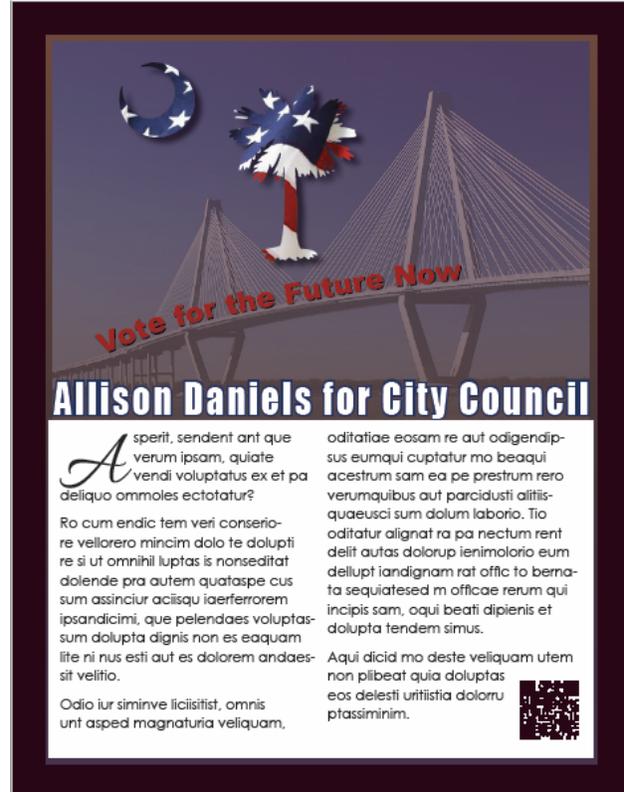


FINALIZE THE FLYER

Objective:

Continuing from the final video, these are text formats that can be used to put the finishing touches on the flyer.



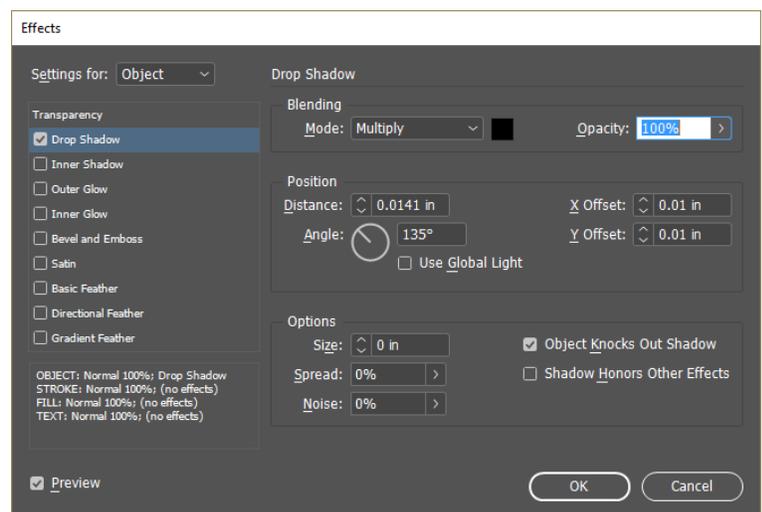
Refine the Type on a Path

Vote for the Future Now

Whenever you have text on a busy background, consider modifying the look so that the text does not lie so flatly against the background. With the “Vote for the Future Now”, adding a *hard black shadow* as follows:

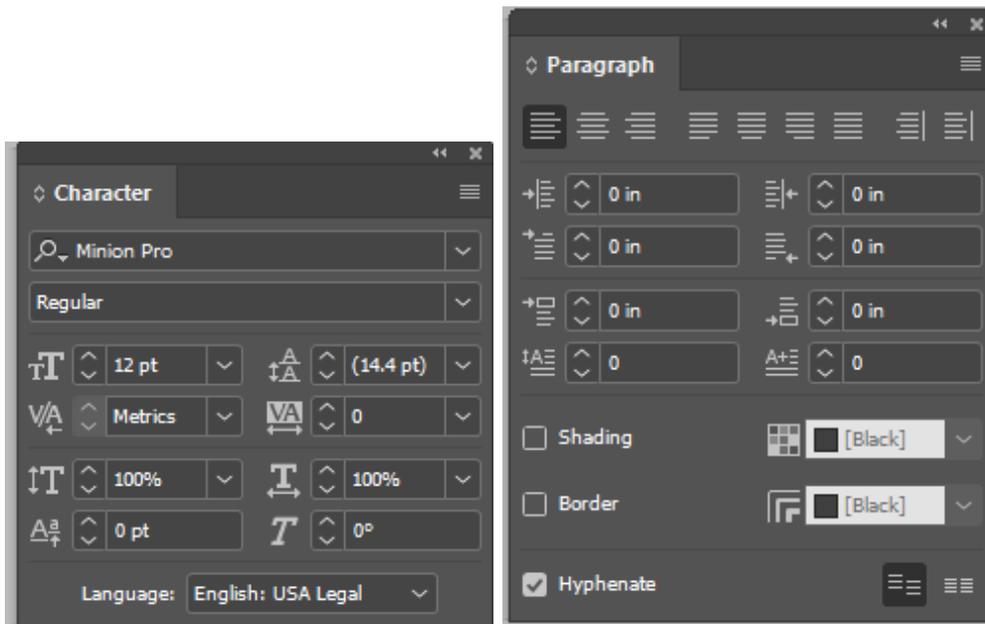
First of all, notice that my text is red. I used the Eyedropper tool to pick a color from the flag.

- Use the selection tool to select the text.
- Click OBJECT/Drop Shadow.
- Configure the settings as follows:
 - 100% opacity
 - X and Y offset of about .01 each
 - Size 0
 - Distance about .015



Format the white text box as follows:

Note: it is a good idea to open the text panels so that you can access the commands more easily.
Choose TYPE>Character for character panel.
Choose TYPE>Paragraph for paragraph panel.



- Change the font to something other than the default, *but not too fancy*. Keep it readable.
- Change font size to approximately 14pt. The reason is that text on promotional pieces is usually larger than regular text.
- Increase **Leading** to 19pt.
The default leading is 120% of the font size, which is equivalent to Single Space. Therefore, having a larger leading is good use of white space.
- Think of the text as real text and hit ENTER to break up more sensibly. Promotional copy usually has short paragraphs; about 2-3 sentences per paragraph.
- Add either **Space After** of 0.1875 inches to distinguish paragraphs.
- Add a **Drop Cap** of 3 lines to the first paragraph.
Advice: Look at my big “A” drop cap and notice that it is cursive. You should change the font before applying the drop cap.

Add and format main heading

- Add large heading such as “Allison Daniels for City Council.”
- Stroke the text. The main thing you need to watch out for in stroking text is DO NOT STROKE SMALL text. It clutters the font face and simply looks ugly.
- Add other text enhancements such as **Tracking** on her name in order to make it spread out.

Generate a QR Code

1. Draw a rectangle about 1 inch square.
2. Click OBJECT/Generate QR code.
3. From the type choices, choose “Web Hyperlink”
4. Type a fictitious web address.
5. Click OK

Other Refinements

Note: If you wish to **deemphasize the background** more, unlock it and lower the opacity.
(OBJECT> Unlock All On Page)

A good design practice to follow, depending on what your goals are, is to subdue the background so that it is not too dominant over the other design elements. I’ve seen a lot of backgrounds that are nearly faint or blurred because they are only meant to serve in a background capacity, not as a highlight. Doing it that way allows the primary design elements to pop.

Now, that you’ve done the precise steps, feel free customize them in your own ways. You can be creative with your own words, design and layout. As long as you perform the major features of the chapter, feel free to change the way it looks. The major purpose of this exercise is for you to demonstrate the skills from the chapter.