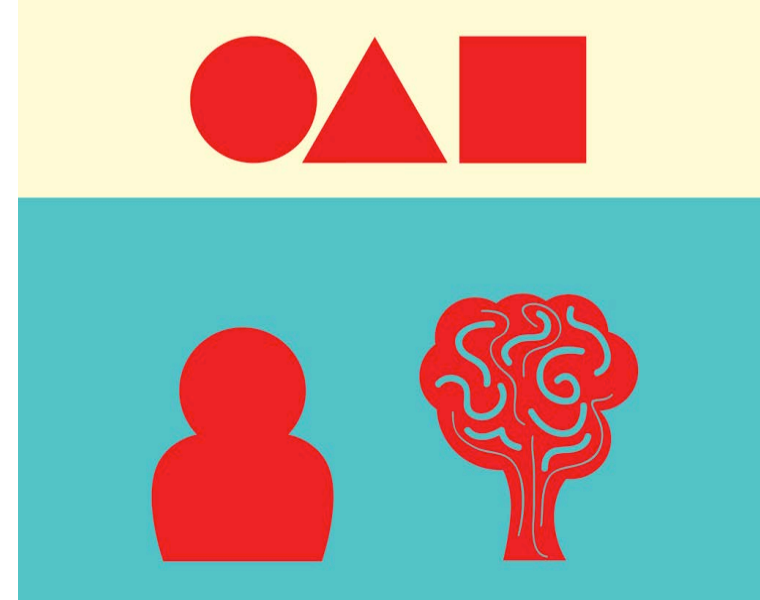
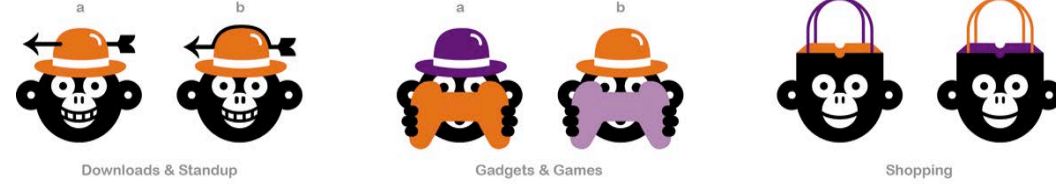




# **FOUNDATIONS of DIGITAL ART and DESIGN**

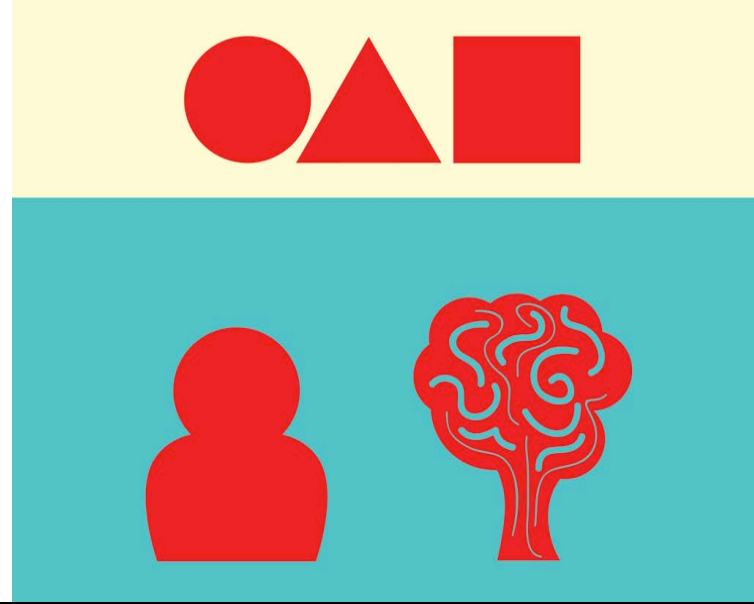
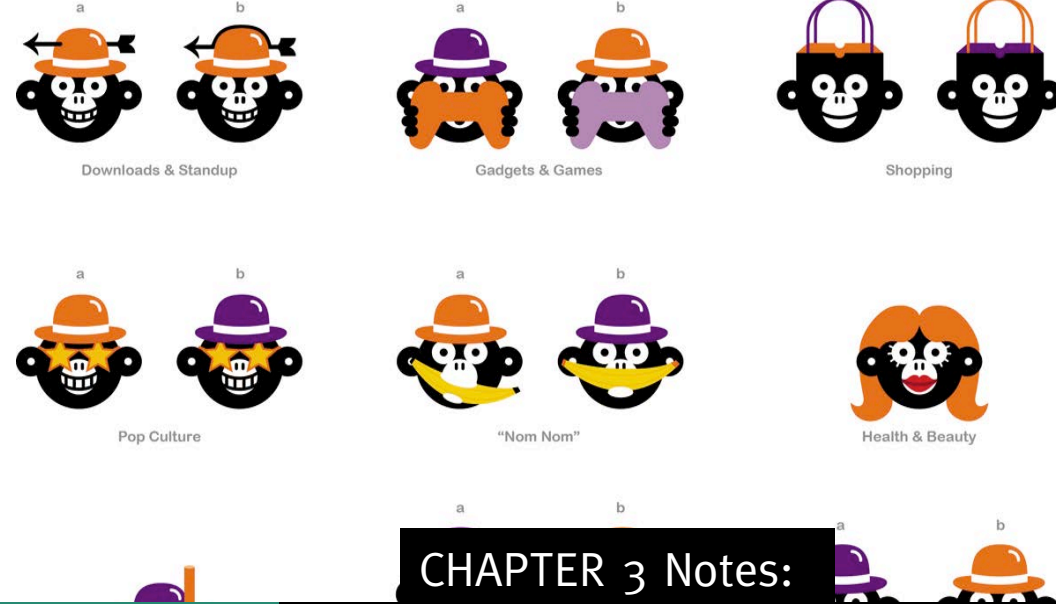
## **Chapter 3 Notes**



## CHAPTER 3

# MODIFY BASIC SHAPES

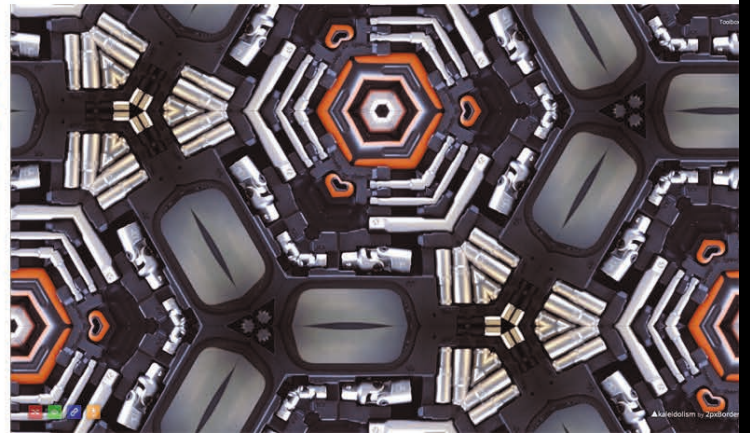
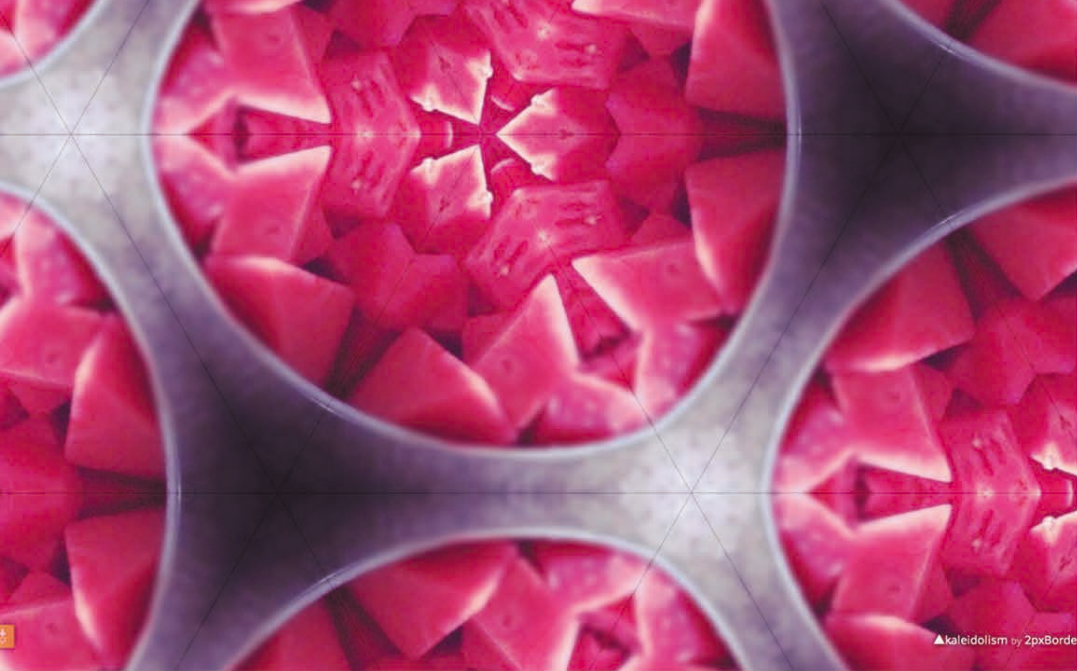




## CHAPTER 3 Notes:

### SHAPES

- Complex shapes are formed by the combination of simple shapes
- The most basic shapes are the circle, triangle, and square
- Shapes are perceived in relation to one another



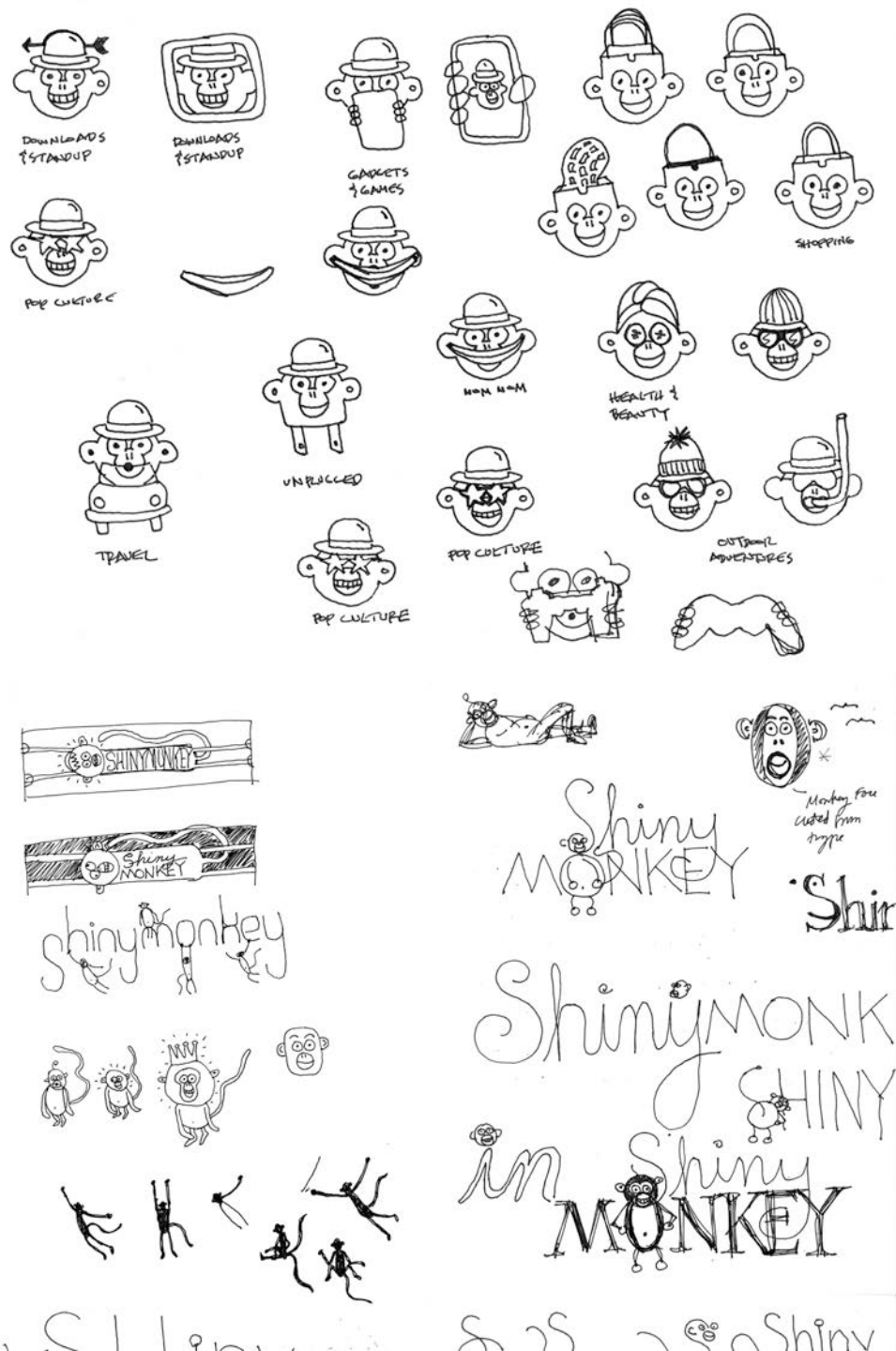
“Shape and form are perceived in relation to every other lived experience and the simultaneous visual play within a composition”  
(Rudolf Arnheim)

**Kaleidolism.com**  
**by 2pxBorder**

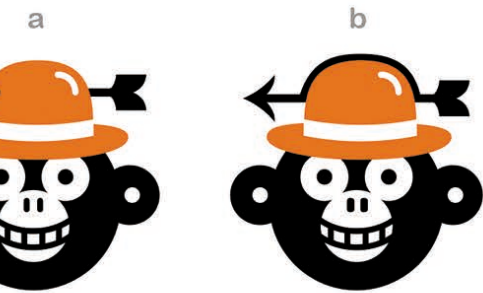
The roundness of a circle contrasts with the angles of a triangle; the dynamic lines in a triangle contrasts with the static square.

# Logo/Icon sketches

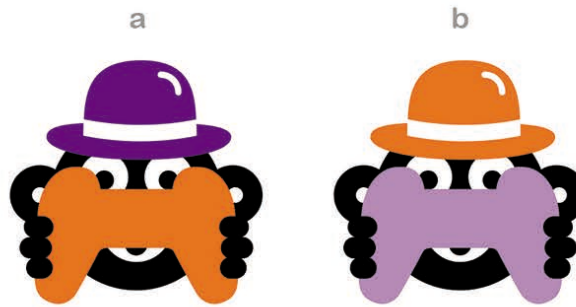
Ron Romain for  
MyShinyMonkey.com



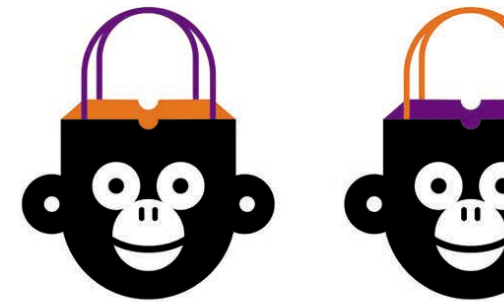




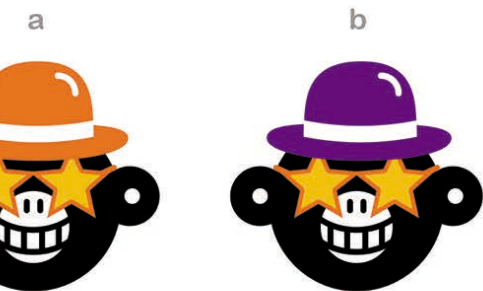
Downloads & Standup



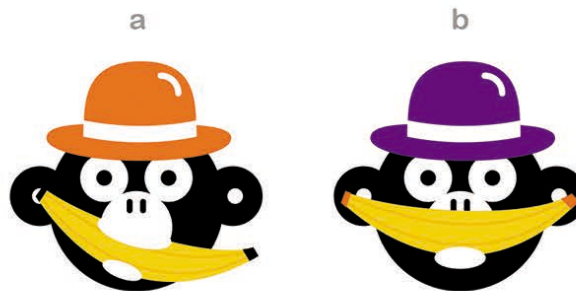
Gadgets & Games



Shopping



Pop Culture

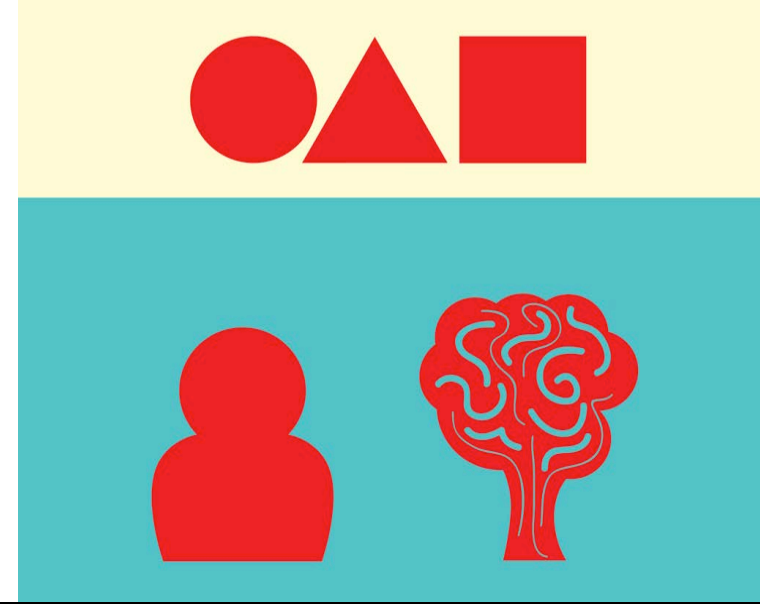
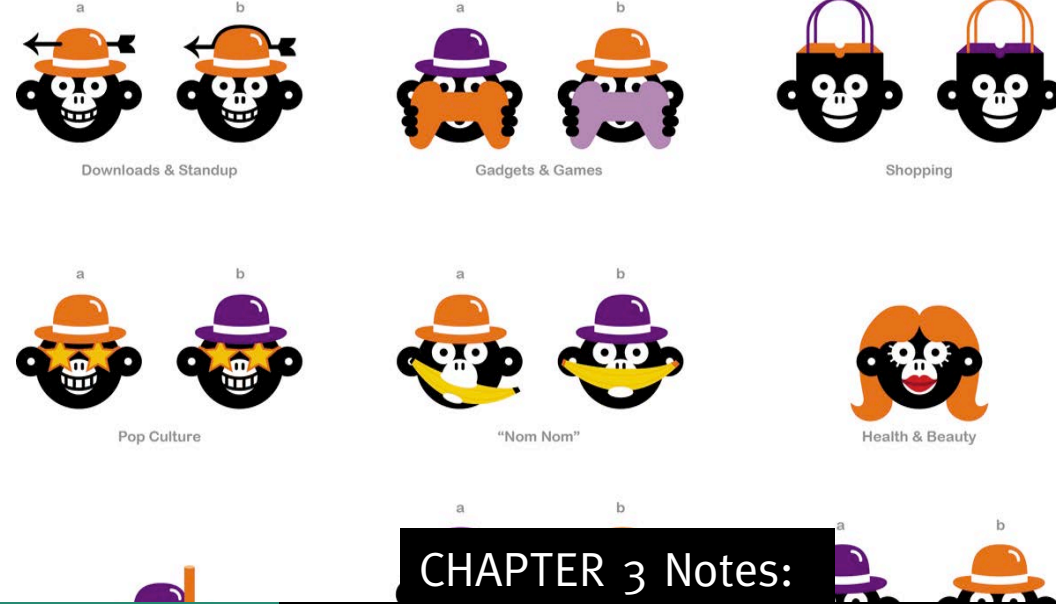


Health & Beauty

- Logos combine basic shapes to create a language-based idea
- These visual markers are simple, abstract forms that are easy to remember



**Final icons**  
 Ron Romain for  
[MyShinyMonkey.com](http://MyShinyMonkey.com)



## CHAPTER 3 Notes:

### SIGNS

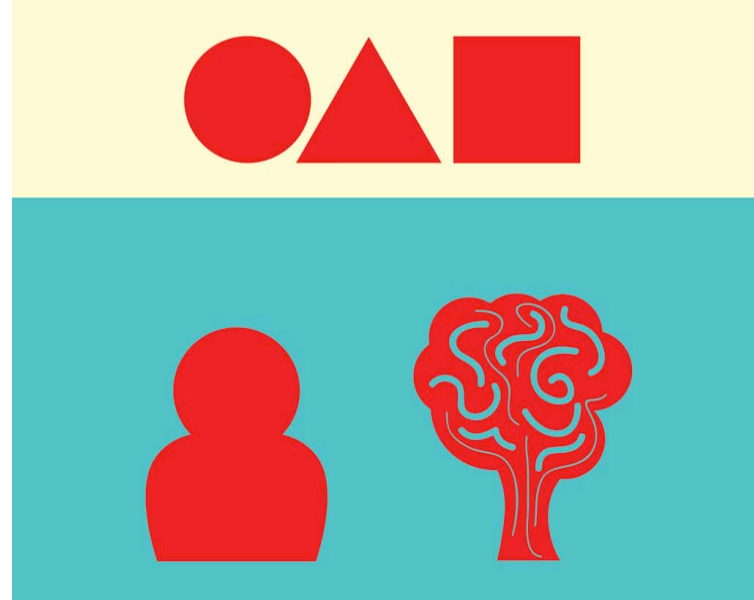
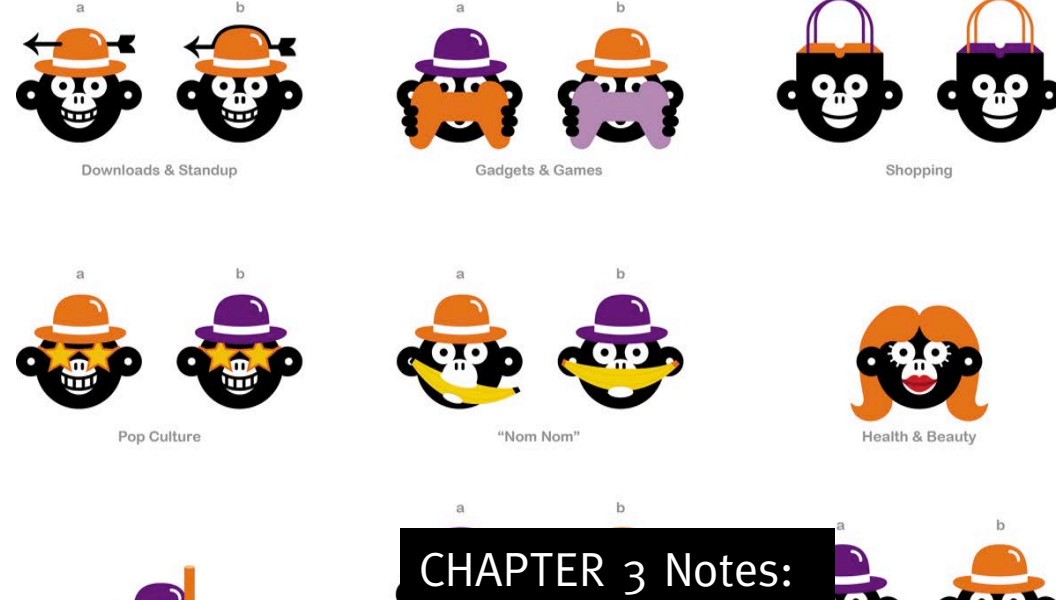
- Symbol: stands in for an idea (such as a flag)
- Index: points to an idea (such as an arrow)
- Icon: abstractly represents an idea (such as a smiley face)

“A truly enviable  
iconic design will  
also be simple,  
relevant, enduring,  
distinctive,  
memorable, and  
adaptable”  
(David Airey)

The logo for Bass Ale—  
registered as a trademark in the  
1870s—was the first  
trademarked logo.







## CHAPTER 3 Notes:

### VECTOR CURVES in ADOBE ILLUSTRATOR

- Straight lines are controlled by anchor points
- Curves are controlled by anchor points and Bézier handles
- Alter a curve by adjusting its handles with the Direct Selection tool



You'll create iconic graphics from simple shapes using the Pathfinder Panel, the Pen tool, and the Direct Selection tool.



## WHAT YOU'LL MAKE

### Chapter 3