

Illustrator Crazy

1. Choose New from the file menu.

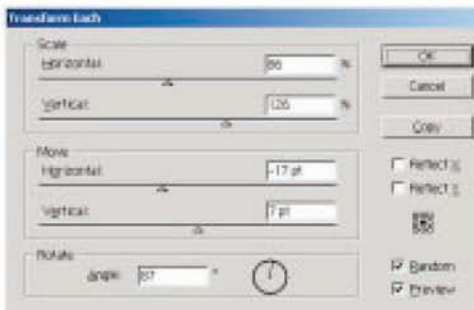
2. The New dialog box appears

Enter "Crazy" (or your headline) in the name field. Use the tab key to move around the dialog box and enter the data as follows: Color Mode CMYK Artboard Size Width: 612pt Height: 792pt Click OK. Your new canvas should appear.

3. Draw random boxes on your page and fill with Illustrator's predefined patterns and swatches.

4. Use the type tool to enter the text and place over the randomly placed boxes. I used Cooper Black at 72 points. Any font can be used.

5. Select the boxes and choose Object - Transform - Transform Each
In the Transform Each Box, change the rotate angle to 87 and check random.
All the other figures can stay at their default.
If any gaps appear in your patchwork, copy and paste into the blank spaces.



6. Select the text and go to Type - Create Outlines
After this, with the text still selected, choose Object - Compound Path - Make

7. Select All, Text and Boxes and choose Object - Clipping Masks - Make.

8. Finishing, add a black stroke to the image.

All instructions are for use on a white background. For use on a colored background, an additional clipping path would need to be added in Photoshop.



Illustrator

Puffy

1. Choose New from the file menu.

2. The New dialog box appears

Enter "Puffy" (or your headline) in the name field. Use the tab key to move around the dialog box and enter the data as follows: Color Mode CMYK
Artboard Size Width: 612pt Height: 792pt Click OK. Your new canvas should appear.

3. Use the type tool to enter the text.

I used Helvetica Italic at 120 points.
Any type can be used. Choose Type -
Create Outlines



4. Choose Object - Path - Add Anchor Points.
Only one time is needed for this technique.



5. Choose Filter - Distort - Punk & Bloat.

The Punk & Bloat dialog box will appear.
Slide the marker to 26% Bloat.



6. Click OK and you are finished. If you do not like what you have done, Edit - Undo is a quick fix. Try varying the numbers to see what you like the best.



For a spike version:

Try moving the marker to the Punk side and see what happens.

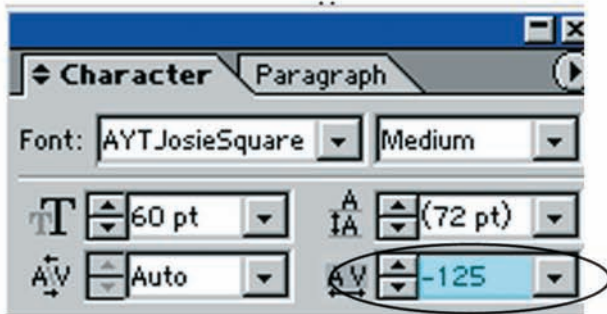
All instructions are for use on a white background. For use on a colored background, an additional clipping path would need to be added in Photoshop.

Illustrator

Squeeze Me

1. Enter text using the type tool. The font used is a YearTech font, AYT JosieSquare at 60 pt. Set the fill color to white and set the stroke color to black. Those are Illustrator's default swatches, so this might automatically be done for you.

Squeeze



This button will change the fill and stroke back to the default. Another way is to hit the D key on the keyboard and the colors revert back to the default settings.



Gradient Fill

2. Open your Character Palette. (It is located under the Window > Type > Character) Set the tracking to a negative number: This example is at -125. This number can be higher depending on the overlap desired.

Squeeze

3. To adjust the overlap, place the cursor between the two letters. Hold down the Option (Alt) Key and press the right arrow on the keyboard to move them apart or the left arrow to move them together.

4. To finish off the gradient effect, select the word with the black arrow and then go to the Type Menu > Create Outlines. This turns your text into a graphic.

5. The last step would be to fill it with a color. The black and white gradient was used here by ungrouping the letters and applying the gradient fill to each letter. To find the gradient fill, check on your tool bar. It is the center selection.

6. After you are finished, save the file as an Illustrator EPS w/ 8 bit preview. To place this on your page in PageMaker or InDesign, go to the file menu to place and find the eps file. You must include this file when the pages are sent to the plant.

Squeeze

Illustrator Twist

1. Choose New from the file menu.

2. The New dialog box appears

Enter "Twist" (or your headline) in the name field. Use the tab key to move around the dialog box and enter the data as follows: Color Mode CMYK
Artboard Size Width: 612pt Height: 792pt Click OK. Your new canvas should appear.

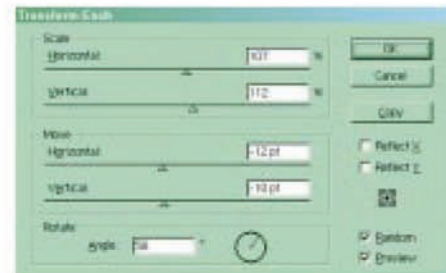
3. Use the type tool to enter the text.

I used Stencil at 100 points. Any font is fine.
Choose Type - Create Outlines



4. Choose Object - Ungroup

5. Then choose Object - Transform - Transform Each
The Transform Each Box will appear. Change the angle to 58 degrees with Random and Preview selected. If you do not like the rotation, pick a different angle and try again. Click OK for the transformation to take place.



6. After this, the fill and stroke of the letters were changed using the color palette and swatches available.



7. To create the black shadow the items were then regrouped by choosing Object - Group and then Edit - Copy, Edit - Paste in Front. To create the shadow the arrow keys were used on the keyboard, by pushing twice on the down arrow and twice on the right arrow. To place the shadow to the back after shifted, go to Object - Arrange - Send to Back. This creates nice definition to the text.



All instructions are for use on a white background. For use on a colored background, an additional clipping path would need to be added in Photoshop.

Illustrator

Worn Out

1. Choose New from the file menu.

2. The New dialog box appears

Enter "Worn Out" (or your headline) in the name field. Use the tab key to move around the dialog box and enter the data as follows: Color Mode CMYK
Artboard Size Width: 612pt Height: 792pt Click OK. Your new canvas should appear.

3. Use the type tool to enter the text.

I used Times at 100 points. Any font is fine.
Choose Type - Create Outlines



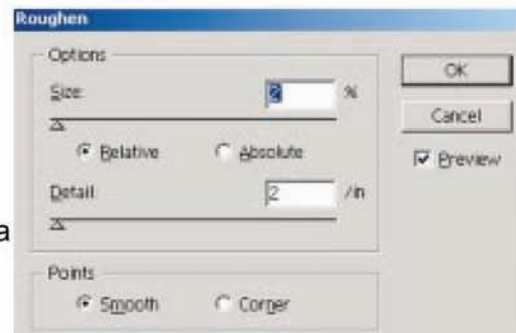
4. Choose Object - Path - Add Anchor Points. Repeat 4 more times. The anchor points after four times will appear as a blob around the edges of your type. To hide the blob, but keep the text selected, Press Control - H (Command - H).



5. Choose Filter - Distort - Roughen.

The Roughen dialog box will appear.

Set Size: 2 and Detail: 2, Points: Smooth.



6. Click OK and you are finished. If you do not like what you have done, Edit - Undo is a quick fix. Try varying the numbers to see what you like the best.

Worn Out

For a smoother version:

In Step 4, try Add Anchor Points only once.

In Step 5, Set Size: 2, Detail: 1, Points: Smooth.

This will give a softer wave to the text.

Worn Out

All instructions are for use on a white background. For use on a colored background, an additional clipping path would need to be added in Photoshop.