

Creative Logo Design- Create Compelling Vector Arts From Filled Shapes

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Create Compelling Vector Arts From Filled Shapes: My name is Adam. I'm a professional graphic designer and animator with over six years of experience. My most notable clients include Wondershare and Animaker Flex clip, and I've also worked for a few major YT channels. One thing I like about myself is that I often draw throughout the day, and it's an outlet for me to relax.

In terms of logos, there are a variety of designs available today, and anything can be a logo. You only need a sketch and a font, and that is it. What is hard is to determine what type of logo to design for a specific customer.

In this course, I'll guide you through my method of creating unique logo designs:

- We'll discuss the process of generating ideas for a sketch
- Two exercises I practice to improve my drawing
- How do I vectorize my sketch?
- How do I select the appropriate font and color for my logo
- Finally, how do I will present the logo to my customer
- We'll design for an actual client via Upwork. Our class assignment will be to design at least one of his desired designs. I picked the wolf den as the location for this particular class.

Disclaimer we will use the pen tool more in this course, so if it's your first time using Adobe Illustrator, it will be slightly tricky because this tool for drawing is intended to be quite tricky for those new to the program.

What are you likely to need for this class?

- You'll require sketch paper as well as pen tools.
- I'm using the most current version of Adobe Illustrator CC, which I believe is 2023.
- Also, of course, you will need a mouse or pad. I'll be using only my mouse for this project.

When you finish this course, you'll have the skills to create unique logos that look like this, and the skills you learn in this class could be used for nearly every logo you can sketch!



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