Illustration/Tutorials

How to Make an Album Cover in Adobe Illustrator

Design brands and identities that inspire and delight.

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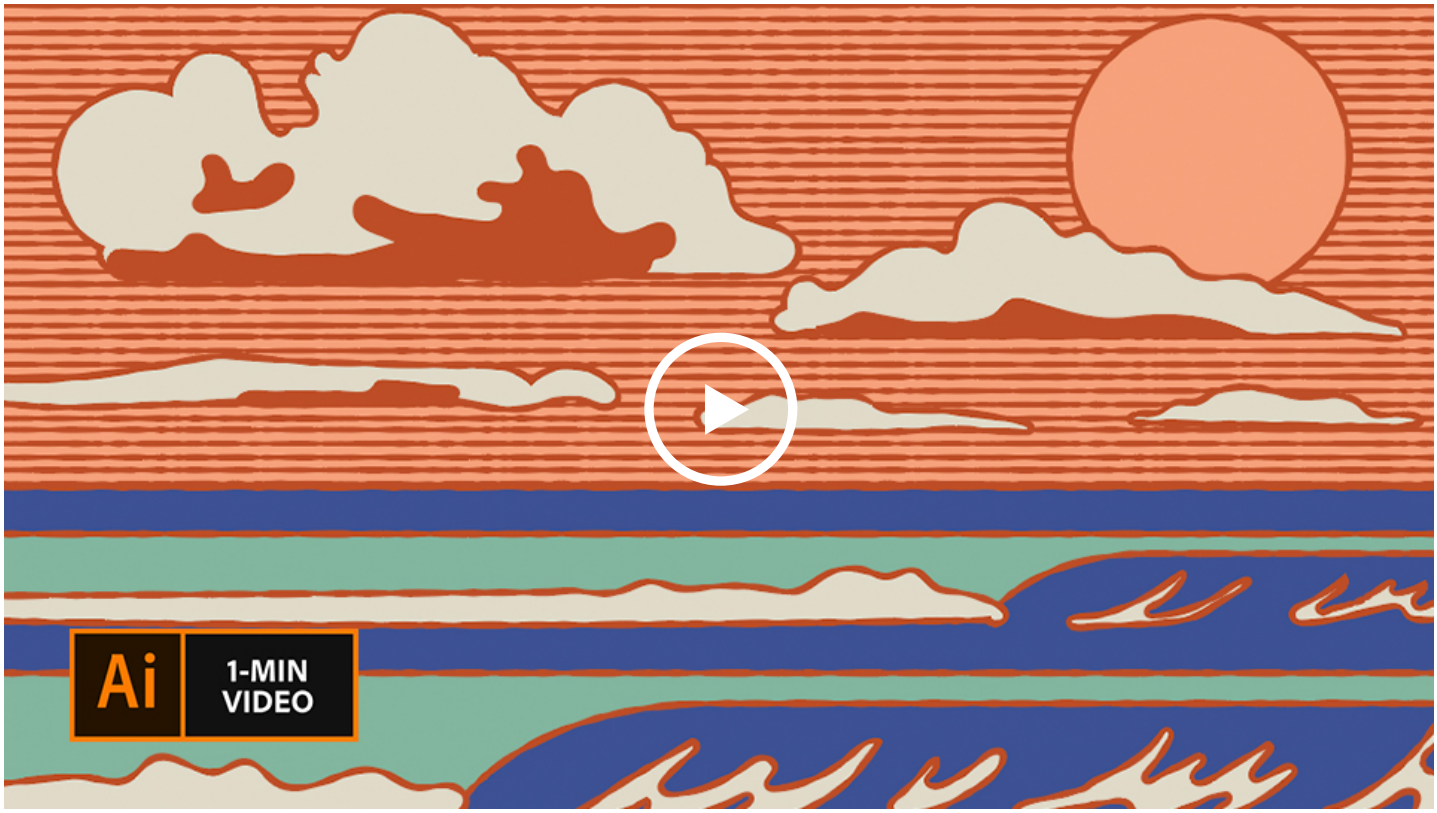
Hoodzpah founders and co-creators, Amy and Jennifer Hood design brands and identities that inspire and delight. See how they create in sync with Creative Cloud Libraries in Adobe Illustrator.

Hoodzpah is a studio based in Orange County, CA. Founded by designers Amy & Jennifer Hood, co-authors of Freelance, and Business, and Stuff. Hoodzpah specializes in brand strategy, identity design, and typography. Check out their fonts at #hoodfonts.



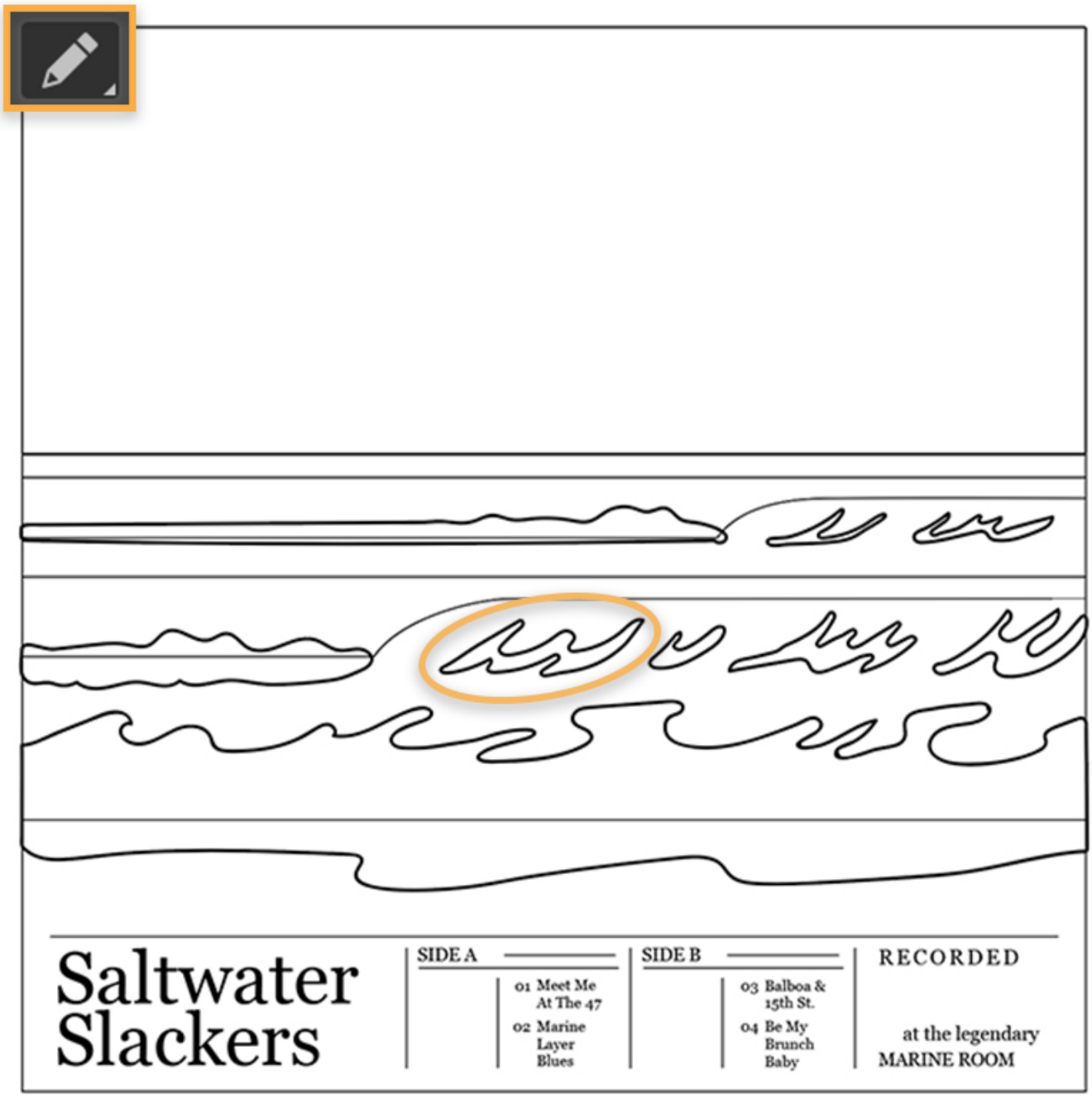
Take a one-minute look at Hoodzpah's technique; the steps are written out below.

Before You Start

Hoodzpah provided sample files including Illustrator document (AI); a Creative Cloud Library (.cclibs) with graphics and color swatches; and a brushes file. Feel free to use these for practice, or create your own.

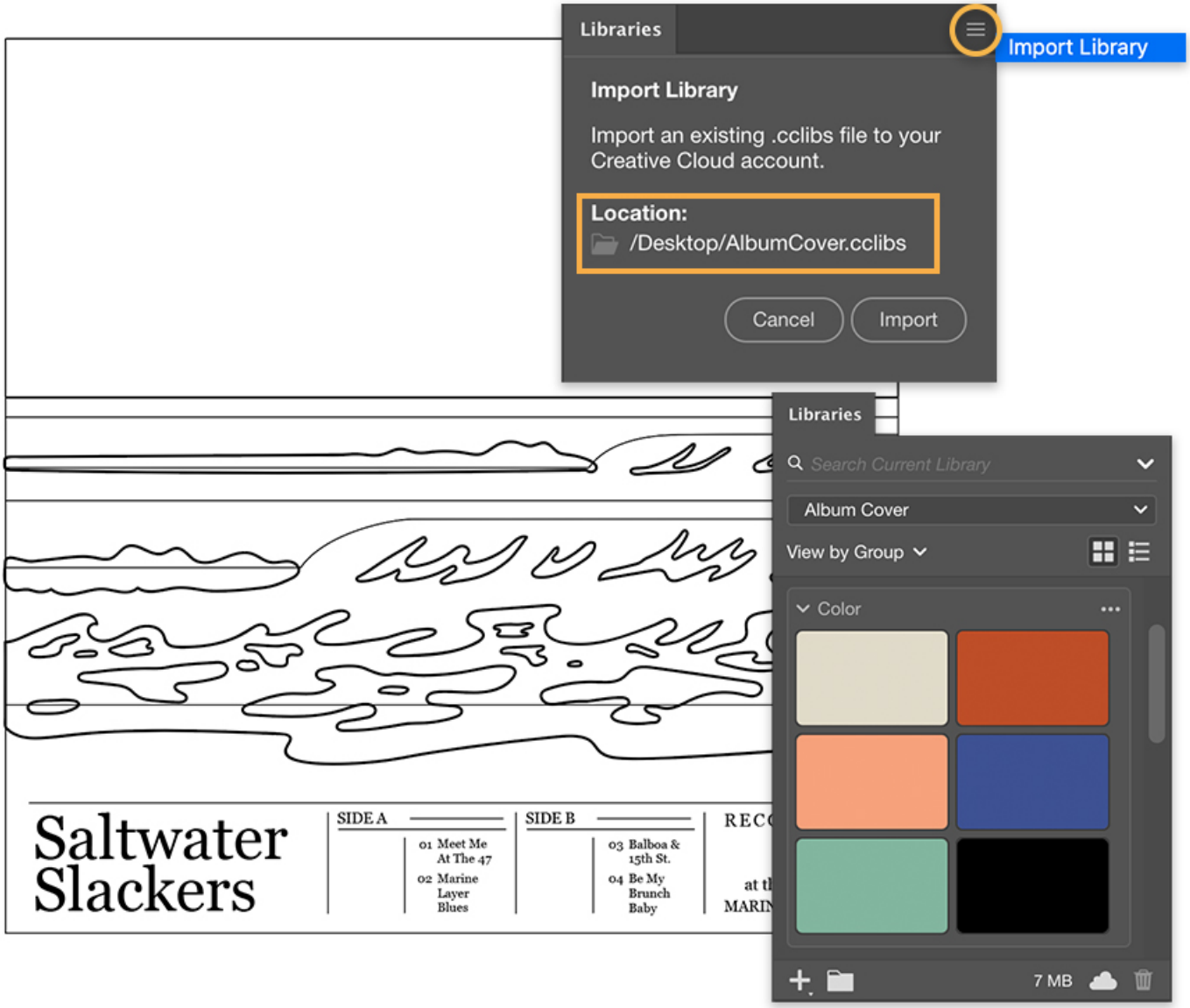
Step 1: Make Waves

Use the Pen (N) tool to draw freeform foam patterns on the waves. Feel free to use Hoodzpah's starting artwork in the AI file they provided, or create your own.



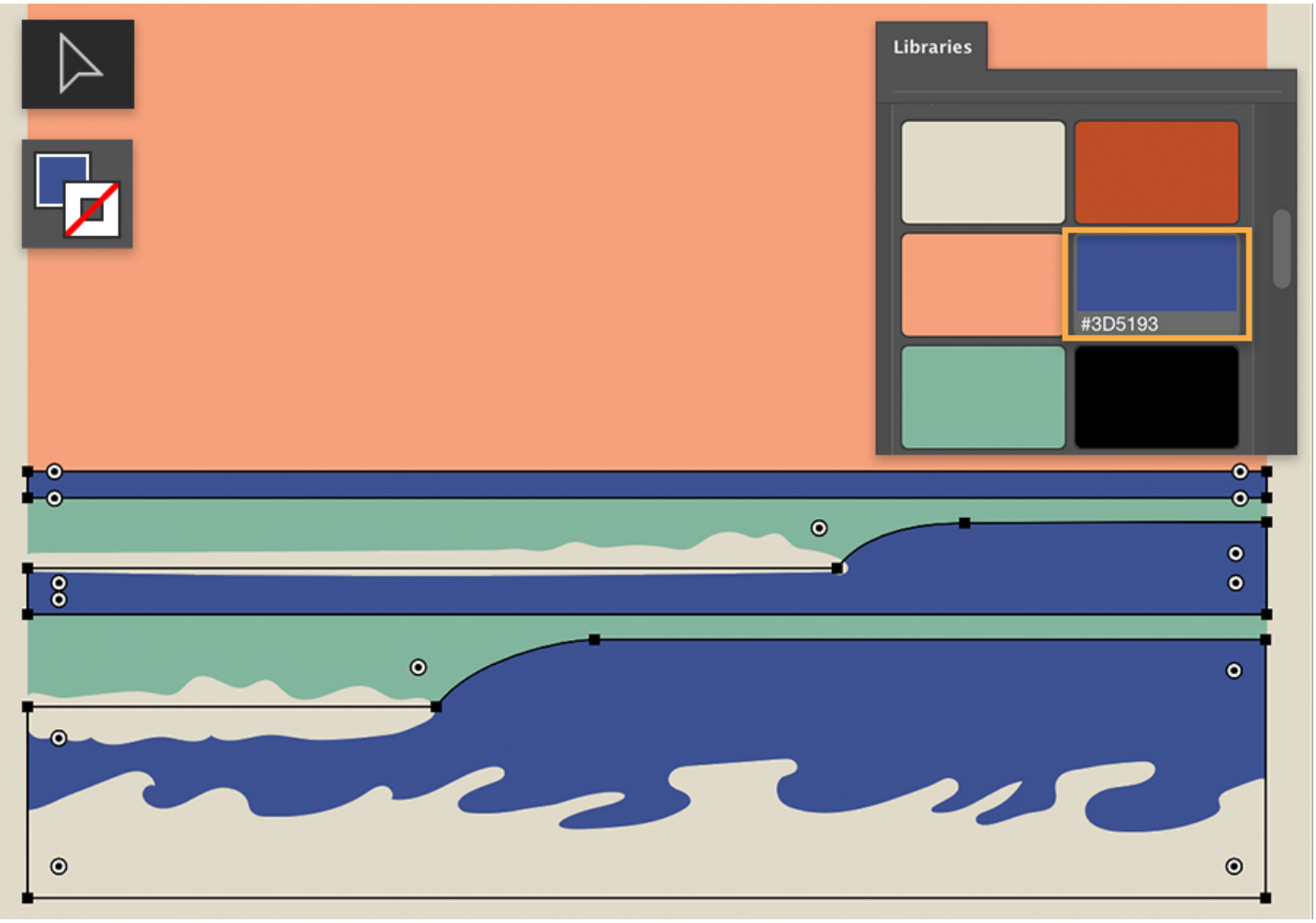
Step 2: Collect Inspiration

Import the Creative Cloud Library that Hoodzpah provided in order to leverage colors and patterns they created. Open the Libraries panel (Window > Libraries), choose Import Library from the Libraries flyout menu, select the Library location, then select the .cclibs file provided with the practice files.



Step 3: Splash Some Color

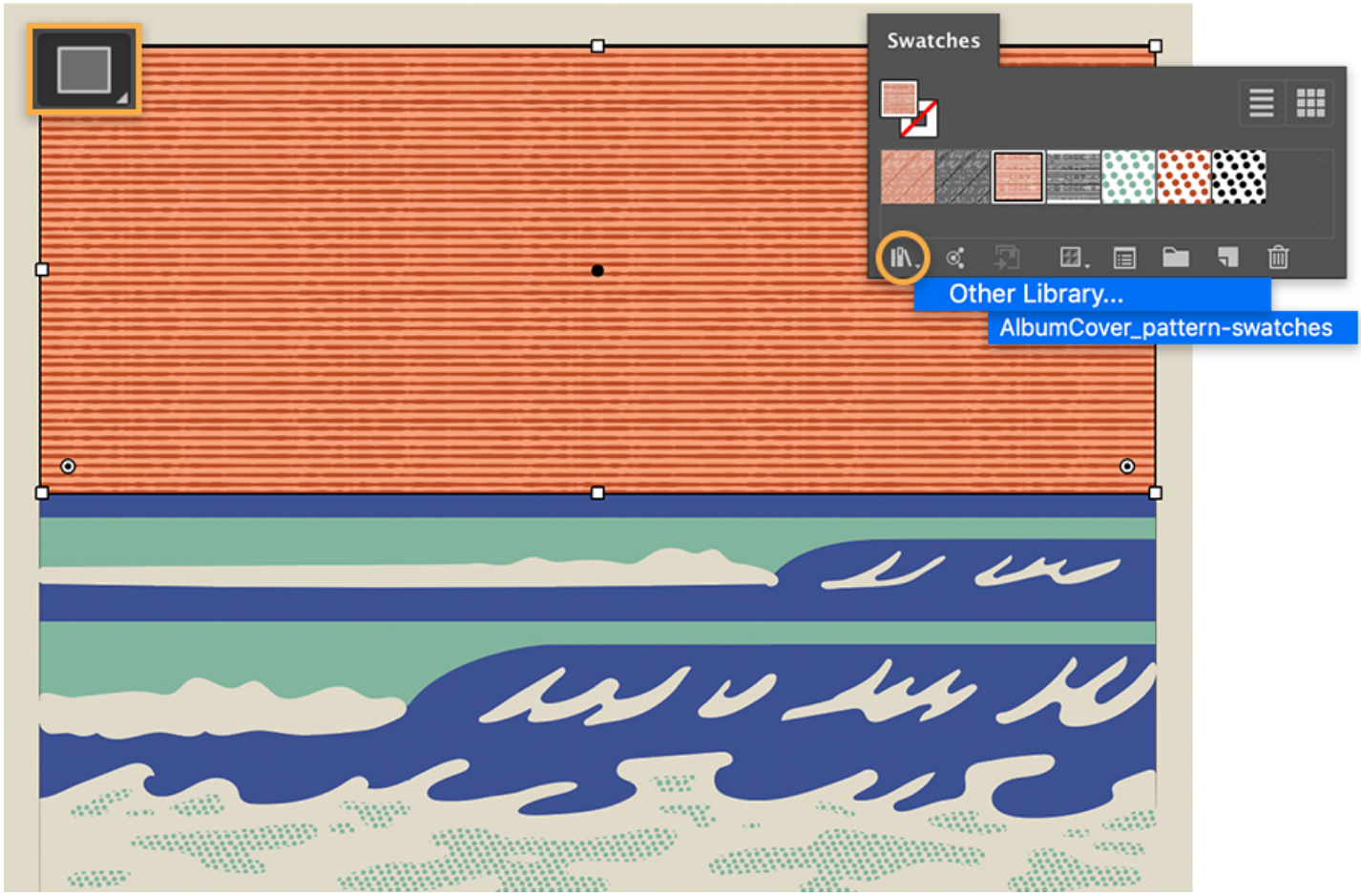
Use the colors in the Library to fill in different areas of the artwork. Hold the Shift key as you click with the Selection tool (V) to select multiple shapes. Then, click the color swatch you want to use.



Step 4: Reveal Patterns

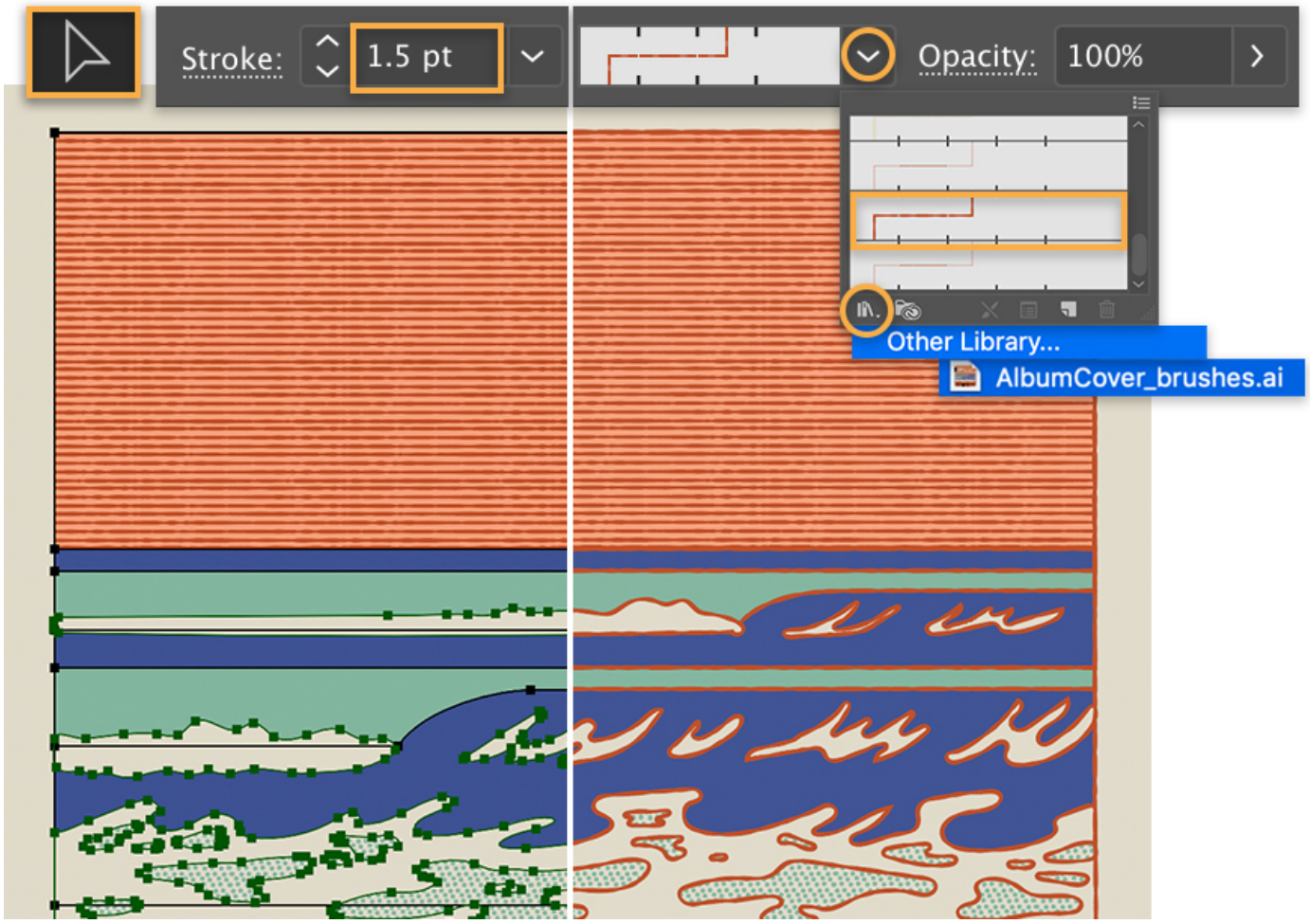
Choose the Rectangle (M) tool and draw a rectangle to cover the sky. Then, open the Swatches (Window > Swatches) panel to see the patterns Hoodzpah provided. Use the Selection tool to select the new rectangle, then click a striped pattern from the swatches. Apply another pattern to the foam in the waves.

If the patterns do not appear when you open the Swatches panel, click the Swatch Libraries icon, choose Other Library, then select the swatches file from the practice files.



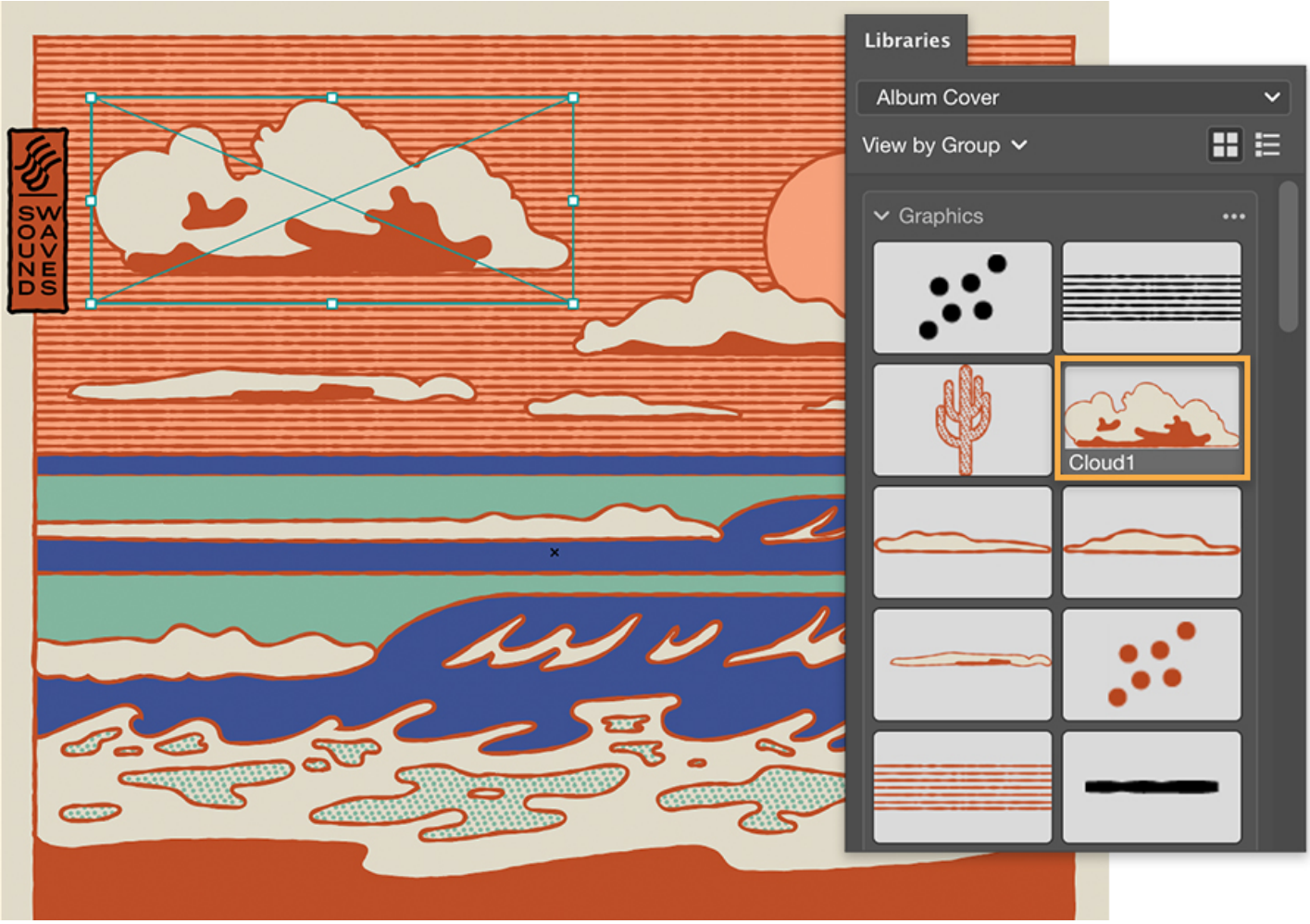
Step 5: Style Your Stroke

Hoodzpah provided brushes for you to apply a custom stroke to different areas of the artwork. Choose the Brushes (Window > Brushes) panel, then choose the Brushes Library icon, and import the brushes file from the practice files. Choose the Selection tool then Shift+click to select all the shapes you wish to outline. Then choose a pattern brush from the drop down and set the Stroke width.



Step 6: Make It Cloudy

Add design elements to enhance the artwork. Hoodzpah provided cloud, sun, and other graphics you can add to the composition. Expand the Graphics category in the Libraries panel, then drag a graphic on to the artwork and click where you want to place it.

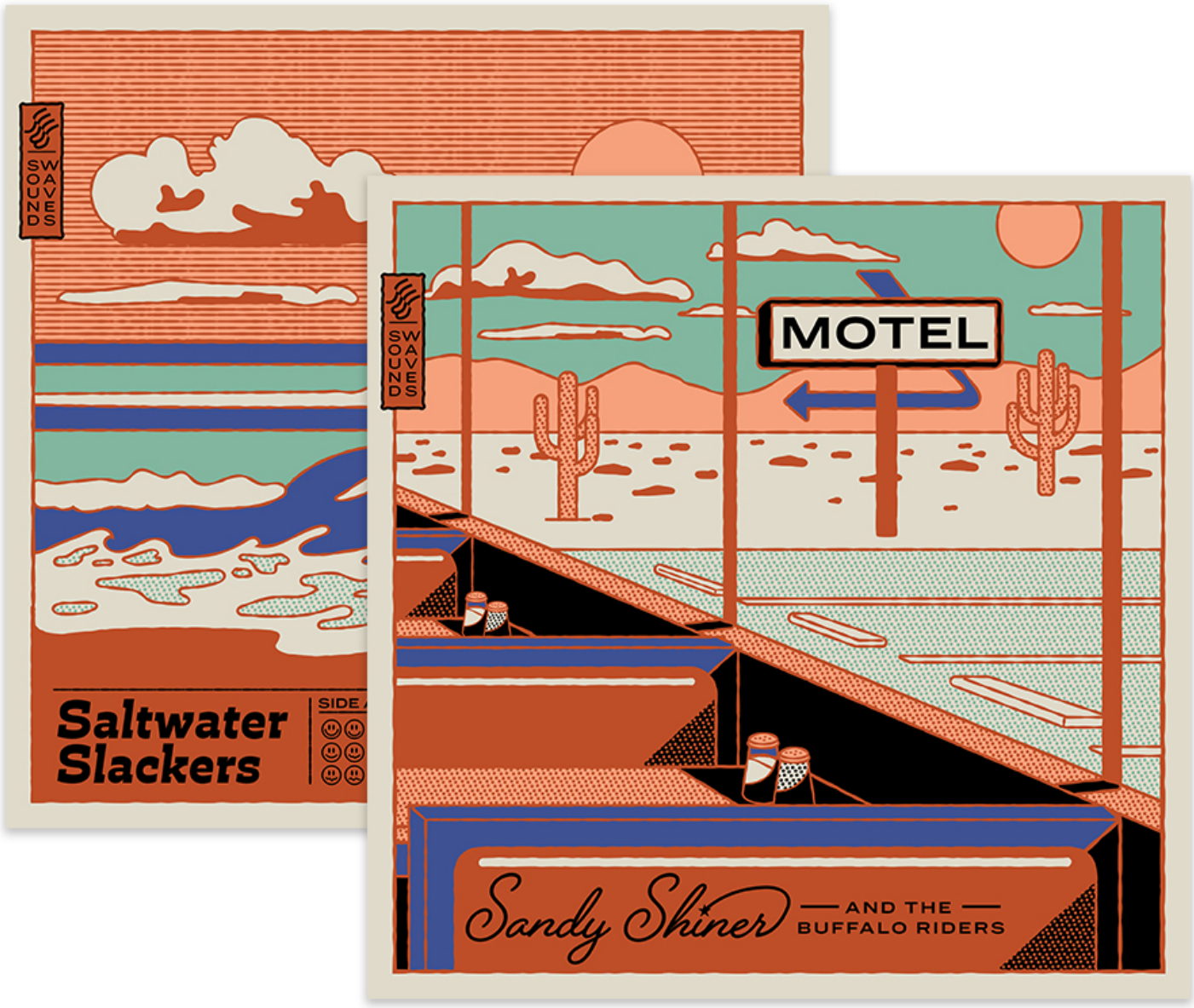


Step 7: Type Your Identity

Hoodzpah provided character styles in the Type category of the library. Use the Selection tool to select a block of text in the design. Then double-click the character style thumbnail to apply the formatting. You can sync these fonts from the thousands of fonts available in Adobe Fonts.

Create and Iterate

Add colors, graphics, and character styles to a Creative Cloud library and reuse the same elements across multiple designs to create a cohesive look for your brand or identity.



Note: Project files included with this tutorial are for practice purposes only.

Get to know the sisters better—in "Hoodzpah Shines On," they share their thoughts on building a business and branding. Plus, they're giving away a rate-calculation worksheet every creative can benefit from!

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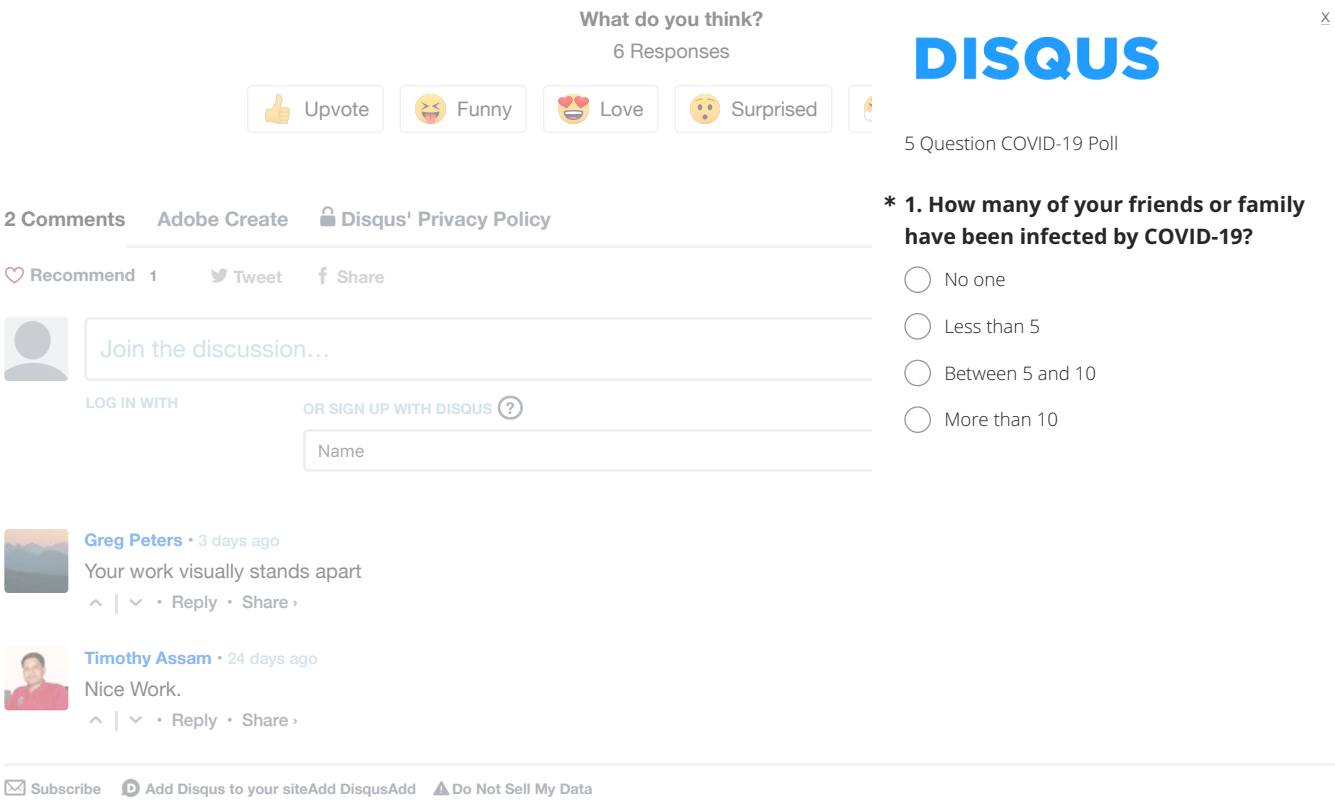

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