

Tutorial 7: Using Type

Setting Basic Type



Please click to watch video

1. For this tutorial, open the document named **07_Type.ai**. You will see three completed logos along the left side of the page, and three incomplete versions along the right side. Your task will be to set the type on the incomplete logos on the right to match those on the left.



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2. We'll start with the first logo *Subculture Streetwear* (fig. 1). Grab the **Type Tool** (**T**) and click under the graphic where you'll be setting your type.

For reference



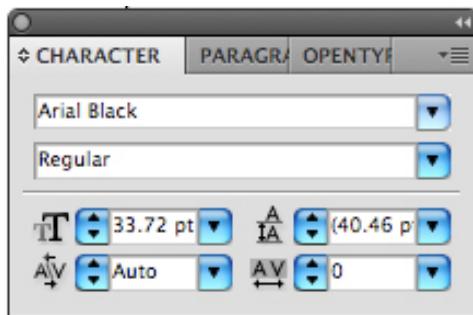
Recreate text on this version



Fig. 1

3. For this tutorial, we'll be sticking with basic fonts which everyone should have on their computer. **If you don't have one of the recommended fonts, just choose a similar font.** To select your font, we'll be using the **Character Palette** (fig. 2). Go to the menu **Window > Type > Character** and your Character Palette should appear. Select the font **Ariel Black** and type the word **SUBCULTURE** in all caps.

Fig. 2



4. Depending on the default point size, your text may appear much larger or much smaller than the text on the reference logo. Resize your text box the same way you would resize any object, by using the **Select Tool** (), select a corner of your text box and holding down the **Shift** key to resize it.



SUBCULTURE

5. You'll notice that the letters in your type might be a bit further apart than it appears on the reference logo. We need to adjust the **Kerning** and **Tracking**.

Kerning is the space between individual letters.

Tracking is the distance between all letters in the entire line of type.



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4. To adjust the **Tracking**, select the entire line of text, hold down the **Option** key and toggle the **Left and Right Arrows** at the bottom right of your keyboard (fig. 3). Once the tracking is set similarly to the text on the reference logo, adjust the Kerning between any individual letters that appear inconsistent with the letter-spacing of the rest of the text. To do this, click in between the two letters you wish to kern and once again use the **Left and Right Arrows**.



Fig. 3

SUBCULTURE

5. In order to create a sense of visual hierarchy, we are going to set the word *STREETWEAR* with a bit less emphasis than the word *SUBCULTURE*. Once again, select the **Type Tool** (**T**) and click under the graphic, creating a brand new text box, and type the word *STREETWEAR* in all caps. Instead of using Arial Black, this time use **Arial Regular** (fig. 4).



SUBCULTURE
STREETWEAR

Fig. 4

6. If you look at the reference logo, you'll notice that the letters in the word *STREETWEAR* are much smaller than in *SUBCULTURE*, yet they are spaced much farther apart. We must first resize the new text box smaller, so that the letters in *STREETWEAR* you just typed are similar in size to the reference logo (fig. 5). Once you've done that, use **Tracking** to space them out appropriately (see #4).



SUBCULTURE
STREETWEAR

Fig. 5

7. Once your type is set, it is imperative that you turn your text into paths. This allows our artwork to be viewed on other computers and platforms without having to load the particular font that was used. Select all of the text, then go to the menu **Type > Create Outlines**. As you can see (fig. 6), the type is now made up of anchor points. You have now turned the type into artwork instead of live, editable type.



SUBCULTURE
STREETWEAR

Fig. 6



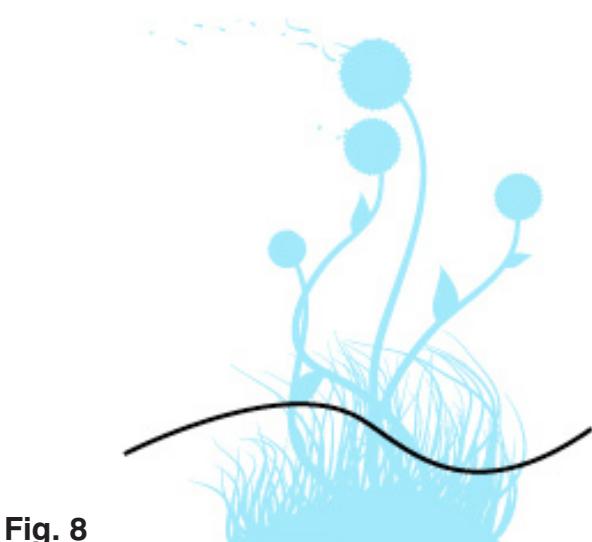
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Type On A Path

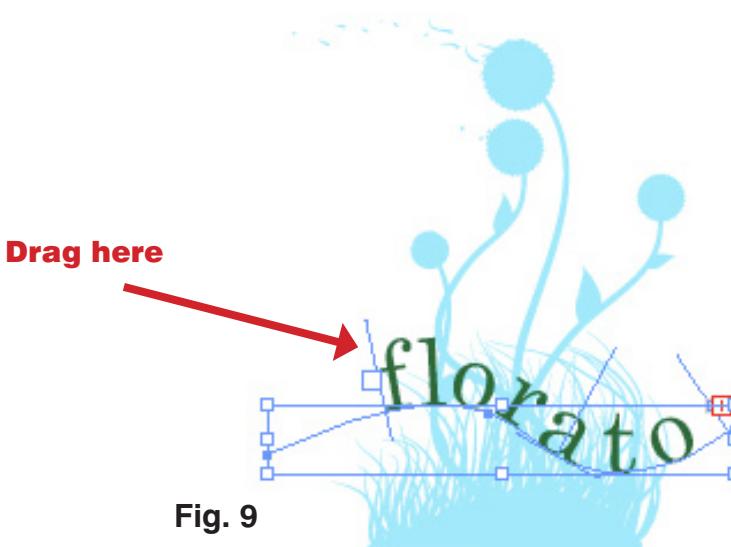
1. To create the wavy line of text on the *Floratopia* logo, we will use the **Type On A Path Tool**, which you'll find hidden under the **Type Tool** (**T**) (fig. 7).



Using the Pen Tool, draw a wavy line over the light blue graphic (fig. 8). If necessary, go back and smooth out the curves with the Convert Anchor Point Tool.



2. With the **Type On A Path Tool** (), click on the path you've just created. The line should disappear and there will be a flashing prompter to start typing. You've just turned your path into a live text box. Go ahead and type the word *floratopia* in **Century Schoolbook** (or something similar) and make it dark green and all lowercase type. In the **Character Palette**, set the point size to 43 pts.



3. After typing the word, you may find that the last few letters have disappeared off of the text box. To fix this, simply select the thin, vertical line which appears right before the first letter and drag it to the left (fig. 9). This will drag the line of text along the path and enable you to fit the entire word.

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4. After properly situating the text onto the path, you will need to adjust the kerning in some areas (*fig. 10*). Place your cursor in between the “p” and the “i” and bring those two letters closer together (see #4 on pg. 3).

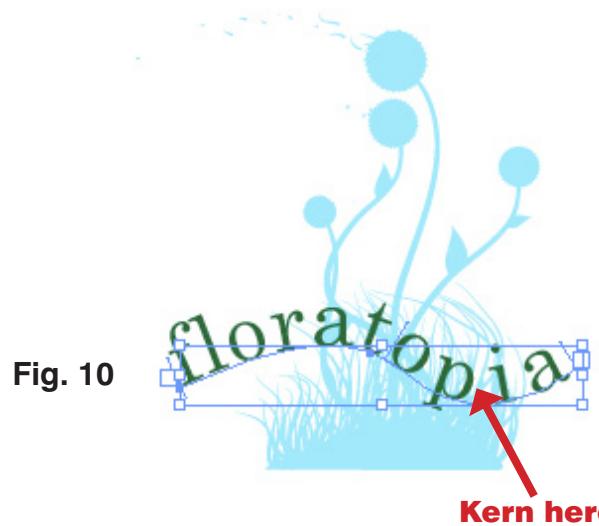


Fig. 10

5. Once completed, don't forget to **Create Outlines** on your type and move on to the final exercise of this tutorial.



Fig. 11

Integrating Type and Artwork

1. Under the skyline artwork, type the word *URBANESQUE* in **Ariel Black**, all caps, no stroke. Resize and track the type until it resembles that on the reference logo (*fig. 11*).



Fig. 11

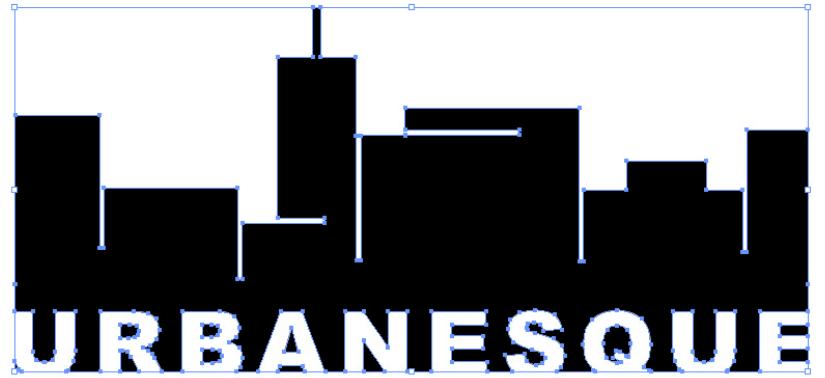
2. Once your type is set, **Create Outlines** of your type and set the Fill to white. Place it so that it is slightly bleeding off the bottom and sides of the skyline graphic (*fig. 12*).



Fig. 12

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3. Selecting both the text and the skyline graphic, click the **Minus Front** button () to combine them into one complete shape (see Tutorial 6 if you've forgotten how to do this).



Congratulations

You have completed Tutorial 7: Using Type.

Please save your Illustrator file and submit it to be graded.