



## Design Your Own Creative Brush Packs in Photoshop & Illustrator

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**Design Your Creative Brush Packs:** This class is open to those who can access Adobe Illustrator or Photoshop and a camera or scanner (if creating brushes with raster). This class is perfect if you're looking to create innovative side projects to improve your work or your fellow students' work and colleagues! In addition, it is possible to generate an income passively if you offer it as a service for sale via Creative Market.

In this course, students can learn how to investigate, brainstorm, and create an original, artistic brush set in the case of Photoshop or Illustrator from beginning to end and have the chance to offer it for sale via Creative Market, too, possibly!

Through creating brushes, we'll explore how to integrate artistic techniques, such as artistic markers, pencils, brushes, watercolor paints, scanning objects, taking photos of surfaces, and much more.

I'll go over the steps and options offered to you when you create your Photoshop and Illustrator brush packs, and Illustrator brush pack.

### What You'll Learn:

Research and Idea Development. In this course, we'll explore the method of coming up with an idea for a brush from your research and a creative brief. This includes actions like creating a list of ideas for an AI or PS brush set, brainstorming ideas for a PS as well as an AI brush collection, scouring images on the internet for inspiration, creating an idea board, and setting the approach and your creative brief before going through the process of creating.

The Creation & Refinement Process. In these courses, we'll go through the entire creation process. If your primary goal is a physical illustration, we'll explore the various possibilities to explore. If your first step is to source discovered textures and objects, we'll discuss the possibilities. If your goal is drawing vectors, we'll discuss how to begin creating vectors ready to be used in Illustrator brushes. Finally, students will learn to adjust their created collection of artwork to convert it into Photoshop vector brushes.

Output, Packaging & Marketing. In these modules, we'll use our completed artwork set and transform it into a brush set using Photoshop and Illustrator. This includes exporting the artwork set to the brush, making examples of how to use it to potential buyers, and finally giving the brush set a name by creating compelling marketing copy and screenshots to advertise the brush set online.

### What You'll Make:

Together, we'll look at what it means to study things, materials, patterns, textures, stamps, and more as we design and develop an original concept into a pliable, high-quality brush set. The concept and the content are entirely yours to decide! I'll give you various options, but you are free o decide on your style. Whatever the choice, students will be left with a vector, raster, or combo brush set that will help them with their design work.



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