General TIPS / Typography / Prof. Giuliani



Analyze the original sketch.

Here you have to make a decision. What is the best option to recreate your work?

image trace? pen tool? pathfinder?



Image Trace is not the best option for this





If your work is very **geometric** the pathfinder might be a good option to recreate shapes.





and sometimes it is best just to use the pen tool. The key is to limit your points!



