Eight Elements of Design

by

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Serif

This text shows you what a serif font, such as Times New Roman, looks like. This font is classic looking and can be easier to read.

VS

Sans Serif

This text shows you what a sans serif font, such as Arial, looks like. This font is clean and modern looking.

Fonts

Ascenders

and

DESCENDERS

If you split a line of text in half, "ascenders" rise above the mid-line with letters such as d, f, and h.

"Descenders" fall below the mid-line with letters such as g, j, and p.

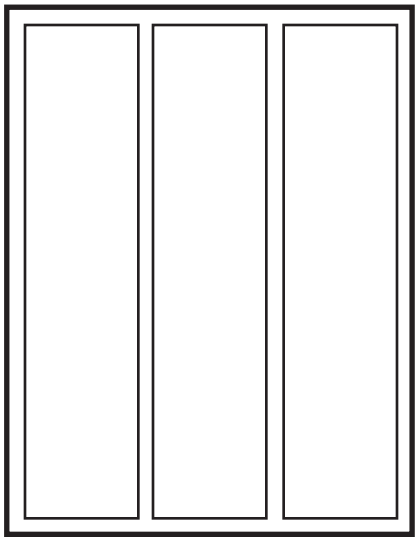
Drop caps help to highlight where your text starts on the page. Be careful though, this can be an annoying method of filling up your pages, which might frustrate your reader.

Kerning proportionally adjusts the distance between the letters of your text.

Page Gutters

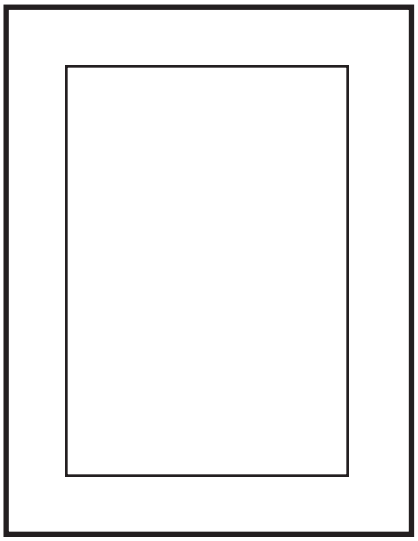
Depending on the amount of text you are working with, don't forget to adjust your gutters to make more or less space available. This can give your document a unique look, but remember to stay consistent throughout your document. See the examples below...

Traditional Three Column



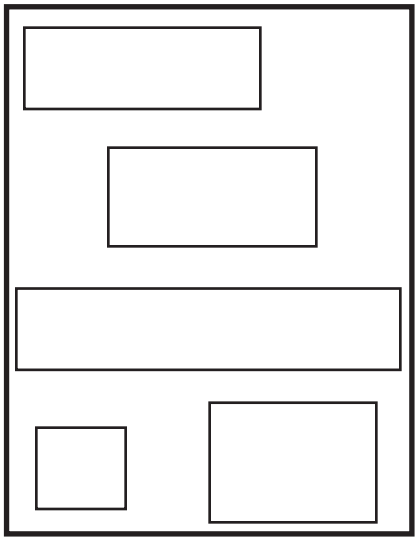
Use the traditional layout if at all possible.

Larger Gutters



Larger gutters reduce the amount of text, but can focus your reader's eye on one particular thing.

Non-Traditional



Spreading text all over the page without gutters can look modern and add emphasis...but it can look disjointed too!

THIS IS A BUNCH OF TEXT...SEE HOW IT RUNS AROUND THE IMAGE (IE "TEXT WRAP")?

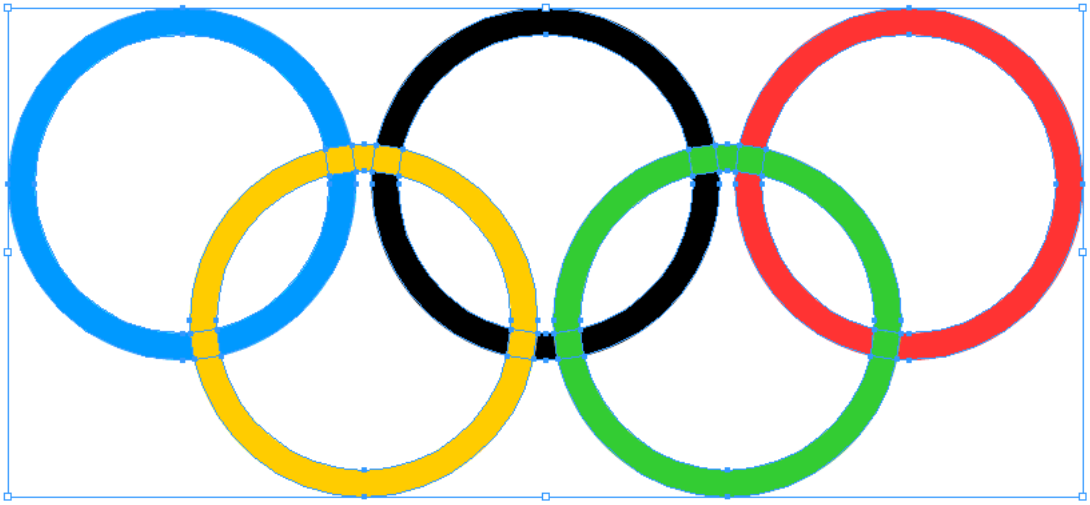
Interlaced Shapes

This recognizable symbol, the Olympic rings, can be difficult to create in Illustrator...

1. Draw your rings, line them up, and Select All.

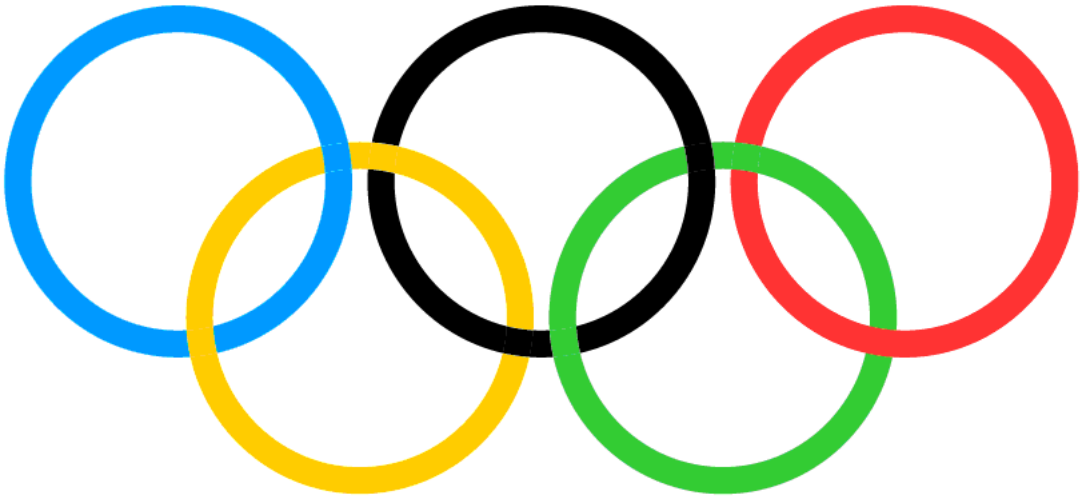
2. Turn them into objects: Object > Path > Outline Stroke.

3. Use Window > Pathfinder to divide them up.



4. Go to Object > Ungroup to break the rings into individual pieces.

5. Once you have the individual pieces of the rings, you can select each individual piece to give it the interlocking effect using the eyedropper tool to match the colors like this...



LIGATURES

Using many of the same steps in the Interlaced Shapes lesson, you can break text apart to make something more graphic or even artistic!

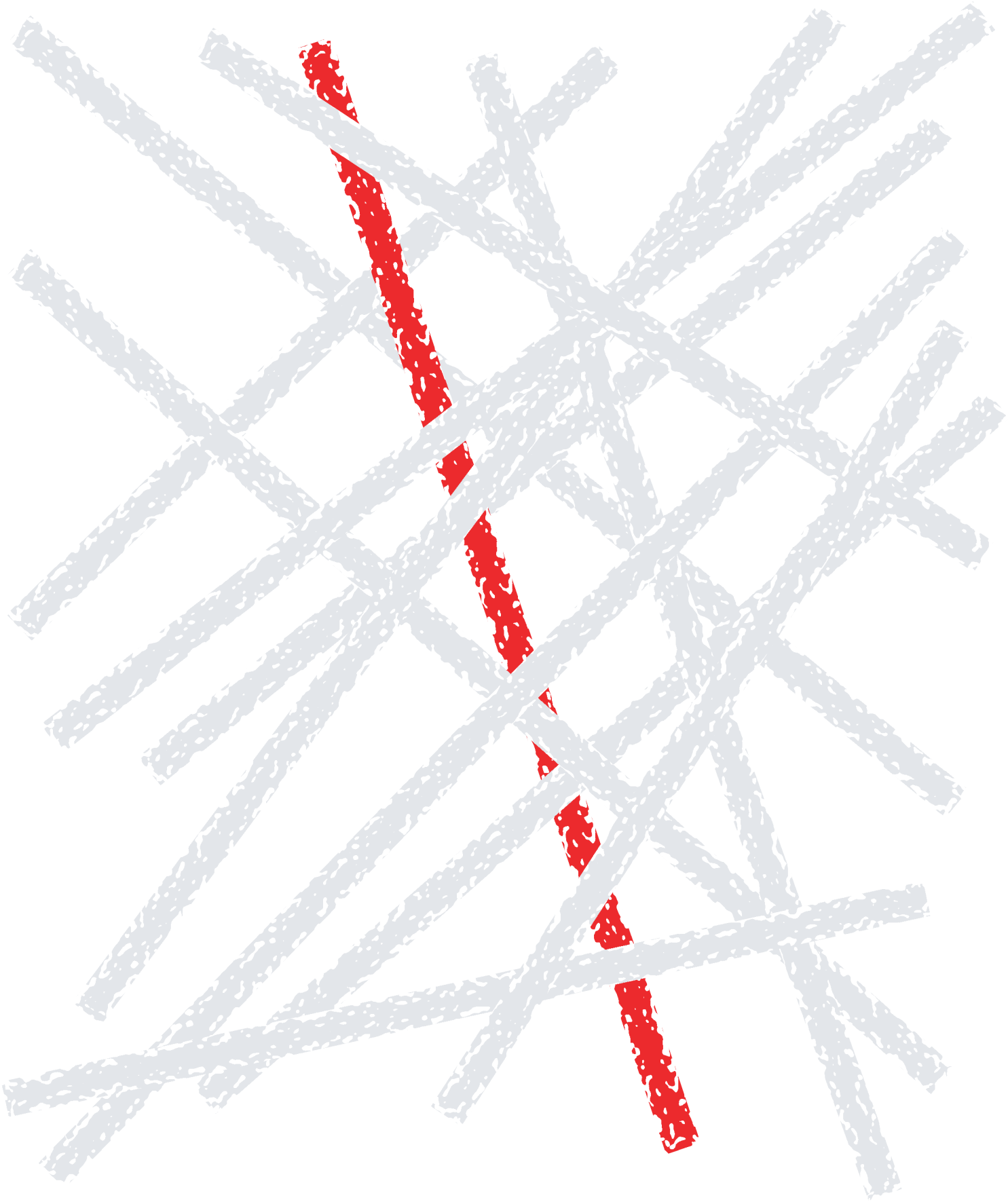
1. Write your text.

HELLO!

2. Select your text and go to Type > Create Outlines.

3. Break your text into pieces by going to Window > Pathfinder > Divide. Make sure everything is still selected, then select Object > Ungroup.

4. You now have individual letters that you can move, stretch, etc.



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