



Corporate Flow



Illustration



Image Editing



Automation



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Canvas Tips and Techniques



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Making Display Type Stand Out



Here's a timesaving technique that will add a little twist to the usual display type and image layout. You can use Canvas 7 SpriteLayer technology and Combine tools to create a more dynamic design quickly and easily.

Step 1

Start by gathering the necessary elements for the project. The elements for this poster example consist of a logo, headline, sub-headline and image. Instead of knocking out the text from the image, you can use SpriteLayer technology for a more interesting effect that will add drama to the finished layout.

First, make sure that the image you choose is color corrected and sized to the desired dimensions and resolution. In this example, the image is from a commercial CD that was placed into Canvas and resized for use as the main background in the poster design.

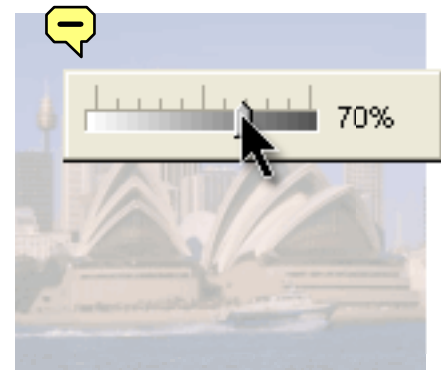


In a new Canvas document, gather all the elements for your design.

Step 2

In a new document, arrange the objects into place.

To prepare the image for the headline, draw a white rectangle to the same dimensions as the image and remove the stroke. Select the white rectangle and reduce the opacity to about 70%. This setting may change according to your image's contrast level.



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Step 3

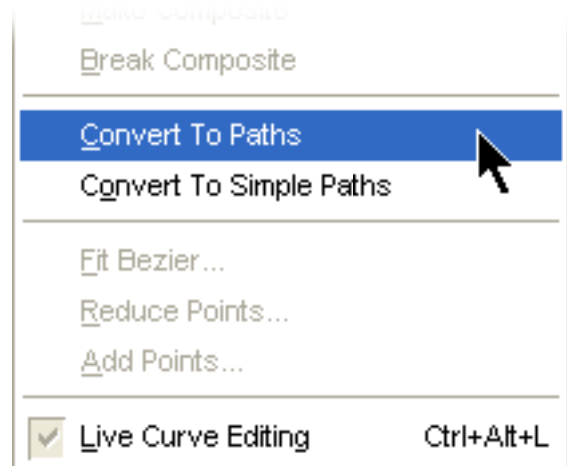
Now for the headline text. To achieve the best readability, the "SYDNEY" headline was scaled up just short of the image borders. Select the text object and convert it to paths (Object>Path>Convert To Paths...). This is necessary for the best results later when applying the Combine tools.

Tip:

Apply a heavy or bold, sans serif type face to your headline for best results.



Select the headline text and convert it to paths.



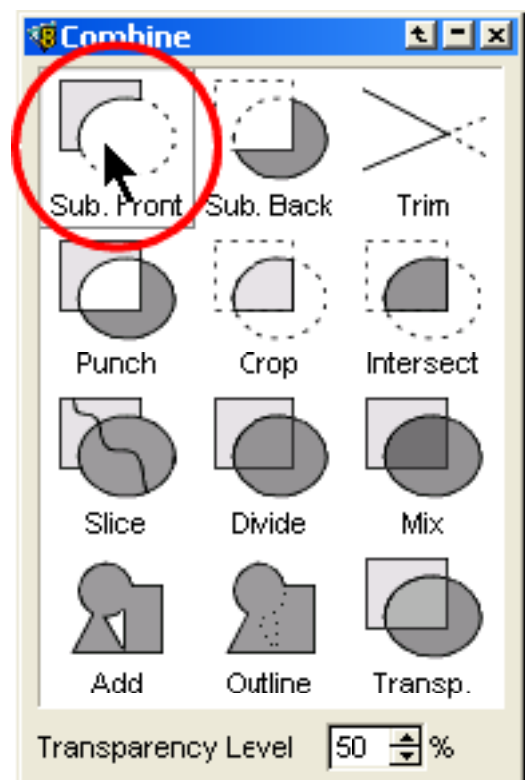
Step 4

Move the headline into place over the white rectangle and image. Duplicate the headline and set it aside for Step 5. Once in place, select the headline and the white rectangle and choose the Combine palette from the Effects menu.

Select "Subtract Front" and click OK. The headline will knock out of the white rectangle. Now carefully select all the floating headline elements along with the rectangle and group them (Control-G on Windows, Command-G on Mac). Don't include the image in this group.



Use the Combine>Subtract Front to knock the headline text out of the white rectangle.



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Step 5

To put more emphasis and depth on the headline, a thin drop shadow can be added to the upper left side of the type. Use the copy of the display type (that was saved before combining it with the rectangle in Step 4) and duplicate it. Offset the duplicate a little (just enough to leave a sliver) to the right and down and use the Combine>Subtract Front again. It may be necessary to ungroup the headline and use Combine on each letter individually.

The results should look like the example on the right. To complete the soft edge, group the sliver elements and apply a SpriteEffect. Choose a Gaussian Blur with a low radius (see the previous How To for details on how to make this edge).

Now position the grouped soft-edge shadow on top of the knocked out headline area of the white rectangle. For a crisp edge, skip the Gaussian Blur step and instead apply a Multiply Transfer mode from the Transparency palette (Object>SpriteEffects>Show Palette). Experiment with different colors for the shadow and rectangle too. The sky is the limit! Thanks to SpriteEffects, trying new effects and changing your mind is not a problem at all.

To complete the poster example, additional text and images were used to add interest. For example, images representing the summer Olympic sports categories were used to fill the five circles of the Olympic logo (seen at right). For this step, the images were masked by applying a clipping path (Object>Clipping Path>Make...).



Use Combine>Subtract Front again on the text outlines to cut "slivers" for the soft shadow.



Group the "slivers" and apply a Gaussian Blur SpriteEffect.



The completed headline with a thin soft shadow in the upper lefthand edges that add a 3D appearance.



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