

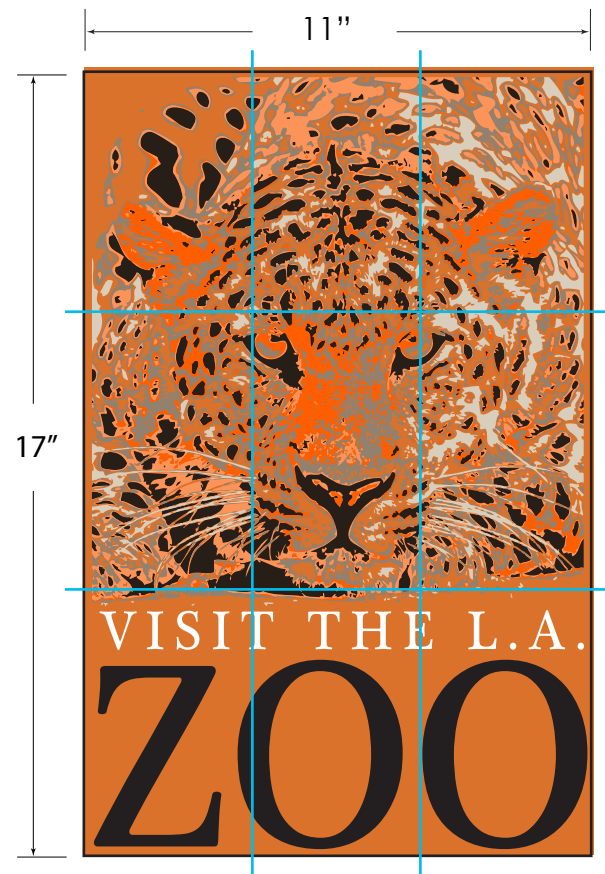
What You Will Learn

1. How to set a “Tabloid” size layout in Adobe Illustrator and create a visually cohesive design.

2. Convert a bitmap image (photograph) into a “Vector” image and select specific fill colors.

3. Use the “Rule of Thirds” to compose a strong visual layout.

4. Set a up an example of a “monochromatic” color scheme.



5. Maintain a simple 3 level hierarchy:
a. Animal Image
b. The word “Zoo”
c. The words “Visit The L.A.”

6. Divide your layout into layers.

