Adobe Illustrator CS5
Part 3: Real World Illustrator

Summer 2011, Version 1.0

Table of Contents

Introduction

Adobe Illustrator CS5 is used to create graphics and type in vector format. Vector graphics are made up of points, lines, and curves that are defined by mathematical equations. Vector graphics are resolution independent, which means that they can be resized to any size without losing quality. This handout provides a practical approach to learning Illustrator CS5 by including real world examples. The lessons are centered around a fictitious flower shop and cover how to create a company logo, a customized PowerPoint template, a birthday party invitation for an employee, a company letterhead, and a business card.

Downloading the Data Files

This handout includes sample data files that can be used for hands-on practice. The data files are stored in a self-extracting archive. The archive must be downloaded and executed in order to extract the data files.

- The data files used with this handout are available for download at http://www.calstatela.edu/its/training/datafiles/illustratorcs5p3.exe.
- Instructions on how to download and extract the data files are available at http://www.calstatela.edu/its/docs/download.php.

Starting the Program

The following steps are for starting Illustrator CS5 using the computers in the ITS Training Program computer labs. The steps for starting the program on other computers may vary.

To start Illustrator CS5:
1. Click the **Start** button, click **All Programs**, click **Adobe Design Premium CS5.5**, and select **Adobe Illustrator CS5.1**.

Logo

A company is easily recognized by its logo. When creating a logo, visualize the company, the clients, and the aim of the business. This will help in creating a logo which represents the company. This section consists of creating a logo for a flower shop.

Creating a Logo

This lesson consists of creating a flower that will be used in the logo of the flower shop.

To create a logo:
1. Click the **File** menu and select **New**. The **New Document** dialog box opens (see Figure 1).
2. Type **Logo** in the **Name** box.
3. Select **Print** from the **New Document Profile** list.
4. Select **Letter** from the **Size** list.
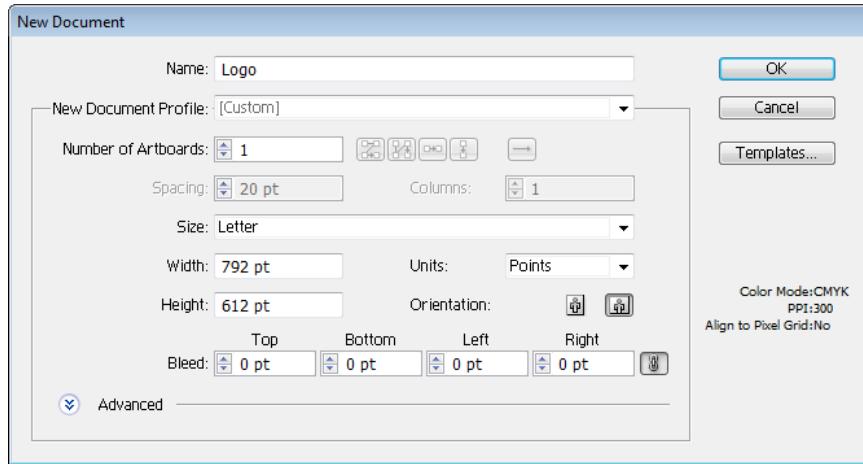5. Next to **Orientation**, click the **Landscape** button.
6. Click the **OK** button.

Figure 1 – New Document Dialog Box

7. To draw a petal, select the **Pen** tool in the **Tools** panel.
8. Click anywhere on the artboard to create the first anchor point (see point 1 on Figure 2), click and hold down the mouse button to create the second anchor point (see point 2 on Figure 2), drag outward (see point 3 on Figure 2) to create a curved path, and then release the mouse button.
9. Click and hold down the mouse button on the first anchor point (see point 1 on Figure 2), drag outward (see point 4 on Figure 2) to create a curved path, and then release the mouse button to complete the petal.

   NOTE: As you drag, direction handles appear on both sides of the anchor point (see Figure 2). The angle and length of the direction handles determine the shape and size of the curved segment.
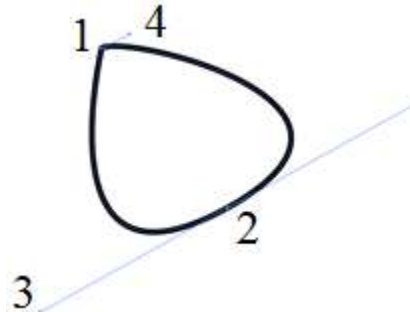

Figure 2 – Creating a Petal with the Pen Tool

10. Click the **Select** menu and select **Deselect**.
11. Select the **Selection** tool in the **Tools** panel, and then select the petal on the artboard.
12. To copy the petal, select the **Rotate** tool in the **Tools** panel.
13. On the artboard, click below the petal to reposition the reference point (see Figure 3).

    NOTE: Rotating an object turns it around a reference point.

Figure 3 – Petal with Reference Point

14. Hold down the **Alt** key and drag the petal in a circular motion to rotate a copy of the petal (see Figure 4). Release the mouse button and then the **Alt** key.
15. Repeat steps 12 through 14 to create two additional petals (see Figure 5).

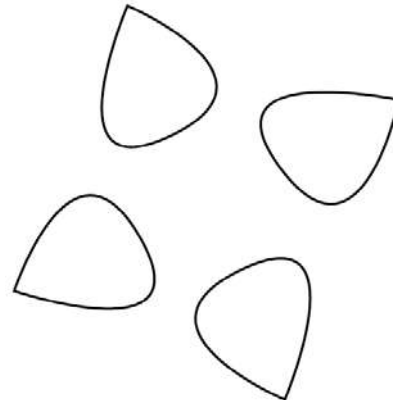**Figure 4 – Copying and Rotating the Petal with the Rotate Tool**

Figure 5 – Four Petals of the Flower

NOTE: Use the **Selection** tool to move, rotate, or resize the petals as needed (see Figure 6).
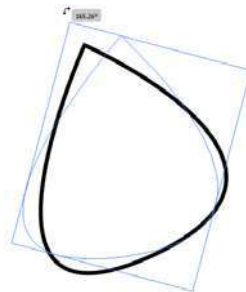

Figure 6 – Rotating a Petal

16. Select the **Ellipse** tool in the **Tools** panel.
17. On the artboard, hold down the **Shift** key and drag to draw a circle in the middle of the petals (see Figure 7).
18. Create three additional circles around and in between the petals. Leave the last space open for the stem (see Figure 8).
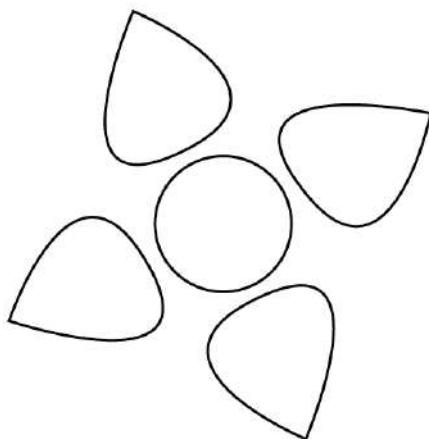

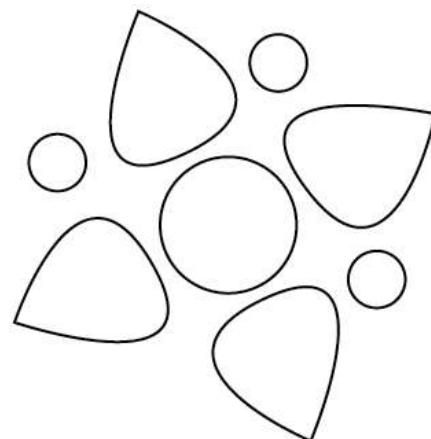**Figure 7 – Circle Added in the Middle of the Petals**

Figure 8 – Circles Added Around the Petals

19. With the **Pen** tool, draw the stem of the flower (see Figure 9).

    NOTE: Clicking an anchor point removes one of the direction handles. This removes any influence on the next anchor point.

Figure 9 – Stem Created with the Pen Tool

    NOTE: Use the **Direct Selection** tool to make any adjustments to the shape of the curved segments.

20. With the **Pen** tool, draw a branch for the flower (see Figure 10).

Figure 10 – Branch Created with the Pen Tool

21. To create the second branch, with the **Selection** tool, select the branch on the artboard.
22. Right-click the branch, point to **Transform**, and select **Reflect**. The **Reflect** dialog box opens (see Figure 11).
23. Under **Axis**, select the **Vertical** option.

    NOTE: To preview the effect on the artboard, select the **Preview** check box.
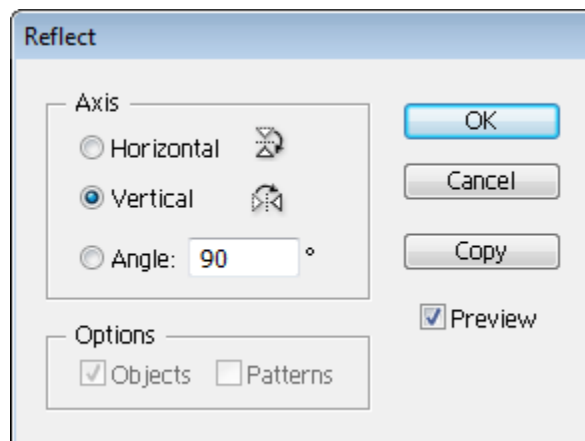
24. Click the **Copy** button to duplicate the branch.

Figure 11 – Reflect Dialog Box

25. With the **Selection** tool, select each branch to display a bounding box around it, and then drag a corner handle to resize it (see Figure 12). Make the left branch smaller than the right branch.
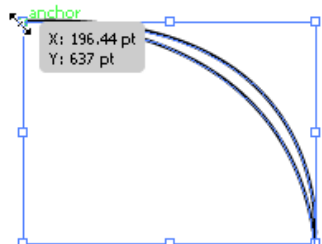26. Drag to position the two branches on the stem (see Figure 13).

Figure 12 – Resizing a Branch

Figure 13 – Stem with Two Branches

27. Drag a marquee around the stem and two branches to select all three shapes (see Figure 14).
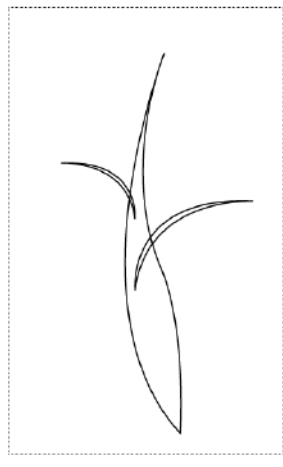

Figure 14 – Selecting the Stem and Two Branches

28. Click the **Window** menu and select **Pathfinder**.
29. In the **Pathfinder** panel, click the **Unite** button to combine the selected shapes (see Figure 15).
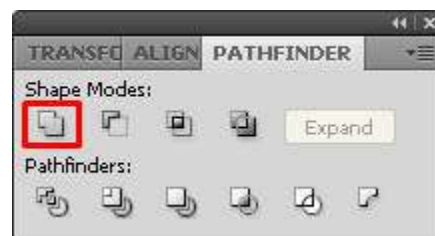

Figure 15 – Pathfinder Panel

30. Drag to position the stem and two branches below the flower (see Figure 16).
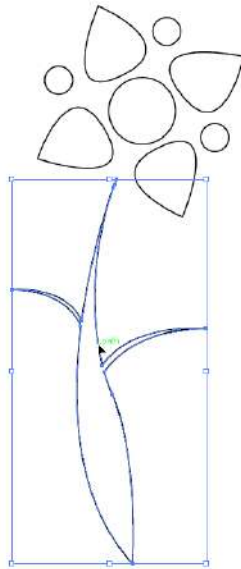
Figure 16 – Positioning the Stem and Two Branches

31. With the **Pen** tool, draw a leaf for the flower (see Figure 17).

Figure 17 – Leaf Created with the Pen Tool

32. With the **Selection** tool, resize the leaf as necessary, and then drag to position it next to the left branch (see Figure 18).

    NOTE: When resizing the leaf, hold down the **Shift** key as you drag a corner handle to maintain the leaf's proportions.

33. To copy the leaf, hold down the **Alt** key and drag the leaf to another location on the artboard (see Figure 18).
34. Right-click the new leaf, point to **Transform**, and select **Reflect**. The **Reflect** dialog box opens.
35. Under **Axis**, select the **Vertical** option, and then click the **OK** button (see Figure 19).
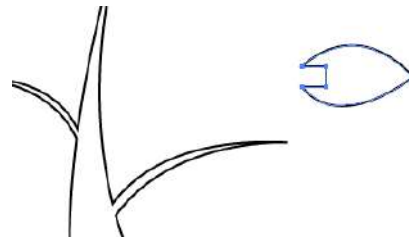

Figure 18 – Copied Leaf

Figure 19 – Reflected Leaf

36. With the **Selection** tool, resize the leaf to make it smaller than the first leaf, and then drag to position it next to the right branch (see Figure 20).
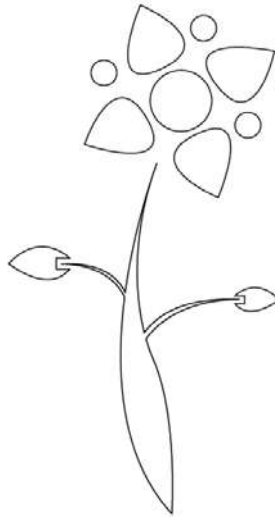
Figure 20 – Final Flower

Adding Color to the Logo

This lesson consists of applying color to the flower. You can use the colors provided in this lesson or select your preferred colors.

To add color to the logo:

1. With the **Selection** tool , hold down the **Shift** key and click to select all of the petals on the artboard.
2. Double-click the **Fill** box in the **Color** panel (see Figure 21). The **Color Picker** dialog box opens (see Figure 22).

Figure 21 – Color Panel

Figure 22 – Color Picker Dialog Box

---

3. Enter **EC008C** in the **Hexadecimal Color** box (see Figure 22).

   NOTE: You can click inside the **Color Field** or the **Color Spectrum** to select a different color.

4. Click the **OK** button.
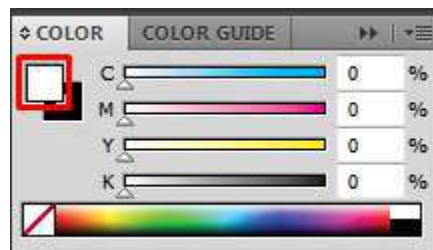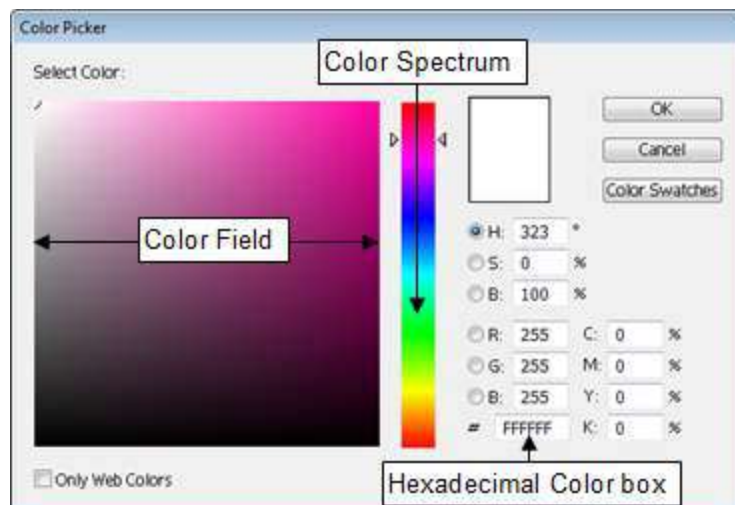5. Repeat steps 1 through 4 to apply color to the rest of the flower. The suggested colors are listed in Table 1. After applying all the colors, the flower should look like Figure 23.

Table 1 – Suggested Colors for the Flower

Object	Hexadecimal Value
Petals	EC008C
Center circle of the flower	27AAE1
Circles around the flower	FFF200
Stem	A97C50
Leaves	39B54A

Figure 23 – Final Flower with Color

6. Press **Ctrl+A** to select all the objects on the artboard.
7. In the **Control** panel, click the **Stroke** box and select **None** to remove the stroke.

Adding Text to the Logo

This lesson consists of adding the word *flowers* to the logo and changing the color of the text. The flower graphic created in the previous two lessons will be used to represent the letter *l* in the word *flowers*.

To add text to the logo:

1. Select the **Type** tool in the **Tools** panel, and then click on the artboard.
2. In the **Control** panel, select **Nueva Std** from the **Font** list, and then type **F** on the artboard.
3. With the **Selection** tool , select the letter, and then hold down the **Shift** key and drag a corner handle to increase its size.
4. Drag to position the letter on the left side of the flower (see Figure 24).

Figure 24 – Letter Added Next to the Flower

NOTE: Notice the size of the font in the **Control** panel for later use (see Figure 25).

Figure 25 – Font Options in the Control Panel

5. Select the **Type** tool, and then click on the artboard and type **owers**.
6. With the **Selection** tool, select the text.
7. In the **Control** panel, change the value in the **Font Size** box to match the size of the letter **F** (see Figure 25).
8. Drag to position the text on the right side of the flower (see Figure 26).

Figure 26 – Word Added to the Logo

9. Hold down the **Shift** key and click to select both **F** and **owers**.
10. Double-click the **Fill** box in the **Color** panel. The **Color Picker** dialog box opens.
11. Enter **27AAE1** in the **Hexadecimal Color** box, and then click the **OK** button.
12. Click the **Select** menu and select **All** to select all the objects on the artboard.
13. Right-click the flower and select **Group**.
14. In the **Control** panel, click the **Horizontal Align Center** button ⬚ and the **Vertical Align Center** button ⬚.
15. On the artboard, hold down **Shift+Alt** and drag a corner handle to decrease the size to fit the artboard. See Figure 27 for the final result.

Figure 27 – Final Logo

PowerPoint Template

Graphics created in Illustrator can be used in other programs. This section consists of creating a background graphic in Illustrator, exporting the graphic, and using it to create a customized PowerPoint template for the flower shop.

Creating a Slide Background

In this lesson, the flower graphic is used to create a background design for the title slide of the PowerPoint template.

To create a background design:
1. Click the **File** menu and select **New**. The **New Document** dialog box opens.
2. Type **Slide** in the **Name** box.
3. Select **Web** from the **New Document Profile** list.
4. Select **Pixels** from the **Units** list.
5. Type **1920** in the **Width** box and **1080** in the **Height** box.
6. Click the **OK** button.
7. Click the **File** menu and select **Open**. The **Open** dialog box opens.
8. Navigate to the folder that contains the sample data files, select the **Flower.ai** file, and then click the **Open** button.
9. With the **Selection** tool ![cursor], select the flower on the artboard.
10. Click the **Edit** menu and select **Copy** to copy the flower.
11. Return to the **Slide.ai** document.
12. Click the **Edit** menu and select **Paste** to paste the flower.
13. Drag to position the flower in the lower-left corner of the artboard (see Figure 28).

Figure 28 – Flower Positioned in the Lower-left Corner of the Artboard

14. Select the flower, and then hold down **Shift+Alt** and drag the flower to the right to create a copy in the lower-right corner of the artboard (see Figure 29).

Figure 29 – Creating a Copy of the Flower

15. Hold down the **Shift** key and click to select both flowers.
16. Click the **Object** menu, point to **Blend**, and select **Blend Options**. The **Blend Options** dialog box opens (see Figure 30).
17. Click the **Spacing** arrow and select **Specified Steps**, type **6** in the text box for the number of steps, and then click the **OK** button.

Figure 30 – Blend Options Dialog Box

---

18. Select the **Blend** tool in the **Tools** panel, and then click once on each flower. This creates a row of flowers (see Figure 31).

Figure 31 – Multiple Flowers Created with the Blend Tool

19. Select the **Pen** tool in the **Tools** panel.
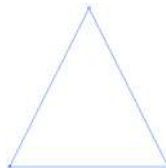20. On the artboard, click to add three anchor points to form a triangle (see Figure 32).

Figure 32 – Triangle Created with the Pen Tool

21. With the **Selection** tool, select the triangle on the artboard.
22. In the **Color** panel, change the **Fill** color to green by entering the **RGB** values **57**, **181**, **74** (see Figure 33).

Figure 33 – Color Panel
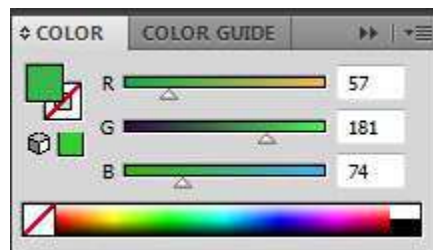
23. Drag to position the triangle in the lower-left corner of the artboard (see Figure 34).
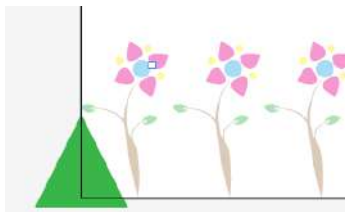

Figure 34 – Triangle Positioned in the Lower-left Corner of the Artboard

24. Select the triangle, and then hold down **Shift+Alt** and drag the triangle to the right to create a copy in the lower-right corner of the artboard (see Figure 35).

Figure 35 – Creating a Copy of the Triangle

25. Click the **Object** menu, point to **Blend**, and select **Blend Options**. The **Blend Options** dialog box opens.
26. Click the **Spacing** arrow and select **Specified Steps**, type **16** in the text box for the number of steps, and then click the **OK** button.
27. Select the **Blend** tool, and then click once on each triangle. This creates a row of triangles (see Figure 36).

Figure 36 – Multiple Triangles Created with the Blend Tool

28. With the **Selection** tool, select the triangles on the artboard, hold down the **Alt** key and drag to the right to create a copy (see Figure 37).
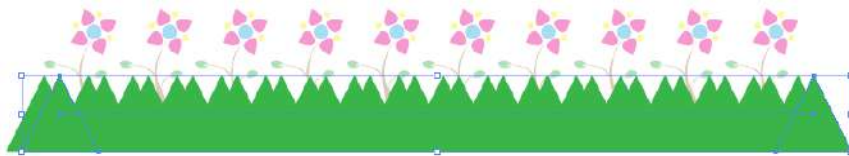

Figure 37 – Creating a Copy of the Triangles

29. In the **Color** panel, change the **Fill** color to a lighter green by entering the **RGB** values **79**, **255**, **0**.
30. Right-click the light green triangles, point to **Arrange**, and select **Send Backward** (see Figure 38).

Figure 38 – Two Rows of Overlapping Triangles

Exporting the File

This lesson consists of exporting the background design created in the previous lesson to a PNG format so that it can be used in the PowerPoint template.

To export the file:
1. Click the **File** menu and select **Export**. The **Export** dialog box opens.
2. Select **PNG (*.PNG)** from the **Save as type** list, and then click the **Save** button (see Figure 39). The **PNG Options** dialog box opens.

Figure 39 – Export Dialog Box

3. Under **Resolution**, select the **Medium (150 ppi)** option, and then click the **OK** button.

Creating a Customized PowerPoint Template

This lesson consists of using the graphics created in the previous lessons to create a customized PowerPoint template.

To create a PowerPoint template:

1. Click the **Start** button, click **All Programs**, click **Microsoft Office**, and select **Microsoft PowerPoint 2010**.

   NOTE: You can also perform these steps using **Microsoft PowerPoint 2007**.

2. On the **View** tab, in the **Master Views** group, click the **Slide Master** button (see Figure 40).

Figure 40 – Master Views Group on the View Tab

   NOTE: In **Microsoft PowerPoint 2007**, the **Slide Master** button is located in the **Presentation Views** group.

3. On the **Insert** tab, in the **Images** group, click the **Picture** button (see Figure 41). The **Insert Picture** dialog box opens.

Figure 41 – Images Group on the Insert Tab

4. Locate and select the **Slide.png** file, and then click the **Insert** button.
5. Drag to position the background image at the bottom of the slide (see Figure 42).
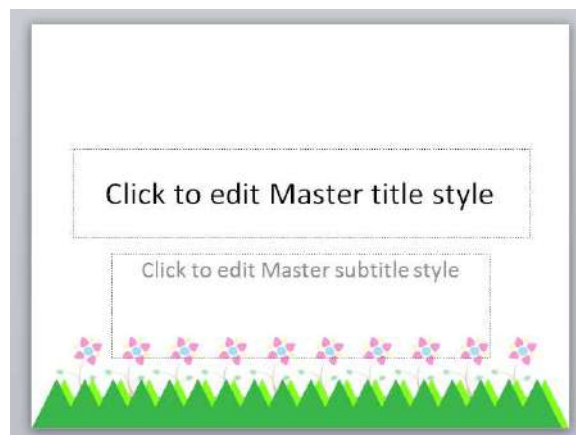

Figure 42 – Background Image Positioned at the Bottom of the Slide

6. On the **Insert** tab, in the **Images** group, click the **Picture** button. The **Insert Picture** dialog box opens.
7. Locate and select the **Logo.png** file, and then click the **Insert** button.
8. Drag to position the logo in the upper-left corner of the slide (see Figure 43).

Figure 43 – Logo Positioned in the Upper-left Corner of the Slide

9. On the **Slide Master** tab, in the **Edit Master** group, click the **Insert Slide Master** button.
10. On the **Insert** tab, in the **Images** group, click the **Picture** button. The **Insert Picture** dialog box opens.
11. Locate and select the **Flower.png** file, and then click the **Insert** button.
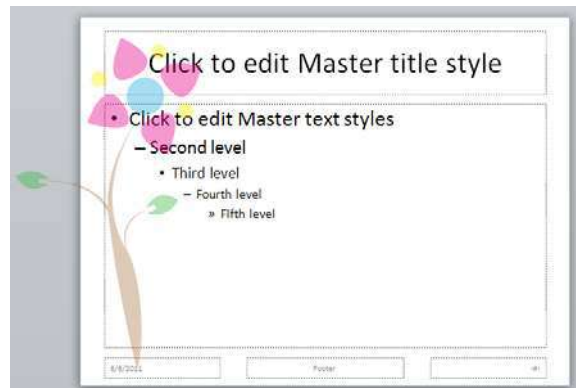12. Drag to position the flower on the left side of the slide (see Figure 44).

Figure 44 – Flower Positioned on the Left Side of the Slide

13. On the **View** tab, in the **Presentation Views** group, click the **Normal** button (see Figure 45).

Figure 45 – Presentation Views Group on the View Tab

14. To insert the new slides, on the **Home** tab, in the **Slides** group, click the **New Slide** arrow (see Figure 46) and select **Title Slide** under **Office Theme** (see Figure 47).

Figure 46 – Slides Group on the Home Tab

Figure 47 – Office Theme Slides

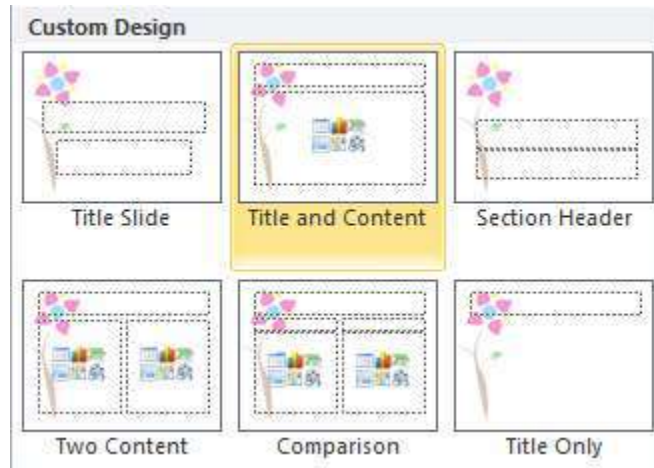15. Click the **New Slide** arrow and select **Title and Content** under **Custom Design** (see Figure 48).

Figure 48 – Custom Design Slides

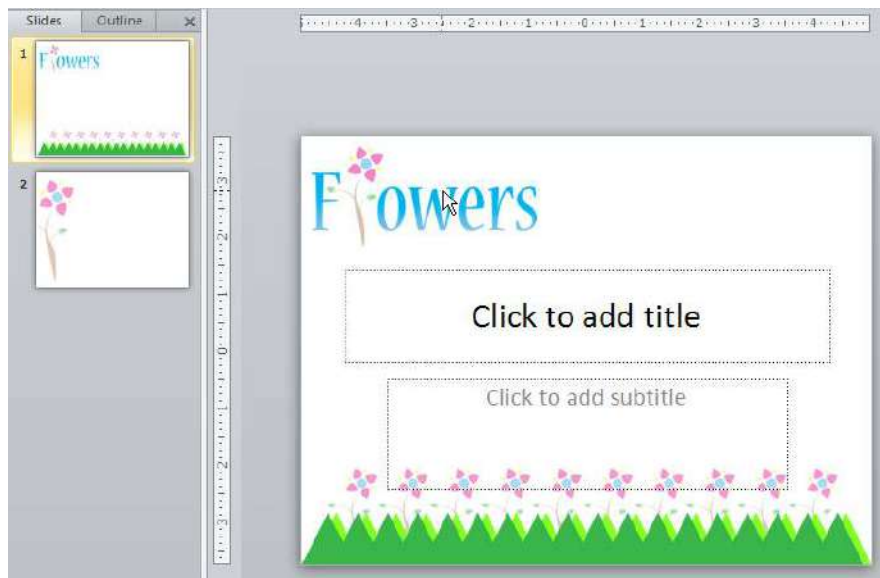16. Begin typing your content (see Figure 49).

Figure 49 – Final PowerPoint Slides

Invitation

Illustrator can be used to create personalized invitations for different occasions. In this section, a birthday party invitation is created for an employee of the flower shop.

Creating the Invitation Background

This lesson consists of creating a background design for the birthday party invitation.

To create the invitation background:
1. Click the **File** menu and select **New**. The **New Document** dialog box opens.
2. Type **Invitation** in the **Name** box.
3. Select **Print** from the **New Document Profile** list.
4. Select **Letter** from the **Size** list.
5. Click the **OK** button.
6. Select the **Rectangle** tool in the **Tools** panel.
7. In the **Color** panel, change the **Fill** color to **RGB** (**142**, **188**, **229**), and the **Stroke** color to **None** (see Figure 50).

Figure 50 – Color Panel Settings for the Rectangle

8. Drag to draw a rectangle at the top of the artboard to represent the header (see Figure 51).
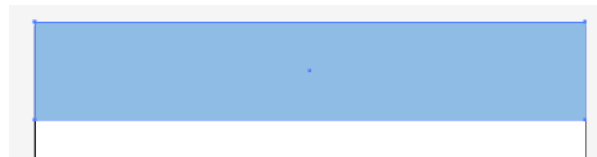

Figure 51 – Adding a Header

9. Drag to draw a rectangle at the bottom of the artboard to represent the footer.
10. In the **Color** panel, change the **Fill** color to **RGB** (**244**, **152**, **192**), and the **Stroke** color to **None** (see Figure 52).
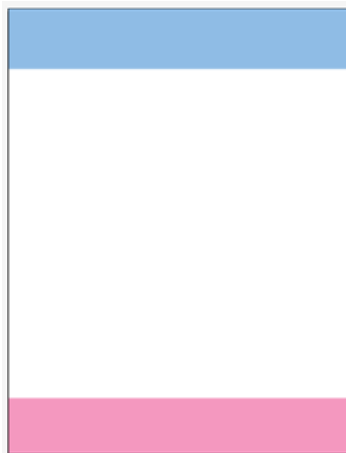

Figure 52 – Adding a Footer

11. In the **Layers** panel, click the **Create New Layer** button to create a new layer, double-click the layer's name and rename it to **Background**, and then drag to position it below **Layer 1** (see Figure 53).
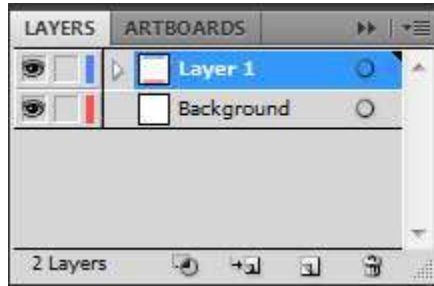

Figure 53 – Layers Panel with the Background Layer

12. With the **Rectangle** tool, create six rectangles of various widths between the header and the footer (see Figure 54).
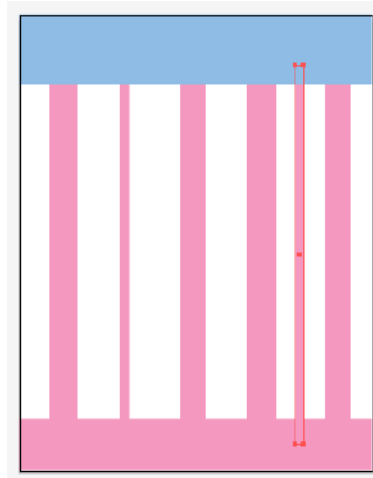

Figure 54 – Creating a Background with Rectangles

13. With the **Selection** tool , select each rectangle and change the **Fill** color using the **Color** panel. See Figure 55 and Table 2 for the **RGB** values for each rectangle.
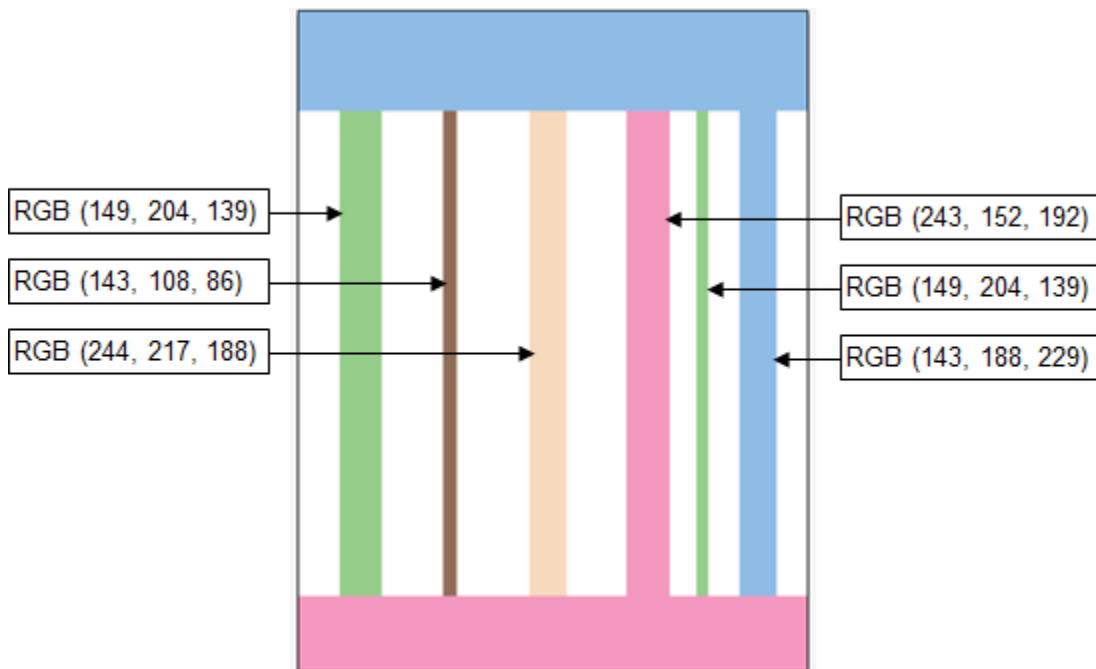

RGB (149, 204, 139)

RGB (143, 108, 86)

RGB (244, 217, 188)

RGB (243, 152, 192)

RGB (149, 204, 139)

RGB (143, 188, 229)

Figure 55 – RGB Values for the Rectangles

Table 2 – RGB Values for the Rectangles

Rectangle	RGB Value
First	149, 204, 139
Second	143, 108, 86
Third	244, 217, 188
Fourth	243, 152, 192
Fifth	149, 204, 139
Sixth	143, 188, 229

14. In the **Tools** panel, select the **Rounded Rectangle** tool ▢ hidden under the **Rectangle** tool.
15. In the **Color** panel, change the **Fill** color to white, and the **Stroke** color to **RGB** (**236**, **245**, **228** (see Figure 56).
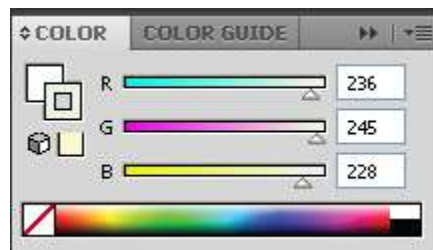

Figure 56 – Color Panel Settings for the Rounded Rectangle

16. In the **Control** panel, enter **14 pt** in the **Stroke Weight** box to increase the stroke size.
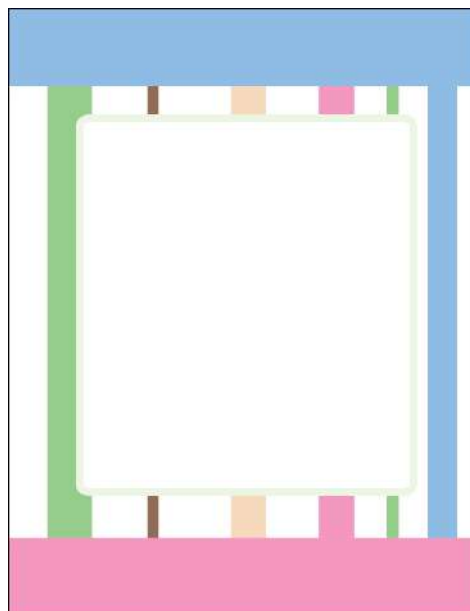17. Drag to draw a rounded rectangle in the center of the artboard (see Figure 57).

Figure 57 – Invitation Background

Inserting a Graphic

Since this invitation is for a flower shop employee, the flower graphic from the flower shop's logo is incorporated into the design.

To insert the flower graphic:
1. Open the **Flower.ai** file from the data files folder.
2. With the **Selection** tool ▶, select the flower on the artboard.
3. Click the **Edit** menu and select **Copy** to copy the flower.
4. Return to the **Invitation.ai** document.
5. Click the **Edit** menu and select **Paste** to paste the flower.
6. Drag to position the flower in the lower-left corner of the rounded rectangle (see Figure 58).

Figure 58 – Flower Positioned in the Lower-left Corner of the Rounded Rectangle

7. Hold down the **Shift** key and drag the upper-right corner handle to increase the size of the flower (see Figure 59).
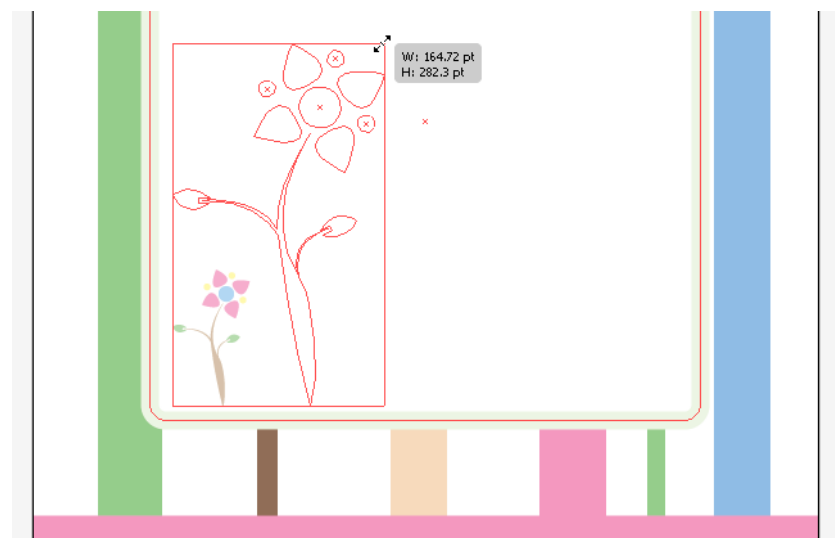

Figure 59 – Increasing the Size of the Flower

Adding Text to the Invitation

This lesson consists of adding the details of the invitation. The text is formatted with different fonts, font sizes, and colors to fit with the overall design of the invitation.

To add text to the invitation:
1. In the **Layers** panel, create a new layer and rename it to **Text**.
2. Select the **Type** tool T in the **Tools** panel, click on the artboard, and type **Come celebrate the birthday party for...**.
3. With the **Selection** tool ▶, select the text on the artboard.
4. In the **Control** panel, select **Pristina** from the **Font** list, and enter **30 pt** in the **Font Size** box.

5. Select the **Eyedropper** tool ![eyedropper icon] in the **Tools** panel, and then click the tan rectangle on the artboard (see Figure 60). This applies the tan color to the selected text.

   NOTE: The **Eyedropper** tool is used to sample a color from a placed object and apply the color to another object.

Figure 60 – Sampling the Tan Color with the Eyedropper Tool

6. With the **Selection** tool, drag to position the text at the top of the rounded rectangle (see Figure 61).

Figure 61 – Text Positioned at the Top of the Rounded Rectangle

7. In the **Control** panel, click **Align** to display the **Align** panel, and then select **Horizontal Align Center** to center the text (see Figure 62).
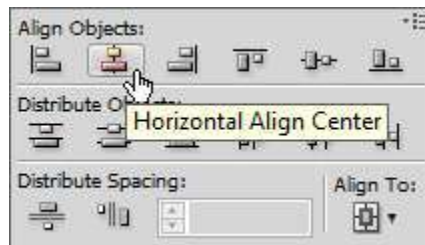

Figure 62 – Align Panel

8. Select the **Type** tool, click below the first line of text on the artboard, and type **Flora Sacate**.
9. With the **Selection** tool, select the new text.
10. In the **Control** panel, select **Baskerville Old Face** from the **Font** list, and enter **50 pt** in the **Font Size** box (see Figure 63).

Figure 63 – Font Options in the Control Panel

11. Select the **Eyedropper** tool, and then click the pink rectangle on the artboard (see Figure 64). This applies the pink color to the selected text.

Figure 64 – Sampling the Pink Color with the Eyedropper Tool

12. With the **Selection** tool, select the text.
13. In the **Control** panel, click **Align** to display the **Align** panel, and then select **Horizontal Align Center** to center the text.
14. Select the **Type** tool, click on the artboard, and type the following text:
    Monday, March 28th, 2011
    12:00 P.M.
    Student Union
    5151 State University Drive
    Los Angeles, CA 90032
15. With the **Selection** tool, select the new text.
16. In the **Control** panel, select **Pristina** from the **Font** list, and enter **25 pt** in the **Font Size** box.
17. Select the **Eyedropper** tool, and then click the brown rectangle on the artboard (see Figure 65). This applies the brown color to the selected text.

Figure 65 – Sampling the Brown Color with the Eyedropper Tool

18. With the **Selection** tool, drag to position the text next to the flower (see Figure 66).

Figure 66 – Date and Location Text Positioned Next to the Flower

19. Select the **Type** tool, click on the artboard, and type the following text:
    R.S.V.P. Bogo Bonanza, (323) 343-3000
20. With the **Selection** tool, select the new text.
21. In the **Control** panel, select **Pristina** from the **Font** list, and enter **20 pt** in the **Font Size** box.
22. Select the **Eyedropper** tool, and then click the green rectangle on the artboard (see Figure 67). This applies the green color to the selected text.
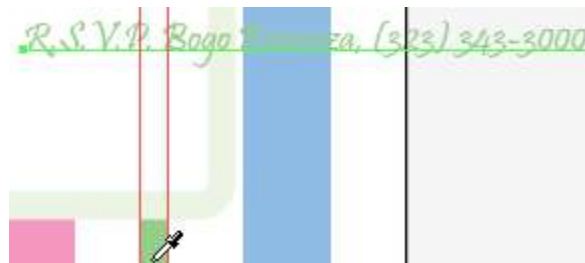

Figure 67 – Sampling the Green Color with the Eyedropper Tool

23. With the **Selection** tool, drag to position the text next to the flower (see Figure 68).

Figure 68 – Contact Information Text Positioned Next to the Flower

Adding Effects

Effects can be used to enhance the appearance of the invitation. In this lesson, a drop shadow is applied to give the invitation a three-dimensional look.

To add a drop shadow:
1. With the **Selection** tool [image], select the rounded rectangle on the artboard.
2. In the **Appearance** panel, click the **Add New Effect** button, point to **Stylize**, and select **Drop Shadow** (see Figure 69). The **Drop Shadow** dialog box opens (see Figure 70).
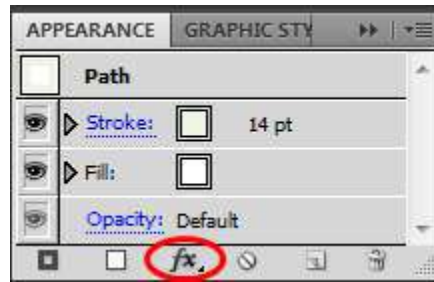
Figure 69 – Appearance Panel

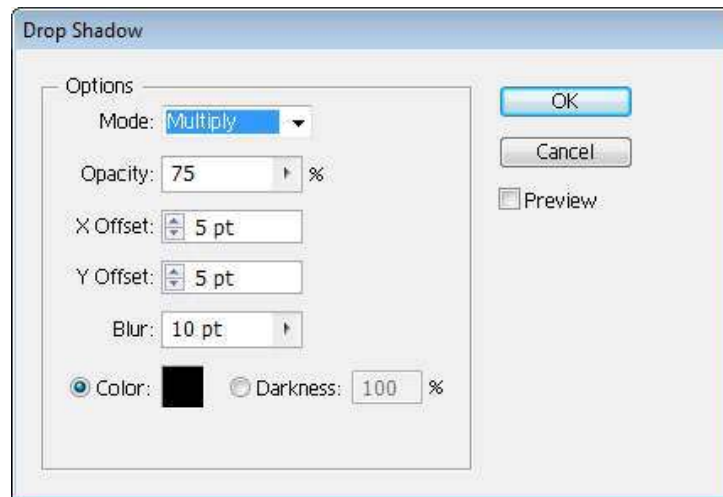3. Enter **5 pt** in the **X Offset** and **Y Offset** boxes, and **10 pt** in the **Blur** box.

Figure 70 – Drop Shadow Dialog Box

4. Click the **OK** button. See Figure 71 for the final result.

Figure 71 – Final Invitation

Letterhead

A letterhead usually consists of the name and contact information of a company, a logo, and sometimes a background pattern. This section consists of creating a letterhead for the flower shop.

Setting Up the Document

The finished product in this lesson is intended to be printed. For this reason, the *New Document Profile* will be set to *Print* which uses a default letter size artboard. After creating a new document, guides are placed on the artboard to help align text and graphic objects that will be added in the next lesson.

To set up the document:

1. Click the **File** menu and select **New**. The **New Document** dialog box opens (see Figure 72).
2. Type **Letterhead** in the **Name** box.
3. Select **Print** from the **New Document Profile** list.
4. Select **Letter** from the **Size** list.
5. Select **Inches** from **Units** list.
6. Click the up arrow to change the **Bleed** for all sides to **0.125 in**.

   NOTE: Bleed is the amount of artwork that falls outside of the artboard. You can include bleed in your artwork as a margin of error, to ensure that the ink is still printed to the edge of the page after the page is trimmed.
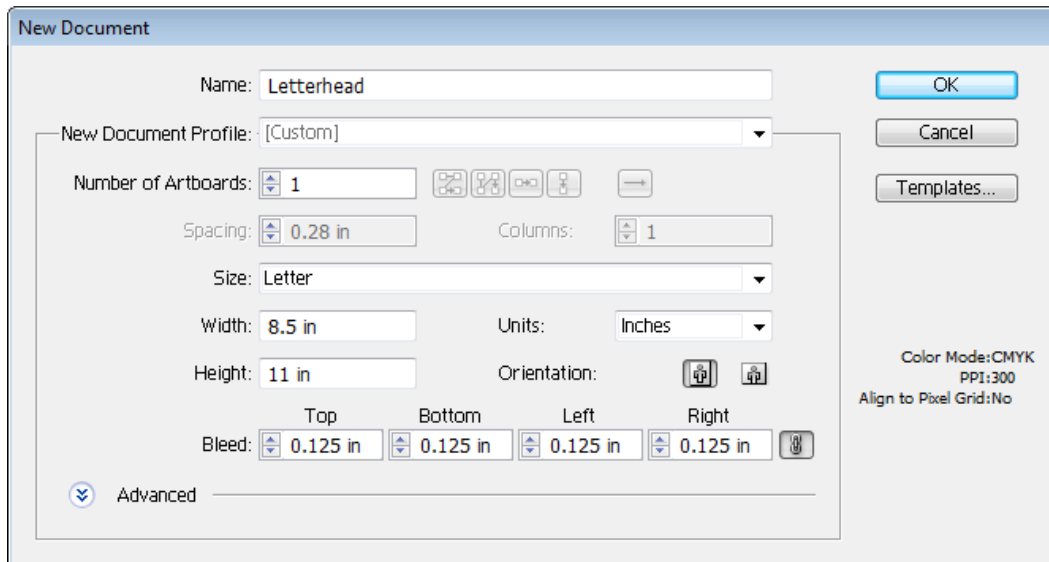

Figure 72 – New Document Dialog Box

7. Click the **OK** button.

   NOTE: The red line around the artboard indicates the bleed area.

8. Click the **View** menu, point to **Rulers**, and select **Show Rulers** to display the horizontal and vertical rulers (see Figure 73).
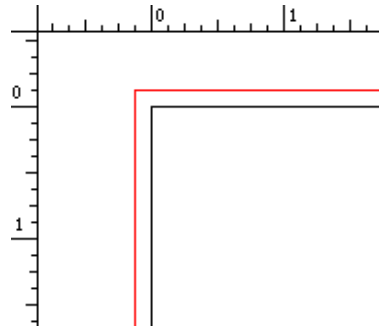
Figure 73 – Displaying the Rulers

9. To create a horizontal guide at the top of the artboard, position the mouse pointer on the horizontal ruler and drag down until you reach the 1 inch mark on the vertical ruler, and then release the mouse button (see Figure 74).
10. Repeat step 9 to create a 1 inch horizontal guide at the bottom of the artboard.
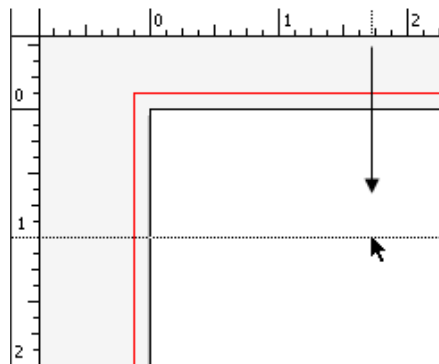

Figure 74 – Creating a Horizontal Guide on the Artboard

11. To create a vertical guide on the left side of the artboard, position the mouse pointer on the vertical ruler and drag to the right until you reach the 1 inch mark on the horizontal ruler, and then release the mouse button.
12. Repeat step 11 to create a 1 inch vertical guide on the right side of the artboard. See Figure 75 for the final result.
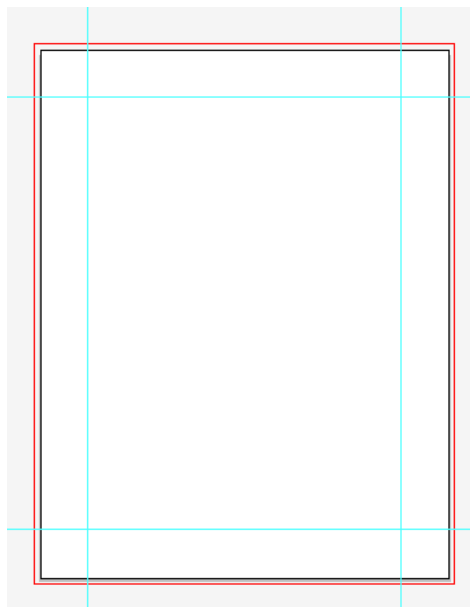

Figure 75 – Four Guides Placed on the Artboard

Adding Graphics and Text to the Letterhead

This lesson consists of adding the flower shop's logo and contact information to the letterhead.

To add graphics and text:
1. Open the **Logo.ai** file from the data files folder.
2. With the **Selection** tool ![cursor], select the logo on the artboard.
3. Click the **Edit** menu and select **Copy** to copy the logo.
4. Return to the **Letterhead.ai** document.
5. Click the **Edit** menu and select **Paste** to paste the logo (see Figure 76).

Figure 76 – Adding the Logo to the Letterhead

6. Hold down the **Shift** key and drag a corner handle to decrease the size of the logo (see Figure 77).

Figure 77 – Decreasing the Size of the Logo

7. In the **Control** panel, click the **Horizontal Align Center** button ![icon] and the **Vertical Align Top** button ![icon] to center the logo and position it at the top of the letterhead (see Figure 78).

Figure 78 – Logo Positioned at the Top of the Letterhead

---

8. Select the **Type** tool in the **Tools** panel, click on the artboard, and type **Library Palmer Wing, Room 4056 (LIB PW 4056)**.
9. With the **Selection** tool, select the text on the artboard.
10. In the **Control** panel, select **Nueva Std** from the **Font** list, and enter **12 pt** in the **Font Size** box.
11. In the **Color** panel, change the **Fill** color to **RGB** (**96**, **58**, **23**).
12. Select the **Type** tool, click on the artboard, and type **itstraining@calstatela.edu**.
13. With the **Selection** tool, select the new text on the artboard.
14. Select the **Eyedropper** tool in the **Tools** panel, and then click the brown text on the artboard (see Figure 79). This applies the brown color to the selected text.
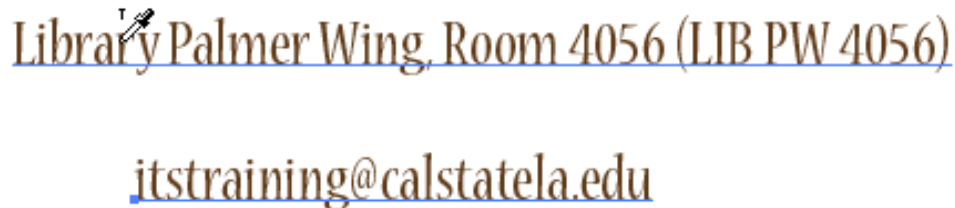
Library Palmer Wing, Room 4056 (LIB PW 4056)

itstraining@calstatela.edu

Figure 79 – Sampling the Brown Color with the Eyedropper Tool

15. Select the **Type** tool, click on the artboard, and type **(323) 343-5369**.
16. Select the **Eyedropper** tool and click the brown text on the artboard, and then hold down the **Alt** key and click the black text to apply the sampled color.
17. Select the **Type** tool, click on the artboard, and type **www.calstatela.edu/training**.
18. Select the **Eyedropper** tool and click the brown text on the artboard, and then hold down the **Alt** key and click the black text.
19. With the **Selection** tool, drag to position the text below the logo and above the blue guide line (see Figure 80).

F owers

Library Palmer Wing Room 4056 (LIB PW 4056)   itstraining@calstatela.edu   (323) 343-5369   www.calstatela.edu/training

Figure 80 – Text Positioned at the Top of the Letterhead

20. Select the **Rectangle** tool in the **Tools** panel.
21. Drag to draw a rectangle at the bottom of the artboard to represent the footer (see Figure 81).

    NOTE: The rectangle may pass the artboard and the bleed area.

22. In the **Color** panel, change the **Fill** color to **RGB** (**37**, **170**, **225**).
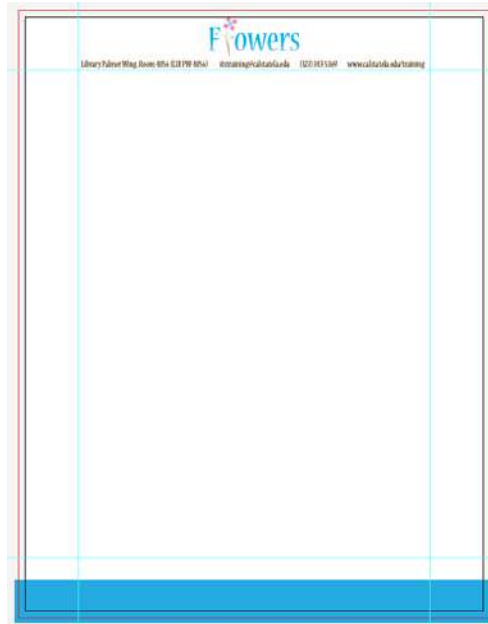
Figure 81 – Footer Added to the Letterhead

Exporting the File and Using It in Word

This lesson consists of exporting the letterhead created in the previous lessons to a PNG format, and then inserting it as a watermark into a Word document.

To export the file:
1. Click the **File** menu and select **Export**. The **Export** dialog box opens.
2. Select the **Desktop** as the location to save the file.
3. Select **PNG (*.PNG)** from the **Save as type** list, and then click the **Save** button. The **PNG Options** dialog box opens (see Figure 82).
4. Under **Resolution**, select the **Other** option and type **96** in the **ppi** box.
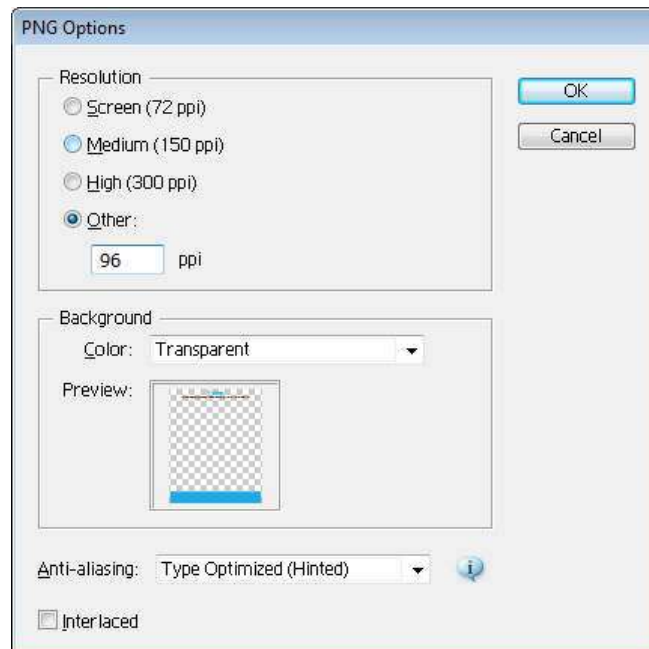5. Click the **OK** button.

Figure 82 – PNG Options Dialog Box

To insert the file into a Word document:

1. Click the **Start** button, click **All Programs**, click **Microsoft Office**, and select **Microsoft Word 2010**.
2. On the **Page Layout** tab, in the **Page Background** group, click the **Watermark** button, and select **Custom Watermark**. The **Printed Watermark** dialog box opens (see Figure 83).
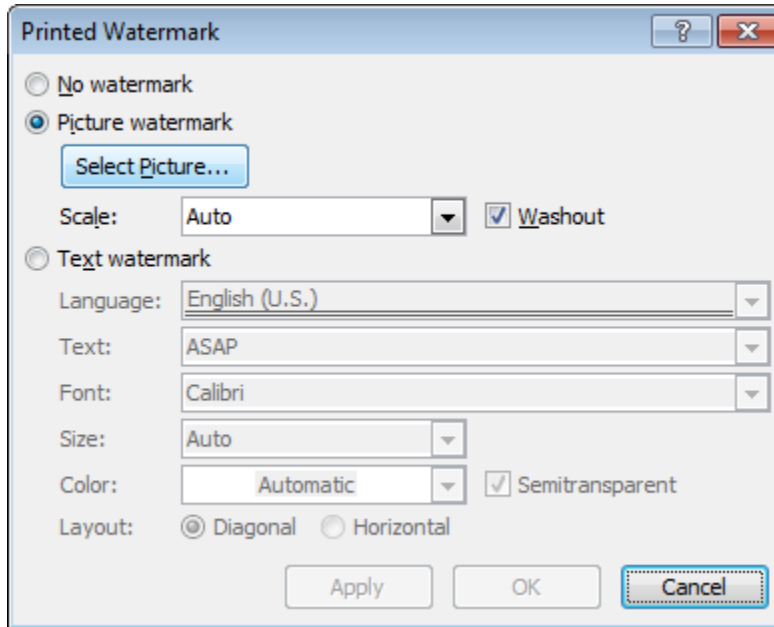

Figure 83 – Printed Watermark Dialog Box

3. Select the **Picture watermark** option, and then click the **Select Picture** button. The **Insert Picture** dialog box opens.
4. Locate and select the **Letterhead.png** file saved on the **Desktop**, and then the click **Insert** button.
5. Select **100%** from the **Scale** list, and deselect the **Washout** check box.
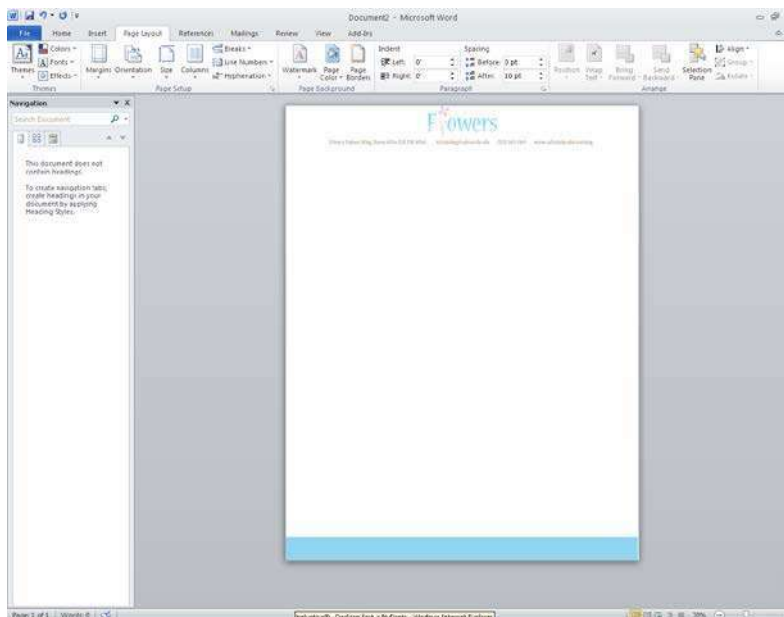6. Click the **OK** button. See Figure 84 for the final result.

Figure 84 – Final Letterhead

Business Card

A business card typically includes the giver's name, company logo, and contact information such as street address, telephone number, fax number, e-mail address, and website. This section consists of creating a business card for the flower shop.

Setting Up the Document

Business cards come in various sizes, but the most common size is 3.25 by 2 inches.

To set up the document:
1. Click the **File** menu and select **New**. The **New Document** dialog box opens.
2. Type **Business Card** in the **Name** box.
3. Select **Inches** from **Units** list.
4. Type **3.25** in the **Width** box and **2** in the **Height** box.
5. Click the up arrow to change the **Bleed** for all sides to **0.125 in**.
6. Click the **OK** button.
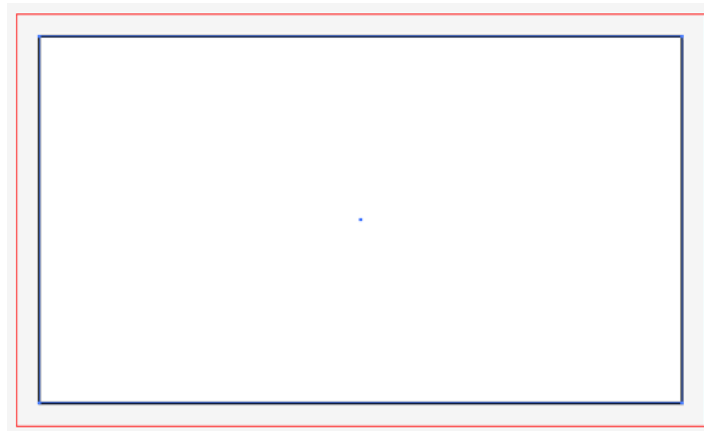7. Select the **Rectangle** tool ▭, and then drag to draw a rectangle to cover the artboard (see Figure 85).

Figure 85 – Rectangle Drawn Over the Artboard

8. Click the **Effect** menu, point to **Path**, and select **Offset Path**. The **Offset Path** dialog box opens.
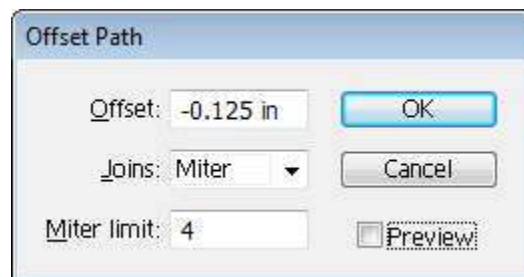9. Type **-0.125 in** the **Offset** box, and then click the **OK** button (see Figure 86).

Figure 86 – Offset Path Dialog Box

10. Click the **Object** menu and select **Expand Appearance.**
11. Click the **View** menu, point to **Guides**, and select **Make Guides** (see Figure 87).
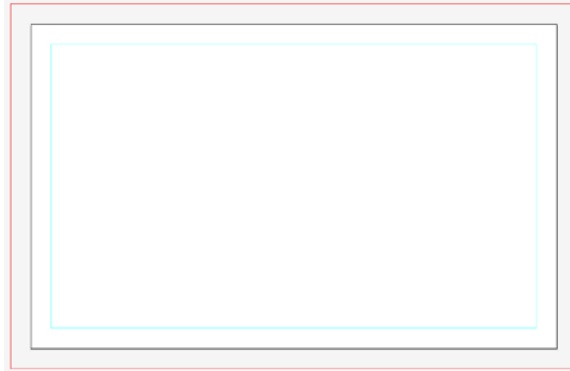
Figure 87 – Guides Placed on the Rectangle

Adding Graphics to the Business Card
This lesson consists of adding the flower shop's logo and a flower to the business card.

To add graphics to the business card:
1. Open the **Flower.ai** and **Logo.ai** files from the data files folder.
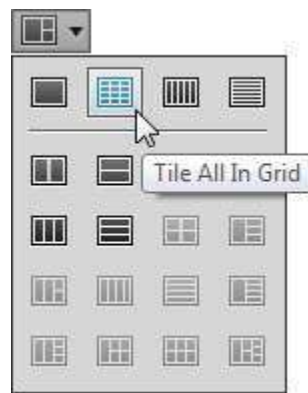2. On the **Application** bar, click the **Arrange Documents** button and select **Tile All In Grid** (see Figure 88).

Figure 88 – Tile All In Grid in the Arrange Documents Panel

3. With the **Selection** tool , drag the flower and the logo to the business card (see Figure 89).
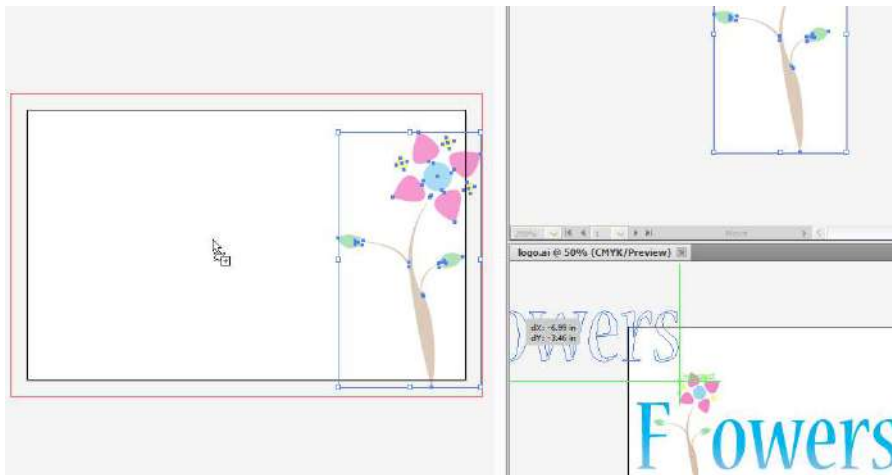

Figure 89 – Adding the Flower and the Logo to the Business Card

4. On the **Application** bar, click the **Arrange Documents** button and select **Consolidate All** (see Figure 90).

Figure 90 – Consolidate All in the Arrange Documents Panel

5. Click the **Close** button ☒ on the **Flower.ai** and **Logo.ai** document tabs to close the files (see Figure 91).

Figure 91 – Document Tabs

6. With the **Selection** tool, select the logo on the artboard, and then hold down the **Shift** key and drag a corner handle to decrease the size of the logo (see Figure 92).

Figure 92 – Resizing the Logo

7. Drag to position the logo in the upper-left corner of the business card. Make sure the logo stays within the blue guide lines (see Figure 93).
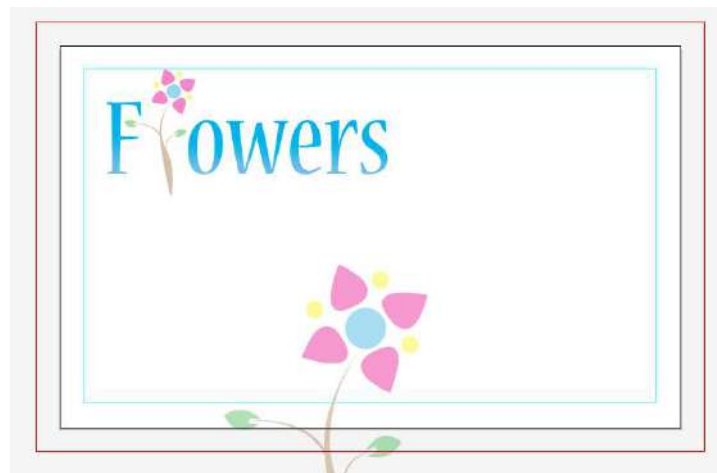

Figure 93 – Positioning the Logo on the Business Card

8. With the **Selection** tool, select the flower, and then hold down the **Shift** key and drag a corner handle to decrease the size of the flower.
9. Drag to position the flower in the lower-right corner of the business card and let the flower bleed out at the bottom (see Figure 94).

Figure 94 – Positioning the Flower on the Business Card

Adding Text to the Business Card

This lesson consists of adding the flower shop's contact information to the business card.

To add text to the business card:
1. Select the **Type** tool in the **Tools** panel, click on the artboard, and type the following text:

    Library Palmer Wing, Room 4056 (LIB PW 4056)
    itstraining@calstatela.edu
    (323) 343-5369
    www.calstatela.edu/training
2. With the **Selection** tool , select the text on the artboard.
3. In the **Control** panel, select **Nueva Std** from the **Font** list, and enter **12 pt** in the **Font Size** box.
4. In the **Color** panel, change the **Fill** color to **RGB** (**96**, **58**, **23**).
5. Drag to position the text below the logo and to the right of the blue guide line (see Figure 95).

Figure 95 – Business Card with Contact Information

Saving the Business Card

This lesson consists of saving the business card as a PDF file and adding trim marks for the print shop to use when cutting the business card.

NOTE: When creating artwork for multiple purposes, it is a good idea to create outlines of text. Converting type to outlines eliminates the need to send the fonts along with the file when sharing with other.

To save the business card as a PDF file:
1. Click the **File** menu and select **Save As**. The **Save as** dialog box opens.
2. Select the **Desktop** as the location to save the file.
3. Select **Adobe PDF (*.PDF)** from the **Save as type** list.
4. Click the **Save** button. The **Save Adobe PDF** dialog box opens (see Figure 96).
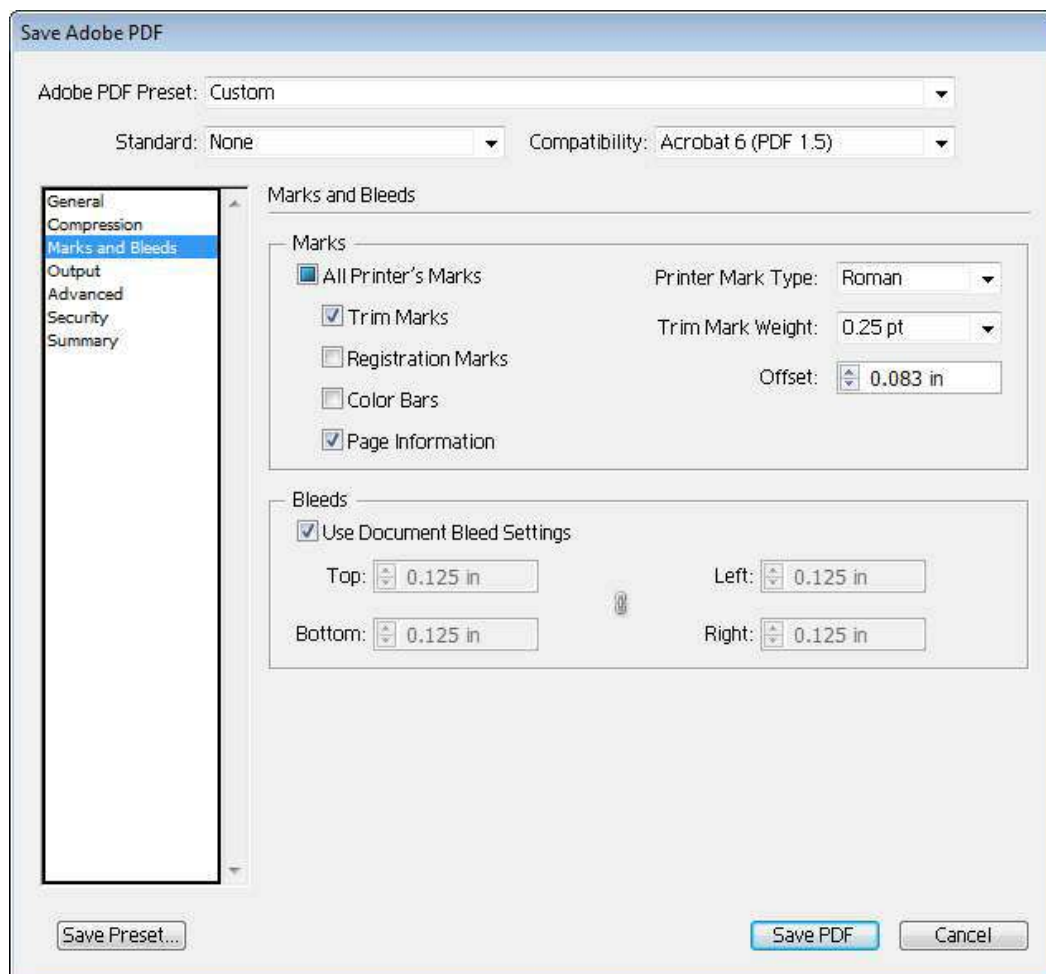

Figure 96 – Save Adobe PDF Dialog Box

5. Select **Marks and Bleeds** in the left pane.
6. Under **Marks**, select the **Trim Marks** and **Page Information** check boxes.
7. Click the **Save PDF** button.
8. Open the **Business Card.pdf** file saved on the **Desktop** to see the final result (see Figure 97).

Figure 97 – Final Business Card with Trim Marks