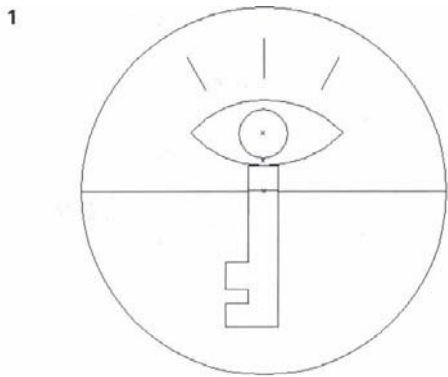


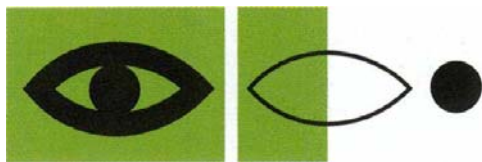
A Classic Icon

Five Ways to Re-create Simple Shapes

Overview: Finding different ways to construct the same iconic image.



The Outline view of the original logo



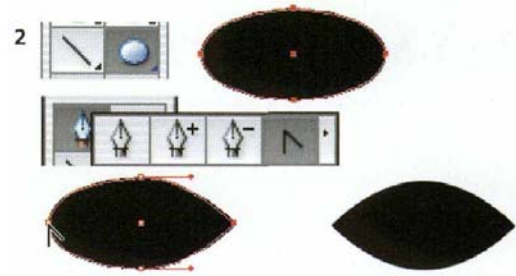
The original logo, constructed from a stroked line and a solid circle

You can construct even the simplest of iconic images in many ways. Patricia McShane and Erik Adigard of the M.A.D. graphics firm designed this classic logo for the *Computers Freedom & Privacy* annual conference. This conference addresses the effects of computer and telecommunications technologies on societal and personal freedom and privacy. This simple iconic representation of an eye is a perfect example of how you can explore different ways to solve the same graphics problem.

1 First, construct your logo in the way that seems most logical to you. Everybody's mind works differently, and the most obvious solutions to you might seem innovative to the next person. Follow your instincts as to how to construct each image. If design changes require you to rethink your approach (for instance, what if the client wanted a radial fill instead of the black fill?), try something slightly, or even completely, different.

Viewed in Outline mode, the original *Computers Freedom & Privacy* logo is clean and elegant with a minimum number of anchor points and lines. The M.A.D. team constructed the eye from a stroked line (made with the Pen tool) and a filled, black circle.

2 Make the outer eye shape. Create the solid black, almond-shaped object in any way you wish: Draw it with the Pen tool like M.A.D. did, or convert an ellipse into the correct shape by clicking on the middle points with the Convert Anchor Point tool from the Pen tool pop-up.



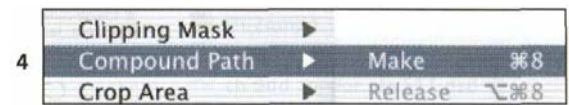
Converting an oval to make the back of the eye

3 Try using solid objects. Starting with your base object, construct the eye with overlapping solid objects. Scale a version of the outline for the green inset and place a black circle on the top.



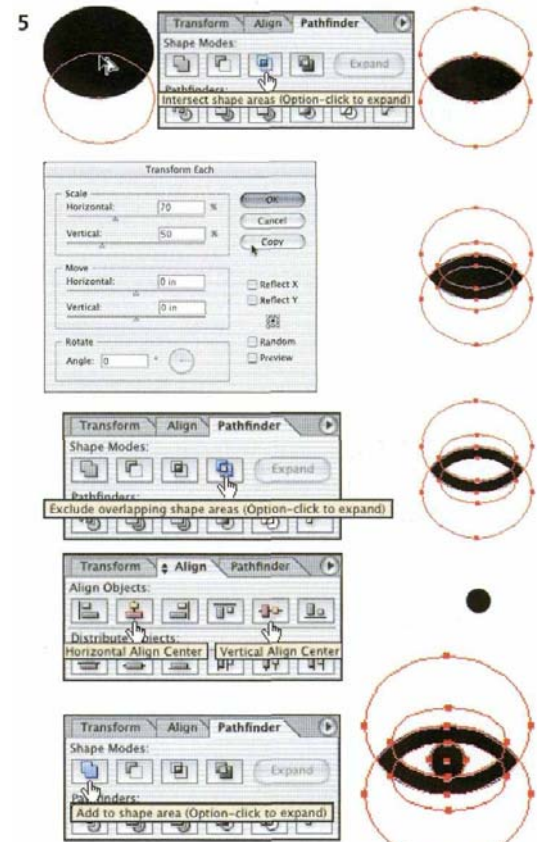
Constructing the logo with three solid objects

4 Try making a compound object. Use the objects that you created in the previous version to make a compound object that allows the inner part of the eye to be cut out. Select the outer black outline and the inner green inset and choose Object > Compound Paths > Make.



Constructing the logo from an outer compound object and an inner solid circle

5 Try using compound shapes. Compound shapes are powerful tools that let you combine shapes or create knockouts (see the *Drawing & Coloring* chapter for details on compound shapes). To create the back of the eye, start by creating an ellipse. With the ellipse still selected, switch to the Selection tool. Now hold Option-Shift (Mac)/Alt-Shift (Win) keys, grab the center of the ellipse and drag downward until the center of the new ellipse is at the bottom of the original ellipse. Select both shapes and click the Intersect button on the Pathfinder palette. To create the shape that will become the white of the eye, select the back of the eye, open the Object > Transform > Transform Each dialog box and enter: 70 % H, 50% V, then click Copy. To use this shape to knockout the white of the eye, first put it behind the back of the eye by using Object > Arrange > Send to Back, then select both objects and click on the Exclude button on the Pathfinder palette. Next, create the circle for the pupil over the knocked out eye shape, select them both, and click on the Vertical Align Center and Horizontal Align Center buttons on the Align palette. To finish, click on the Add button on the Pathfinder palette.

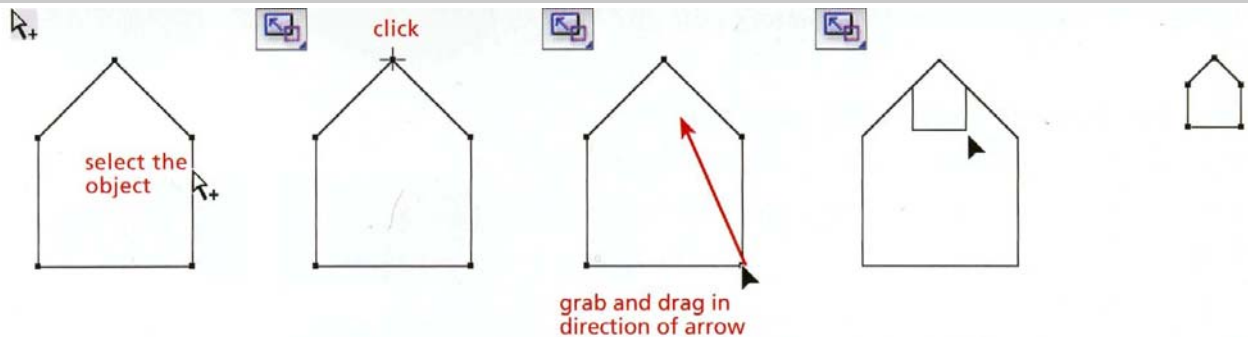


The same logo constructed using Copy, Compound Shape modes, and Transform Each

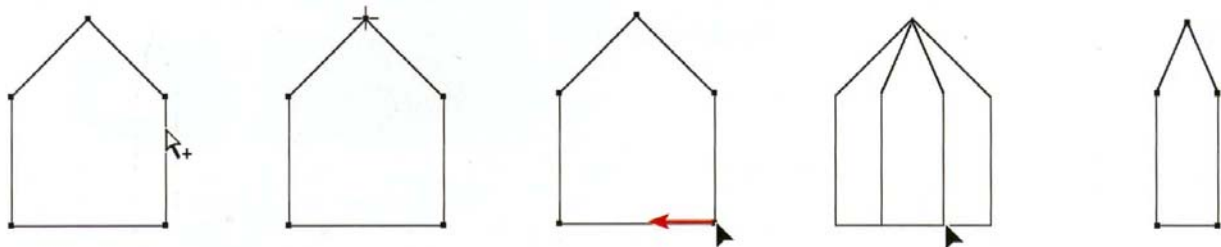
Zen Scaling

Note: Use the Shift key to constrain proportions. *Zen Scaling* practice is also on the *Wow! CD*.

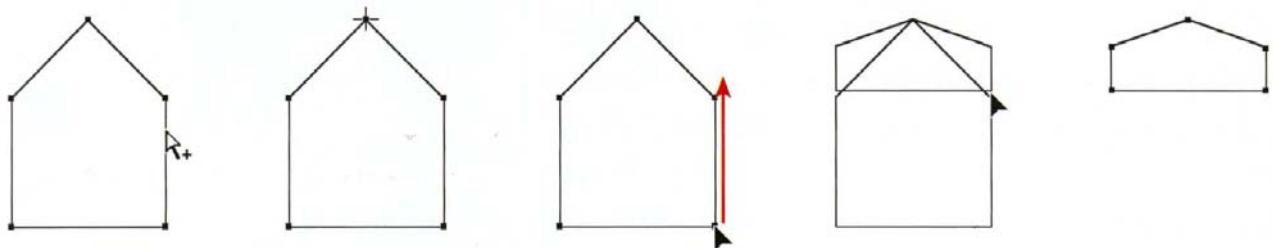
1 Scaling proportionally towards the top Click at the top, grab lower-right (LR), drag up



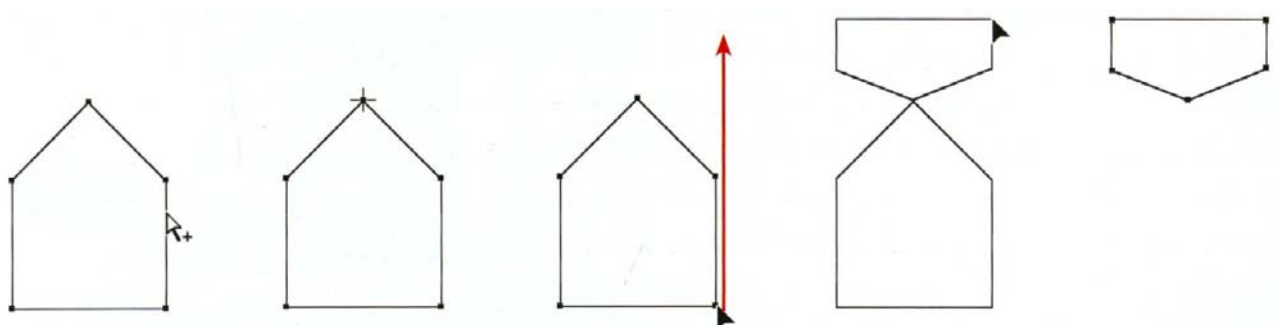
2 Scaling horizontally towards the center Click at the top, grab LR, drag inwards



3 Scaling vertically towards the top Click at the top, grab LR, drag straight up



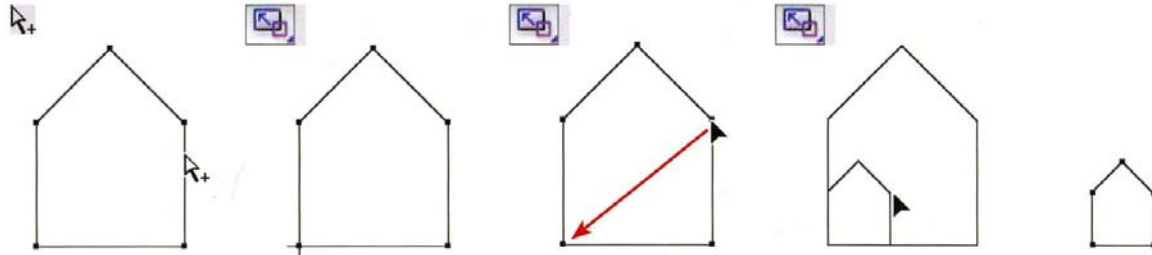
4 Scaling vertically and flipping the object Click at the top, grab LR, drag straight up



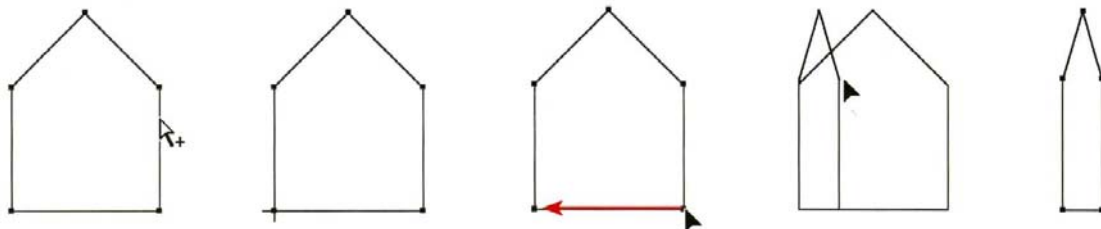
ZenScaling(continued)

Note: Use the Shift key to constrain proportions. ZenScaling practice is also on the Wow! CD.

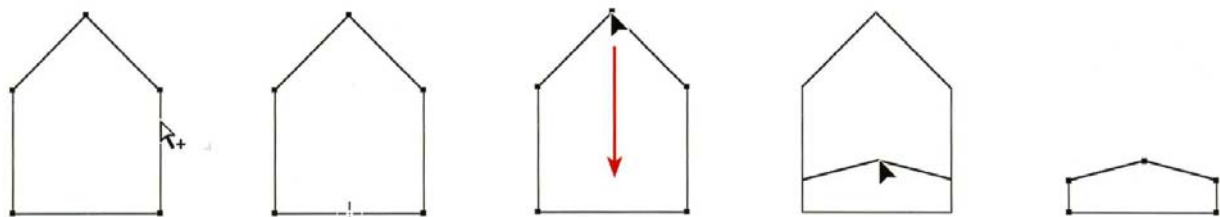
5 Scaling proportionally towards lower-left (LL) Click LL, grab upper-right, drag to LL



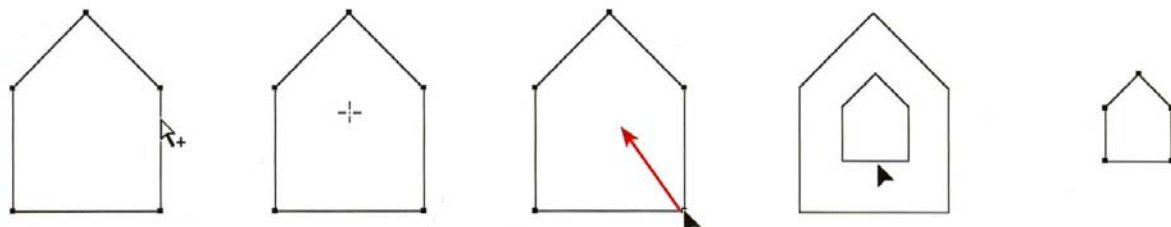
6 Scaling horizontally to the left side Click LL, grab lower-right (LR), drag to left



7 Scaling vertically towards the bottom Click center bottom, grab top, drag down



8 Scaling proportionally towards the center Click the center, grab corner, drag to center

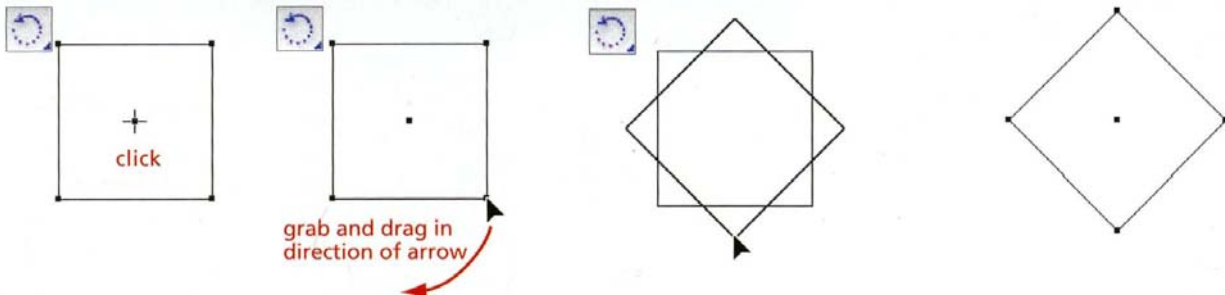


Or, to scale about the center, use the Scale tool to click-drag outside the object towards the center

Zen Rotation

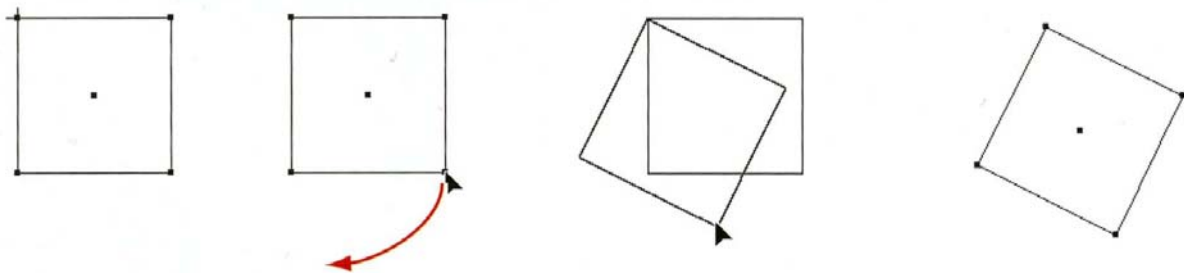
Note: Use the Shift key to constrain movement. *Zen Rotation* practice is also on the *Wow! CD*.

1 Rotating around the center Click in the center, then grab lower-right (LR) and drag

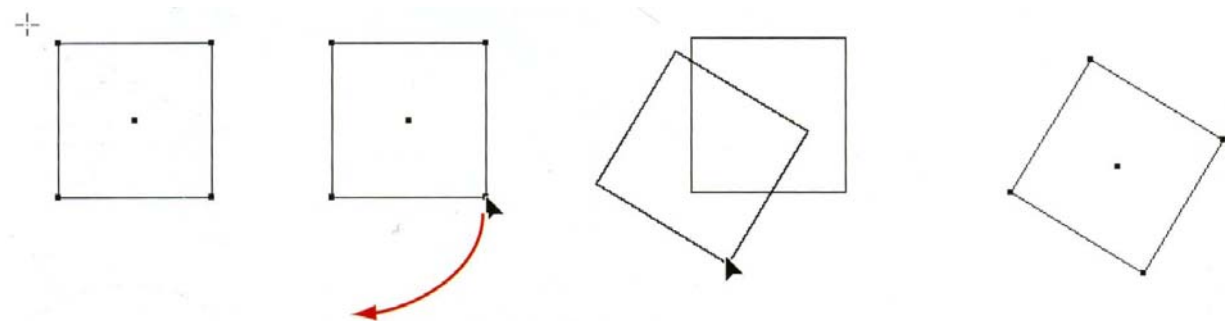


Or, to rotate about the center, use the Rotate tool to click-drag outside the object towards the center

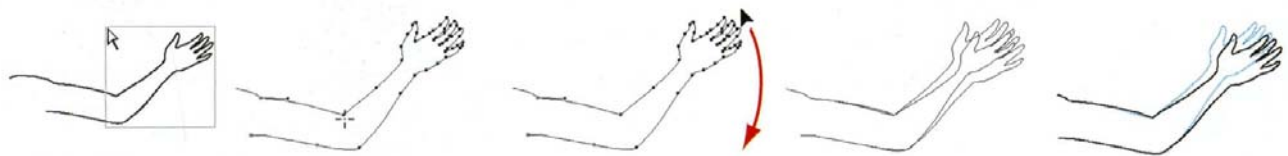
2 Rotating from a corner Click in the upper left corner, then grab LR and drag



3 Rotating from outside Click above the left corner, then grab LR and drag



4 Rotating part of a path Marquee points with the Direct Selection tool, then use Rotate tool



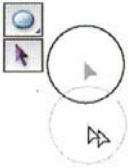
Marquee the forearm with Direct Selection tool

With the Rotate tool, click on the elbow, grab the hand and drag it around

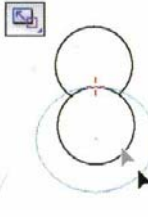
Creating a Simple Object Using the Basic Tools

Key: Click where you see a RED cross, grab with the C Y arrow and drag towards BLACK arrow.

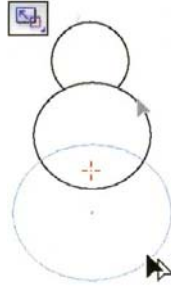
Make an ellipse and Option-drag a copy



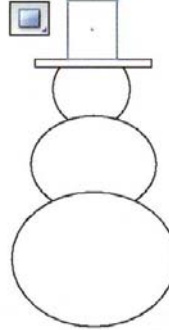
Scale the copy



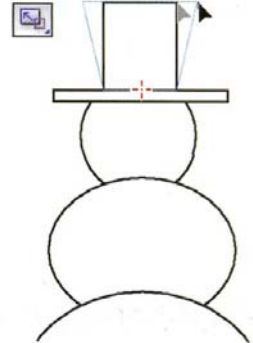
Scale a copy of middle ellipse—flipping it



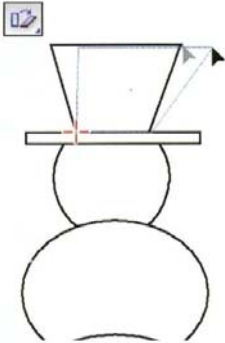
Make two rectangles, one thin, one tall



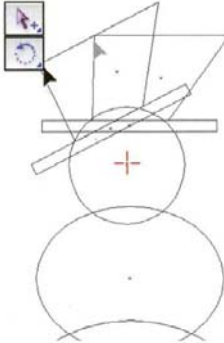
Scale the top two points outward



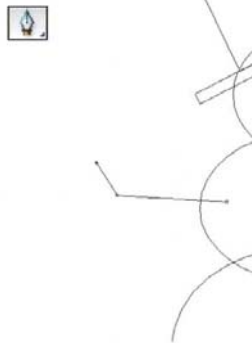
Shear the top of the hat



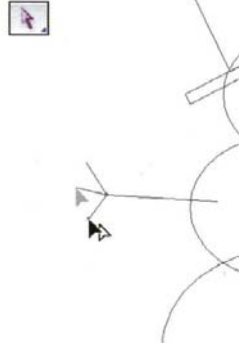
Shift-Group-select the entire hat, then rotate



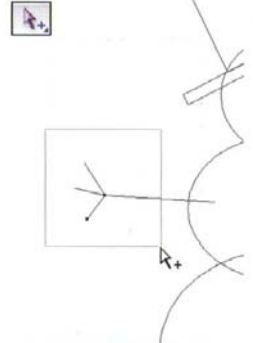
With the Pen tool draw an arm with 3 points



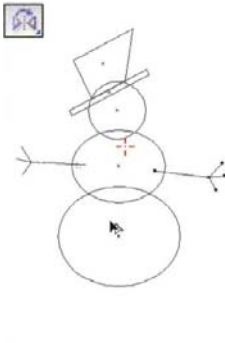
Direct-select top point, Opt-drag, repeat



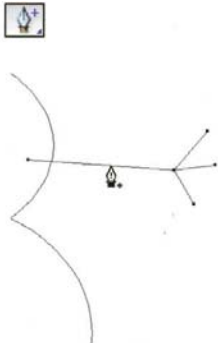
Marquee the arm with Group-select



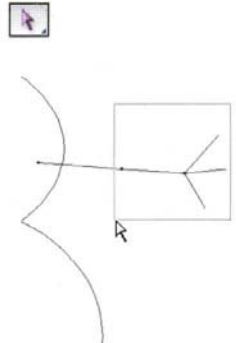
With the Option key, use Reflect on arm



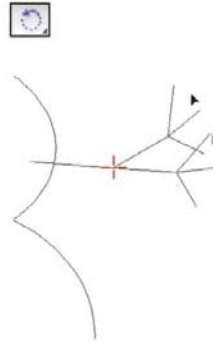
Add an elbow with Add Anchor Point tool



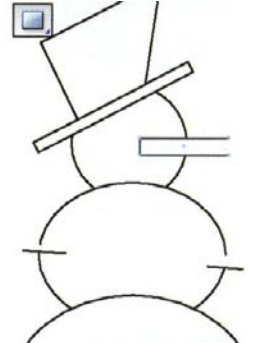
Marquee the forearm with Direct-select



Rotate the forearm path upwards



Make a rectangle, delete the right path



Draw rectangle ends, draw Pen smile



Fill hat, draw one eye, Alt-drag for eye, buttons



Shift-Direct-select multiple points on ellipses



Grab one of the selected points, drag slightly



The final snowman

