# EFFECTS: GENERAL INFO

How to Apply an Effect

1. Select the object or group (or target a layer in the Layers panel)
   - If you want to apply an effect to a specific attribute of an object, such as its fill or stroke, select the object and then select the attribute in the Appearance panel

2. Then do one of the following:
   - Choose a command from the Effect menu
   - Click Add New Effect in the Appearance panel, and choose an effect

3. Finally, if a dialog box appears, set options, and then click OK

Illustrator includes a variety of effects, which you can apply to an object, group, or layer to change its characteristics. Once you apply an effect to an object, the effect appears in the Appearance panel. From the Appearance panel **(a)**, you can edit the effect, move it, duplicate it, delete it, or save it as part of a graphic style. When you use an effect, you must expand the object **(b)** before you can access the new anchor points.

(a)
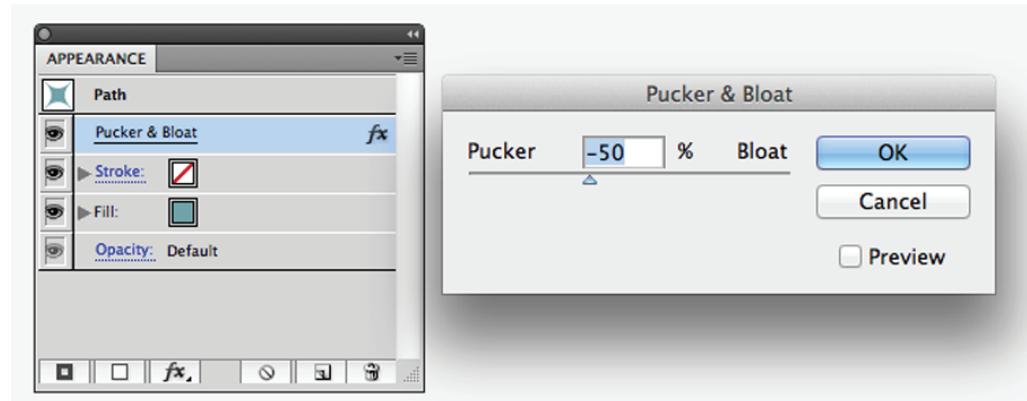
(b)
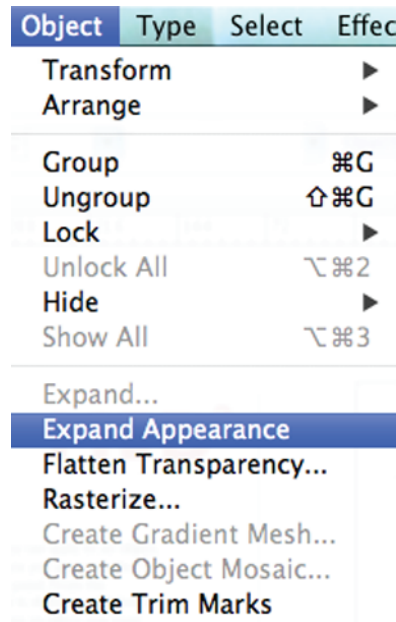
EFFECTS: DISTORT AND TRANSFORM

MMD²

a

original   pucker (-50)   bloat (50)

b

original   corner   smooth

c

original   30°   70°

d

original   corner   smooth

Examples of Distort and Transform Effects:

(a) Pucker and Bloat

(b) Roughen

(c) Twist

(d) Zig Zag

Zig Zag

Options
Size: 10 %
○ Relative ○ Absolute
Ridges per segment: 6

Points
○ Smooth ○ Corner

OK
Cancel
☑ Preview
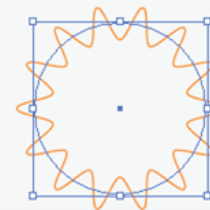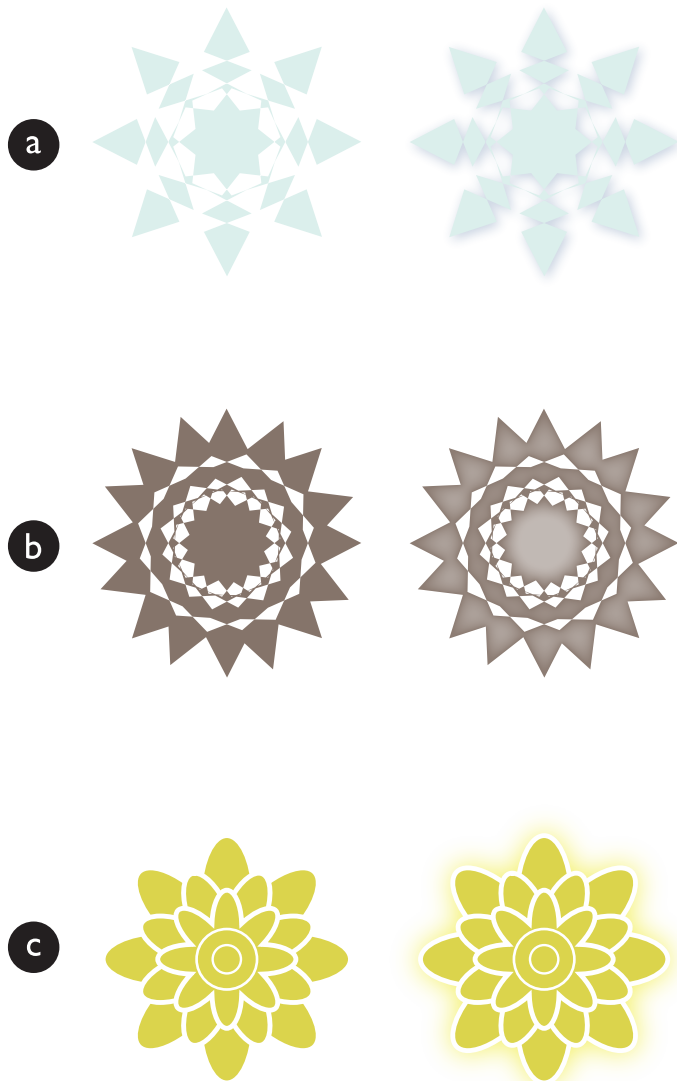
EFFECTS: STYLIZE

a
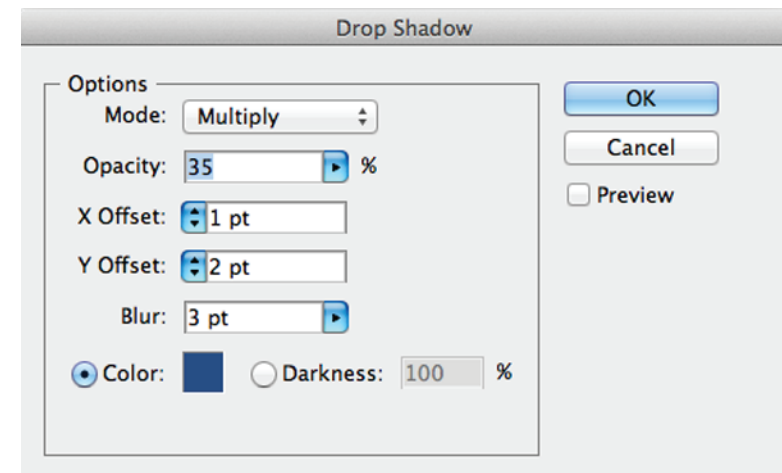
b

c
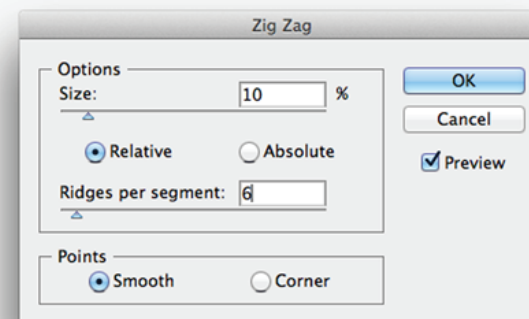
Examples of Stylize Effects:

(a) Drop Shadow
Tips: drop shadows look more natural when subtle (10-35%). Also, note that in the physics of color, shadows are not black, but often dark blue.

(b) Inner Glow
Tips: this effect can also be used for inner shadows by changing the default white color to a dark tone and the mode option from screen to multiple.

(c) Outer Glow

Drop Shadow

Options
Mode: Multiply
Opacity: 35 %
X Offset: 1 pt
Y Offset: 2 pt
Blur: 3 pt
◉ Color: ○ Darkness: 100 %

OK
Cancel
☐ Preview

*Note: raster effects are effects that generate pixels, rather than vector data; use care when applying and scaling these effects.

EFFECTS: WARP

a

| original | 25% horizontal | 75% horizontal |

Examples of Warp Effects:

(a) Arc

(b) Arch

(c) Flag

(d) Twist

b

| original | 25% horizontal | 75% horizontal |

c

| original | 25% horizontal | 75% horizontal |

Warp Options

Style: ⊞ Twist ▲▼   OK

◉ Horizontal ○ Vertical   Cancel

Bend: 75   %   ☐ Preview

Distortion

Horizontal: 0   %

Vertical: 0   %

d

| original | 25% horizontal | 75% horizontal |