

# ILLUSTRATOR REDESIGN ANALYSIS

JENNIFER, STEVEN, YAHIR

# HISTORY

Over 25 years ago, Adobe's founders Charles Geschke and John Warnock, founded Adobe Research.

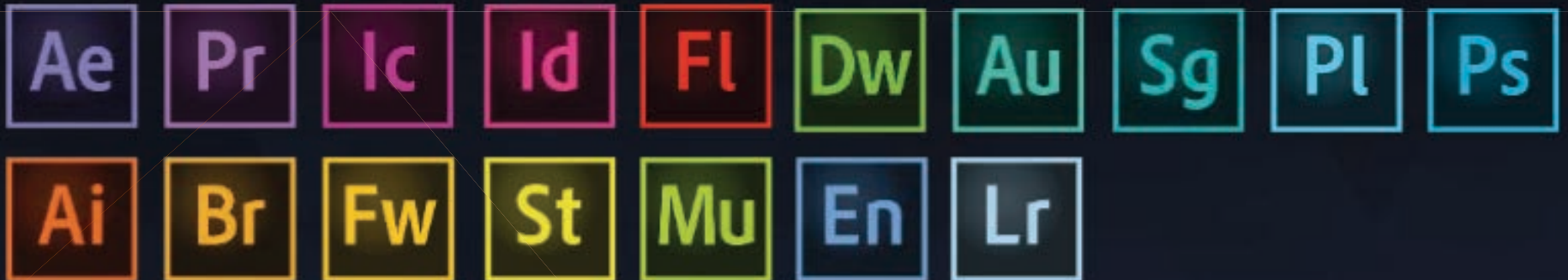
They recognized :

- The importance of supporting technologies that go beyond the current needs of product teams.
- The opportunity to explore innovations well in advance, to identified customer needs.



# ADOBE: STAKEHOLDER SUMMARY

- **\$4 Billion in revenue 2014**
- **More Than 5.3 Million Subscribers to Creative Cloud, and growing**



**Create, deliver and measure personalized, high-impact content that their constituents can access from virtually any device, including smartphones, tablets, PCs and televisions.**

**Adobe solutions include:**



**Adobe Creative Cloud**

**Offers the most innovative tools and cloud-based services for creating digital media**



**Adobe Document Cloud**

**Provides a modern way to manage documents at home, in the office and across devices**



**Adobe® Marketing Cloud**

**Delivers groundbreaking solutions for data-driven marketing.**

# DIGITAL MEDIA - ADOBE ILLUSTRATOR

## Goal

Create flexible artwork for any print or web media.

## Target Audience

Artists and Graphic Designers

### Artists Needs:

Scaleable projects

Freehand drawings

Tracing and re-coloring scanned images

Wireframes, digital paintings

### Graphic designers:

Setting type

Business cards and flyers

Logos

Website mockups

Can be used with multiple platforms.

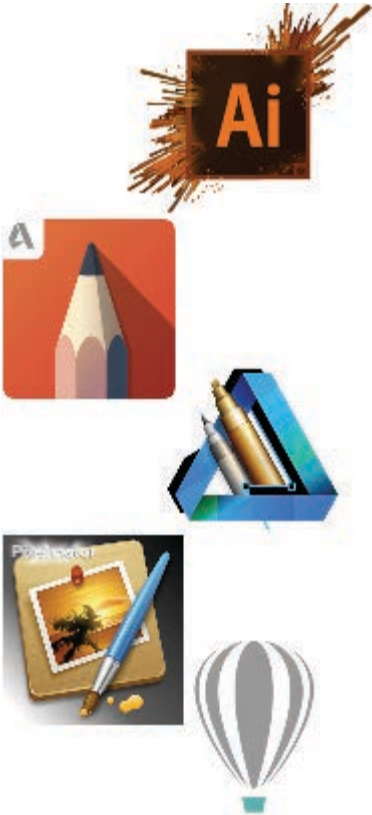
Indesign

Flash

After Effects

Photoshop

# ADOBE ILLUSTRATOR AND IT'S COMPETITORS



Strengths	Weaknesses
<p><b><u>ILLUSTRATOR</u></b> Logo design, Scalability without resolution loss, Smaller file size</p>	<p><b><u>ILLUSTRATOR</u></b> Text Formatting , hard to produce photo realistic Drawings</p>
<p><b><u>SKETCHBOOK</u></b> Providing an easy accessible alternative to Adobe Photoshop.</p>	<p><b><u>SKETCHBOOK</u></b> Don't see any yet.</p>
<p><b><u>AFFINITY DESIGNER</u></b> Includes about 20 different shapes, ability to preview vectors for retina display</p>	<p><b><u>AFFINITY DESIGNER</u></b> is for Mac OS only and drawing takes some getting used to.</p>
<p><b><u>PIXELMATOR</u></b> Being consistent with the apple look by presenting a sleek, modern site and brand.</p>	<p><b><u>PIXELMATOR</u></b> Doesn't provide all the tools that photoshop does.</p>
<p><b><u>COREL DRAW</u></b> Simple looking, easy to use, Opens Microsoft Publisher Files</p>	<p><b><u>COREL DRAW</u></b> Only on Windows Platform, Not a stand-a-lone Program, Terrible Menu System</p>

Used by Artists and Graphic Designers, Illustrator helps users create vector based graphics and type. It is typically used to create illustrations, charts, graphs, logos, diagrams, cartoons of real photographs, and more.

# FEATURE COMPARISON MATRIX

<u>Task / Feature</u>	<u>Adobe Illustrator</u>	<u>Sketch</u>	<u>Affinity Designer</u>	<u>PIXELMATOR</u>
License Model	Subscription-only	(1-time)	(1-time)	(1-time)
Price	\$19.99 per mo	\$99.99	\$49.99	\$29.99
Custom Grids	Yes	Yes	No	Yes
Drawing	Excellent	Fair	Good	Fair
Join Points & Segments	Yes	No	Yes	Yes
Pixel Preview (Retina)	No	No	Yes	No
Batch save	Yes	Yes	No	
User Interface	Dark	Native	Dark	Dark
Intuitive/Familiar	Yes	No	Yes	Yes
Customizable (re-arrangeable)	Yes	No	Yes	Yes
Scripts & Actions	Yes	Yes	No	
Platforms	Mac & Windows	Mac-only	Mac-only	Mac-only

Adobe is too busy trying to give everyone, everything, all the time. This is shown in many of it's products, including Illustrator, which makes it difficult to use for many people, who want or need to utilize just a few tools/features.

# ADOBE ILLUSTRATOR - RESEARCH ANALYSIS

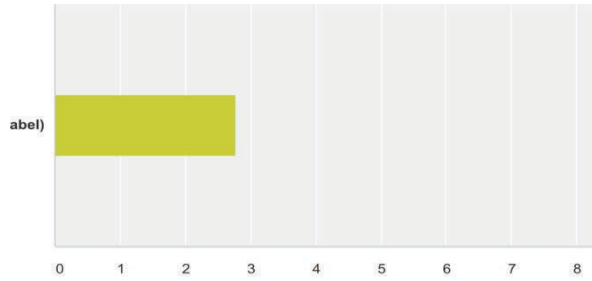
"The keyboard shortcut in the programs are a little hard to memorize. I feel like the program overall doesn't incorporate easy ways of using shortcuts."





### How easy is it to find what you are looking for in the menu system?

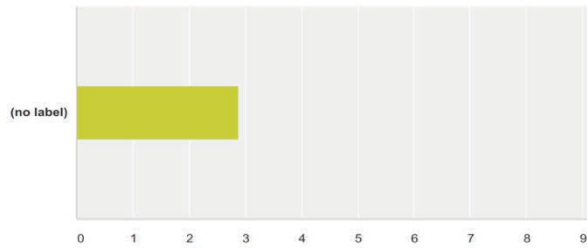
Answered: 9 Skipped: 2



	Very Hard	Hard	Neutral	Easy	Very Easy	Total
(no label)	0.00%	0.00%	0.00%	0.00%	0.00%	9

### Do you find the workspace easy to modify?

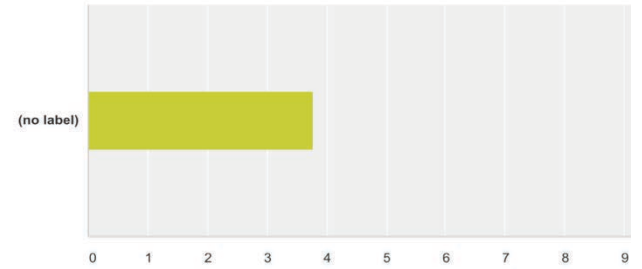
Answered: 9 Skipped: 2



	Never	Rarely	Sometimes	Often	Always	Total	Weighted Average
(no label)	11.11% 1	11.11% 1	55.56% 5	22.22% 2	0.00% 0	9	

### How often do you switch between tools?

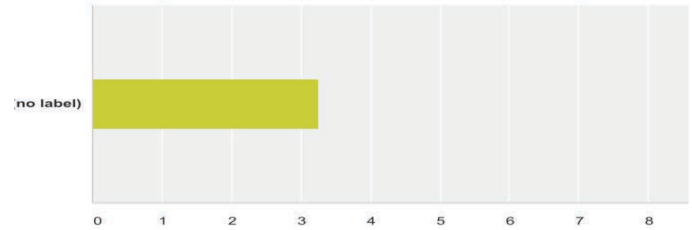
Answered: 9 Skipped: 2



	Never	Rarely	Sometimes	Most of the Time	Always	Total	Weighted Average
(no label)	0.00% 0	11.11% 1	33.33% 3	22.22% 2	33.33% 3	9	

### How often do you use the application menu system (File, Edit, Object, etc) in order to complete specific tasks in Illustrator?

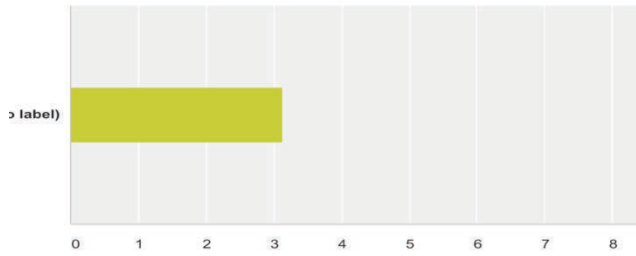
Answered: 8 Skipped: 3



	Never	Rarely	Somewhat	Most of the time	Always	Total
(no label)						8

### How often do you use Keyboard Shortcuts?

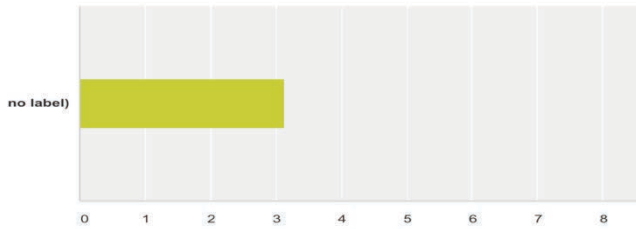
Answered: 8 Skipped: 3



Never	Rarely	Somewhat	Most of the time	Always	Total
12.50%	25.00%	12.50%	37.50%	12.50%	

### How often do you use the Type Tool in Illustrator?

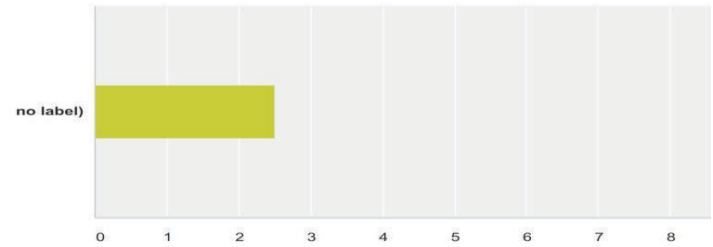
Answered: 8 Skipped: 3



Never	Rarely	Somewhat	Most of the time	Always	Total
0.00%	25.00%	50.00%	12.50%	12.50%	

### On average, how many tools do you use during a session?

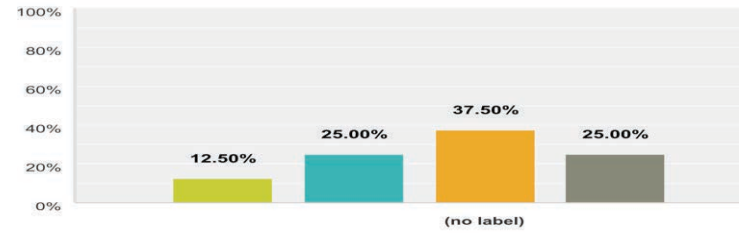
Answered: 8 Skipped: 3



1-3	4-6	7-9	10-12	13-15	Total	W Avg
12.50% 1	25.00% 2	62.50% 5	0.00% 0	0.00% 0	8	

### How cluttered do you find the toolbar?

Answered: 8 Skipped: 3



■ A Mess
 ■ Cluttered
 ■ It's Fine
 ■ I can find what I'm looking for

A Mess	Cluttered	It's Fine	I can find	Not Cluttered	Total
12.50%	25.00%	37.50%	25.00%		8



Name: Mike  
Age: 40 years old  
Occupation: Web Designer

## Background

Mike is a Web Designer who usually uses Photoshop but is transitioning to using Illustrator to create vector based logos. He has a working knowledge of Illustrator and is still learning the program. He's still adjusting to the program and while he is still getting used to doing so, he enjoys creating the logos and wants to advance his skill set in doing so.

## Scenario

Mike is working with a client who is revamping his website. As a result, the client wants a new logo to go with the new look of the website. Mike has some experience creating logos but it's at a novice level. For this assignment he is required to create an actual logo that will represent the client's new look and feel.



Name: John Thompson  
Age: 32 years old  
Occupation: Freelance Graphic & Web Designer

## Background

John is a graphic designer, recently hired by Hung Nail Construction to create a new Brand Identity. This includes a new logo and website layout. He is the company's only expert in the field of Designing and is often overburdened with requests by his boss. He works with a lot of photos and display fonts for creating signage and business cards. He has a background in illustration and fine arts but made the switch to web and graphic design, after teaching himself how to code, to appeal to the rising market for designers. He is eco friendly and likes to drink a good bottle of Jack Daniels while hard at work or when stressed out from the annoying comments of his boss. he recently broke up from a stressful relationship and would like a stress free program to work with that will still make sense after knocking back a few beers.

## Needs

- Lossless Image and Type
- Program able to convert his sketches into resizeable designs
- Wireframe and mockup tool

## Scenario

### Design a Logo with Type

John is trying to create an interesting typographic logo with the font Earth Kid. He opens his adobe illustrator to a new document. He sets his paper size to letter with points as his units and one art board in the landscape position. He selects the type tool (hotkey T) and clicks the art board. He types the word EARTHIAN then selects the whole selection with the selection tool (V). By going to Objects then Type, he creates an outline out of the selection. John realizes that the font he chose has a lot of anchor points within the type. He decides to go over the shapes with the Pen tool (P) to create an outline of each letter. He now has a re-sizeable vector of each letter. He Then enlarges the letters by dragging a selection box over all the shapes and then, while holding shift, transforms the selection by pulling the boxes on the side of his selection.

He then changes the “stroke” of the line to 1 via the top toolbar to create a thinner outline. He then selects the corners of the T outline and with the Direct selection tool (A) and elongates the top part of the T to the length of the whole word EARTHIAN by dragging the anchor points horizontally. Now finished with his outlines, He then drags the photo of red granite from his desktop, directly into illustrator. John places the photo behind his outline by right clicking the art board and selecting “arrange”, then “send to back”. Next, he selects the outline and the photo, right clicks and selects “create clipping mask.”

# SUMMARY

In conclusion, while adobe offers a solid industry standard product that delivers on what it promises, ultimately, like anything else, has room for improvement.

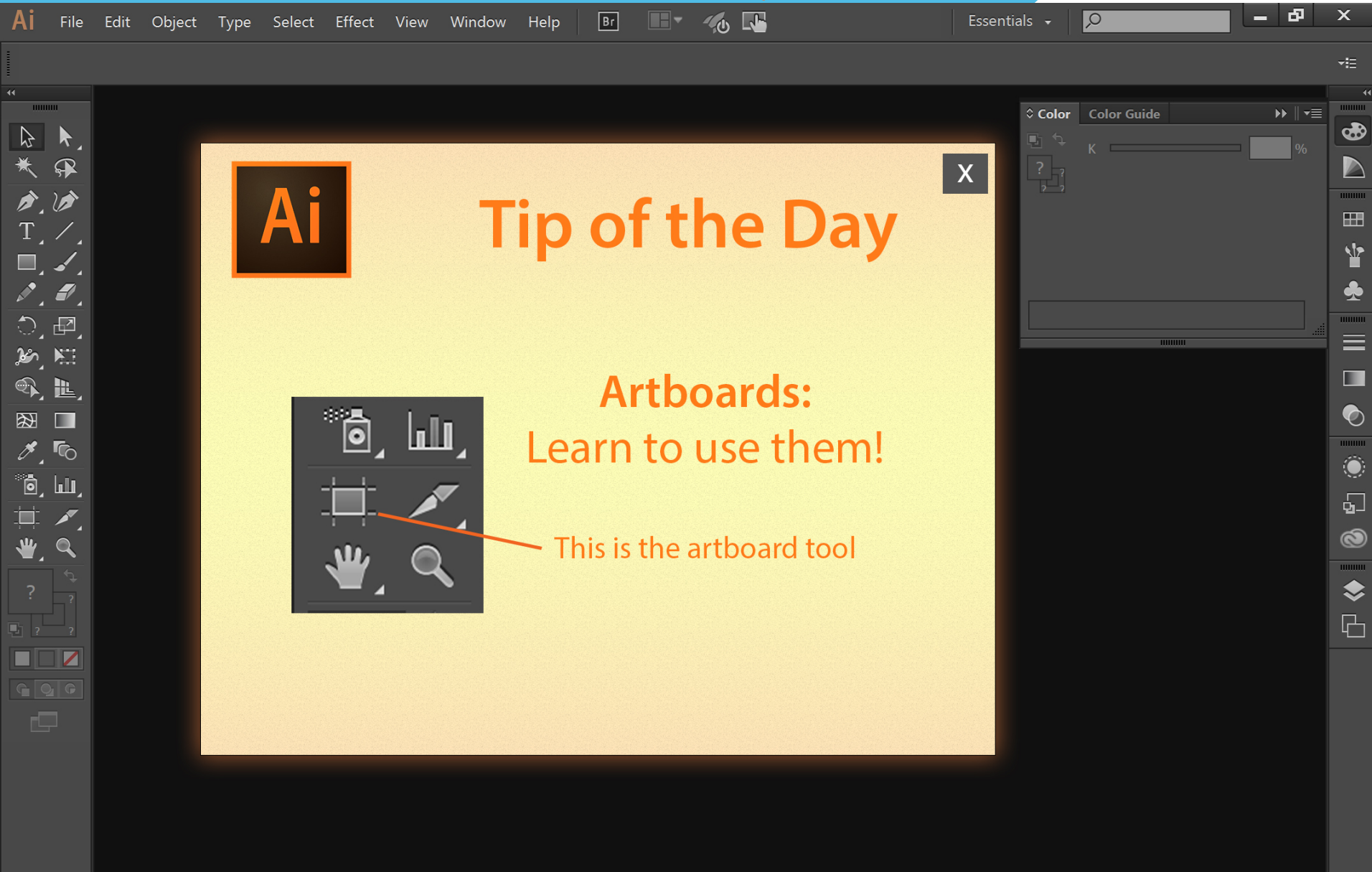
Such as:

BRINGING BACK TIP OF THE DAY

SHORTCUT NAMING SYSTEM

SIMPLIFIED TOOL BAR SET UP/ SELECTION

# REINTRODUCE TIP OF THE DAY, AS A HELPFUL HINT



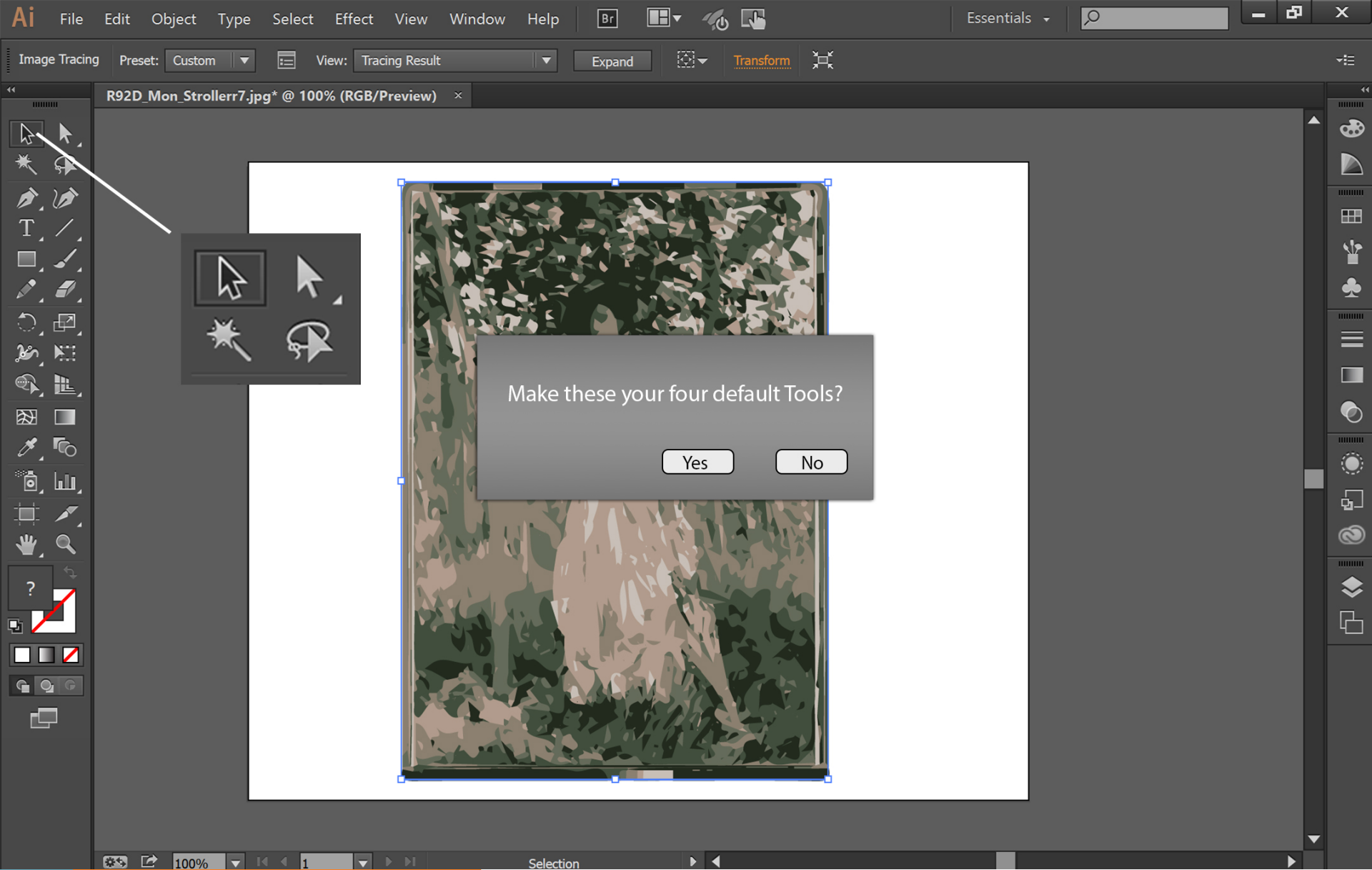
The screenshot shows the Adobe Illustrator interface with a 'Tip of the Day' window open. The window has a yellow background and contains the following text and elements:

- Header:** 'Ai Tip of the Day' with the Adobe Illustrator logo and a close button (X).
- Main Text:** 'Artboards: Learn to use them!' in orange.
- Image:** A dark grey square containing six icons: a camera, a bar chart, a grid, a pencil, a hand, and a magnifying glass. An orange arrow points from the text 'This is the artboard tool' to the grid icon.
- Caption:** 'This is the artboard tool' in orange.

The background shows the Illustrator workspace with the 'Color' and 'Color Guide' panels on the right and the toolbar on the left.

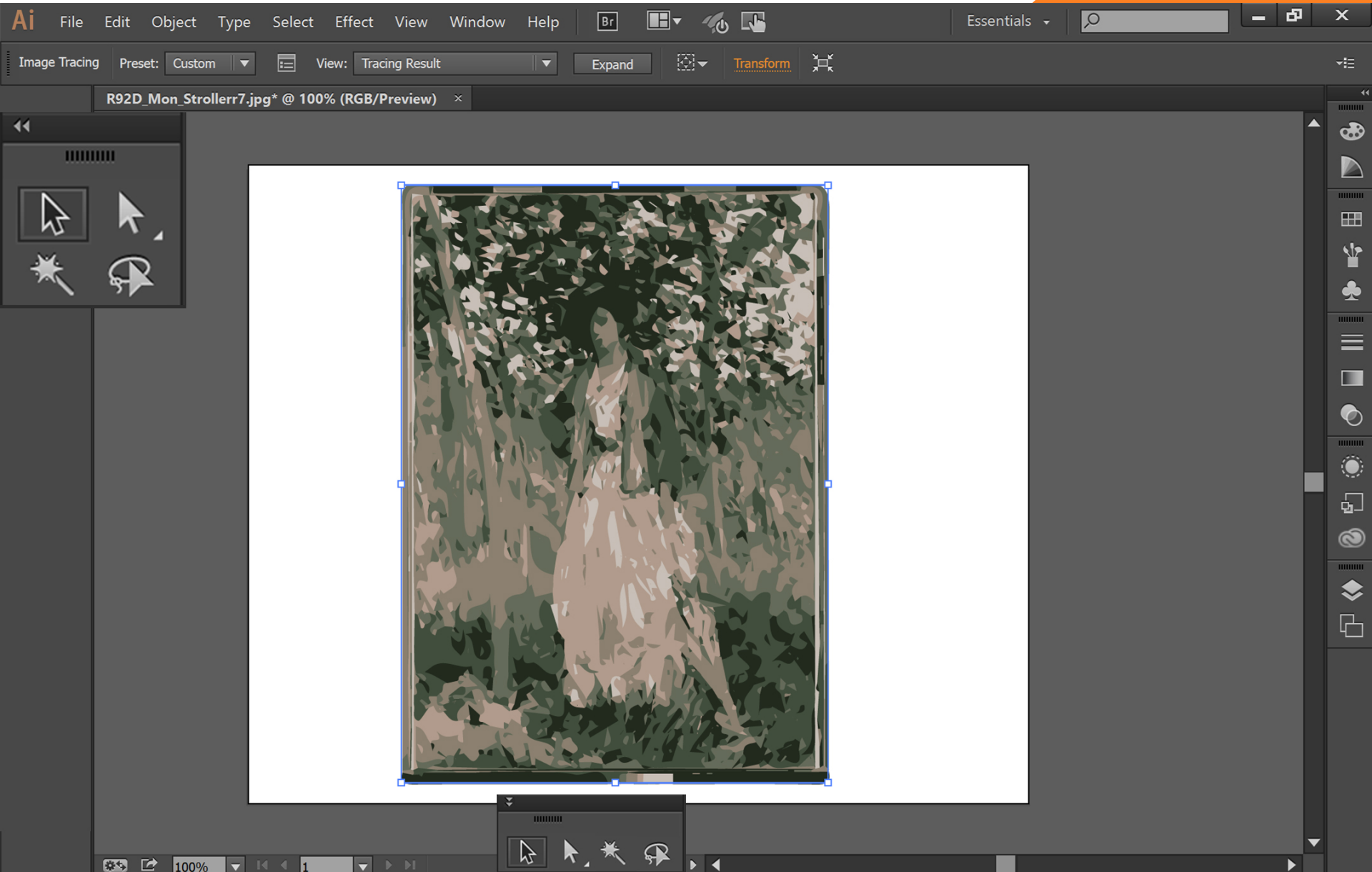


# IMPROVED USER SPECIFIED LAYOUT





# CUSTOMIZED TOOL SELECTION LAYOUT



# EASYMODE FOR PROJECT SPECIFIC TOOLS

