



Turbocharge Your Logo Designs: Boost Your Productivity in Adobe Illustrator

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Boost Your Productivity in Adobe Illustrator: Confessing "I can't draw" proudly, this course shatters the myth that great logo designers must excel at sketching. With over 15 years of experience, the instructor shares a workflow that enables lightning-fast logo creation in Adobe Illustrator, regardless of traditional artistic skills. Having worked globally with diverse clients, from motorcycle clubs to tech firms, the instructor's techniques focus on optimizing Illustrator for rapid, efficient design.

Course Highlights:

- **Hardware and Workspace Optimization:** Set up your hardware for optimal performance. Customize workspaces and keyboard shortcuts in Adobe Illustrator. Explore additional software and hardware tricks for increased efficiency.
- **Workflow Efficiency Techniques:** Discover secrets to working iteratively within Adobe Illustrator. Utilize Illustrator's tools to refine designs at super speed. Explore beginner-to-intermediate techniques suitable for logo design.
- **Optimizing Output:** Take simple line drawings or rough sketches and work them up in vector format. Increase efficiency and output by questioning and optimizing your current workflow.
- **Hardware and Software Specifications:** Gain insights into the instructor's hardware and software setup for seamless logo design. Understand the tools, including MacBook Pro, dual Samsung UHD displays, Logitech MX Master 3S, and more.
- **Logo Design Demonstration:** Follow along as the instructor designs a logo from start to finish using the demonstrated workflow.

Prerequisites:

- A basic understanding of Adobe Illustrator is recommended.
- The beginner-to-intermediate level course is suitable for those keen on logo design.

Instructor's Setup:

- MacBook Pro (13-inch, 2020, Four Thunderbolt 3 ports, 2 GHz Quad-Core Intel Core i5)
- Dual Samsung 28" U28E590 UHD displays
- Logitech MX Master 3S for Mac Mouse
- Logitech MX Keys for Mac Keyboard
- Creator Micro Macro Pad by Work Louder

Software Used:

- macOS Ventura 13.4.1
- Adobe Illustrator CC 2024 v28.0
- Adobe Photoshop CC 2024 v25.1.0
- Logitech Options+ v1.58
- VIA v2.0.5



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