# 8 Adding Type to a Poster

## Lesson overview

In this lesson, you'll learn how to do the following:

- Create and edit area and point type.
- Import text.
- Change text attributes.
- Fix missing fonts. ▇◀
- Work with Glyphs. ▇◀
- Modify text with the Touch Type tool.
- Create columns of text.
- Create and edit paragraph and character styles.
- Wrap type around an object.
- Reshape text with a warp.
- Create type on a path and on shapes.
- Create text outlines.

This lesson takes approximately 75 minutes to complete. Please log in to your account on [peachpit.com](peachpit.com) to download the lesson files for this chapter, or go to the "Getting Started" section at the beginning of this book and follow the instructions under "Accessing the lesson files and Web Edition."

Your Account page is also where you'll find any updates to the chapters or to the lesson files. Look on the Lesson & Update Files tab to access the most current content.

Text as a design element plays a major role in your illustrations. Like other objects, type can be painted, scaled, rotated, and more. In this lesson, you'll discover how to create basic text and interesting text effects.

# Starting the lesson

You'll be adding type to a poster during this lesson, but before you begin, restore the default preferences for Adobe Illustrator CC. Then open the finished art file for this lesson to see the illustration.

**1.** To ensure that the tools function and the defaults are set exactly as described in this lesson, delete or deactivate (by renaming) the Adobe Illustrator CC preferences file. See "Restoring default preferences" in the "Getting Started" section at the beginning of the book.

● **Note:** If you have not already downloaded the project files for this lesson to your computer from your Account page, make sure to do so now. See the "Getting Started" section at the beginning of the book.

**2.** Start Adobe Illustrator CC.



**3.** Choose File > Open. Locate the file named L8_end.ai in the Lessons > Lesson08 folder. Click Open.

You will most likely see a Missing Fonts dialog box since the file is using a specific Typekit font. Simply click Close in the Missing Fonts dialog

box. You will learn all about Typekit fonts later in this lesson.

Leave the file open for reference later in the lesson, if you like. I closed it.

4. Choose File > Open. In the Open dialog box, navigate to the Lessons > Lesson08 folder, and select the L8_start.ai file on your hard disk. Click Open to open the file.

   This file already has nontext components in it. You will add all of the text elements to complete the poster (front and back).
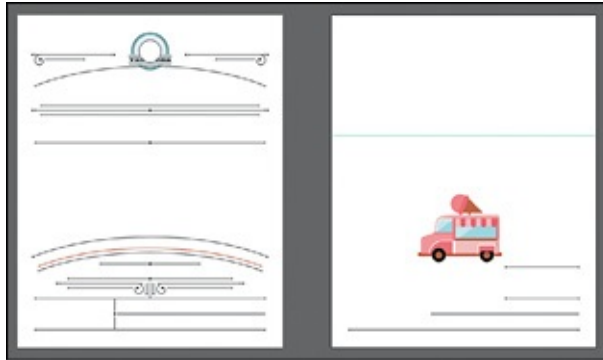


5. Choose File > Save As. In the Save As dialog box, navigate to the Lesson08 folder, and name the file **FoodTruck.ai**. Leave the Format option set to Adobe Illustrator (ai) (macOS) or the Save As Type option set to Adobe Illustrator (*.AI) (Windows) and then click Save.

6. In the Illustrator Options dialog box, leave the Illustrator options at their default settings and then click OK.

7. Choose Window > Workspace > Reset Essentials.

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● **Note:** If you don't see Reset Essentials in the Workspace menu, choose Window > Workspace > Essentials before choosing Window > Workspace > Reset Essentials.

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# Adding type to the poster

Type features are some of the most powerful tools in Illustrator. You can add a single line of type to your artwork, create columns and rows of text like you do in Adobe InDesign, place text, flow text into a shape or along a path, and work with letterforms as graphic objects. In Illustrator, you can create text in three main ways: as point type, area type, and type on a path.

## Adding text at a point

*Point type* is a horizontal or vertical line of text that begins where you click and expands as you enter characters. Each line of text is independent—the

line expands or shrinks as you edit it but doesn't wrap to the next line unless you add a paragraph return or a soft return. Entering text this way is useful for adding a headline or a few words to your artwork. Next, you will add some text to the poster as point type.

1. Ensure that 1 Poster 1 is chosen in the Artboard Navigation menu in the lower-left corner of the Document window.

2. Choose View > Fit Artboard In Window and then press Command++ (macOS) or Ctrl++ (Windows) three or so times to zoom in.
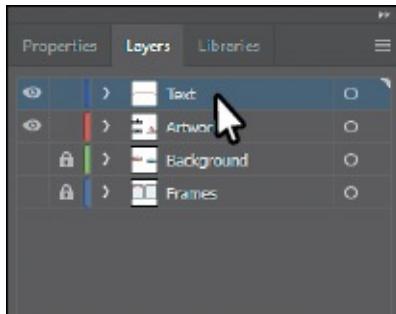


3. Choose Window > Layers to show the Layers panel. Select the layer named "Text," if it's not already selected.

4. Click the Properties panel tab to show it.

● **Note:** Selecting a layer means any content you create going forward will be on that layer. You'll learn all about layers and how to use them in Lesson 9, "Organizing Your Artwork with Layers."

5. Select the Type tool ( T ) in the Tools panel on the left. Click (*don't drag*) in a blank space on the artboard. Some selected placeholder text, "Lorem ipsum," is now on the artboard. Type **Pie Oh Pie · 123 Cheese · Plus Many More!**.
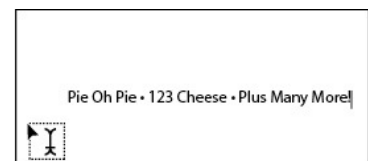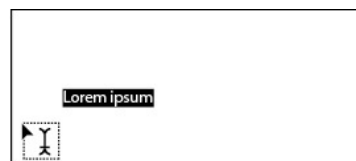


To type in the bullet points between the words, you can press Option+8 (macOS) or, on Windows, press Alt+0149 (numeric keypad) or Alt+8. If the bullets prove difficult, you can also simply add a hyphen (-) or other character.

6. Select the Selection tool ( ▶ ) in the Tools panel, and drag the lower-right bounding point of the text down and to the left.

● **Note:** Scaling point type this way will stretch the text if you drag any

bounding point. This may result in a font size that is not a round number (12.93 pt, for instance).



7. Choose Edit > Undo Scale.

8. Choose View > Fit Artboard In Window.

## Adding area type

*Area type* uses the boundaries of an object (like a rectangle) to control the flow of characters, either horizontally or vertically. When the text reaches a boundary, it automatically wraps to fit inside the defined area. Entering text in this way is useful when you want to create one or more paragraphs, such as for a poster or a brochure.

To create area type, you click with the Type tool (T) where you want the text and drag to create an area type object (also called a *text area*, *text object*, or *type object*). You can also convert an existing shape or object to a type object by clicking the edge of an object (or inside the object) with the Type tool. When the cursor appears, you can type. Next, you'll create a type object and enter more text.

1. Select the Zoom tool (🔍) and drag from left to right, across the lower-left corner of the same artboard to zoom in.

2. Select the Type tool (T). Move the pointer into a blank area of the artboard. Click and drag down and to the right to create a text area that is about an inch in width; the height should roughly match the following figure.
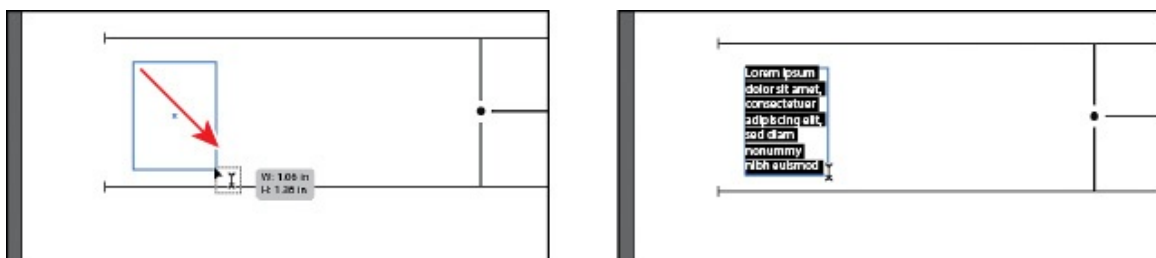


▶ **Tip:** Filling type objects with placeholder text is a preference you can change. Choose Illustrator CC > Preferences (macOS) or Edit >
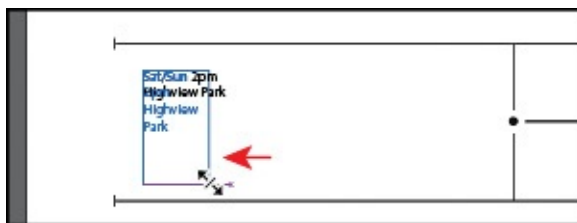
Preferences (Windows), select the Type category, and deselect "Fill New Type Objects With Placeholder Text" to turn the option off.

By default, type objects are filled with selected placeholder text that you can replace with your own.
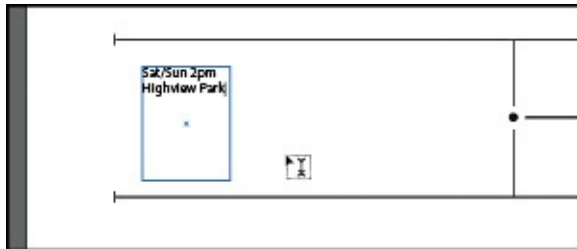


**3.** With the placeholder text selected, type **Sat/Sun 2pm Highview Park**.

Notice how the text wraps horizontally to fit within the type area.



**4.** Select the Selection tool (▶), and drag the lower-right bounding point to the left and then back to the right to see how the text wraps within.

You can drag any of the eight bounding points on the text area to resize it, not just the lower right.
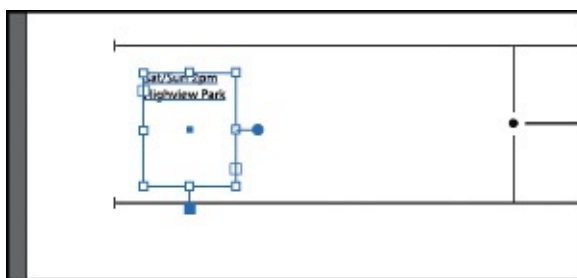


Before you continue, make sure that the text looks like you see in the figure.

## Working with Auto Sizing

By default, when you create area type by dragging with the Type tool, the type area will not resize to fit the text within (similar to how InDesign treats text frames by default). If there is too much text, the text that doesn't fit will not be visible and will be considered overset. For each type area, you can enable a feature called *Auto Sizing* so that area type will resize to fit the text within, and that's what you'll do next.

1. With the text area selected, look at the bottom-middle bounding point and you'll see a widget (↓) indicating that the type area is *not* set to auto size. Hover the pointer over the box at the end of the widget (the pointer will change [▸▤]), and double-click.
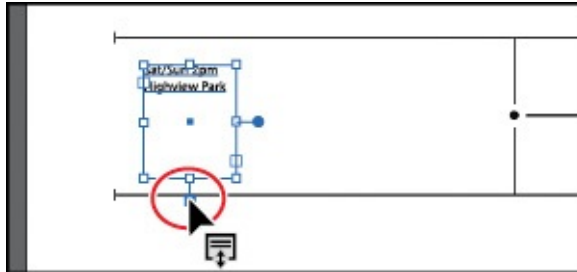


● **Note:** The figure shows just before double-clicking.

By double-clicking the widget, you turn Auto Sizing on. As the text is edited and re-edited, the frame shrinks and grows vertically (only) to accommodate the changing amount of copy and eliminates overset text (text that won't fit) without manually sizing and resizing frames.
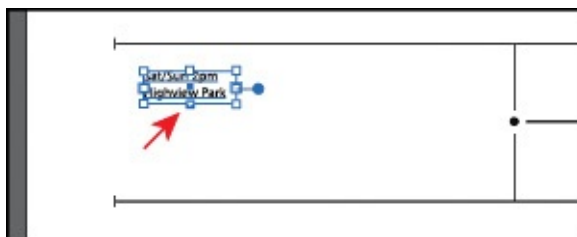


2. Select the Type tool (T), and position the pointer *immediately after* the word "Park." Make sure you see this pointer (Ɪ), not this pointer (▸Ɪ). Click to insert the cursor. Press Return or Enter, and type **Raleigh, North Carolina**.

▶ **Tip:** If Auto Sizing is enabled for a selected type area, dragging one of the bottom bounding points on the type area down disables Auto Sizing for the type area.

▶ **Tip:** If you double-click text with the Selection tool (▸) or Direct Selection tool (▹), the Type tool becomes selected.

● **Note:** In this instance, clicking when you see this pointer (▢Ɪ) will create a new point type area.
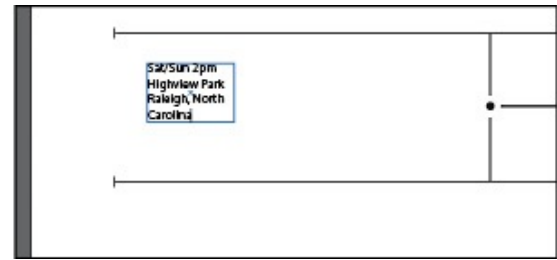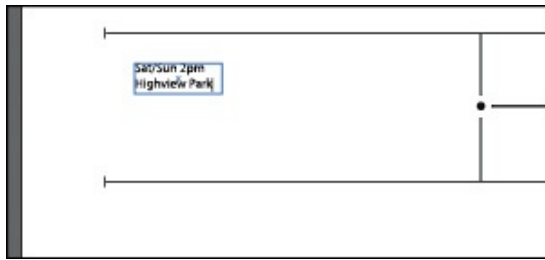
The type area will expand vertically to fit the new text. If you were to double-click the Auto Sizing widget, Auto Sizing would be turned off for the area type. The type area would remain the current size no matter how much text was added.

**3.** Select and delete the Raleigh, North Carolina text.
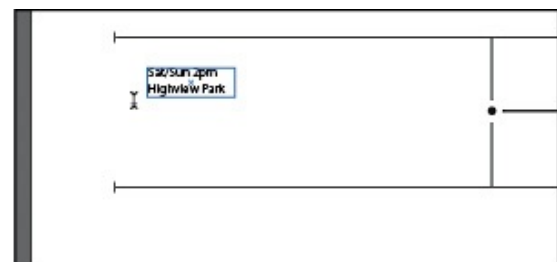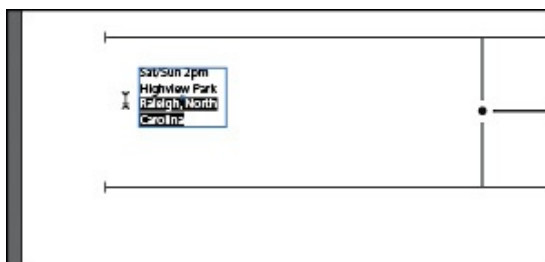


Notice that the type object shrank vertically to fit around the text because Auto Sizing is on for the type object.

⬤ **Note:** You could have also chosen Edit > Undo Typing to remove the text. In this lesson, I just want to give you more practice selecting text.

## Converting between area type and point type

You can easily convert between area type objects and point type objects. This can be useful if you type a headline by clicking (creating point type) but later want to resize and add more text without stretching the text inside. This method is also useful if you paste text from InDesign into Illustrator because text pasted from InDesign into Illustrator (with nothing selected) is pasted as point type. Most of the time, it would be better suited as an area type object so that you could flow the text within. Next, you will convert a type object from area type to point type.

**1.** With the Selection tool selected, press the Option (macOS) or Alt (Windows) key, and drag the type object you created in the previous section over to the right side of the artboard. Release the mouse button and then the key to make a copy.
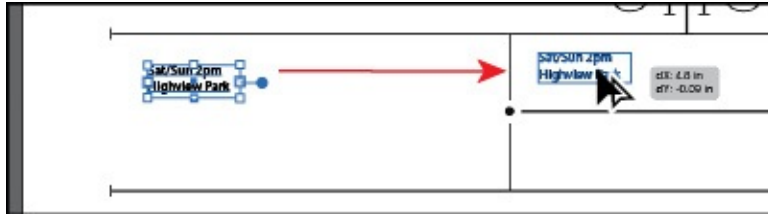
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**2.** Move the pointer over the type area to the left, and double-click to insert the cursor and switch to the Type tool. Press Command+A (macOS) or Ctrl+A (Windows) to select all of the text in the type area; then type **AUG 19th/20th**.

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▶ **Tip:** Clicking once in text inserts the cursor. Clicking twice in text selects a word. Clicking three times selects the entire paragraph in Illustrator.

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**3.** Click right before the "1" in "19th." Press Backspace or Delete to remove the space between "AUG" and "19th."

**4.** Press Shift+Enter (Shift+Return) to add a soft return.
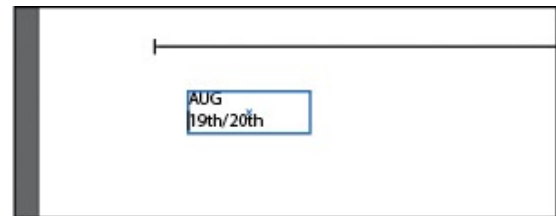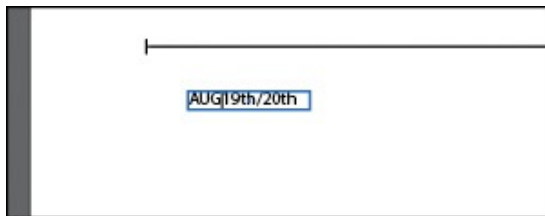


**5.** Press Esc to select the Selection tool (▶).

**6.** Move the pointer over the annotator (──●) off the right edge of the type object. A filled end on the annotator indicates that it's area type. When the pointer changes (▶ᵢ), click once to see the message "Double-click to convert to Point Type." Double-click the annotator to convert the area type to point type.

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▶ **Tip:** With a type object selected, you can also choose Type > Convert To Point Type or Convert To Area Type, depending on what the selected text area is.

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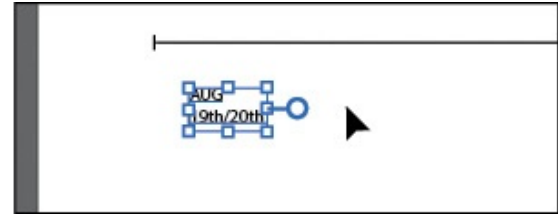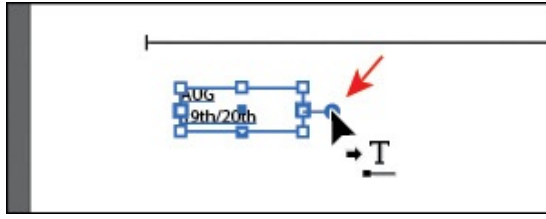
The annotator end should now be hollow (  ), indicating that it is a point type object. If you were to resize the bounding box, the text would scale as well.
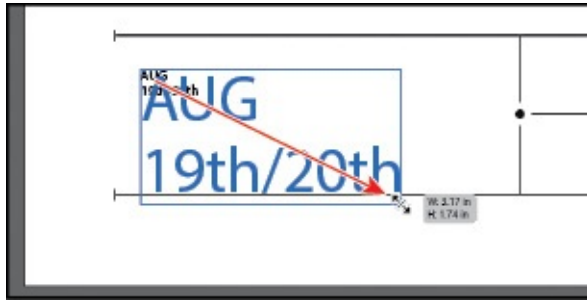


**7.** Press the Shift key, and drag the lower-right bounding point down and to the right until the text just fits between the line above and the line below. Release the mouse button and then the key.

Because the text is point type, it stretches when the type area is resized. Pressing the Shift key is very important because otherwise the text would most likely be distorted.

**8.** Choose File > Save.

## Importing a plain-text file

You can import text into artwork from a file that was created in another application. As of the writing of this book, Illustrator supports DOC, DOCX, RTF, Plain text (ASCII) with ANSI, Unicode, Shift JIS, GB2312, Chinese Big 5, Cyrillic, GB18030, Greek, Turkish, Baltic, and Central European encoding. One of the advantages of importing text from a file, rather than copying and pasting it, is that imported text retains its character and paragraph formatting (by default). For example, text from an RTF file retains its font and style specifications in Illustrator, unless you choose to remove formatting when you import the text. In this section, you'll place text from a plain-text file into your design.

> ▶ **Tip:** You can add placeholder text to your document if you don't have the final text ready yet. With the cursor in a type object or in text on a path, choose Type > Fill With Placeholder Text.

**1.** Choose 2 Poster 2 from the Artboard Navigation menu in the lower-left

corner of the Document window.
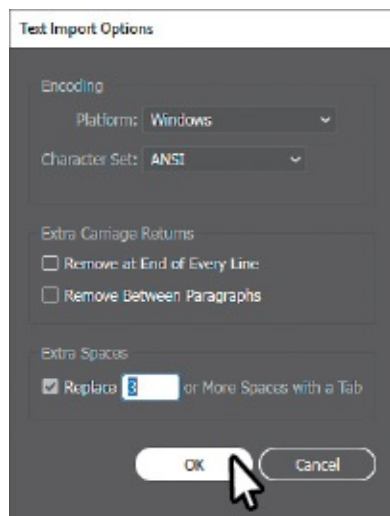


**2.** Choose File > Place. In the Lessons > Lesson08 folder, select the L8_text.txt file. In the Place dialog box on macOS, click the Options button to see the import options, if necessary. Select Show Import Options, and click Place.

In the Text Import Options dialog box that appears, you can set some options prior to importing text.

**3.** Leave the default settings and then click OK.

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▶ **Tip:** You can place text into an existing type area as well.

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**4.** Move the loaded text icon onto the aqua guide. When the word "Guide" appears, click and drag down and to the right and then release the mouse button. Use the figure as a guide.
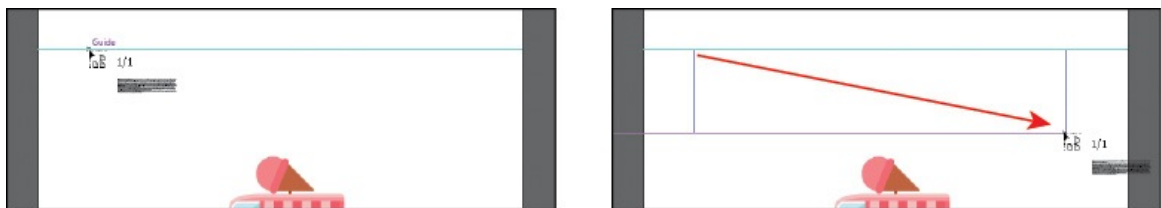


If you were to simply click with the loaded text pointer, a type object would be created that was smaller than the size of the artboard.

**5.** With the Selection tool (▸), drag the bottom bounding point of the type object up until you see an overset text icon (⊞) in the out port. I didn't need to.

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▶ **Tip:** When you place (File > Place) RTF (Rich Text Format) or Word documents (DOC or DOCX) in Illustrator, the Microsoft Word Options dialog box appears. In the Microsoft Word Options dialog box, you can select to keep the generated table of contents, footnotes and endnotes, and index text, and you can even choose to remove the formatting of the text before you place it (the styles and formatting are brought in from Word by default).

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## Threading text



When working with area type (*not* point type), each area type object contains an *in port* and an *out port*. The ports enable you to link type objects and flow text between them.

An empty out port indicates that all the text is visible and that the type object isn't linked. An arrow in a port indicates that the type object is linked to another type object. A red plus sign (⊞) in an out port indicates that the object contains additional text, which is called *overflow text*. To show all of the overflow text, you can thread the text to another type object, resize the type object, or adjust the text. To *thread*, or continue, text from one object to the next, you have to link the objects. Linked type objects can be of any shape; however, the text must be entered in an object or along a path, not as point type (by simply clicking to create text).

Next, you will thread text between two type objects.

**1.** With the Selection tool (▸), click the out port (larger box) in the lower-right corner of the type object that has the red plus sign in it (⊞).
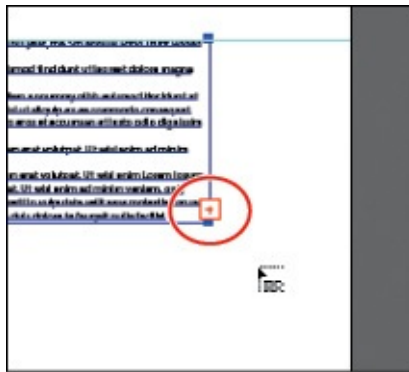
The pointer changes to a loaded text icon (▦) when you move it away.

⬤ **Note:** It may be difficult to click the out port because of the guides. You can always zoom in, remembering to zoom out again for the next steps.

⬤ **Note:** If you double-click an out port, a new type object appears. If this happens, you can either drag the new object where you would like it to be positioned or choose Edit > Undo Link Threaded Text, and the loaded text icon reappears.

**2.** Position the pointer in the lower-left area of the artboard and click. An area type object is created that is the same size as the original.
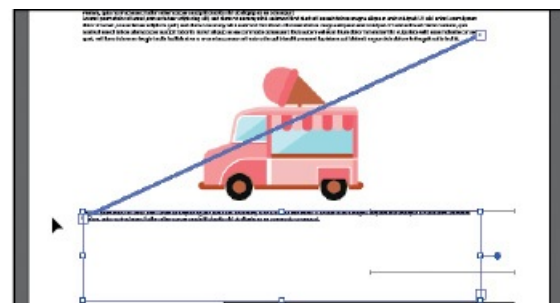


▶ **Tip:** Another way to thread text between objects is to select an area type object, select the object (or objects) you want to link to, and then choose Type > Threaded Text > Create.

▶ **Tip:** You can split the threaded text so that each type area is no longer connected to the next by selecting one of the threaded text areas (but the text remains) by choosing Type > Threaded Text > Remove Threading. Choosing Type > Threaded Text > Release Selection will break the thread to the selected type area and remove the text.

With the second type object still selected, notice the line connecting the

two type objects. This line is the *thread* that tells you that the two objects are connected. If you don't see this thread (line), choose View > Show Text Threads.

The out port (▶) of the top type object on the artboard and the in port (▶) of the bottom type object on the artboard have small arrows in them indicating how the text is flowing from one to the other.

**3.** Click the top type object, and drag the bottom-middle point up to make it shorter.



The text will flow between the type objects. If you delete the second type object, the text is pulled back into the original object as overflow text. Although not visible, the overflow text is not deleted.

# Formatting type

You can format text using character and paragraph formatting, apply fill and stroke attributes to it, and change its transparency. You can apply these changes to one character, a range of characters, or all characters in a type object that you select. As you'll soon see, selecting the type object, rather than selecting the text inside, lets you apply formatting options to all of the text in the object, including options from the Character and Paragraph panels, fill and stroke attributes, and transparency settings.

In this section, you'll discover how to change text attributes, such as size and font, and later learn how to save that formatting as text styles.

## Changing font family and font style

● **Note:** The Creative Cloud desktop application must be installed on your computer, and you must have an Internet connection to initially sync fonts. The Creative Cloud desktop application is installed when you install your first Creative Cloud application, like Illustrator.

In this section, you'll apply a font to text. Aside from applying local fonts to

text from your machine, Creative Cloud subscribers can apply Typekit fonts that have been synced with their computer. Typekit is a subscription service offering access to a library of fonts for use in desktop applications such as InDesign or Microsoft Word and on websites. A Typekit Portfolio plan is included with your Creative Cloud subscription, and trial Creative Cloud members have access to a selection of fonts from Typekit for web and desktop use. The fonts appear alongside other locally installed fonts in the fonts list in Illustrator, as you'll soon see. By default, Typekit is turned on in the Creative Cloud desktop application (version 1.9 and later) so that it can sync fonts and make them available in your desktop applications.

> **Note:** For questions about Typekit font licensing, visit https://helpx.adobe.com/typekit/using/font-licensing.html. For more information on working with Typekit fonts, visit https://helpx.adobe.com/creative-cloud/help/add-fonts-typekit.html.

### Sync Typekit fonts

Next, you'll select and sync Typekit fonts to your machine so that you can use them in Illustrator.
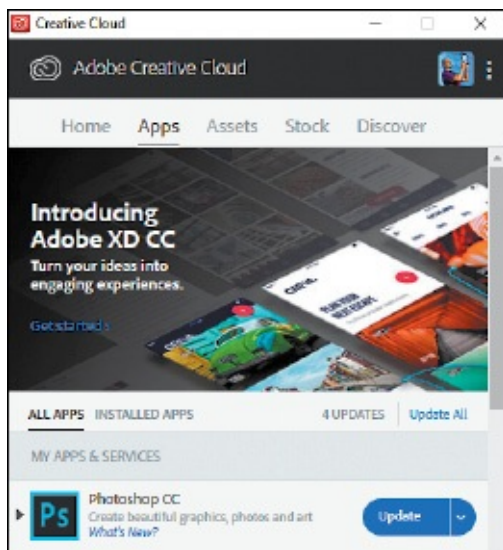


1. Ensure that the Creative Cloud for desktop application is launched and you are signed in with your Adobe ID (*this requires an Internet connection*).

   > **Note:** To learn about the Creative Cloud for desktop application, visit https://www.adobe.com/creativecloud/desktop-app.html.

2. In Illustrator, choose Select > Deselect.

3. Press Command++ (macOS) or Ctrl++ (Windows) a few times to zoom in to the text in the center of the artboard.

4. Select the Type tool (T) in the Tools panel, move the pointer over the text and click to insert the cursor in either threaded type object. Choose Select > All or press Command+A (macOS) or Ctrl+A (Windows) to select all of the text in both threaded type objects.
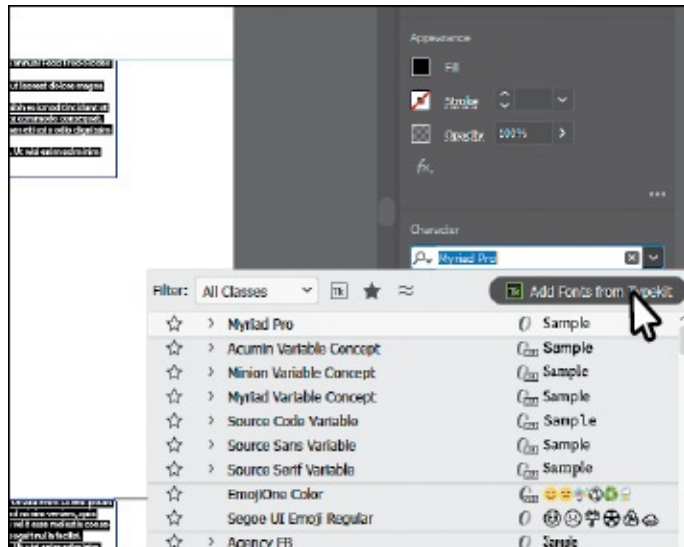


5. In the Properties panel to the right of the document, click the arrow to the right of the Font Family menu in the Properties panel, and notice the fonts that appear in the menu. These fonts are those that are installed locally.

   In the font menu, an icon appears to the right of the font names in the list indicating what type of font it is (Tk is Typekit, $O$ is OpenType, TT is TrueType, and a is Adobe Postscript).

6. Click the Add Fonts From Typekit button.

   A browser will open and should open the Typekit.com website and log you in using your Adobe ID. If you do not have an Internet connection, you can choose any other font in the font menu in Illustrator instead.

   ● **Note:** If you are taken to the Typekit.com home page, you can simply click the Browse option on the page.

7. Once the Typekit.com website is open in your browser, click the Show Filters button if you don't see the Classification options on the right side of the page. Click the Sans Serif option in the Classification options to sort the fonts.

8. Hover over any font. If you wanted to use that font, you would click to explore which styles (bold, italic, etc.) you would sync.
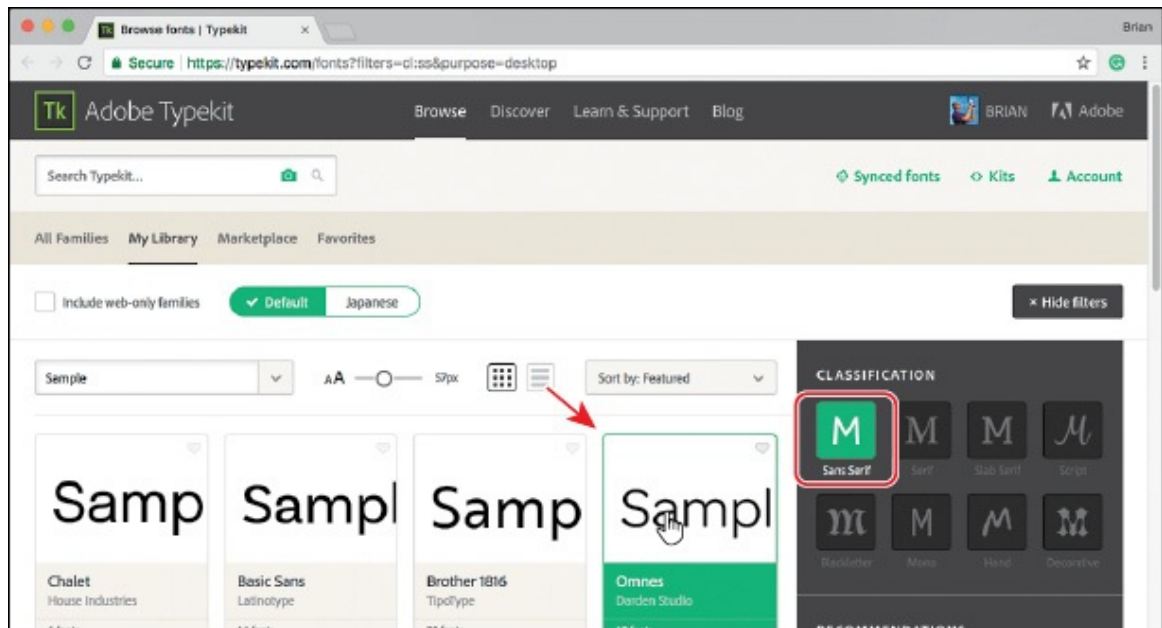
**9.** Type **Roboto** in the Search Typekit field toward the top of the page. Choose Roboto from the results menu that appears.

● **Note:** Click the search glass (🔍) or press Enter or Return to search the site for the Roboto font if the results menu doesn't appear, and select Roboto on the page that opens.
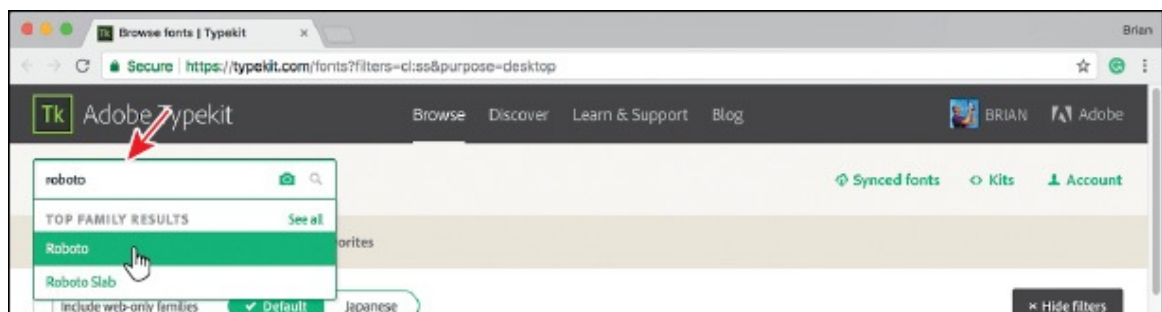


**0.** In the page that appears, click the Sync button to the right of Roboto Light, Roboto Italic, Roboto Bold, and Roboto Condensed Regular.



▶ **Tip:** The fonts are synced to all computers where you've installed the Creative Cloud application and logged in. To view fonts, open the Creative Cloud desktop application, and click the Assets > Fonts panel.

1. After syncing the Roboto font styles, follow the same process by searching for the font named Colt at the top of the page showing. When the Colt page opens, click the Sync button for Colt Bold. You can close the browser and return to Illustrator. Once the fonts are synced to your computer (be patient, it may take some time), you may begin to use them.

**Apply fonts to text in Illustrator**

Now that the Typekit fonts are synced with your machine, you can use them in any application, and that's what you'll do next.

1. Back in Illustrator, with the threaded text still selected, click the arrow to the right of the Font Family menu in the Properties panel to the right of the document. Click the Apply Typekit Filter button ([Tk]) to filter the font list and show only the Typekit fonts you just synced.
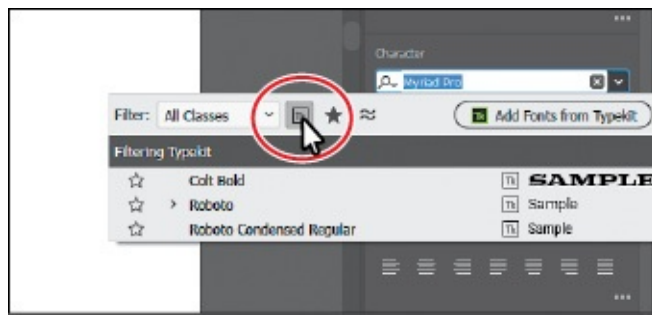


> ● **Note:** You may see other Typekit fonts in your menu (aside from the Roboto and Colt fonts), and that's okay.

2. Move the pointer over the fonts in the menu, and you should see a preview of the font the pointer is over, applied to the selected text. Click the arrow to the left of Roboto in the menu, and choose Light.
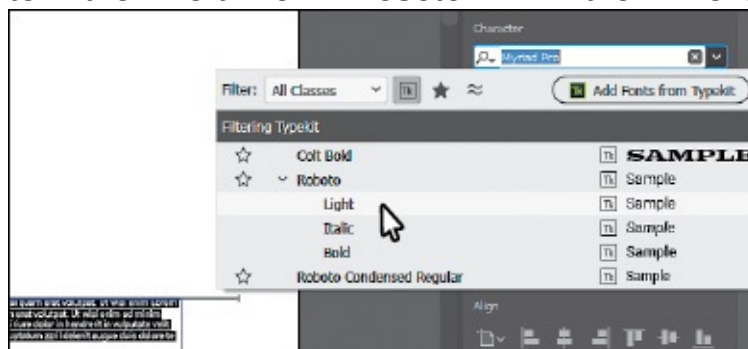


> ▶ **Tip:** You could also use the arrow keys (Up and Down) to navigate the list of fonts. When the font you want is chosen, you can press Enter or Return to apply it.

3. Choose 1 Poster 1 from the Artboard Navigation menu in the lower-left

corner of the Document window.
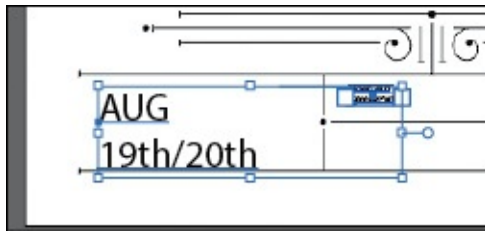


**4.** With the Selection tool (▶) selected, click the "AUG 19th/20th" text toward the bottom of the artboard to select the type object. Press the Shift key and click the type object to the right to select both.

If you want to apply the same font to all of the text in a point type or area type object, you can simply select the object, not the text, and then apply the font.

**5.** With the type objects selected, click the font name in the Properties panel (I see Myriad Pro). Begin typing the letters **col**.



A menu appears beneath where you are typing. Illustrator filters through the list of fonts and displays the font names that contain "col," regardless of where "col" is in the font name and regardless of whether it's capitalized. The Typekit font filter is still turned on from before, so you will turn it off next.

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▶ **Tip:** With the cursor in the font name field, you can also click the X on the right side of the Font Family field to remove the current font shown.

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**6.** Click the Clear Filter button (▣) in the menu that is showing to see all of the available fonts, not just Typekit fonts. In the menu that appears beneath where you are typing, move the pointer over the fonts in the list. Illustrator shows a live font preview of the text. Click to select Colt Bold to apply the font.