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)
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
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
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.