



CASE STUDY

MICHAEL DORET ENHANCES HIS CREATIVE WORKFLOW WITH VECTORSCRIBE

Michael Doret runs a small design studio in Hollywood, California. With a flair for lettering, illustration and graphic design, Michael has built up an impressive portfolio of clients, providing design solutions that include logos, album covers and signage for companies such as The NBA, Major League Baseball, Walt Disney Studios Motion Pictures, TIME Magazine and Warner Bros.



Michael has also started his own foundry to house the collection of fonts that he now designs, called Alphabet Soup.

With a career that started in the analogue era, he made the switch from pen and ink to digital approximately 16 years ago after taking a class in Adobe Illustrator, something that he describes as a natural transition.

“I took to it like a fish to water,” explains Michael. “I instinctively understood how it all worked.”

Over the course of the next few years, Michael continued to build up his portfolio of work through digital packages, before discovering Astute Graphic’s VectorScribe plug-in.

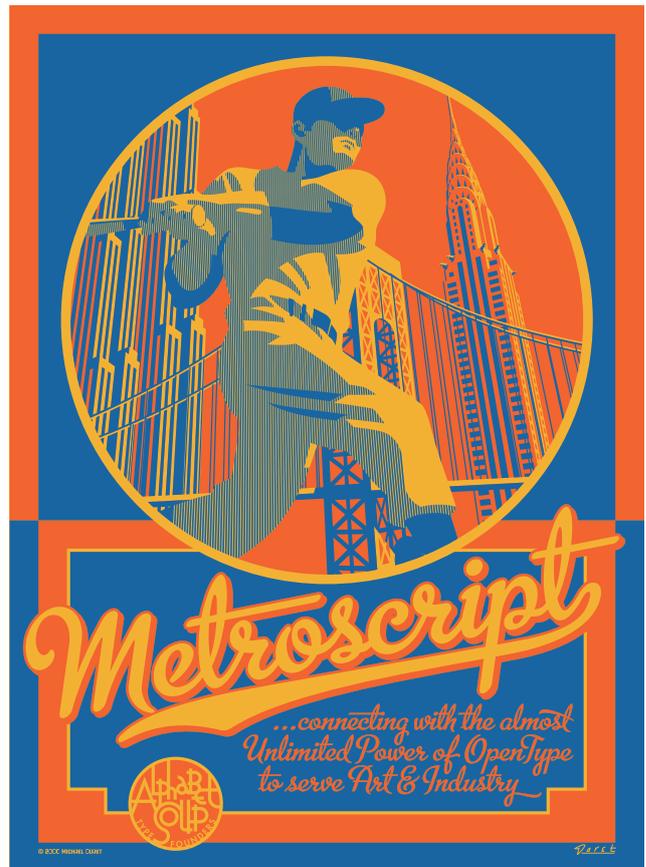
“I’m not really a technical person, and I get very comfortable doing things the way I do them. I’d heard of Illustrator tools but I’d never really thought of using them before.”

However, within a very short space of time, Michael was convinced of the benefits “I use it all the time. It focuses on the fundamental tasks that as a designer you do day in, day out.”

TAKING BACK CONTROL

VectorScribe’s PathScribe tool gives the user the ability to produce artwork accurately and efficiently, providing a much-needed solution to those who want to take control of their points.

“When you’re creating the outline of a letter, you don’t want any more points than is absolutely necessary.” Michael commented.



At the click of a button, the user can intelligently remove specific points that aren’t contributing to the overall design, or significantly reduce the number of redundant points to make it easier to control paths, and ultimately edit artwork.

This simple, but revolutionary tool not only provides more control – it also has a significant impact on the workflow, as Michael explains:

“With the PathScribe tool I feel as though I’m now in control of the number of points that I work with. As well as providing the accuracy that I need to do my work, it’s significantly improved my workflow.”

PROTRACTOR

Although a relatively minor tool in the VectorScribe suite, the



“The fact that it’s dynamic has helped to make things more efficient. I’m working on a font at the moment that doesn’t have very many straight lines, so I need to make a lot of modifications.”

Beyond the immediate benefits of increased efficiency, the dynamic nature of the product can also start to open doors and expand horizons, as Michael has experienced: “I may start doing things that I might not have done in Illustrator. For example, I may not have tackled the font that has no straight lines, it would have been much more challenging.”

CONCLUSION

Michael has demonstrated how the dynamic nature of VectorScribe can increase workflow and help to create detailed artwork with a great degree of accuracy.

“I can now do things that I previously had to do manually. Overall when creating a font, it’s probably saved me between 6 and 8 hours.”

For those who may feel a bit daunted about how the tools integrate with the programme, take comfort in the fact that as a self-confessed ‘non-technical’ person, Michael is now using these tools for fundamental tasks on a daily basis:

“I’m now as comfortable with the new tools as I am with the original tools – I use them all the time. It’s a very quick and elegant solution that has really changed my workflow.”

Protractor tool has helped a whole range of designers to define custom angles at which artwork can be drawn and lines / handles extended.

And Michael is no exception. The very nature of his work means that he needs to work in a very precise manner, so the ability to automatically constrain angles and produce consistently accurate artwork has had another significant impact on his workflow.

“The protractor tool enables me to do things that I couldn’t do before,” explains Michael, “I use this tool all the time – I think it’s fantastic.”

TANGENCIES

Over the years, designers have spent hours drawing paths in an attempt to produce perfectly formed shapes.

VectorScribe has created a unique solution to this inefficient process, providing the ability to move selected points to tangencies within seconds. Once established, the accuracy of the path profile remains as the points are moved or rotated.

“I really like moving points to tangencies. I can create a shape one way, and then rotate it slightly or move things around, and I know that it’s still accurate.”

This could have been achieved as part of a manual process, but VectorScribe provides an accurate and efficient solution: “I could have done this before, but not easily. It’s saved me loads of time.” states Michael.

IMPROVING WORKFLOW

One of the biggest benefits that flows through the entire VectorScribe package is the fact that it’s dynamic.

From a technical point of view, this gives Michael the freedom to modify his work as part of the creative process, without losing time, and money.

FURTHER INFORMATION

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VectorScribe plugin for Adobe Illustrator®:
www.astutegraphics.com/products/vectorscribe/

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