

12 Exploring Creative Uses of Effects and Graphic Styles

Lesson overview

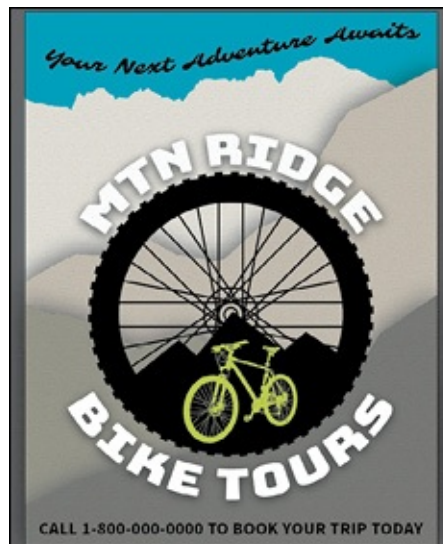
In this lesson, you'll learn how to do the following:

- Work with the Appearance panel.
- Edit and apply appearance attributes.
- Copy, enable and disable, and remove appearance attributes.
- Reorder appearance attributes.
- Apply and edit an effect.
- Apply a variety of effects.
- Save and apply an appearance as a graphic style.
- Apply a graphic style to a layer.
- Scale strokes and effects.



This lesson takes approximately 60 minutes to complete. Please log in to your account on 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.



You can change the look of an object without changing its structure simply by applying attributes, such as fills, strokes, and effects, from the Appearance panel. And because the effects themselves are live, they can be modified or removed at any time. This allows you to save the appearance attributes as graphic styles and apply them to another object.

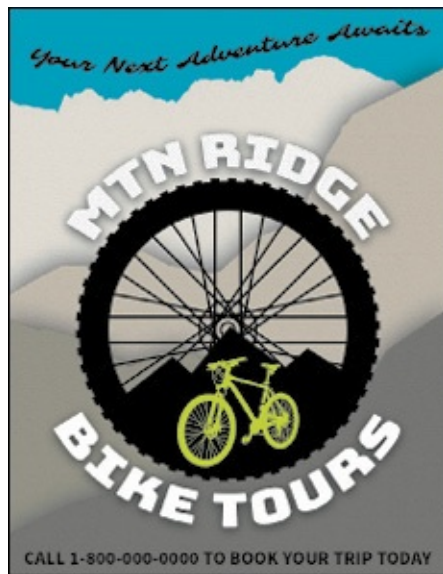
Starting the lesson

In this lesson, you'll change the appearance of artwork using the Appearance panel, various effects, and graphic styles. Before you begin, you'll need to restore the default preferences for Adobe Illustrator. Then you'll open a file containing the finished artwork to see what you'll create.

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.

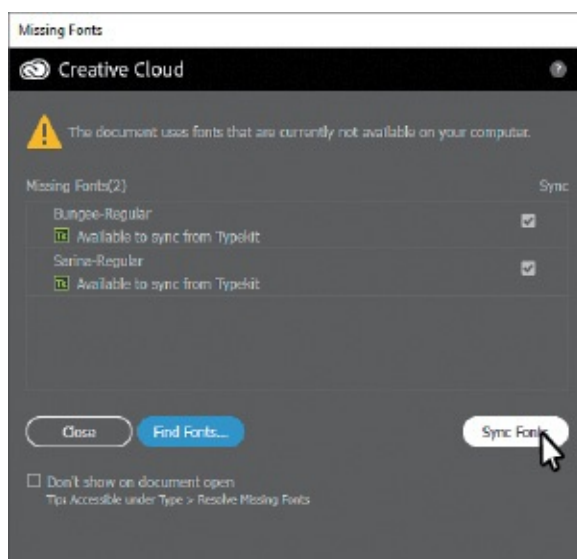
2. Start Adobe Illustrator CC.



3. Choose File > Open, and open the L12_end.ai file in the Lessons > Lesson12 folder on your hard disk.

This file displays a completed illustration of a flyer for a bike tour company.

4. In the Missing Fonts dialog box that most likely will appear, click Sync Fonts to sync all of the missing fonts to your computer. After they are synced and you see the message stating that there are no more missing fonts, click Close.



If you can't get the fonts to sync, you can go to the Creative Cloud desktop application and choose Assets > Fonts to see what the issue may be (refer to the section "Changing font family and font style" in [Lesson 8](#), "[Adding Type to a Poster](#)," for more information on how to resolve it).

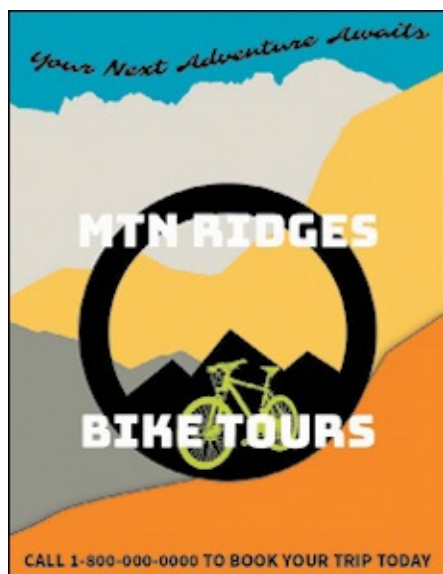
You can also just click Close in the Missing Fonts dialog box and ignore the missing fonts as you proceed. A third method is to click the Find Fonts

button in the Missing Fonts dialog box and replace the fonts with a local font on your machine. You can also go to Help (Help > Illustrator Help) and search for “Find missing fonts.”

● **Note:** You will need an Internet connection to sync fonts.

5. Choose View > Zoom Out to make the finished artwork smaller. Adjust the window size, and leave it on your screen as you work. (Use the Hand tool [🖐️] to move the artwork where you want it in the window.) If you don’t want to leave the image open, choose File > Close.

To begin working, you’ll open an existing art file.



6. Choose File > Open. In the Open dialog box, navigate to the Lessons > Lesson12 folder, and select the L12_start.ai file on your hard disk. Click Open to open the file.

The L12_start.ai file uses the same fonts as the L12_end.ai file. If you’ve synced the fonts already, you don’t need to do it again. If you didn’t open the L12_end.ai file, then the Missing Fonts dialog box will most likely appear for this step. Click Sync Fonts to sync all of the missing fonts to your computer. After they are synced and you see the message stating that there are no more missing fonts, click Close.

● **Note:** For help on resolving any missing fonts, refer to step 4.

7. Choose File > Save As, name the file **BikeTours.ai**, and select the Lesson12 folder. 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.

8. In the Illustrator Options dialog box, leave the Illustrator options at their default settings and then click OK.
9. Choose Reset Essentials from the workspace switcher in the Application bar to reset the workspace.

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

0. Choose View > Fit Artboard In Window.

Using the Appearance panel

An *appearance attribute* is an aesthetic property—such as a fill, stroke, transparency, or effect—that affects the look of an object but does not affect its basic structure. Up to this point, you've been changing appearance attributes in the Properties panel, Swatches panel, and more. Appearance attributes like these can also be found in the Appearance panel for selected artwork. In this lesson, you'll focus on using the Appearance panel to apply and edit appearance attributes.

1. Select the Selection tool (▢), and click to select the orange shape in the background, behind the “CALL 1-800...” text.
2. Click More Options (⋮) in the Appearance section of the Properties panel on the right (an arrow is pointing to it in the following figure) to open the Appearance panel.



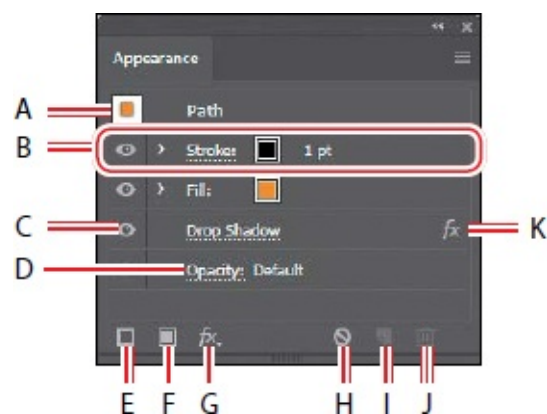
The Appearance panel shows what the object is (a path) and the appearance attributes applied to it (Stroke, Fill, Drop Shadow, and

Opacity).

► **Tip:** You may want to drag the bottom of the Appearance panel down to make it taller, like I did.

The different options available in the Appearance panel are described here:

► **Tip:** You can also choose Window > Appearance to see the Appearance panel.



A. Selected object and thumbnail

B. Attribute row

C. Visibility column

D. Link to options

E. Add New Stroke

F. Add New Fill

G. Add New Effect

H. Clear Appearance

I. Duplicate Selected Item

J. Delete Selected Item

K. Indicates an effect applied

The Appearance panel (Window > Appearance) can be used to view and adjust the appearance attributes for a selected object, group, or layer. Fills and strokes are listed in stacking order; top to bottom in the panel correlates to front to back in the artwork. Effects applied to artwork are listed from top to bottom in the order in which they are applied to the artwork. An advantage of using appearance attributes is that they can be changed or removed at any time without affecting the underlying artwork or any other attributes applied to the object in the Appearance panel.

Editing appearance attributes

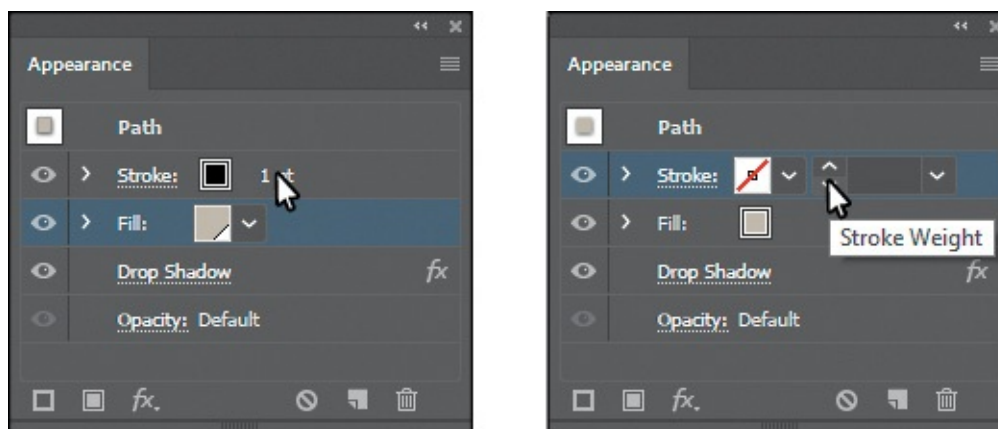
You'll start by changing the appearance of artwork using the Appearance panel.

1. With the orange shape selected, in the Appearance panel, click the orange Fill color box in the fill attribute row as many times as needed, until the Swatches panel appears. Select the swatch named "Mountain1" to apply it to the fill. Press the Escape key to hide the Swatches panel.



● **Note:** You may need to click the Fill box more than once to open the Swatches panel. The first click on the Fill box selects the Fill row in the panel, and the next click shows the Swatches panel.

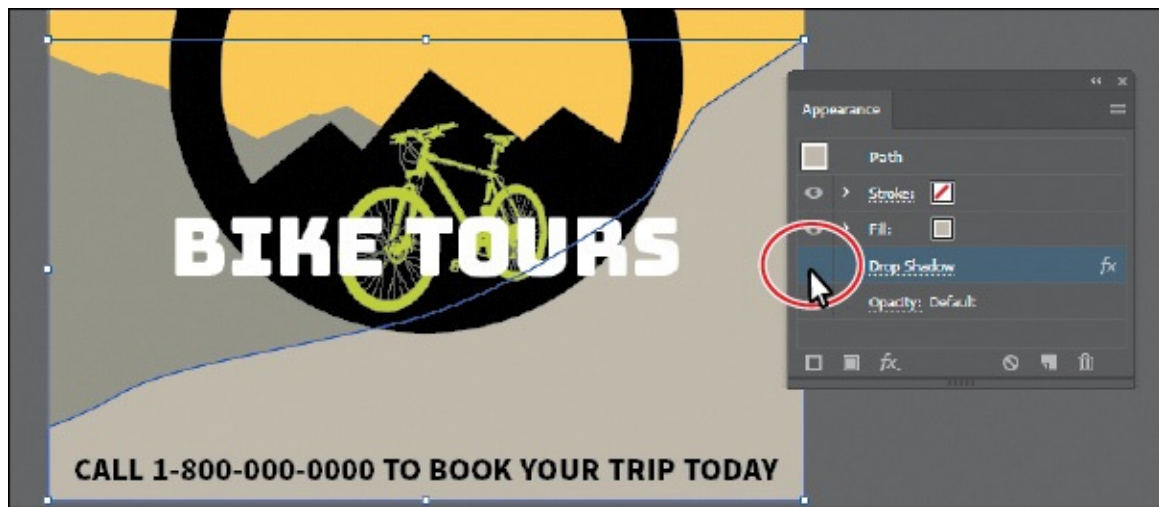
2. Click the words "1 pt" in the Stroke row to show the Stroke Weight option. Change the stroke weight to 0 to remove it (the Stroke Weight field will be blank or show "0 pt" when it's 0).



3. Click the visibility column (👁) to the left of the Drop Shadow attribute name in the Appearance panel.

▶ **Tip:** In the Appearance panel, you can drag an attribute row, such as Drop Shadow, to the Delete Selected Item button (🗑) to delete it, or you

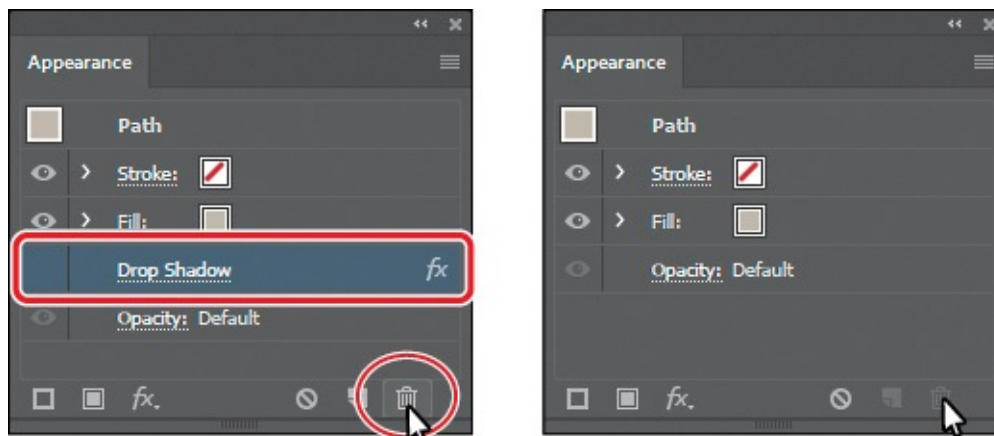
can select the attribute row and click the Delete Selected Item button.



Appearance attributes can be temporarily hidden or deleted so that they no longer are applied to the selected artwork.

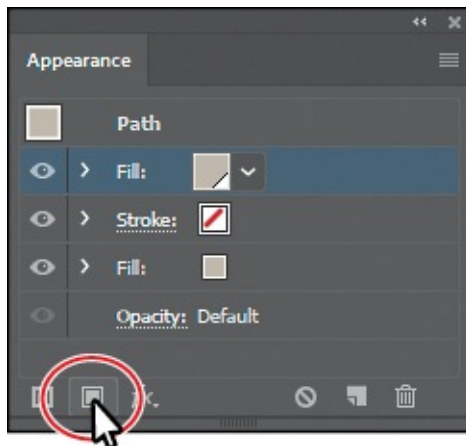
► **Tip:** You can view all hidden attributes (attributes you have turned off) by choosing Show All Hidden Attributes from the Appearance panel menu (☰).

4. With the Drop Shadow row selected (click to the right of the link “Drop Shadow” if it isn’t selected), click the Delete Selected Item button (🗑️) at the bottom of the panel to completely remove the shadow, rather than just turning off the visibility.



Adding another stroke and fill to artwork

Artwork in Illustrator can have more than one stroke and fill applied. This can be a great way to add interesting design elements. You’ll now add another fill to an object using the Appearance panel.



1. With the shape still selected, click the Add New Fill button (◻) at the bottom of the Appearance panel.

The figure shows what the panel looks like after clicking the Add New Fill button. A second Fill row is added to the Appearance panel. By default, new fill or stroke attribute rows are added directly above a selected attribute row or, if no attribute rows are selected, at the top of the Appearance panel list.

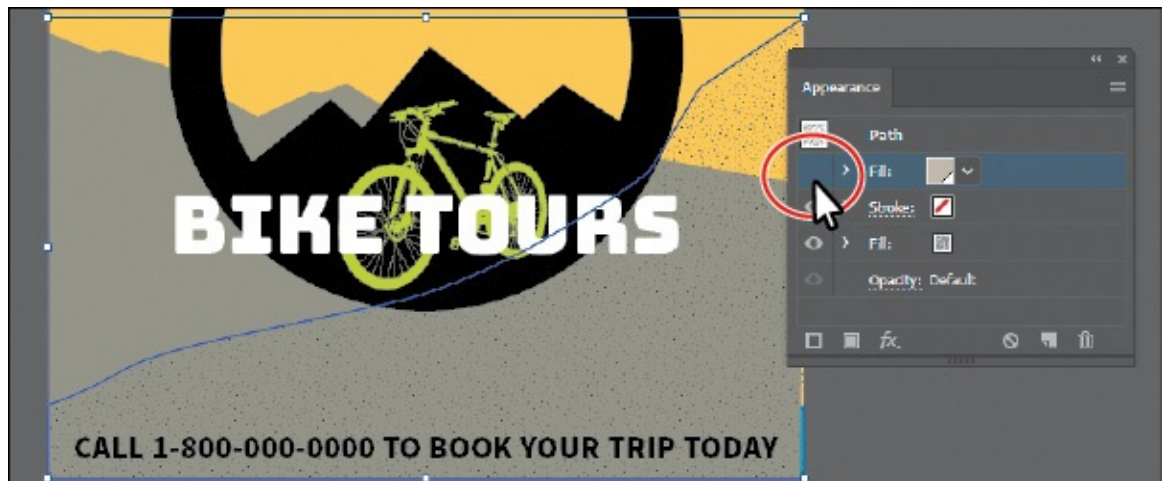
2. Click the *bottom* (original) Fill color box in the fill attribute row a few times, until the Swatches panel appears. Click the pattern swatch named “USGS 22 Gravel Beach” to apply it to the original fill. Press the Escape key to hide the Swatches panel.



The pattern won’t show in the selected artwork because the second fill you added in the first step is covering the “USGS 22 Gravel Beach” fill. The two fills are stacked on each other.

► **Tip:** Other ways to close panels that appear when clicking an underlined word, like “Stroke,” include pressing the Escape key, clicking the Stroke attribute row, or pressing Enter or Return.

3. Click the eye icon to the left of the *top* fill attribute row to hide it.



You should now see the pattern fill in the shape. In the next section, you'll reorder the attribute rows in the Appearance panel so the pattern will be on top of the color fill.

4. Click where the eye icon was to the left of the *top* fill attribute row to show it.


Next, you'll add another stroke to a shape using the Appearance panel. This can be a great way to achieve interesting design effects with just one object.

5. With the Selection tool (▸) selected, click to select the black circle that will become a bicycle tire.
6. Click the Add New Stroke button (■) at the bottom of the Appearance panel.




A second stroke, which is a copy of the original, is now applied to the selected circle. This is a great way to add interest to your designs without

having to make copies of shapes, changing the formatting (stroke in this case), and putting them on top of each other.

7. With the new (top) stroke attribute row selected, change the stroke weight to **10 pt**.
8. Click the word “Stroke” in the same attribute row to open the Stroke panel. Click the Align Stroke To Center button () , select Dashed Line, and ensure that Dash is set to 12 pt. Press the Escape key to hide the Stroke panel.



Clicking underlined words in the Appearance panel, as in the Properties panel, shows more formatting options—usually a panel such as the Swatches or Stroke panel. Appearance attributes, such as Fill or Stroke, can have other options, such as Opacity or an effect applied to only that attribute. These additional options are listed as a subset under the attribute row and can be shown or hidden by clicking the disclosure triangle () on the left end of the attribute row.

9. Choose Select > Deselect.

Adding another stroke and fill to text

Adding multiple strokes and fills to text can be a great way to add interest to your text. Next, you’ll add another fill to text.

1. Select the Type tool () , and select the text “MTN RIDGES.”



Notice that “Type: No Appearance” appears at the top of the Appearance panel. This is referring to the type object, not the text within.

You will also see the word “Characters.” Formatting for the text (not the type object) is listed below the word “Characters.” You should see the stroke (none) and the fill (white). Also notice that you cannot add another stroke or fill to the text since the Add New Stroke and Add New Fill buttons are dimmed at the bottom of the panel. To add a new stroke and/or fill to text, you need to select the type object, not the text within.

2. Select the Selection tool (▢). The type object will now be selected (not the text).

► **Tip:** You could also click “Type: No Appearance” at the top of the Appearance panel to select the type object (not the text within).

3. Click the Add New Fill button (■) at the bottom of the Appearance panel to add another fill above the word “Characters.”



Once again, “Characters” refers to the formatting for the text within the text object. If you were to double-click the word “Characters,” you would select the text and see the formatting options for it (fill, stroke, etc.).

4. Click the fill attribute row to select it, if it's not already selected. Click the Fill color box, and select the pattern swatch named "USGS 8B Intermittent Pond." Press the Escape key to hide the swatches.



● **Note:** If you are wondering why I would name a swatch "USGS 8B Intermittent Pond," know that I didn't. That pattern swatch can be found in Illustrator by default (Window > Swatch Libraries > Patterns > Basic Graphics > Basic Graphics_Textures).

5. Click the disclosure triangle (▢) to the left of the same fill row to show other properties, if necessary. Click the word "Opacity" to show the Transparency panel and change Opacity to **20%**. Press the Escape key to hide the Transparency panel.



Each appearance row (stroke, fill) has its own opacity that you can adjust. The bottom Opacity appearance row affects the transparency for the entire selected object.

► **Tip:** Depending on which attribute row is selected in the Attributes panel, the options in panels, such as the Properties panel, Gradient

panel, and others, will affect the attribute selected.

6. Leave the type object selected.

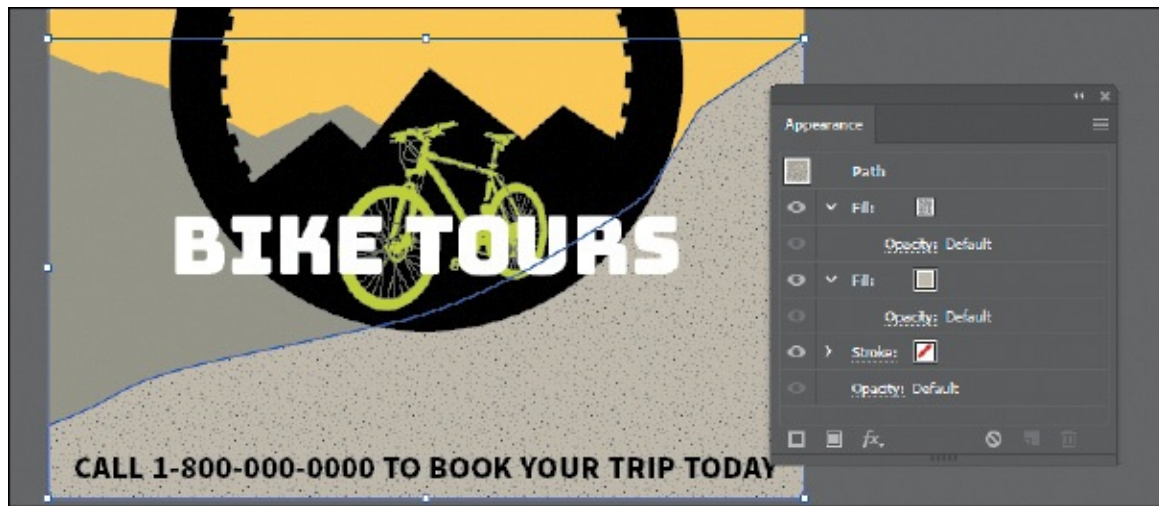
Reordering appearance attributes

The ordering of the appearance attribute rows can greatly change how your artwork looks. In the Appearance panel, fills and strokes are listed in stacking order—top to bottom in the panel correlates to front to back in the artwork. You can reorder attribute rows in a way similar to dragging layers in the Layers panel to rearrange the stacking order. Next, you'll change the appearance of artwork by reordering attributes in the Appearance panel.

1. Select the Selection tool (▢) and click to select the bottom tan shape behind the “CALL 1-800...” text.
2. In the Appearance panel, drag the bottom fill attribute row (with the pattern swatch applied) up above the original Fill attribute row. When a line appears above the Fill attribute row, release the mouse button to see the result.



Moving the new Fill attribute above the original Fill attribute changes the look of the artwork. The pattern fill is now on top of the solid color fill.



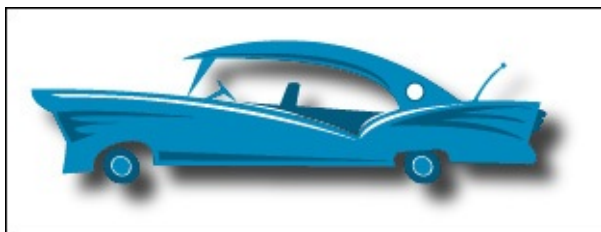
► **Tip:** You can also apply blending modes and opacity changes to each Fill row to achieve different results.

3. Choose Select > Deselect and then choose File > Save.

Using live effects

● **Note:** When you apply a raster effect, the original vector data is rasterized using the document's raster effects settings, which determine the resolution of the resulting image. To learn about document raster effects settings, search for "Document raster effects settings" in Illustrator Help.

Effects alter the appearance of an object without changing the underlying artwork. Applying an effect adds the effect to the object's appearance attribute, which you can edit, move, delete, or duplicate, at any time, in the Appearance panel.



Artwork with a drop-shadow effect applied.

There are two types of effects in Illustrator: *vector effects* and *raster effects*. In Illustrator, click the Effect menu item to see the different types of effects available.

- **Illustrator Effects (vector):** The top half of the Effect menu contains vector effects. You can apply these effects only to vector objects or to the

fill or stroke of a bitmap object in the Appearance panel. The following vector effects can be applied to both vector and bitmap objects: 3D effects, SVG filters, Warp effects, Transform effects, Drop Shadow, Feather, Inner Glow, and Outer Glow.

- **Photoshop Effects (raster):** The bottom half of the Effect menu contains raster effects. You can apply them to either vector or bitmap objects.

In this section, you will first explore how to apply and edit effects. You will then explore a few of the more widely used effects in Illustrator to get an idea of the range of effects available.

Applying an effect

Effects are applied using the Properties panel, the Effect menu, and the Appearance panel, and they can be applied to objects, groups, or layers. You are first going to learn how to apply an effect using the Effect menu, and then you will apply an effect using the Properties panel.



1. With the Selection tool (▢) selected, click the yellow background shape and Shift-click the grayish-brown background shape beneath it on the artboard. Arrows are pointing to them in the figure.

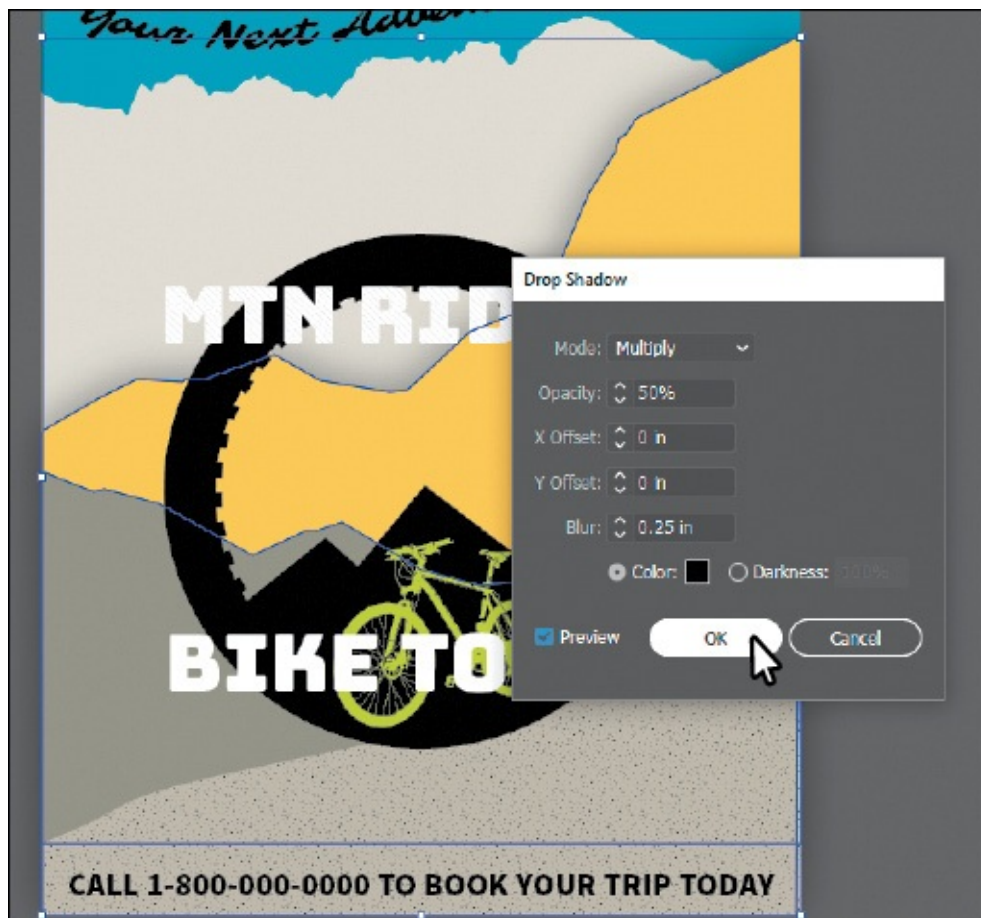
2. Choose Object > Group.

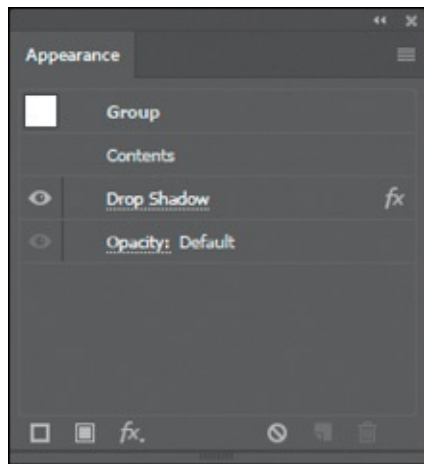
By grouping the objects before applying an effect, the effect is applied to the group, *not* the individual objects. You'll see later that if you ungroup, the effect will be removed.

3. Choose Effect > Stylize > Drop Shadow from the Illustrator Effects section of the menu that appears. In the Drop Shadow dialog box, change the

following options:

- Mode: **Multiply** (the default setting)
 - Opacity: **50%**
 - X Offset: **0 in**
 - Y Offset: **0 in**
 - Blur: **0.25 in**
 - Color: **Selected**
4. Select Preview to see the drop shadow applied to the group. Click OK.





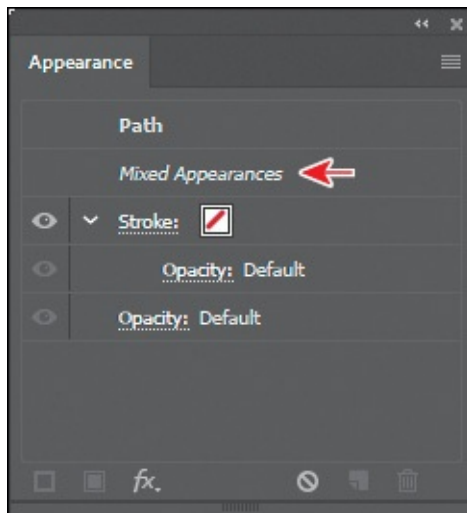
Since the drop shadow is applied to the group, it appears around the perimeter of the group, not on each object independently. If you look in the Appearance panel right now, you'll see the word "Group" at the top and the Drop Shadow effect applied. The word "Contents" refers to the content within the group. Each object in a group can have its own appearance properties.

5. Choose File > Save, and leave the group selected.

Editing an effect

Note: If you attempt to apply an effect to artwork that already has the same effect applied, Illustrator will warn you that you are about to apply the same effect.

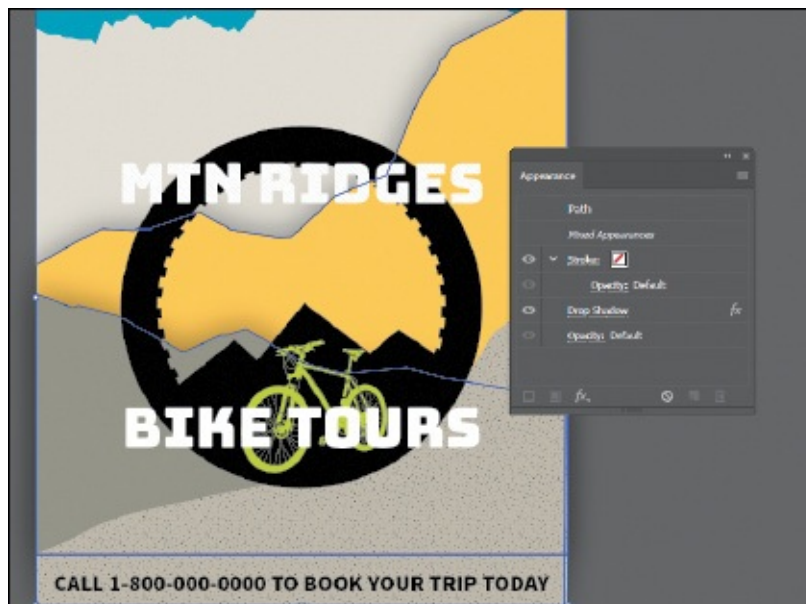
Effects are live, so they can be edited after they are applied to an object. You can edit the effect in the Properties panel or Appearance panel by selecting the object with the effect applied and then clicking the name of the effect or, in the Appearance panel, double-clicking the attribute row. This displays the dialog box for that effect. Changes you make to the effect update in the artwork. In this section, you will edit the Drop Shadow effect applied to the group of background shapes.



1. With the group still selected, choose Object > Ungroup to ungroup the shapes, and leave them both selected.

Notice that the drop shadow is no longer applied to the artwork. When an effect is applied to a group, it affects the group as a whole. If the objects are no longer grouped together, the effect is no longer applied. In the Appearance panel, you'll see "Mixed Appearances." This means that more than one path is selected currently and they have different appearances (different fills, for instance).

2. With the shapes selected (and ungrouped), choose Effect > Apply Drop Shadow.



The Apply Drop Shadow menu item applied the last used effect with the same options set. The Drop Shadow effect is now applied to *each* selected object independently.

► **Tip:** If you were to choose Effect > Drop Shadow, the Drop Shadow dialog box would appear, allowing you to make changes before applying the effect.

3. With the shapes still selected, click the text “Drop Shadow” in the Appearance panel.
-

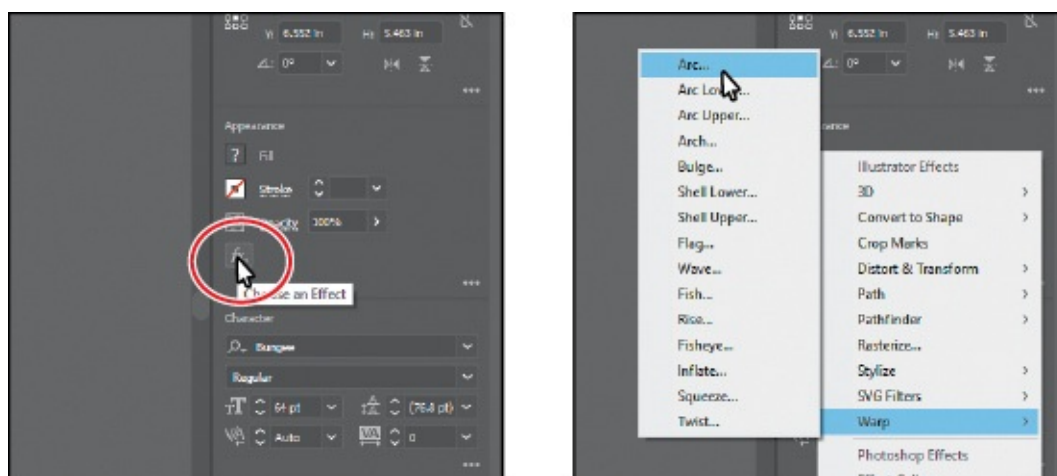
● **Note:** You could also select each shape independently to edit the Drop Shadow effect in the Appearance panel.

4. In the Drop Shadow dialog box, change Opacity to 75%. Select Preview to see the change and then click OK.

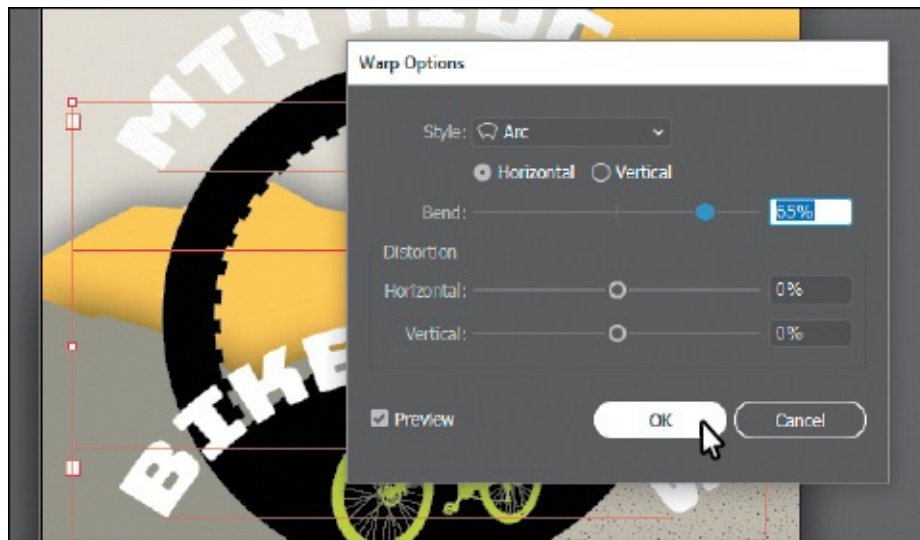
Styling text with a Warp effect

Text can have all sorts of effects applied, including Warp, like you saw in [Lesson 8](#), “[Adding Type to a Poster](#).” Next, you will use a Warp effect to warp text. The difference between the warp you applied in [Lesson 8](#) and this Warp effect is that this one is an effect and can be turned on and off, edited, or removed easily.

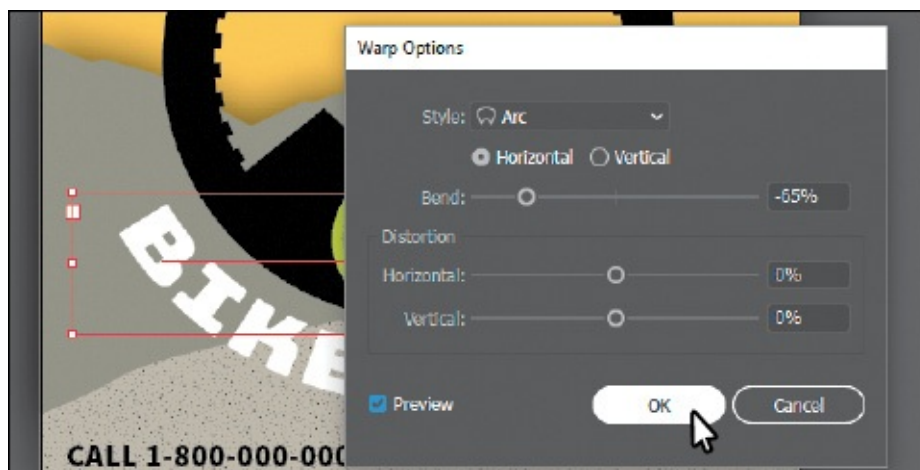
1. With the Selection tool (▢) selected, click the text “MTN RIDGES” and Shift-click the “BIKE TOURS” text.
2. Click the Effect option (fx) in the Appearance section of the Properties panel. Choose Warp > Arc.



3. In the Warp Options dialog box, to create an arcing effect, set Bend to 65%. Select Preview to preview the changes. Try choosing other styles from the Style menu and then return to Arc. Try adjusting the Horizontal and Vertical Distortion sliders to see the effect. Make sure that the Distortion values are returned to 0 and then click OK.

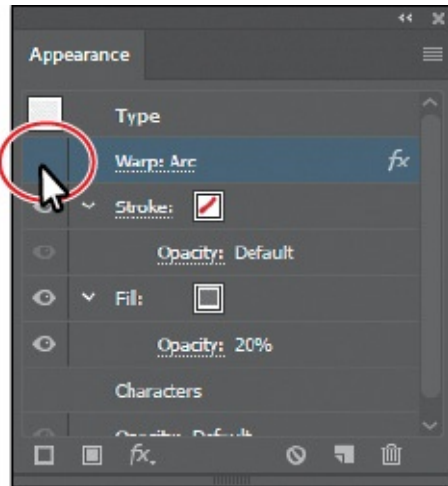


4. Choose Select > Deselect.
5. Click the “BIKE TOURS” text. In the Appearance panel, click the “Warp: Arc” text in the Properties panel (or Appearance panel) to edit the effect. In the Warp Options dialog box, change Bend to `{{#}}8211;65%`. Click OK.



Editing text with a Warp effect

You can edit text with a Warp effect applied, but sometimes it’s easier to turn off the effect, make the change to the text, and then turn the effect back on.



1. With the Selection tool (▢) selected, click the “MTN RIDGES” type object. Click the visibility icon (👁) to the left of the Warp: Arc row in the Appearance panel to temporarily turn off the effect.

Notice that the text is no longer warped on the artboard (see the following figure).

2. Select the Type tool (T) in the Tools panel, and change the text to “MTN RIDGE.”



3. Select the Selection tool (▢) in the Tools panel. This selects the type object, not the text.
4. Click the visibility column to the left of the Warp: Arc row in the Appearance panel to turn on visibility for the effect so that the text is once again warped.
5. In the Appearance panel, click the “Warp: Arc” text to edit the effect. In the Warp Options dialog box, change Bend to **64%**. Click OK.

● **Note:** You may want to move the text closer or farther from the black wheel shape by pressing an arrow key a few times.

6. Choose Select > Deselect and then choose File > Save.

Applying the Offset Path effect

Next, you will offset the dashed stroke you applied to the bicycle tire (the

black circle). This process allows you to create the appearance of multiple stacked shapes.

1. With the Selection tool (▢) selected, click the black circle to select it.
2. Click the Stroke row in the Appearance panel with the 10 pt Dashed stroke applied to select it.
3. With the stroke attribute row selected in the Appearance panel, click the Add New Effect button (fx) at the bottom of the panel, and choose Path > Offset Path.



4. In the Offset Path dialog box, change Offset to **0.57 in**, select Preview, and then click OK.

