

# > word art

## > objective(s):

Students will create a text-only design in either Adobe Illustrator or Photoshop

## > curricular focus:

This lesson emphasizes the creative use of typography as the dominant artistic element in a composition

## > specifications:

save as: Word Art\_LastnameF.ai or Word Art\_LastnameF.psd

dimensions: between 70-90 inches square total area

for example: 9.5"x8.5" (this does not mean 70"x70")

resolution: 300 dpi (Photoshop only)

mode: RGB

contents: Transparent (Photoshop only)

## > instruction:

- review of typography fundamentals and vocabulary
- review of word art examples
  - color fill, text warping, text overlay, etc.

## > procedure:

- select imagery and approve with instructor
- select design style (see pages 3-7)
- select typographical style (see page 8)
  - single word- one subject-related word repeated over and over again
  - multiple words- each subject-related word is different
  - random letters- no complete words appear; only various letters placed throughout
    - can be letters whose shapes can be used to create specific lines/shapes, or just truly random
- select color format (see page 9)
  - monochromatic- one color plus its tints and shades used in selected letters/words to create tonal values
  - color match- matching colors to original image
  - alternative colors- colors selected purely for aesthetic/conceptual purposes
  - color scheme- specific palettes such as complementary, tertiary triad, analogous, warm, cool, etc.
- select font(s) and style
  - note that in most cases, ALL CAPS works best because all letters are the same height (no ascenders/descenders)
  - one font or combination of fonts?
  - which fonts truly capture the overall mood of the image?
  - which fonts give you the strongest graphic options?
- decide what you will do in your background
  - cannot just be a color/gradient fill
  - background must support overall mood/feeling
  - possibilities include (but are not limited to):
    - create actual background of source image as additional word art or graphic treatment
    - creatively alter a different BG image as additional word art or graphic treatment
    - low contrast background pattern (text or graphics)
    - texture(s)
- approve all decisions with instructor
  - discuss which software (Illustrator or Photoshop or both) will be more effective in creating your design
- begin work on computer
  - set dimensions and approve with instructor

**see requirements on page 2**

# > word art

## > requirements

- document
  - dimensions 70-90 inches square total area (width x height)  
photoshop resolution (if used) is set to 300 dpi
  - layers are properly managed
    - all layers are named
    - all hidden/unused layers are deleted (including source image)
- type
  - Photoshop
    - text blocks are not used
    - all text layers are rasterized at submission
  - Illustrator
    - text is expanded into paths (Type: Create Outlines or Shift + Ctrl + O)
- foreground
  - selected word art style effectively recreates the original source image(s)  
this is at instructor's discretion and should be checked throughout creation process
  - font selection is appropriate to selected style and subject matter
  - color treatment effectively highlights subject and establishes proper mood
- background
  - imagery/graphics support overall mood/feeling of subject
  - imagery/graphics enhance, but do not compete with, subject
    - additional word art, creatively altered images, brush work, vectors, pattern, texture, etc.
    - font selection (if used) is appropriate to selected style and subject matter
  - background is not simply color/gradient fill
- composition
  - final overall composition is aesthetically pleasing

# > style: type overlay

## > what is it?

placing individual letters, words or short phrases over specific areas of an image to create tonal qualities  
text can follow the same baseline (below left) or be randomly rotated (below right)

## > what program should I use?

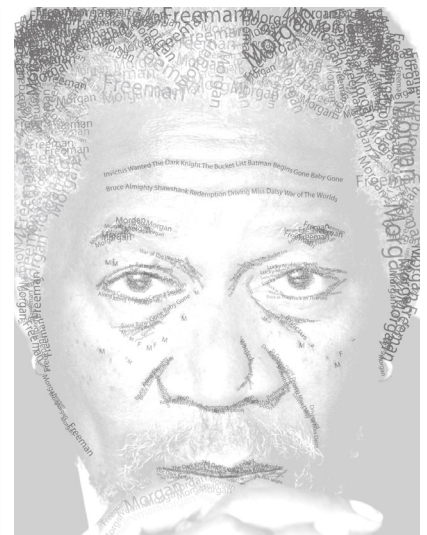
Illustrator or Photoshop

## > how is it done?

- open your source image in Photoshop
- desaturate the image
  - go to Image: Adjustments: Desaturate
- increase the contrast to bring out the darker areas where your words will go
  - go to Image: Adjustments: Brightness and Contrast, then increase the contrast to eliminate most light and mid tones
- place text over dark areas
  - simply select the Type tool, click in the document, and type your text
  - do not use text blocks (areas of text created by clicking and dragging)
  - locate, scale, rotate etc.
  - change the value of the text to match the values of the source image

## > what should I consider?

- pick a font (or fonts) that best fit the mood of the image
- decide which case to use (UPPERCASE, lowercase, Up Style, Down style)
- decide which baseline angle (or angles) to use
  - will the text be horizontal, at an angle, or a mix?
- strongly consider the size(s) of text
  - the smaller the text the more you will have to do, impacting time



# > style: type on path overlay

## > what is it?

type words or short phrases into paths that accurately outline contours from the image

## > what program should I use?

Illustrator

## > how is it done?

- open your image in Photoshop
- desaturate the image
  - go to Image: Adjustments: Desaturate
- increase the contrast to bring out the darker areas where your words will go
  - go to Image: Adjustments: Brightness and Contrast, then increase the contrast to eliminate most light and mid tones
- place the image in Illustrator
  - open an Illustrator file, then go to File: Place and drop in your image
  - select Embed in the top Options bar
- create a path that traces a desired line in the image
- select the Type on Path tool and enter your text
- change size and tracking to suit needs

## > what should I consider?

- pick a font (or fonts) that best fit the mood of the image
- decide which case to use (UPPERCASE, lowercase, Up Style, Down style)
- strongly consider the size(s) of text
  - the smaller the text the more you will have to do, impacting time





# > style: text warping

## > what is it?

overlayed words are warped to create a sense of three-dimensionality (below left), or warped to fill space more effectively (below right)

## > what program should I use?

Photoshop

## > how is it done?

- open your image in Photoshop
- select the Type tool and enter your text
  - do not create a text block by clicking and dragging
- go to Edit: Transform: Warp and custom warp the text as needed
  - warp text elements to create an accurate 3D representation of the image
  - you will essentially be "sculpting" with the text warps
- strongly* consider merging multiple text layers to be warped together for ease
  - for example: lay all type for the forehead together, merge the layers together into one, then warp as a single element

## > what should I consider?

- pick a font (or fonts) that best fit the mood of the image
- choose a thicker, heavier font that has limited negative space to help create solidity of your image
- use UPPERCASE letters
  - words in all caps create rectangular shapes that are easier to piece together without awkward negative spaces caused by ascenders and descenders
- *strongly* consider the size(s) of text
  - the smaller the text the more you will have to do, impacting time



# > style: letter drawing

## > what is it?

utilizing the shapes of specific letters to create the necessary contours of the source image

## > what program should I use?

Illustrator

## > how is it done?

- open your image in Photoshop
- desaturate the image
  - go to Image: Adjustments: Desaturate
- increase the contrast to bring out the darker areas where your words will go
  - go to Image: Adjustments: Brightness and Contrast, then increase the contrast to eliminate lights and midtones
- place the image in Illustrator
  - open an Illustrator file, then go to File: Place and drop in your image
  - select Embed in the top Options bar
- choose the appropriate letter, number, punctuation, symbol, etc. to draw the line you need
- select the Type tool, click in the document, and type your text
  - do not use text blocks (areas of text created by clicking and dragging)
- locate, scale, rotate etc. to match the specific area

## > what should I consider?

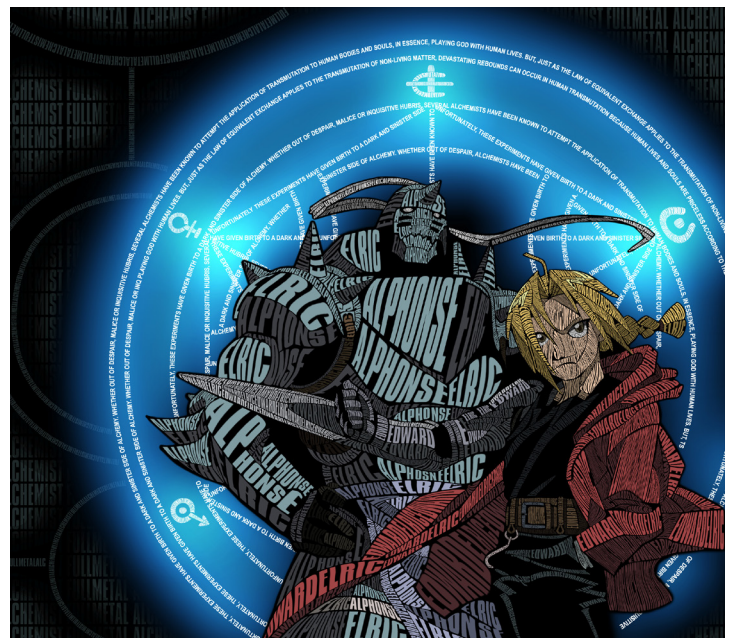
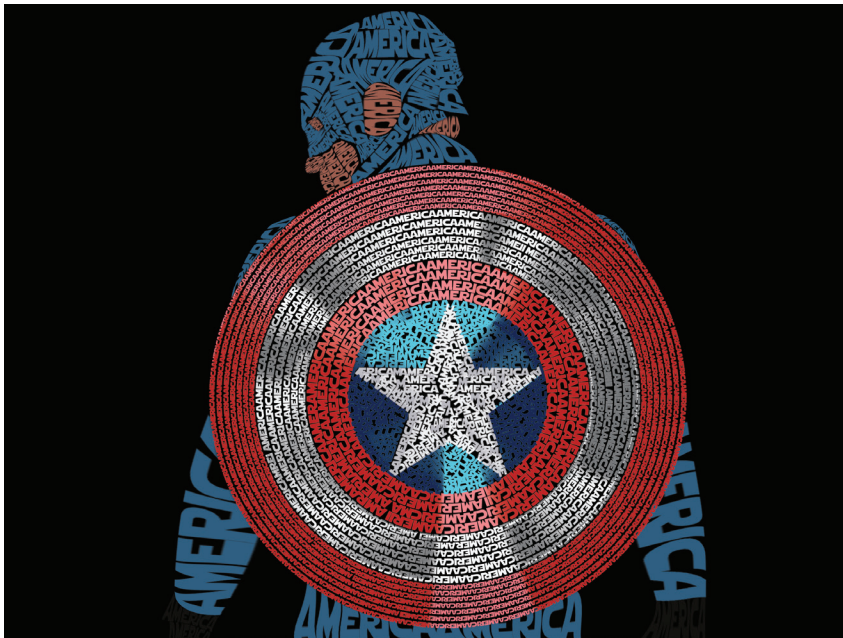
- pick a font (or fonts) that best fit the mood of the image
- use as many characters as possible
  - consider numbers, punctuations and symbols as well
  - avoid using the same characters for the same situations
    - for example, don't use a parenthesis every time you need a curve
- strongly consider the size(s) of letters
  - the smaller the text the more you will have to do, impacting time





# > style: multiple techniques

- > **what is it?**
  - combining two or more techniques within one composition
- > **what program should I use?**
  - Illustrator or Photoshop
  - depending on the technique
  - plan ahead in which program you will finish in
  - you will only be submitting the final file
- > **how is it done?**
  - consult the individual style page
- > **what should I consider?**
  - consult the individual style page



## > typographical styles

**style: one word**

Use a single word (or even a single character) repeated over and over again. Notice the use of different sizes to make the composition work.



**style: multi-word**

Create an extensive list of subject related words to utilize in the composition.



**style: random letter**

Take advantage of the shapes of individual characters to help create contours within the composition.





# > color treatments

## **style: one color**

No tones are used, just strictly a single hue without any tints or shades whatsoever.



## **style: monochromatic**

A single hue plus its tints and shades to help create depth.



## **style: multi-color**

More than one hue is used. Can be with or without tints and shades of those various hues.



# > background

Your composition needs a *subtle, low-contrast background* that enhances, but does not interfere with, your foreground. This can be a texture, pattern, additional text, imagery, etc.

