



Corporate Flow



Illustration



Image Editing



Automation



Web



Text Effects

# Canvas Tips and Techniques



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## Hot Text Effects

# Hot Text Effects

Here's a common inner bevel effect seen so much on many web sites and printed materials. Thanks to Canvas' SpriteLayers, applying this image effect to your text for cool headlines or website interfaces is quick and very versatile. The basic steps are easy, but the possible combinations are endless.

### Step 1

I started with some text. Heavier fonts work best so that the image or other effects shows up. Select the text object and render it (Image>Area>Render, I used a resolution of 72 and RGB).



### Step 2

Select the rendered text and Duplicate it, then set aside the copy. Select the remaining image and Invert it (Image>Adjust>Invert). Now you should have white text in a black background.



Make a copy of image and Invert it.

### Step 3

Select the inverted image and apply a Gaussian Blur (Image>Filter>Blur>Gaussian Blur). For a 72 resolution image, I applied a radius of 3. You don't want to blur the text too much so the effect is not lost.



Apply a Gaussian Blur to the inverted image.

## Hot Text Effects (Continued)

### Step 4

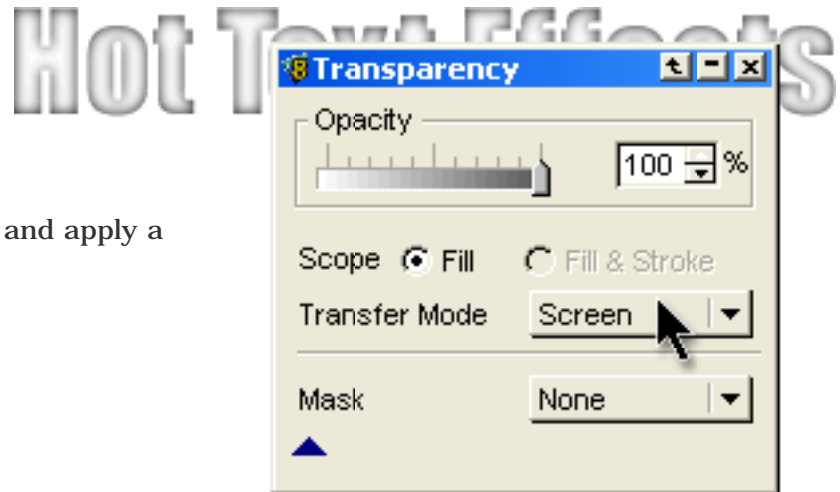
Align both images using the Align Palette from the Object menu. The blurred image should be in the back.



Bring the copy to the front and Align the two.

### Step 5

Once both images are aligned, select the top image and apply a Transfer Mode from the Transparency Palette (Object>SpriteLayers>Show Palette).



Select the top image and choose Screen from the Transfer Mode pop-up menu. (Object>SpriteLayers>Show Palette)

The resulting text image has an inner bevel. You can use the rendered text for your web pages. For offset printing, be sure to render your text at a higher resolution (for example, 300 resolution instead of 72 for a 150 lpi print run).



### Step 6

Now comes the fun part. By adding images or color behind the text images, the resulting effects will change drastically.

For the fire text, the only change was in selecting the blurred image in the back and applying an Overlay Transfer Mode. Then I placed an image of fire and sent it to the back. Once I moved the "text" over the fire in the location I wanted, I just used the Camera Tool to render the area. The completed text is seen at the bottom.



Select the blurred image and apply an Overlay Transfer Mode.



## Hot Text Effects (Continued)

More Examples:

### Offsetting shadows:

By moving the top image you can create additional effects. In the back example, the top image was shifted to the upper left for more of a cutout appearance. In the bottom example, the top image was shifted to the lower right for more of a pillow effect.



Hot Text  
Hot Text

### Adding color:

For color, simply create a rectangle and send it to the back. Once you get the effect you like, try adding additional effects. See next example.



Hot Text



Hot Text Effects

### Adding SpriteEffects:

For the blue texture, I made the rectangle blue, then applied Noise with a SpriteEffect.



Hot Text



Hot Text Effects

### Applying Gradients and Transparency:

For this example, I applied a gold gradient from the Canvas default set of gradient inks (gradient seen at far right). Next, I used a vector transparency to reduce the amount of the gradient showing at the bottom.



Hot Text Effects

To complete, I added a SpriteEffect and applied Noise for texture.



Hot Text Effects