

LETTERPRESS EFFECT

COMD 3711 Vector Art Editing Professor Neuringer

Create a new file

1. File > New > CMYK (for print), 11 x 8.5 (landscape) – no bleed – OK (or RGB for web)
2. Create a rectangle and remove the stroke (/ slash key) Toggle back to fill (X) and fill the rectangle with **(CMYK): 0/35/34/0**.
3. Type your word (in this case **LETTERPRESS**) in caps. (Use a bold typeface like Rockwell or Copperplate set to Bold to fill page)

Darken the Text

4. Select the text. Go to Window > Appearance.
5. Click on the Icon add a new fill on the bottom of the Appearance Panel. Hold down the shift key on the color box and click the mouse to change its color (CMYK sliders will appear) **Fill #1: 0/50/38/0**. Now click **FX icon on bottom** of that Fill Layer on the Appearance Palette. Go to **Stylize > Inner Glow**, change mode to **overlay**.
6. Now click on color square and change color from white to **Dark Grey**; opacity: 75%; blur: .04 pt, extends from edge. OK.

Creating a Shadow

7. Make sure nothing is selected in Appearance Palette, click on the bottom of appearance [where no layers exist). Make but the type is still selected; you will see an underline on it.
8. Create a new fill again (will go on top of stack) then **drag it underneath the previous fill**.
9. Then shift click on that color square to reveal CYYK Sliders and **add 12% black**. (K- to create a shadow). **Fill #2: 0/50/38/12**.
10. Then to FX > **distort and transform > transform**.
11. Move fill by changing **vertical setting to (negative) -.02 in**. Check preview box to see what effect is looking like. Click OK.

Creating a highlight

12. Make sure nothing is selected in Appearance Palette, click on the bottom of appearance [where no layers exist). Make but the type is still selected; you will see an underline on it.
13. Create a new fill (will go on top of stack) then drag it to bottom of stacking order. (underneath the previous fill).
14. Shift click color square again and create fill #3 at to **Fill #3: 0/20/19/0**. (lighter to create the highlight)
15. Go to Fx > **Distort and transform > transform: vertical (positive).01** in. Toggle the fill and change the **opacity to 80%**.

Copying Graphic Style

Select View > Graphic Styles. Toggle down on right side and choose new graphic style. Make sure the Letterpress word style is selected. You can type a new word now and this effect will be made. You can apply this effect to anything.

Save Graphic Style for new documents

Copy and paste from old file or if original is not available you can toggle down and export it and Save it in Graphic Style Library. In another file, you can Open Graphic Style Library.

Colors:

- **Background color (CMYK): 0/35/34/0**
- **Fill #1: 0/50/38/0, inner glow: overlay, dark grey; opacity: 75%; blur: .04 in, edge**
- **Fill #2: 0/50/38/12, transform: vertical -.02 in**
- **Fill #3: 0/20/19/0, transform: vertical .01 in; opacity: 80%**

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Complete details as outlined above.

Then Type your name and apply the Graphic Style that you saved.

Email to Professor for your folder.