Domestika – Corporate Illustration: Vectorial Style Guide

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Corporate Illustration: Vectorial Style Guide: Embark on a journey to develop a fresh illustration style and enhance your versatility as a professional illustrator with this course led by Mauco Sosa. As a specialist in Art Direction and Infographics, Mauco guides you through creating a comprehensive Vector Style Manual, simplifying and demystifying the possibilities when working on an illustration project for clients.

How to learn techniques to create images with graphic styles?

You can easily learn graphic styles with the "Domestika – Corporate Illustration: Vectorial Style Guide" tutorial.

Where can I download the product?

After subscription, You can download it for free from here.

Course Highlights:

- Learn step-by-step to develop a Vector Style Manual for illustration projects.
- Explore different vector aesthetics to analyze critical elements of styles and adapt to them.
- Discover techniques for creating illustrations with various graphic styles that can be combined to form limitless creative worlds.
- Twelve lessons and nine downloadable resources for an immersive learning experience.

Course Project: Engage in developing a new style by creating a personalized micro-world, allowing you to unleash your creativity.
Who Is This Course For? This online course is ideal for illustrators, designers, and creatives with basic illustration knowledge or anyone seeking new paths to explore and develop their creativity.

Requirements and Materials:

- Basic drawing skills.
- Previous knowledge of handling vector programs.
- It is highly recommended to have a graphics tablet, although not essential.

Join Marco Sosa on this visual journey, and empower yourself to create diverse and captivating illustration styles that reflect your unique artistic voice. Whether you are a seasoned illustrator or a creative enthusiast, this course provides valuable insights to elevate your skills and expand your creative horizons.

Course Content

- 01 - Mini biography
- 02 - References
- 03 - Basic notions
- 04 - Introduction to the Style Guide
- 05 - Your illustrated micro-world
- 06 - Color and Treatment
- 07 - Form I structure and degrees of abstraction
- 08 - Form II Point of view
- 09 - Finishing Level of detail Graphic resources
- 10 - Light Shadow
- 11 - Characters

What is Corporate Illustration: Vectorial Style Guide?

Corporate illustration in a vectorial style involves creating visual elements for a company's brand identity, marketing materials, presentations, and other corporate communication channels. A vectorial style guide ensures consistency and uniformity in the visual representation of the brand across various platforms.

Creating a vectorial style guide for corporate illustration ensures a cohesive and professional visual identity for a company. This guide becomes a valuable resource for designers and contributors, promoting brand consistency and recognition across diverse communication channels.

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