Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork (2nd Edition)

By Von Glitschka

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Attention, designers, it's time to get serious about your creative process. For too long you've allowed yourself to go soft, relying on your software to do all of your creative work at the expense of your craftsmanship. This book will NOT show you how to use every tool and feature in Adobe Illustrator. This book WILL, however, teach you the importance of drawing out your ideas, analyzing the shapes, and then methodically building them precisely in vector form using the techniques explained in this book.

In *Vector Basic Training, Second Edition* acclaimed illustrative designer Von Glitschka takes you through his systematic process for creating the kind of precise vector graphics that separate the pros from the mere toolers. Along the way, he'll whip your drawing skills into shape and show you how to create elegant curves and precise anchor points for your designs. In addition to new illustrative examples throughout the book, this edition includes an all-new chapter on how to apply color and detail to your illustrations using tried-and-true methods that you'll use over and over again. You'll also get access to over seven hours of all-new HD video tutorials and source files so you can follow along with Von as he walks you through his entire process.
Whether you're creating illustrations in Adobe Illustrator, Affinity Designer, CorelDRAW, or even Inkscape, you'll be able to use Von's techniques to establish a successful creative process for crafting consistently precise illustrations every single time you pick you up your pen, stylus, or mouse.

In *Vector Basic Training, Second Edition*, you'll learn:

- The tools and shortcuts that make up a design pro's creative arsenal
- How to use "The Clockwork Method" to create accurate curves every time
- When and where to set just the right number of anchor points for any design
- How to build shapes quickly using basic Illustrator tools and plug-ins
- Techniques for art directing yourself to get the results you desire
- Fundamental methods for applying color and detail to your illustrations

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Editorial Review

Review

"The problem with vector images today is that I hate most of them! Mainly because something dies between the drawing and the precision vector graphic version. Perhaps it's the illustration's soul lost in the transition? Most vector images today contain too many cyber-slick gradations; they are too mathematically perfect, like many of the billions of images populating millions of microstock sites that lack anything real and human. If Von's book can help improve a designer's ability to create better vector images, I'm all for it. And remember: Just because you can make everything a gradation doesn't mean you should make everything a gradation."
— **Charles S. Anderson**, Founder of CSA Design

"With Vector Basic Training, *Von Glitschka shames me. And I thank him for it. He reminds me that I am walking a tightrope of forsaking my first love: drawing. Von approaches the process with an honor and reverence that emerges from a tradition rooted in art as much as design. His depth of thought, trained hand, and ability to art direct himself have produced a stunning body of work, and he brings it all home in* VBT *to share with the reader. That's the thing with Von—not only is he a powerful talent, he's gracious enough to share it all. I'll be keeping my copy of* VBT *next to my Mac and, yes, my sketchpad."*
— **Terry Marks**, Creative Principal of TMARKS Design Studio

"Von's experience as an award-winning 'illustrative designer' enables him to provide a valuable methodology for creating vector artwork guaranteed to produce results for every designer."
— **Earl Gee**, Creative Director, Gee + Chung Design

"As president of the School of Advertising Art (SAA), I would like to thank Von for writing this book. Young designers need to understand the power of the drawing process, and they need to know that time spent sketching before jumping to the computer is time well spent on any project. Von clearly demonstrates this philosophy throughout the book by incorporating interesting visual examples of his work. I am excited to share Vector Basic Training, Second Edition *with SAA students."*
— **Jessica Graves**, President, School of Advertising Art, Kettering, Ohio

About the Author

Von Glitschka has created award-winning illustrative design for over 27 years through his multidisciplinary firm, Glitschka Studios. Von has collaborated on some of the most respected global brands with ad agencies, design firms, and in-house art departments from around the world. Von's mix of humor, inspiration, great design, and solid, creative methodology make him a sought-after speaker on the topics of design and creativity. He also develops skill-based design courses for Lynda.com and can usually be found hanging out on Twitter (@vonster) posting snarky tweets about anything and everything. Von lives and works in Salem, Oregon.

Users Review

From reader reviews:

Eden Davis:

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Gary Wilson:

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