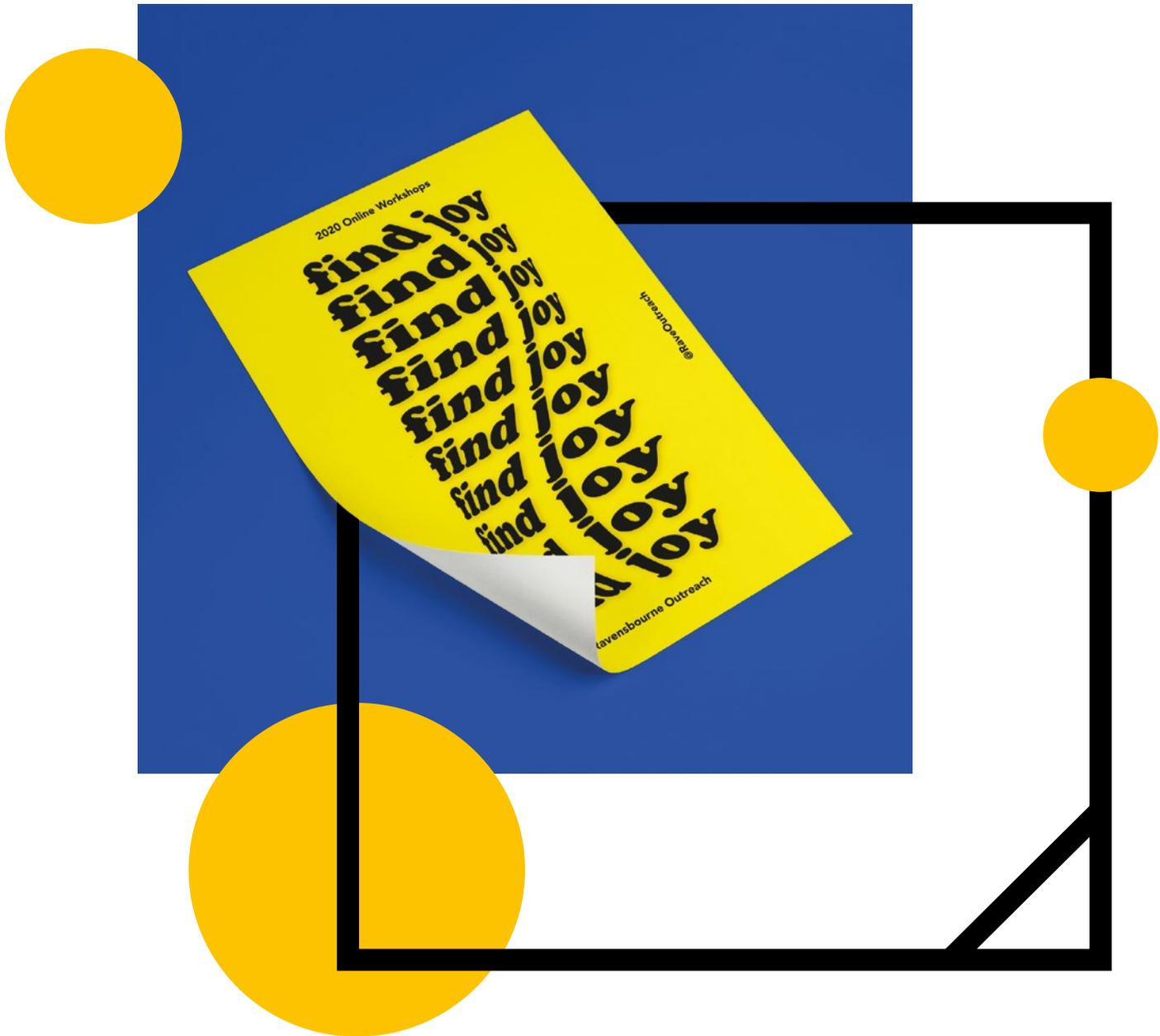


Typographic poster

Using Adobe Illustrator

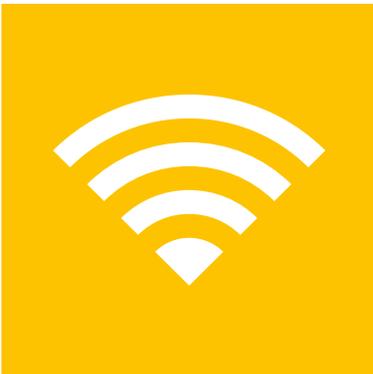


Graphic design and typography
2 hours + extension task
Digital skills development

What you need



A computer or laptop



An internet connection



Adobe illustrator

You can download Adobe software for free for a month from here:

adobe.com/uk/products/illustrator

(Make the most of the month, there's a bunch of tutorials on youtube and online you can get stuck into after this one)

The plan

This workshop is about all about your own typographic poster.

It's split up into 5 parts, each part as a basic overview in this document as well as detailed step by step videos linked at the bottom of the pages.

1. Setting up the text
2. Adding colour
3. Warping text and adding effects
4. Saving, exporting and sharing

By the end of this workshop you should have a better understanding of editing typography in illustrator and how to make your own poster.

There are also some extension activities for you to try at the back.



If you see this icon it means the link is clickable, this will take you to a video tutorial or website needed for the workshop

Setting up the text

Open a new document in Illustrator, choose Print, A4 or A3 presets (whichever you prefer)

- Use the type tool to add in your text, consider a catchy slogan or saying. Take some time think this through
- Go to character to choose a typeface and change size. Think about the style you want, do you want something bold or light, what feeling do you want the typeface to evoke?
- Using your black selection arrow, click on your words, hold down alt and drag a copy.
- Press cmd (or ctrl) and then D on your keyboard to make multiple copies. Create as many as you feel look good on the page.
- Select all the type and group them by going to Object › Group

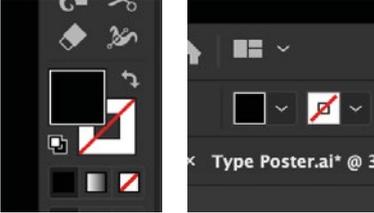


Video tutorial: youtu.be/EJDEiPUrmAQ

Video tutorial features:

- Opening a new document
- Adding text and making copies quickly
- Changing typeface and size

Adding colour



You want to try play about with colour your poster

- Click on the shape using your black arrow and then click on either of these icons to change to change colour (follow the video tutorial for a step by step)
- You can go to Window › Swatches › Swatch Libraries to see a whole set of different colours and palettes and choose a palette that works for you



Video tutorial: youtu.be/r1UniAS3uD0

Video tutorial features:

- Changing colour
- Swatch libraries

Warping and effects

find joy
find joy
find joy

Now we're going warp our text

- To warp the text, click on the text using the black selection arrow, go to object › envelope distort › make with warp
- Explore the options in this dialogue box and see what looks best on your text
- Using the type tool add additional information to your poster in smaller size and cleaner typeface
- Consider adding a drop shadow or other effects, at the top toolbar go to Effects › Stylize › Drop shadow (but do explore other options there. Press cmd + z to undo if you don't like the effects.



Video tutorial: youtu.be/5v-K65l868c

Video tutorial features:

- Envelope distort
- Adding more text
- Using the effects options

Saving, exporting and sharing

- To save as illustrator file: file › save as › save .ai file
- To save as JPEG: file › export as › export as jpeg (click 'use artboards') › export
- Upload to your jpeg poster to padlet



Upload your poster here:
padlet.com/soofiya/typeposter



Video tutorial: youtu.be/c0_mYJA8fHU

Video tutorial features:

- Saving as illustrator file
- Exporting as a JPEG
- Uploading to Padlet

Extension activity

Now you've done that the following are some extension tasks:

- Try the same process here but with shape. Choose a shape, create it on your page, duplicate it in the same way and repeat all the shapes for warping.
- Try it now with both type and shape
- Share your extension activities on the Padlet below



Upload your poster here:
padlet.com/soofiya/typeeposter

Well done!

You did it! You made your own typographic poster. There is a really great way to start exploring the typography and effects you can do in illustrator before moving on to more advanced ways where you can combine your skills from this and other tutorials

Ravensbourne Outreach tutors and students have produced a new series of online projects and courses to help you stay creative at home

If you'd like to find out more please visit our website makeit.ravensbourne.ac.uk or email us at outreach@rave.ac.uk

Instagram: [@raveoutreach](https://www.instagram.com/raveoutreach)

Twitter: [@ravensbourneWP](https://twitter.com/ravensbourneWP)

#letsmakeitcreative

