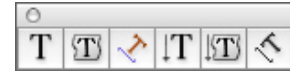# week::three

Working With Text

The Type Tool

- o Type (T)
  - ▪ Click and release to create a single-line text box
  - ▪ Click and drag to create a text box of any size
- o Area Type
- o Path Type
- o Vertical Type
- o Vertical Area Type
- o Vertical Path Type

Hints

- o Text within text areas can be formatted independently of each other.
- o For the Area and Path tools, click on the edge of an object to convert it to a text area.
  - ▪ Once an object has been converted to a text area, it cannot be converted back to paths except by using the Undo command.

Character Palette

- o Access: Window > Type > Character (Command-T)
- o Font
- o Weight/Style
- o Size
- o Leading
  - ▪ The distance from baseline to baseline between lines of type.
  - ▪ Use the Option key and the up/down arrows to adjust via the keyboard.
- o Kerning
  - ▪ The addition or removal of space between a *pair* of adjacent characters.
- o Tracking
  - ▪ The simultaneous adjustment of space between *three or more* characters.
- o Other Options:
  - ▪ Vertical scale
  - ▪ Horizontal scale
  - ▪ Baseline shift

Paragraph Palette

- o Access: Window > Type > Paragraph (Command-M)
- o Horizontal Alignment
  - ▪ Left, Center, Right, Justify, Justify Last Line
- o Left and Right Indent
- o First Line Indent
- o Space Before Paragraph

Tab Ruler

- o Access: Window > Type > Tab Ruler (Command-Shift-T)
- o Similar to tabs in word processing programs.

Importing Type
- o Text files can be imported using the File > Place command.
- o It's best to create your text area first, then use the Place command to add text.
- o You can import a number of different file types, includes plain text (.txt) and Microsoft Word (.doc) files.

Columns
- o Illustrator can convert a Text box into one with multiple rows and columns.
- o You can modify your column settings after they've been applied.
- o The result is essentially a set of new linked text boxes.

Importing Artwork

Basics
- o Illustrator can import and place a number of different file formats.
- o Illustrator allows you to position and size, but not edit, imported artwork.

Preferred Image Types
- o **TIFF** images are used when importing raster/bitmap images.
- o **EPS** (Encapsulated Postscript) files are used when importing vector artwork.
- o Other types of graphic files can be imported, but not generally for professional use.

Linked and Embedded Images
- o There are two ways an image can be imported: Linked and Embedded.
- o **Linked**
  - ▪ A preview image is placed in Illustrator, and the original file is referred to when printing.
  - ▪ When the original is edited and updated, the image in Illustrator is updated as well.
  - ▪ When placing an image, a Link checkbox is presented. Click this checkbox to link to an image instead of embedding it.
  - ▪ Linking is the preferred over Embedding.
- o **Embedded**
  - ▪ Both a preview image and the original file are brought into Illustrator.
  - ▪ When the original is edited and updated, the image in Illustrator is NOT automatically updated.
- o Linked and Embedded images are managed using the Links palette (Window > Links).

Text Wrap

Overview
- o Illustrator cannot wrap text directly around imported artwork. It can only wrap around drawn objects.

How to
- o Select both the text area and the object to wrap around, then select Type > Wrap > Make.
- o Make sure the object you are wrapping text around is in front of the text area.
  - ▪ To bring an object to the front, select Object > Arrange > Bring to Front (Command-Shift-])

Guides

About
- o   Guides help in keeping objects aligned to each other.
- o   They can be added to a document by dragging from the document ruler.

Options
- o   Can be found under View > Guides
- o   Show/Hide (Command-;)
- o   Lock/Unlock (Command-Option-;)
- o   Make (Command-5)
- o   Release (Command-Shift-5)
- o   Clear

Transparency, Effects and Filters

Defined
- o   **Transparency** allows you to control the opaqueness of an object.
  - ▪ If an object is transparent, it appears as if you can look through it.
- o   **Filters** alter not only the appearance of an object but the path as well.
- o   **Effects** alter only appearance of an object.

The Problem
- o   Most printers have difficulty printing some of the visual effects created by these features.
- o   Some of them must be flattened, or rasterized, before printing.
  - ▪ Rasterization is the process of converting a vector image into a bitmap image.
- o   Rasterization can sometimes cause both visual and technical errors when printing. It can also lead to output this is at a lower resolution than expected.

Hints
- o   Try to use the Filters and Effects that are located in the top-half of these menus.
  - ▪ In general, they do not need to rasterize in order to print.
- o   Use Transparency only where necessary.
  - ▪ Transparency prints best directly from Illustrator.
  - ▪ Exporting an Illustrator document with transparency to an EPS file often results in very large file sizes.