

How to Make Transparent Background in Adobe Illustrator

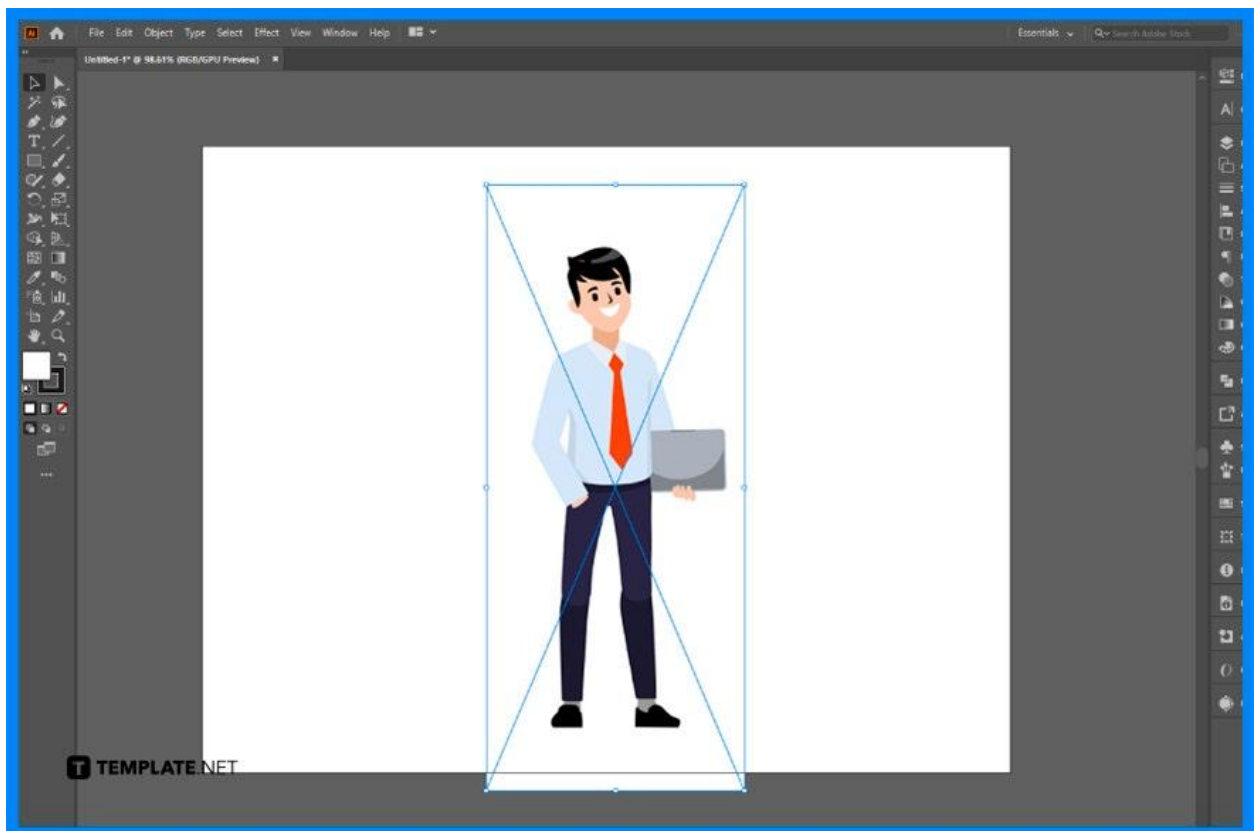
Transparent backgrounds are widely used in flyers, posters, websites, and copyrighted images. Many companies and organizations use this in their designs for their branding. In this article, learn how to easily make transparent backgrounds in Adobe Illustrator.

How to Make Transparent Background in Adobe Illustrator

Using a transparent background is useful when it comes to conveying an important message of the main artwork or design. Below are easy steps that you can follow if you need to make a transparent background for your design.

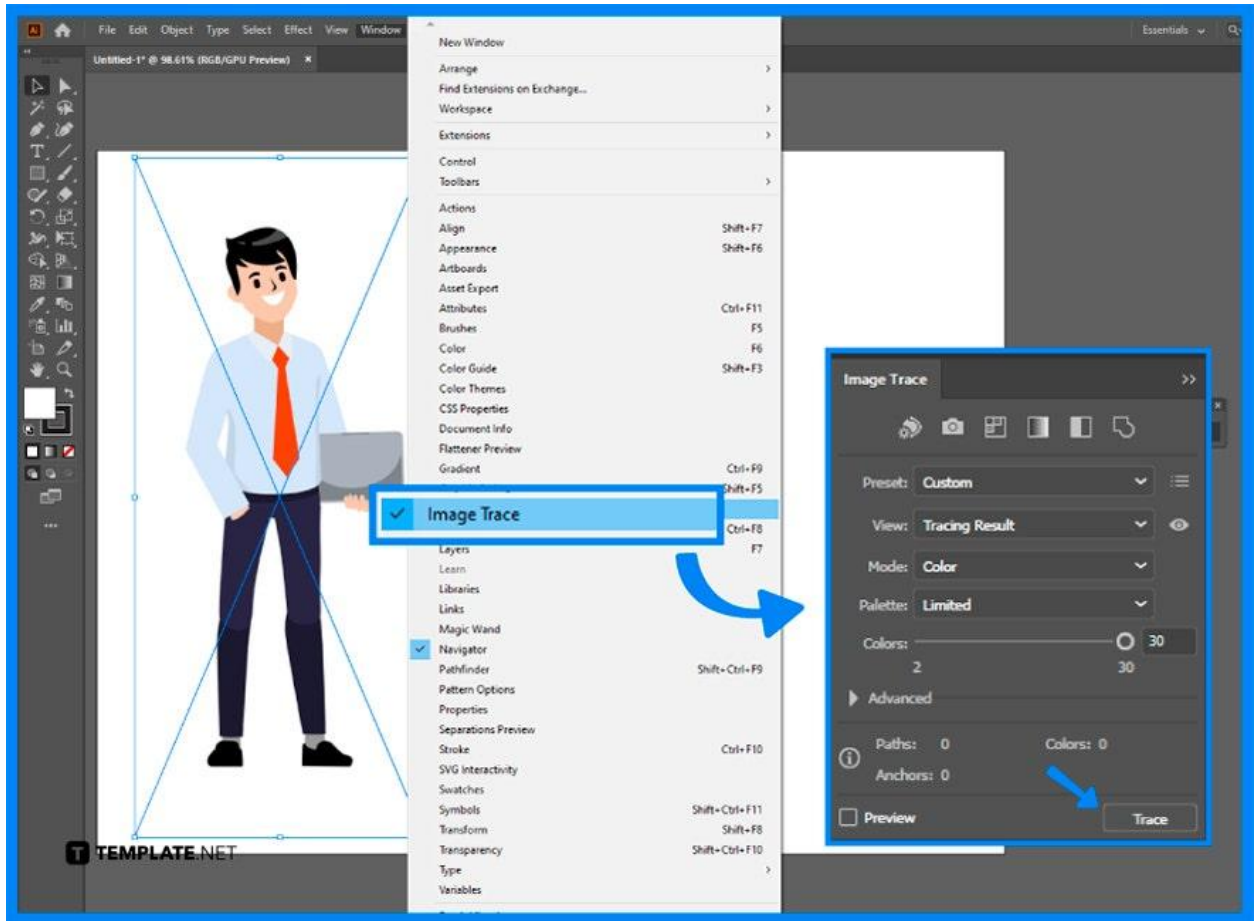
- **Step 1: Insert the Image**

Go to File > Place. Then, insert the image you want to make the background transparent into your artboard.



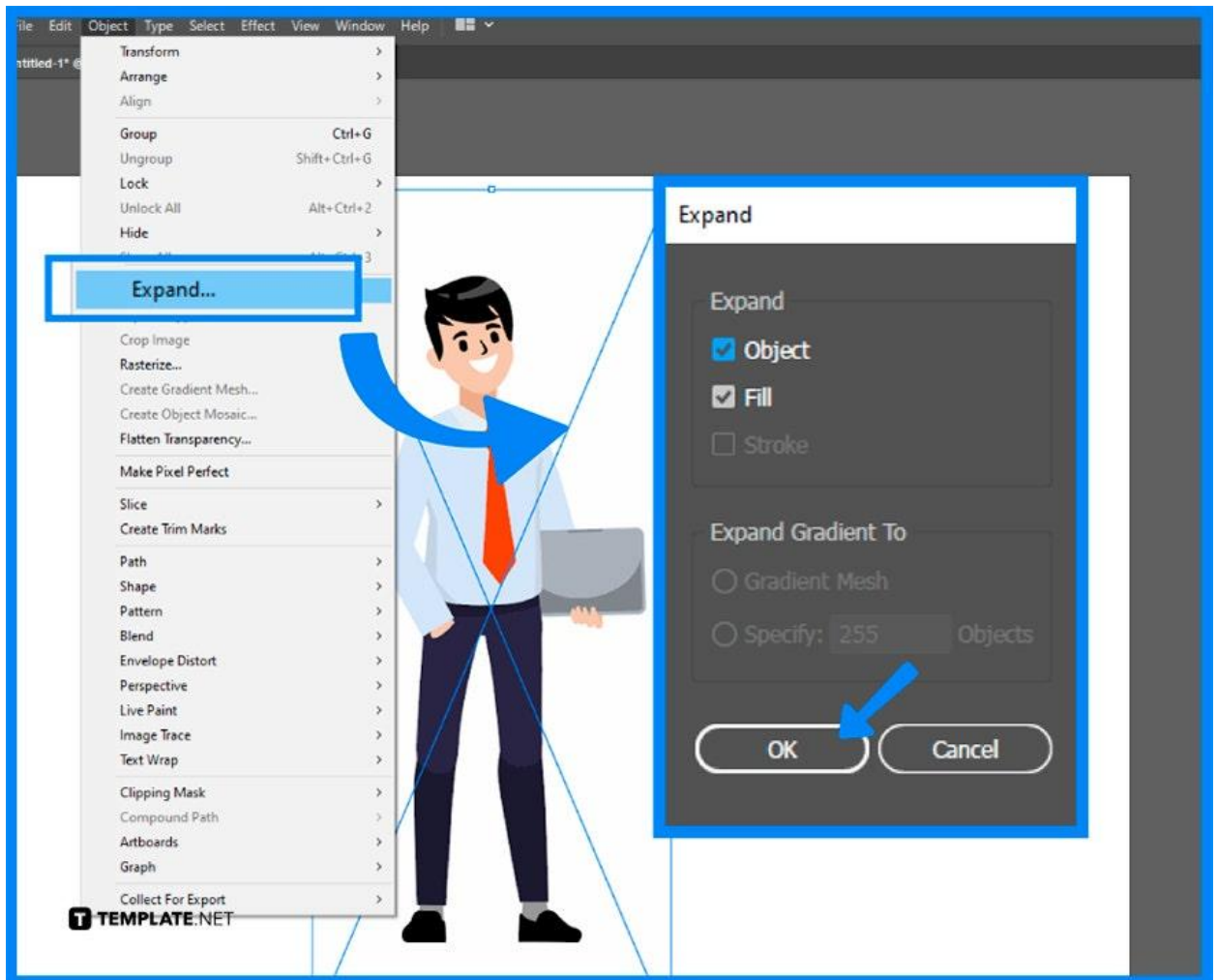
- **Step 2: Use Image Trace**

Go to Window > Image Trace. In the Image Trace panel, you can modify the advanced options there if you want to, and when you're done, press Trace.



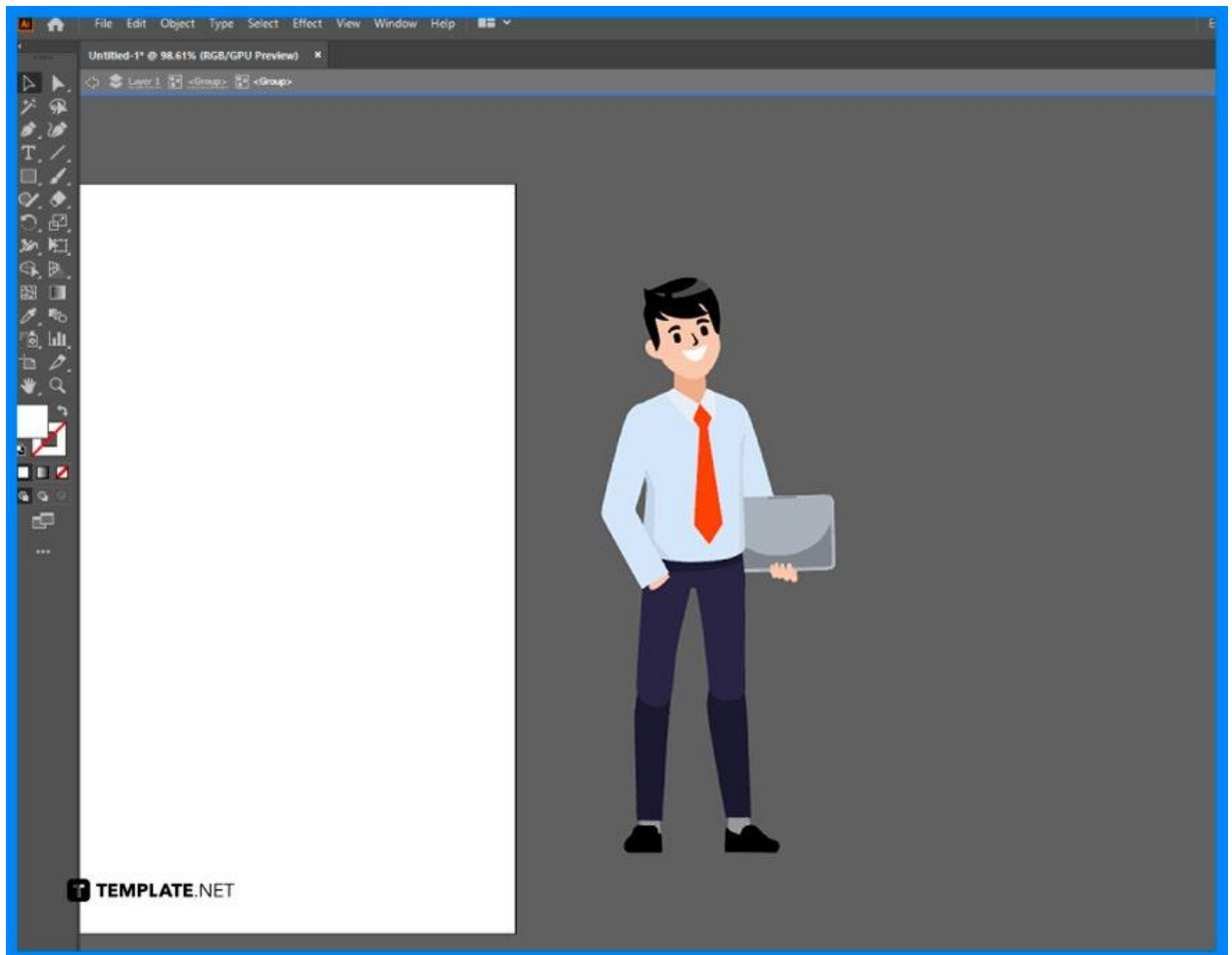
- **Step 3: Select Expand**

After you vectorize the image using the Image Trace, go to Object > Expand. Press ok to the Object fill in Expand options.



- **Step 4: Delete the Background Color**

Use the Direct Selection Tool to delete the background color of the image. Select the parts, and press backspace, so that the background becomes transparent.



FAQs

What is a transparent background image called?

A transparent background image is called a PNG image.

How to save an image with a transparent background?

Click File on the top menu to select Save As and choose PNG format and press Save.

What is the use of transparent background?

It is used for corporate branding and marketing purposes of businesses and organizations.

Why is transparency essential in graphic design?

Transparency creates a sense of depth in graphic design as it makes a clean and visually aesthetic design.