



crews

Where you belong

TRAINING

Illustrator

LEARNING OBJECTIVES

- Understand the basics of vector creation with Illustrator
- Master the interface, drawing tools, shapes and typography
- Create professional logos, pictograms, posters and visual assets
- Prepare files for print and digital use

TRAINING DURATION

3 days (21 hours)

TARGET AUDIENCE

Graphic design, communication and visual creation professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €2,230 excl. VAT per person
- Intra-company / tailor-made training: on request

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Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to vector creation
 - Difference between bitmap and vector
 - Overview of professional uses of Illustrator
 - Introduction to the interface and main tools
- Mastering shapes and drawing
 - Using shape tools, Pen tool and Bézier curves
 - Creating complex paths, merges and distortions
 - Transforming, duplicating, aligning and working with layers
- Colours, typography and effects
 - Managing colours, swatches, gradients and patterns
 - Integrating text, wrapping and typographic effects
 - Applying graphic effects and preset styles
- Creating professional visuals
 - Designing logos, pictograms, business cards
 - Building posters, flyers or digital publications
 - Working with grids, guides and workspace organisation
- Exporting and finalising
 - Preparing for print (CMYK, bleed, vectorisation)
 - Exporting for the web (formats, optimisation, resolution)
 - Saving source files and archiving
- Creative workshop
 - Completing a full personalised project (visual identity, poster, digital visual)
 - Applying all concepts covered during the training
 - Individual feedback and improvement recommendations

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to create professional vector visuals with Illustrator autonomously, for various print and digital needs.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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