

Web Design

Illustrator Project

Action Shoe Company Part I

You work at an advertising agency that is trying to impress Action Shoe Company, a new consumer-based client. This is a company that sells action shoes. You get to decide what type of action shoes they sell. Do they sell dancing shoes, hiking shoes, soccer shoes, boots, etc.? Do they specialize in one type or sell a wide variety? The decision is up to you.

Your task is to create a logo that you think the Action Shoe Company will like. You are to use the Illustrator program to complete this task. Remember you are trying to get the Action Shoe Company's business so it important that you do a professional job.

Make careful use of the skills you have learned in the Illustrator assignments created thus far. (Berry Logo and Restaurant Logo assignments) Make use of your shape tools, pen tools, gradient tools, text tools, etc.

Once you have finished creating your logo you will need to save it as an illustrator file. You will also need to use the "Save for Web" feature that you learned to use in Photoshop to save it a second time. You may save it as either a .jpg file or a .gif file. You may choose which you feel is most appropriate depending on the file size the program estimates.

It is important that you save it as either a .jpg or .gif file so that you may incorporate the image into Photoshop and Flash documents that you will be creating in future projects.

Print a copy of the logo and put it in the basket for your class.