

PR 486: INTRO TO DIGITAL DESIGN TOOLS

TEXT MANIPULATION IN ILLUSTRATOR

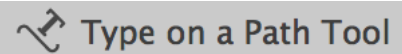
TEXT IN ILLUSTRATOR

Text is pretty straightforward in Illustrator. Using the text tool, click anywhere in your canvas to create a single line of text, or draw a box to create a space to write longer pieces of text.

You can manipulate the fill and stroke of text the same way you would a shape.

Illustrator has the standard text tool, plus the Vertical text tool and the Type on a Path tool.

TYPE ON A PATH!



This is usually hiding under the regular Type tool (hold it down to make it appear). Any type of path can be used with this tool: a freehand brush stroke, an open path drawn with the pen, or any shape drawn with the shape tools (including spirals).

To edit where the text starts on your path, choose the direct selection tool and look for the blue line in your text. Drag one of the lines left or right to see how the placement of your text changes or use the center blue line.



OUTLINING YOUR TEXT

When you work with text in Illustrator, keep in mind it is NOT a shape. It does not have a series of points and paths that you can manipulate the way other shapes in Illustrator do. If you want to manipulate parts of a letter – for example, extending the top of a sans-serif “h”, or stretching the end of a cursive letter – you’ll have to convert your text to an outline.

To do this, select your text block with the selection tool and then go to Type > Create Outlines.

OUTLINING YOUR TEXT

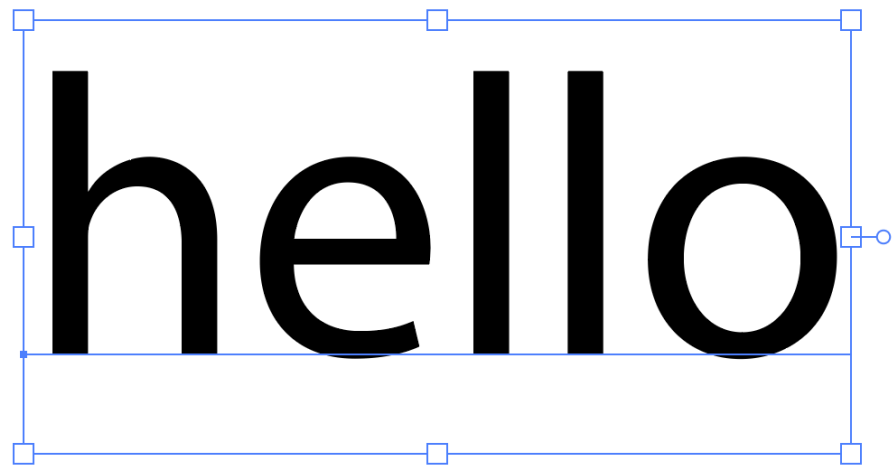
VERY IMPORTANT NOTE ABOUT OUTLINED TEXT:

Once you outline your text, **you cannot edit it anymore using the text tool**. That means you need to proofread your text before you outline it or else any typos will be set in stone and you'll have to start with the type tool all over again.

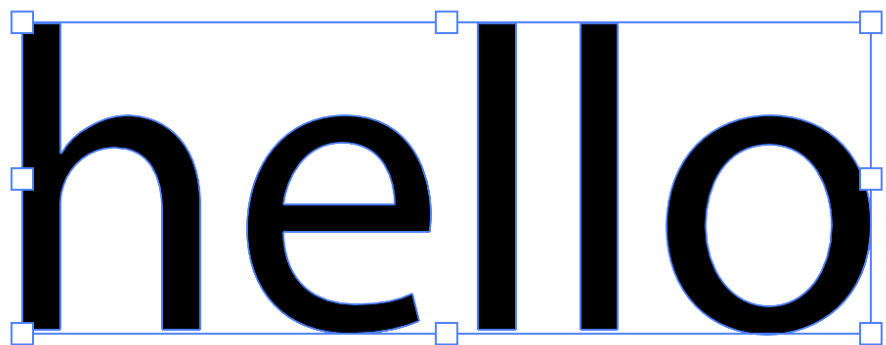
Best practice is to save a version with outlined text (especially if you have to hand it off to a print shop) and another version that does NOT have outlined text.

OUTLINING YOUR TEXT

Know the difference between what regular text and outlined text looks like when you select it with the selection tool.



Regular text has a blue line under it and the box with the handles is not as tight to the text.

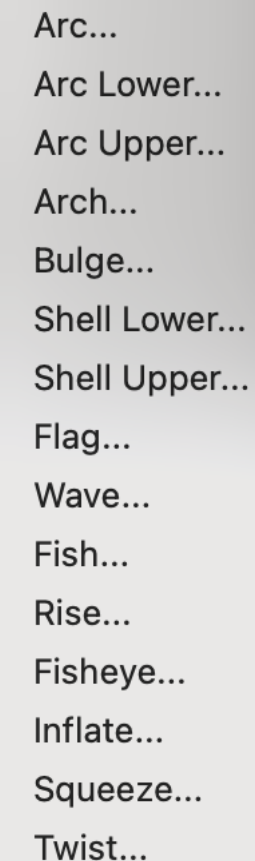


Outlined text does not have the blue line – the letters are outlined in blue. Handles are tighter to the text as well.

WARP TOOLS

The type on a path tool is one way to get your type to conform to custom paths. There is also the Warp tool, which tends to work best with short text.

You'll find warp under Effect > Warp. There are several options:

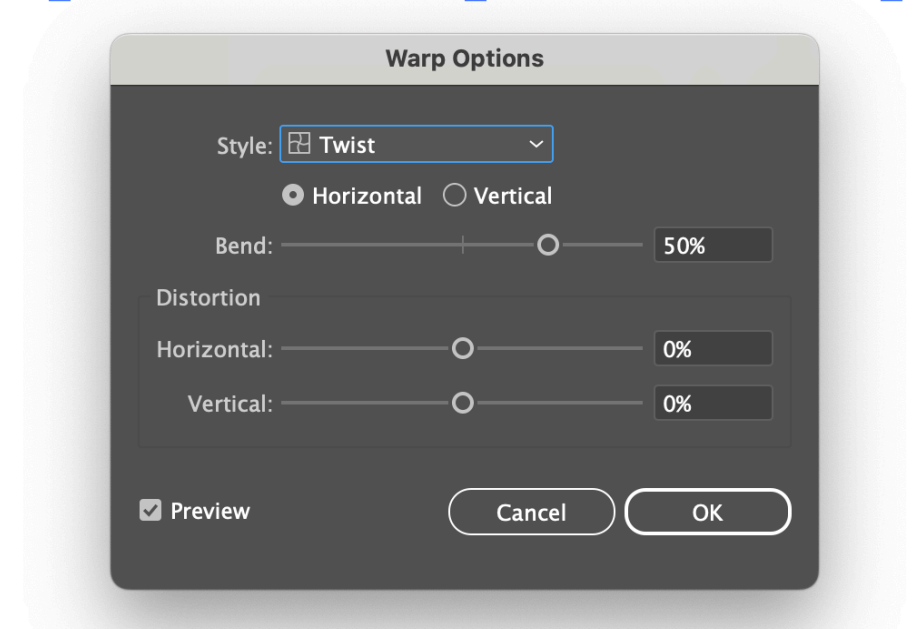
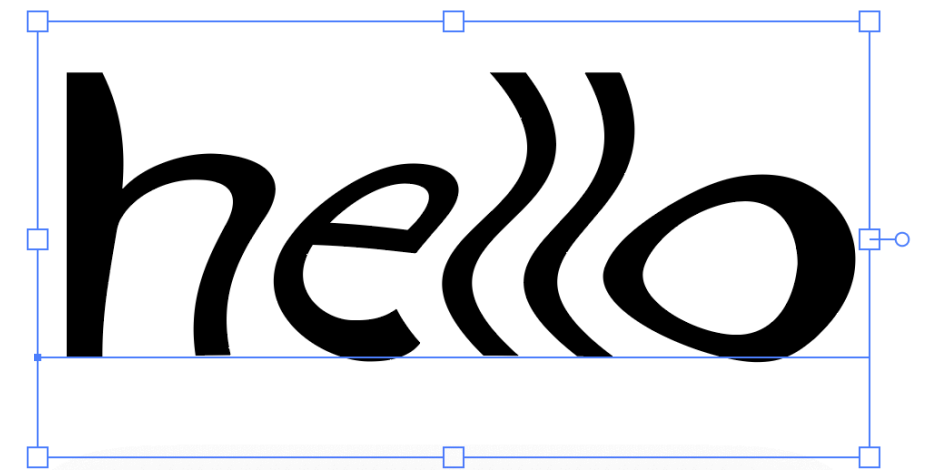


- Arc...
- Arc Lower...
- Arc Upper...
- Arch...
- Bulge...
- Shell Lower...
- Shell Upper...
- Flag...
- Wave...
- Fish...
- Rise...
- Fisheye...
- Inflate...
- Squeeze...
- Twist...

WARP TOOLS

You do not have to outline your type to use the warp tool. Your text is also still editable once you apply the effect.

Your options will vary depending on the effect you want. But for each style, you'll generally be able to change the amount of bend, direction of bend, and even the distortion on both the horizontal and vertical planes.



ENVELOPE DISTORT

While the warp tool can manipulate your text in various shapes, sometimes you want to put a piece of text into a shape you've drawn or further distort your text.

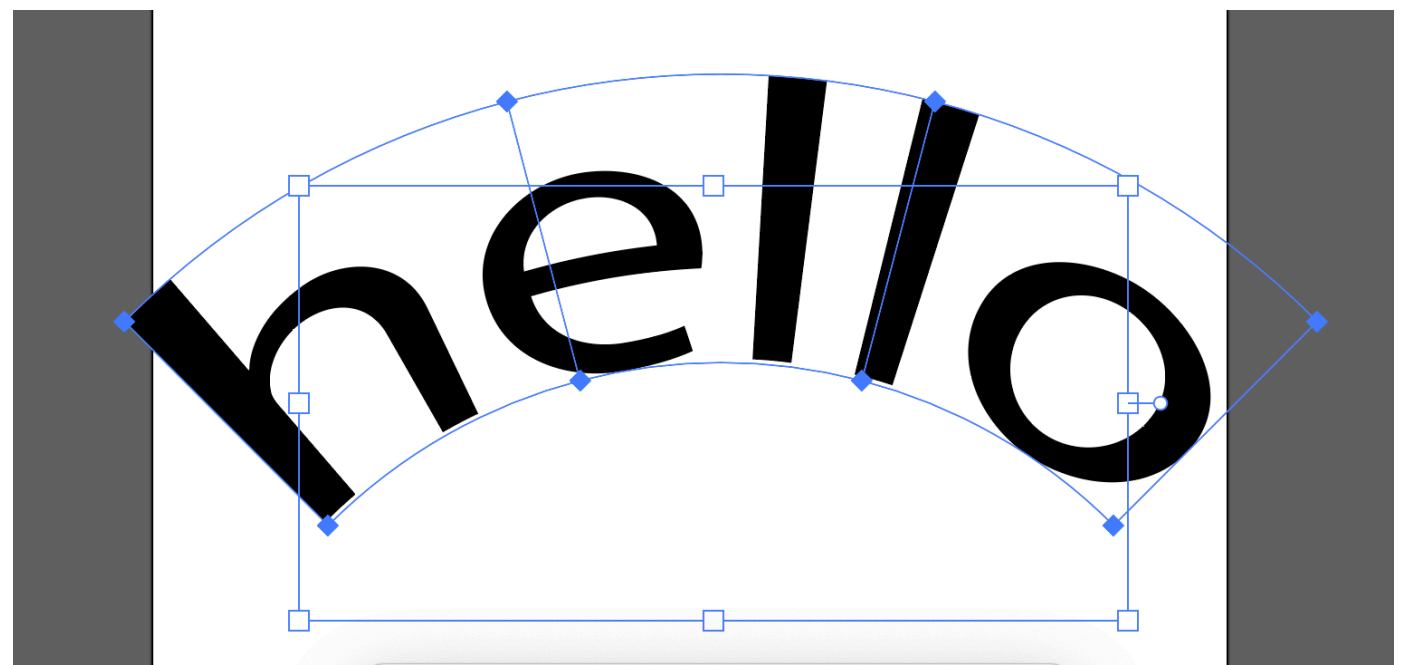
This is where the Envelope Distort tool comes in. (You can find this under Object > Envelope Distort.)

It comes in three main flavors: Warp, Mesh, and Top Object. To use any of these tools, make sure you have a piece of text selected and choose your flavor.

ENVELOPE DISTORT – WARP

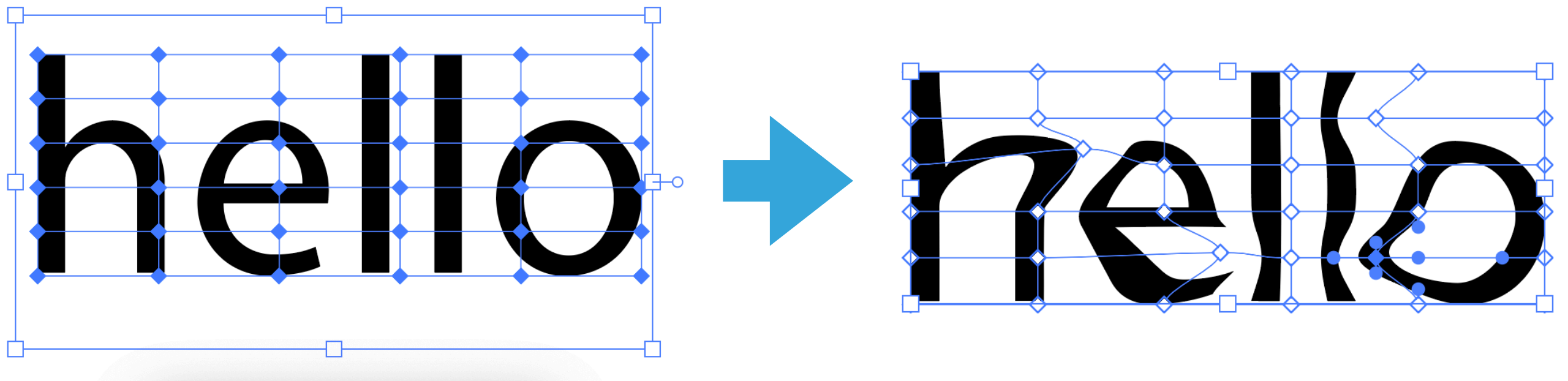
Envelope distort with a warp is similar to using the tools under Effects > Warp. The main difference is that you'll see additional handles on the text when you choose your warp options.

This enables more fine-grained control after you apply your effect. Just use the direct selection tool to grab a handle.



ENVELOPE DISTORT - MESH

Envelope distort with a mesh gives you a grid to work with. You specify the amount of rows and columns and get a grid with lots of points. You can then grab any of these points with the direct selection tool and warp freely.



ENVELOPE DISTORT – TOP OBJECT

Envelope distort using a top object allows you to put your text inside a custom shape. To use it, make sure you have a piece of text and a shape of some kind, and make sure the shape is on top (Arrange > Send to Front to make sure).



(For demo purposes, the shape overlaps the text but you don't have to do this! Just showing it's in front.)

ENVELOPE DISTORT – TOP OBJECT

With both items selected, go to Object > Envelope Distort > Make with Top Object. Any fill you had on the top object will disappear.

Your text is still editable in this state if you select it with the text tool. You can change its color and stroke as well. But the shape cannot be manipulated, so if you want a background, you'll have to duplicate your shape beforehand or draw another one.



hello

ENVELOPE DISTORT

For all three envelope distort modes, once you're done manipulating your text, you can select it using the selection arrow and then go to Object > Envelope Distort > Expand.

This does the same thing as Type > Create Outlines except it keeps all the distortions intact. You can now manipulate all the individual handles if you wish, but just like with outlined text, it cannot be edited as text anymore.

OFFSET PATHS

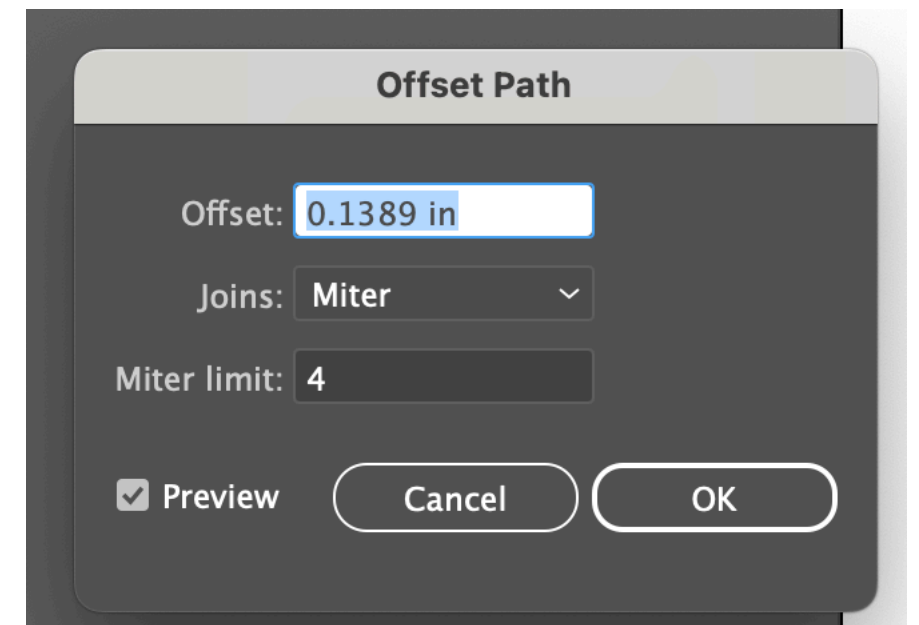
Sometimes, you want to create an “amplification” effect with text, like it’s radiating outward with multiple strokes. An example looks like this:



OFFSET PATHS

You can create that radiating effect using Offset Path, which can be found under Object > Path > Offset Path. When you open it, you'll see a dialog box.

For size, enter whatever point size you want (like "5pt"). Hit tab to preview. You can change Miter to Round under "Joins" if you're getting jagged edges.



OFFSET PATH TIPS

- ▶ Your text has to be a shape to use this tool! So make sure you create outlines first.
- ▶ If you plan to make multiple offset paths and your letters don't touch, select your text after outlining it and then go to Object > Compound Path > Make. This helps prevent any weird overlapping.
- ▶ If your letters overlap (especially true if you're using script or cursive text), select all your text after it's outlined and then go to the Pathfinder tool and use Unite to mash your text into a single connected shape.

COMBINING MULTIPLE TEXT EFFECTS

You can create a number of neat text effects using a combination of warps, envelope distort, clipping masks (if you want to put an image inside your text), and offset paths. Just be aware that some of these steps require text to be outlined and some don't.

Also, be aware that some steps have to be done in a specific order, or might require to make two copies of your text and then combine them at the end.

COMBINING MULTIPLE TEXT EFFECTS

Things that **DON'T** require outlined text:

- ▶ Clipping Masks (make sure your text is on top)
- ▶ Warp (under Effects > Warp)
- ▶ Envelope Distort (but your text *does* become uneditable after you distort)

Things that **DO** require outlined text:

- ▶ Basic point manipulation with the direct selection tool
- ▶ Offset Path
- ▶ Combining text with shapes using any Pathfinder tool

CLIPPING MASK + OFFSET PATH

Be especially mindful if you plan to use a clipping mask to put a texture or image into your text and combine it with an offset path effect.

In this case, make a copy of your text and do one task on one (clipping mask) and the offset path on the other. That's because one requires text to be outlined while the other method doesn't. Layer the two on top of each other at the end, with the clipping mask version on top, and your offset path version at the bottom.

You do this because once a clipping mask is applied, you can't see anything past the bounds of the mask, and offset path works **outside** the path. If you apply offset path to something that has a clipping mask, you won't see the offset.

ENVELOPE DISTORT + OFFSET PATH

If you're doing an envelope distort and plan to combine it with an offset path, you don't need to make two copies of your text, but you should do the following steps:

- ▶ After you do the distort, expand it. (Object > Envelope Distort > Expand)
- ▶ Then make the text a compound path. (Object > Compound Path > Make)
- ▶ Apply your offset however many times you want!

ENVELOPE DISTORT + CLIPPING MASK + OFFSET PATH

If you're doing an envelope distort and plan to combine it with a clipping mask *and* an offset path, you DO need to make two copies of your text.

Follow the instructions for Envelope Distort + Offset Path up to the point where you make your text a compound path. At this point, make another copy of your text.

You'll apply the offset path to one version and do the clipping mask on the other and then rearrange them at the end so the masked version is on top.