DIGITAL MEDIA & MULTIMEDIA DESIGN

Module Four: Illustrator	Posts & Tutorials	Assignments	Tests & Quizzes	Portfolio Assignment
Week 1: Welcome to Illustrator, newb! ☐ **LearnKey IL1** ☐ **Video B1** ☐ **Tutorial B1** ☐ **Quiz B1**	**Tutorial B1:** How to Create Flat Web Icons *Create a step by step tutorial for how to create a flat style web icon set step by step using Illustrator.*	**Video B1:** Introduction to Graphic Design: Illustrator **LearnKey IL1:** Working in the Design Industry	**Quiz B1:** Working in the Design Industry	**Folio B1:** Create a Logo & Style Guide *Use Illustrator to create the beginnings of your own branding as a designer, a logo! Create three concepts for yourself and start re-branding your WordPress Portfolio.*
Week 2: More Illustrator Goodness! ☐ **LearnKey IL2** ☐ **LearnKey IL3** ☐ **Tutorial B2** ☐ **Gmetrix B1** ☐ **Quiz B2**	**Tutorial B2:** Making a Low Poly Portrait with Illustrator *Make a guide on how to create a very interesting low poly style portrait from a headshot.*	**LearnKey IL2:** Project Setup and Interface **LearnKey IL3:** Organizing Documents	**Quiz B2:** Setup, Interface and Organization in Illustrator **Gmetrix B1:** Illustrator Practice Exam 1	
				Extra Credit
Week 3: Becoming the Final Boss of Illustrator! ☐ **LearnKey IL4** ☐ **LearnKey IL5** ☐ **Tutorial B3** ☐ **Gmetrix B2** ☐ **Quiz B3**	**Tutorial B3:** Creating Labels & Mockups *Create a step by step guide on how to make fictional products look real using Illustrator & Photoshop Mockups!*	**LearnKey IL4:** Creating & Modifying Visual Elements **LearnKey IL5:** Project Setup and Interface	**Quiz B3:** Illustrator… but even harder! **Gmetrix B2:** Illustrator Practice Exam 2	**Extra Credit B1:** Company Rebranding Concept *Take on the challenge of redesigning the branding for a well known company or product. How would you do it? Update the logo, colors, and mock it up to see your results.*
Week 4: Test Week ☐ **Folio B1** ☐ **Tutorial B4** ☐ **Illustrator Cert**	**Tutorial B4:** The Illustrator Survival Guide *Create an Illustrator Survival Guide for new designers.*		**Certification Test:** Graphic Design & Illustration Using Adobe Illustrator	

Module Five: InDesign	Posts & Tutorials	Assignments	Tests & Quizzes	Portfolio Assignment
Week 5: Getting Used to InDesign! ☐ **LearnKey ID1** ☐ **Video B2** ☐ **Tutorial B5** ☐ **Quiz B4**	**Tutorial B5:** How To Create a Designer's Resume *Yes, we are special. Each one of us is a snowflake. How should we approach resume design?*	**Video B2:** InDesign Quick Start **LearnKey ID1:** Working in the Design Industry	**Quiz B4:** Using InDesign in the Industry	**Folio B2:** "Zine Me Up" Personal Mini-Magazine Create a 6–8 page zine on *anything you're obsessed with* (frogs, fashion, conspiracy theories, the smell of old books — you do you). Requires a camera, Photoshop, Illustrator and… you guessed it… InDesign! (No boring topics allowed…)
Week 6: Getting Good with InDesign! ☐ **LearnKey ID2 & ID3** ☐ **Gmetrix B3** ☐ **Tutorial B6** ☐ **Video B3** ☐ **Quiz B5**	**Tutorial B6:** How To Properly Pair Fonts *Bad typography is everywhere. What are the basics of font pairing, and how can you write a guide to explain it?*	**Video B3:** Branding Guidelines 101 **LearnKey ID2:** Project Setup and Interface **LearnKey ID3:** Organizing Documents	**Quiz B5:** Working with InDesign **Gmetrix B3:** InDesign Practice Exam 1	
				Extra Credit
Week 7: InDesign Superpowers Achieved! ☐ **LearnKey ID4** ☐ **LearnKey ID5** ☐ **Gmetrix B4** ☐ **Tutorial B7** ☐ **Quiz B6**	**Tutorial B7:** How To Make a Business Card Not Boring *Business cards do not have to be boring, but they usually are. Make a step by step guide on how to NOT make boring cards.*	**LearnKey ID4:** Creating & Modifying Document Elements **LearnKey ID5:** Publishing Documents	**Quiz B6:** You know your InDesign, right?! **Gmetrix B4:** InDesign Practice Exam 2	**Extra Credit B2:** Stationery Collection – Brand in a Box *Every company, brand, app, podcast, fast food shop… they all need decent stationery. Create a logo, letterhead, business card, envelope and one random piece that makes sense for the fictional company you come up with. The weirder the company, the better.*
Week 8: Test Week ☐ **Folio B2** ☐ **Tutorial B8** ☐ **InDesign Cert**	**Tutorial B8:** The InDesign Survival Guide *Look back What do YOU wish you knew at the start?*		**Certification Test:** Print & Digital Media Publication Using Adobe InDesign	

That One Weirdo 9th Week **Fix It Up**	Posts & Tutorials	Assignments	Tests & Quizzes
Week 9: Redo & Reflect: Portfolio Redemption Week ☐ **Folio B3**	Be honest… If I assigned you a tutorial here, would you have **started a rebellion**? Either way… no. No tutorial this week. **Focus on fixing your portfolio** and study up for an exam if you need to.	**Folio B3:** Portfolio Redemption Go ahead and look at your portfolio… **no I mean REALLY look at it.** There is that one project that you are maybe feeling a little ashamed of? **Fix it.** You are a champion, now get your redemption points!	**Re-Certification Test:** Use this week to refocus, restudy, and request a retake of an Adobe Certification Test you recently didn't pass (as long as it's been at least 30 days — maybe Photoshop?). Now reread this, recount all the times "re" appears, and reflect on how remarkably committed you are to this requirement. It's practically ridiculous at this point.

Tutorial B1: How to Create Flat Web Icons

Flat icons are clean, minimal, and perfect for websites and apps that need simple, stylish visuals without all the gradients or 3D effects. In this tutorial, you'll guide readers through creating a full set of flat-style web icons using Illustrator. Your tutorial should cover how to plan a theme, sketch or brainstorm ideas, then build the icons using basic vector shapes, the pen tool, and bold color palettes. Think social media icons, weather symbols, UI buttons—anything that could belong in a modern web interface.

You'll want to explain concepts like "vector design," "flat color," "grid-based layout," and "pixel preview." Encourage readers to use Illustrator's shape tools, align functions, and color libraries to build a consistent style. Each icon should look like it belongs to the same family—so sizing, stroke weight, and spacing matter! Use your own original icon set as an example and explain how you kept things cohesive. This is a perfect project for your portfolio or to show off on your website as a downloadable freebie or branding element.

05.05 – Demonstrate proficiency in using illustration software. …because creating icons in Illustrator involves drawing, transforming, aligning, and exporting vector artwork using professional design tools.

05.01 – Demonstrate proficiency in advanced design. …because designing a cohesive icon set requires creative consistency, visual balance, and design thinking.

04.13 – Demonstrate knowledge of presentation vocabulary and terms. …because you'll be applying terms like "iconography," "flat design," "negative space," and "scalability."

04.03 – Create a digital portfolio to showcase multimedia projects (project must be embedded in WordPress site). …because a self-made icon set makes a clean, professional addition to your portfolio or web branding section.

05.04 – Demonstrate proficiency in using fonts for advanced design. …because your icons may need to pair with text labels, requiring typographic harmony in digital interfaces.

Tutorial B2: Making a Low Poly Portrait with Illustrator

Low poly portraits turn ordinary headshots into geometric works of art by breaking down an image into flat, angular shapes—like something straight out of a digital sculpture gallery. In this tutorial, you'll guide readers through creating a low poly portrait in Illustrator using the pen tool and simple polygon shapes. The process may look complicated at first, but it's just about tracing over facial features using triangles and filling each shape with sampled colors from the original image. With patience and precision, the final effect looks both abstract and realistic at the same time.

Start by importing a high-quality headshot and locking it on a lower layer. You'll want to trace the contours of the face using triangles—focusing on key areas like eyes, nose, cheeks, and hair. Teach students how to use tools like *pen tool*, *eyedropper*, *layers*, and *anchor point control* to make each polygon sharp and clean. Search phrases like "low poly vector portrait tutorial," "triangulation in Illustrator," and "polygonal face art" to support your process. Be sure to include your own finished piece and progress screenshots to show your steps clearly. This is a perfect showpiece for any design portfolio.

05.05 – Demonstrate proficiency in using illustration software. …because creating a low poly portrait requires precise use of drawing tools, shape manipulation, and layering in Illustrator.
05.01 – Demonstrate proficiency in advanced design. …because building this style demands patience, spatial awareness, and strong visual planning.
04.13 – Demonstrate knowledge of presentation vocabulary and terms. …because you'll need to explain terms like "anchor points," "triangulation," and "color sampling" while writing your tutorial.
04.03 – Create a digital portfolio to showcase multimedia projects (project must be embedded in WordPress site). …because a low poly portrait is a visually striking design that shows advanced Illustrator skills.
05.04 – Demonstrate proficiency in using fonts for advanced design. …because you may want to label your portrait or add a type that complements the geometric style.

Tutorial B3: Creating Labels & Mockups

Ever wanted to make your own product line—even if it's just for fun? In this tutorial, you'll walk readers through how to design labels in Illustrator and apply them to realistic product mockups in Photoshop. Whether it's a soda can, a candle, or a fictional skincare brand, you'll be combining design with presentation to make something *look* real—even if it only exists digitally. This is the same process companies use to show off branding ideas to clients and investors before printing a single bottle.

Start by designing a simple product label or logo in Illustrator—use key terms like *bleed lines*, *label layout*, and *vector graphics* when explaining your process. Then move to Photoshop and look up terms like *smart objects*, *displacement maps*, and *mockup templates* to help you wrap your design onto a realistic 3D surface. You should include before-and-after images, and explain how to make the label feel like it belongs on the object—size, lighting, and placement matter! This project is perfect for any student interested in branding, product design, or packaging—and it absolutely belongs in a polished portfolio. **Ask the Instructor for help finding good Mockups** (PSDs) or live through the struggle of trying your best to find free ones online (good luck…)

05.05 – Demonstrate proficiency in using illustration software. …because you'll need to build vector label artwork that's sharp, clean, and scalable.

04.07 – Demonstrate knowledge of photo editing software. …because applying your design to mockup files in Photoshop involves using layers, masks, and smart objects.

05.01 – Demonstrate proficiency in advanced design. …because you're combining branding, layout, and presentation techniques to tell a believable product story.

04.03 – Create a digital portfolio to showcase multimedia projects (project must be embedded in WordPress site). …because this kind of branded mockup is exactly the type of polished work that belongs in a professional portfolio.

04.01 – Demonstrate knowledge of presentation production issues. …because how you display and explain your mockup affects how real and convincing it feels to your audience.

Tutorial B4: The Illustrator Survival Guide

Every designer remembers the first time they opened Illustrator and thought, "What do all these tools *do*?" This tutorial is your chance to help someone survive that moment. You'll create a friendly, helpful Illustrator Survival Guide aimed at beginners who are just getting started. It should be filled with smart tips, simple explanations, and visual examples to explain the core tools, file types, and workspace functions they'll need to know. Think of it like a mini-manual written by a designer—for other designers—who's been through the chaos and come out the other side.

Your guide should introduce essential concepts like *vectors vs. pixels*, *artboards*, *anchor points*, *the pen tool*, *layers*, *grouping*, and *pathfinder functions*. Give real examples of when you've used these tools and what they're good for. Include screenshots, diagrams, or mini infographics to support your tips. This is a great opportunity to use phrases like "Illustrator tools cheat sheet," "vector workspace layout," and "pen tool for beginners" to guide your reader. If it helps, think of it as a "10 tips I wish I knew", or "Watch out for these pitfalls…" maybe. You can do this one in a lot of ways, so enjoy it.

05.05 – Demonstrate proficiency in using illustration software. …because this tutorial covers the most essential tools and techniques for navigating Illustrator with confidence.

04.13 – Demonstrate knowledge of presentation vocabulary and terms. …because you'll be introducing foundational terms like vectors, artboards, anchor points, and layers in your guide.

04.01 – Demonstrate knowledge of presentation production issues. …because clear visual explanations are essential to helping new users understand Illustrator's interface.

04.03 – Create a digital portfolio to showcase multimedia projects (project must be embedded in WordPress site). …because a well-designed survival guide is helpful, brandable, and adds strong educational value to your portfolio.

05.01 – Demonstrate proficiency in advanced design. …because organizing information into a clean, user-friendly format requires strong layout and communication skills.

Tutorial B5: How To Create a Designer's Resume

Let's be real—if you're going into a creative field, nobody wants to see a boring Word doc resume with Times New Roman and default bullet points. This tutorial is your chance to design something that actually *feels* like you. You'll be walking your reader through how to create a designer's resume using **InDesign as the main layout tool**, but weaving in skills from Photoshop, Illustrator, and photography if it helps the final result shine. Whether it's custom icons, a logo, a professional photo, or branded colors and fonts—this is where your design brain gets to prove itself. Think of your resume as a visual first impression. **Then once you have made a pretty one as a PDF… somehow make the WORD doc version not terrible.**

To get started, ask yourself: What *kind* of designer are you trying to look like? Sleek and modern? Fun and quirky? Clean and editorial? Each of those styles suggests different choices in layout, fonts, colors, and even spacing. If you were hiring *you*—what would you want to see? Search terms like "creative resume layout," "typography hierarchy in resumes," "InDesign resume templates," or even "modern resume icons." Don't copy, but borrow inspiration and make it your own. Encourage your reader to create original assets like a small monogram or self-portrait photo (hello, photography unit), or vector icons (thank you, Illustrator). This tutorial should teach both design *and* communication—because at the end of the day, your resume has to say, "Hire me. I know what I'm doing." **Don't forget to show your work both as PDF and DOC format.**

05.08 – Demonstrate knowledge of design layout software. …because InDesign is the backbone of how your resume will be built, structured, and styled.

 05.01 – Demonstrate proficiency in advanced design. …because a resume is a mini design system that uses hierarchy, spacing, color, and typography to convey professionalism.

 05.04 – Demonstrate proficiency in using fonts for advanced design. …because your type choices will define your voice—professional, playful, polished.

 05.05 – Demonstrate proficiency in using illustration software. …because original icons, logos, or dividers created in Illustrator can elevate your layout.

 04.06 – Demonstrate knowledge of digital still photography. …because including a professional self-portrait (well-shot, well-lit) adds polish and presence to your personal brand.

Tutorial B6: How To Properly Pair Fonts

There's a reason your eyes hurt when you see a flyer for some struggling new rapper or rock band with five fonts fighting for attention. Typography is one of the *most important* parts of design—and also one of the easiest to mess up. In this tutorial, you'll write a guide that teaches someone how to pair fonts the right way. You'll be using **InDesign as the testing ground**, but this is your chance to pull in screenshots from Illustrator projects or Photoshop mockups where font choices made (or broke) the design. Your goal is to help readers *see* what works and what doesn't. Think of it like curating a vibe—some fonts are elegant dinner guests, others are clashing drunks at the party.

Start your tutorial by breaking down key terms: serif vs sans-serif, x-height, contrast, hierarchy, weight, tracking, etc. Walk your reader through good pairing principles (contrast without conflict, consistency across sizes, mood matching), and give side-by-side examples of font combos that work well—and those that don't. Search up terms like "typeface pairing rules," "font hierarchy examples," "InDesign font preview," or "Google Fonts combinations." Build a short sample project—a poster, business card, or resume header—to demonstrate your pairings in action. Encourage your reader to use **original content** and designs, not just copy/paste from examples. The finished tutorial should be stylish, useful, and portfolio-worthy.

05.04 – Demonstrate proficiency in using fonts for advanced design. …because this tutorial directly teaches how to identify, compare, and pair typefaces for professional use.

 05.08 – Demonstrate knowledge of design layout software. …because InDesign gives you the tools to test spacing, alignment, and type combinations in real-world layouts.

 05.01 – Demonstrate proficiency in advanced design. …because good typography is about creating visual harmony, clear hierarchy, and emotional tone.

 04.13 – Demonstrate knowledge of presentation vocabulary and terms. …because you'll need to use and explain proper terms like leading, kerning, display fonts, and alignment.

 05.05 – Demonstrate proficiency in using illustration software. …because some type treatments or paired visuals may benefit from creating custom typographic elements or vector accents.

Tutorial B7: How To Make a Business Card Not Boring

Most business cards are dull little rectangles that feel like afterthoughts. But *yours* doesn't have to be. In this tutorial, you'll teach someone how to design a business card that actually feels worth keeping—using **InDesign as your layout tool** and pulling in visuals made in Illustrator or Photoshop to bring it all together. Think of this as a tiny canvas with big design potential. Whether you're adding custom graphics, bold typography, interesting textures, or even experimenting with layout, this is your chance to make something memorable, modern, and maybe even a little weird—in a good way. Remember what I always say, *"once you know what the design rules are, feel free to break one on purpose (but explain why you did)."*

Your tutorial should walk readers through the *thought process* behind your design. What makes your card different? Is it color, typography, layout, photography, or negative space? Start by explaining standard card sizes and terms like "bleed," "safe zone," and "resolution." Then talk about creating a *visual identity*—how fonts, logos, and imagery come together to express who someone is. Use search terms like "creative business card layouts," "InDesign business card template," or "minimal vs maximal branding." Show how a logo made in Illustrator or a texture created in Photoshop can be brought into InDesign to create a cohesive brand moment. Include side-by-side comparisons of boring vs better. This guide should be visual, helpful, and fun to read—just like your card.

05.08 – Demonstrate knowledge of design layout software. …because InDesign is the primary tool used to create the final print-ready layout with proper spacing, bleed, and export settings.

 05.01 – Demonstrate proficiency in advanced design. …because effective business cards require clarity, branding, hierarchy, and visual intent all packed into a tiny format.

 05.05 – Demonstrate proficiency in using illustration software. …because original logos, icons, or vector textures can give your card a personal touch that stands out.

 04.07 – Demonstrate knowledge of photo editing software. …because you might include a headshot, product image, or branded background texture in your design.

 05.04 – Demonstrate proficiency in using fonts for advanced design. …because your font choice and type treatment are central to making a business card feel anything *but* generic.

Tutorial B8: The InDesign Survival Guide

If you could time travel back to your first day opening InDesign, what advice would you give yourself? That's what this tutorial is about—writing a helpful, honest, and visually clear **survival guide** for new users who are just getting started with InDesign. Think of it like a friendly cheat sheet full of the lessons you've learned the hard way. What tripped you up? What finally *clicked*? How did using Photoshop or Illustrator *before* InDesign give you an edge—or leave you confused? This is your chance to make something that helps the next person avoid your early mistakes.

Start with structure: what are the first 10 things every new InDesign user should know? Use terms like "master pages," "text frame options," "pre-flighting," "linked vs embedded graphics," and "typography styles." Add helpful visuals from your own projects—screenshots, comparisons, even GIFs if you're ambitious. Search terms that helped you could be things like "InDesign not snapping to grid," "how to export print-ready PDFs," or "difference between character and paragraph styles." The voice of your tutorial should be *you*—funny, practical, clear, and visual. This guide isn't just useful, it could be the most human, real-world piece in your portfolio.

05.08 – Demonstrate knowledge of design layout software. …because you're reviewing essential InDesign tools, workflows, and terminology to help others navigate the platform.

04.13 – Demonstrate knowledge of presentation vocabulary and terms. …because your tutorial should define and explain the language used by design professionals working in layout.

05.01 – Demonstrate proficiency in advanced design. …because organizing a survival guide is an act of instructional design—it requires hierarchy, structure, and visual clarity.

05.04 – Demonstrate proficiency in using fonts for advanced design. …because typography and paragraph styles are often misunderstood by beginners and deserve focused advice.

04.03 – Create a digital portfolio to showcase multimedia projects (project must be embedded in WordPress site). …because a personalized survival guide is not only helpful to others, but a great piece of teaching content that shows off your skill and voice.