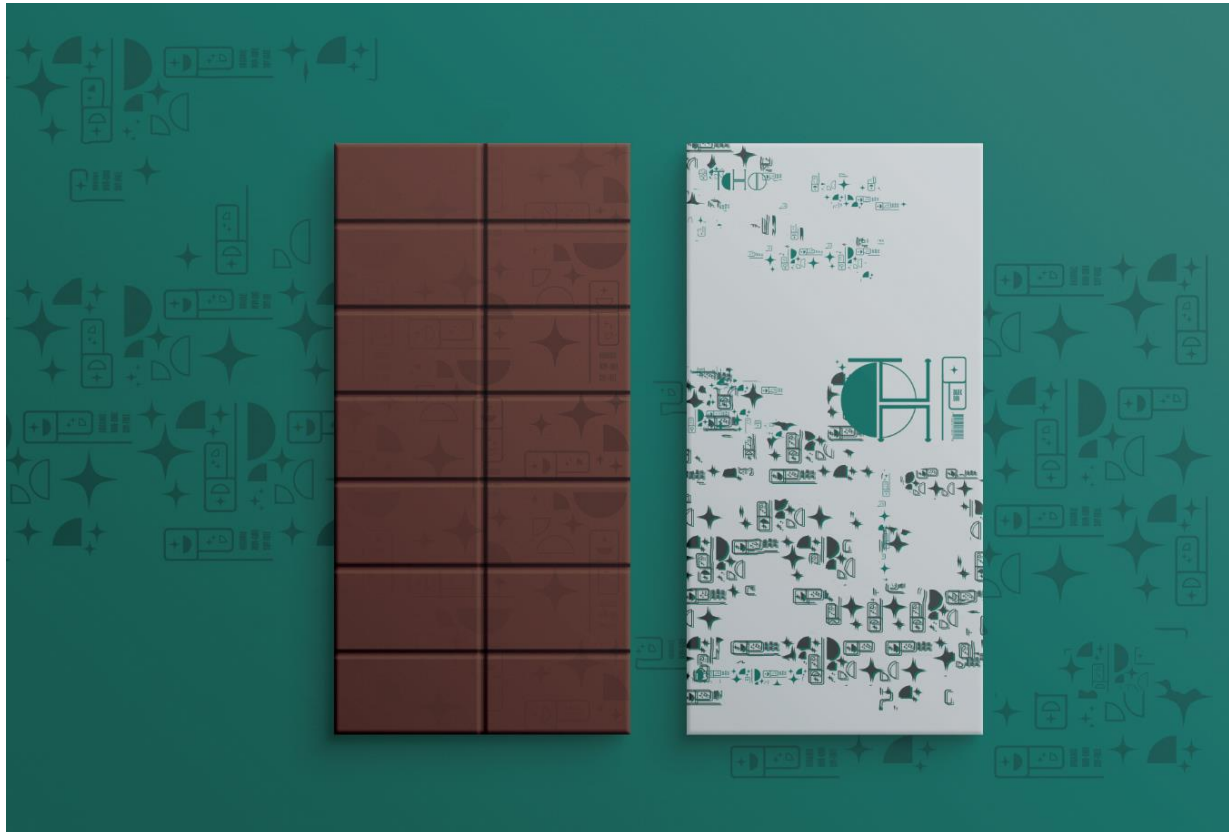


## EXPORT

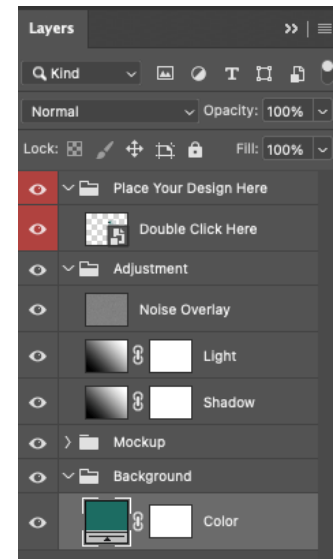




# Mock-up

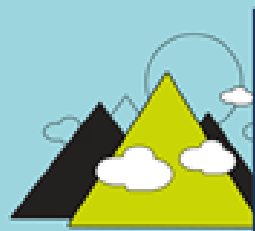


## SMART OBJECT TOOL



# Find out more

For more courses see our [Pearson Professional Development Academy](#).



Professional  
Development  
**Academy**

Transforming  
training for  
everyone.



Pearson