

Illustrator tutorial: Fill a letterform with text

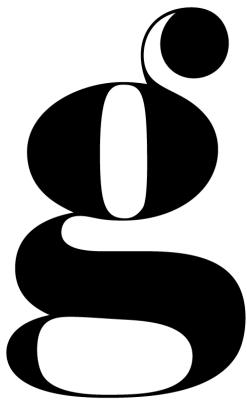
rather than being all about creative flair a good speech-writer uses a number of techniques to get a point across. And these verbal tools are not only useful at the lectern, anyone can use them in everyday situations, from handling a boisterous child to reasoning with a traffic warden. This is speech-writing it's persuasion. And the trying to persuade people, says communications consultant and Presentation Made Easy. 'The way difference,' he says. 'It's often thought but they all use the same techniques. What them. These techniques are the building used in other areas of life. Some people use usually the best speakers and the most them.' Study great speeches and you will Furnham, professor of psychology at University College London. While some are more complex, others are techniques adaptable to everyday governed by rules - rules we begin to peak. But about creating.

the language of average day largely consists of words are put together makes all the that great speakers are blessed with a gift. makes people stand out is how often they use blocks of effective speech-writing and can be them without even knowing. They are persuasive people, but anyone can learn soon see a formula, agrees Adrian University College London. While relatively simple. What makes the life is the fact that language is all learn from the time we begin to peak rather than being all

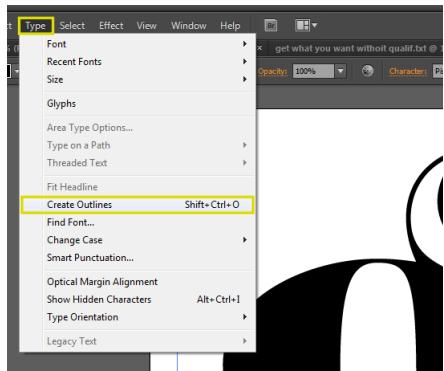
hair a speech-writer uses a number of techniques to get a point across. And these verbal tools are not only useful at the lectern, anyone can use them in everyday situations, from handling a boisterous child to reasoning with a traffic warden. This is because speech-writing is the language of persuasion. And the average day largely consists of trying to persuade people, says Dr Max Atkinson, a communications consultant and author of Speech-Making and Presentation Made Easy. 'The way words are put together makes all the difference,' he says. 'It's often thought that great speakers are blessed with a gift, but they all use the same techniques. What makes people stand out is how often they use them. These techniques are the building blocks of effective speech-writing and can be used in other areas of life. Some people use them without even knowing. They are usually the best speakers and the most persuasive people, but anyone can learn them.' Study great speeches and you will soon see a formula, agrees Adrian Furnham, professor of psychology at University College London. While some are more complex, others are relatively simple. What makes the techniques adaptable to everyday life is the fact that language is governed by rules - rules we all learn from the time we begin to peak. But rather than being all about creative flair a good speech-writer uses a number of techniques to get a point across. And these verbal tools are not only useful at the lectern, anyone can use them in everyday situations, from handling a boisterous child to reasoning with a traffic warden.

Fill a letterform with Text

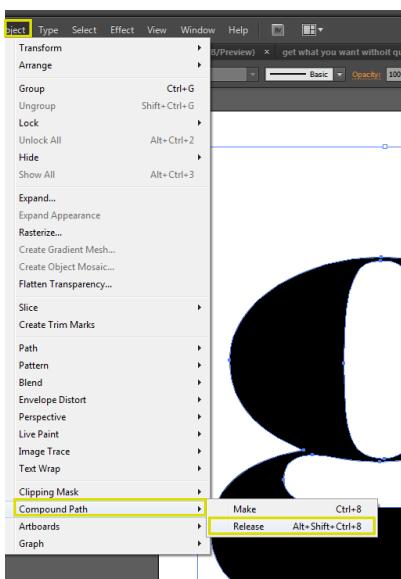
Create a new document and type in a letter. I've used the letter 'g' from a free font called 'Pistilli'.



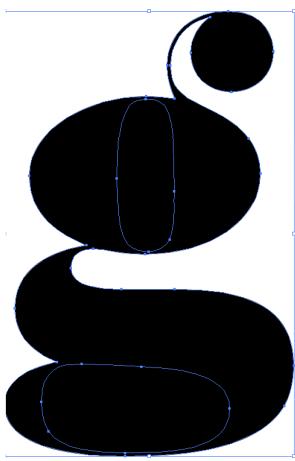
Step 1: Select the letter and go to **Type>Create Outlines**.



Step 2: With the letterform still selected, go to **Object>Compound Path>Release**.

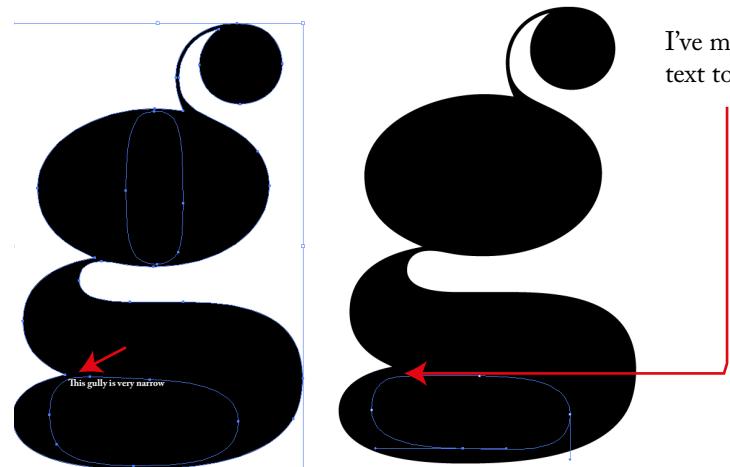


Step 3: This is how the letterform looks after being released from the compound path.



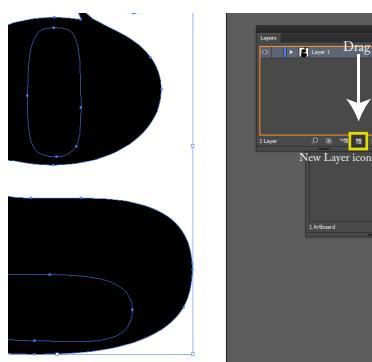
Step 4: Go to **Object>Ungroup** - this will let you tweak the size of the inner shapes to create more room for the filler text to flow around. This step isn't always necessary but you can see the space below the bottom 'ellipse' doesn't leave much of a channel for text, at least, legible text, to run.

Step 5: Use the **Direct Selection Tool (A)** to click on individual nodes to make fine adjustments or select the **Direct Selection Tool (V)** to scale it generally.

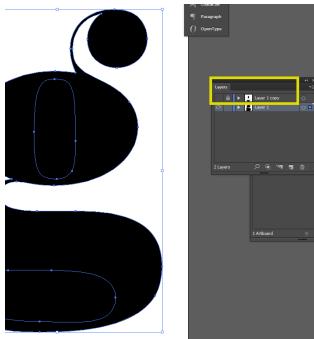


I've made more room around the oval shape to create more room for text to flow around it .

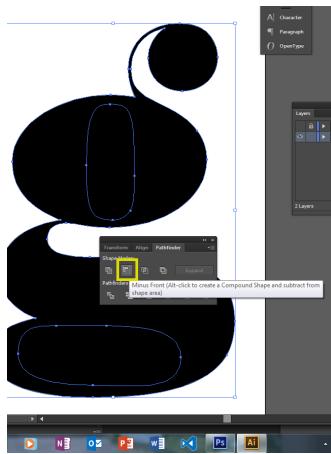
Step 6: When you are happy with the reshaping of the inner bits, duplicate the layer by simply dragging the layer down to the duplicate layer icon in the Layers palette.



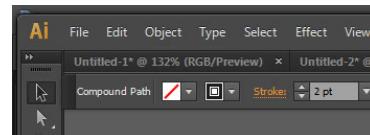
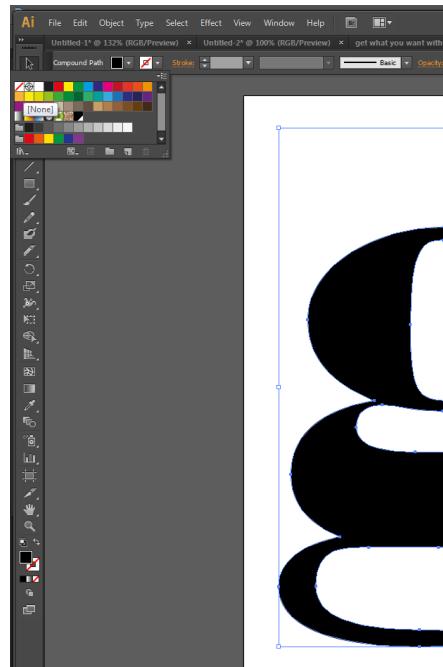
Step 7: Lock and hide one of the layers. On the visible layer, select all (Ctrl+A), ie, the outline and the inner shapes.



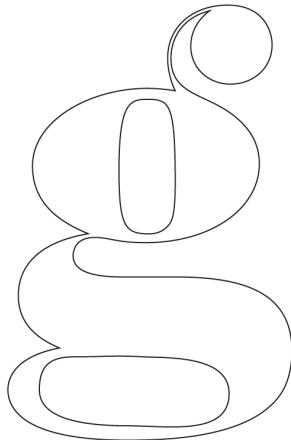
Step 8: Go to Pathfinder>Minus Front to cut the inner shapes from the outline.



Step 9: Select **No Fill** from the colour palette. Give the outline a **Stroke**. I've used 2pt.

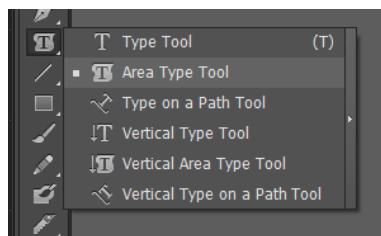


Step 10: You now have an outline with a border (stroke). Lock and hide this layer.

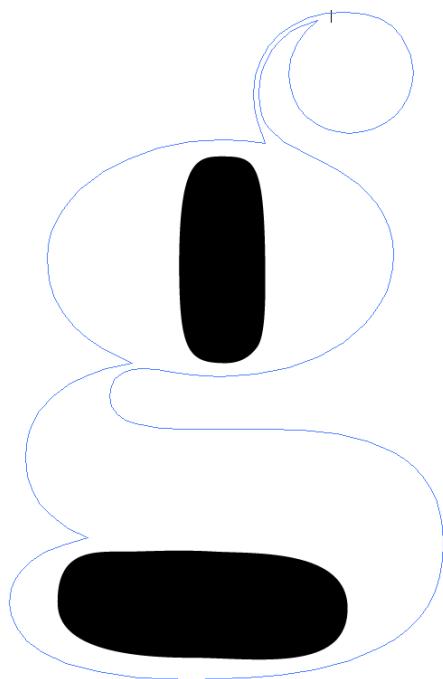


Step 11: Go back to your locked layer; click on the eye icon to 'unhide' and unlock it.

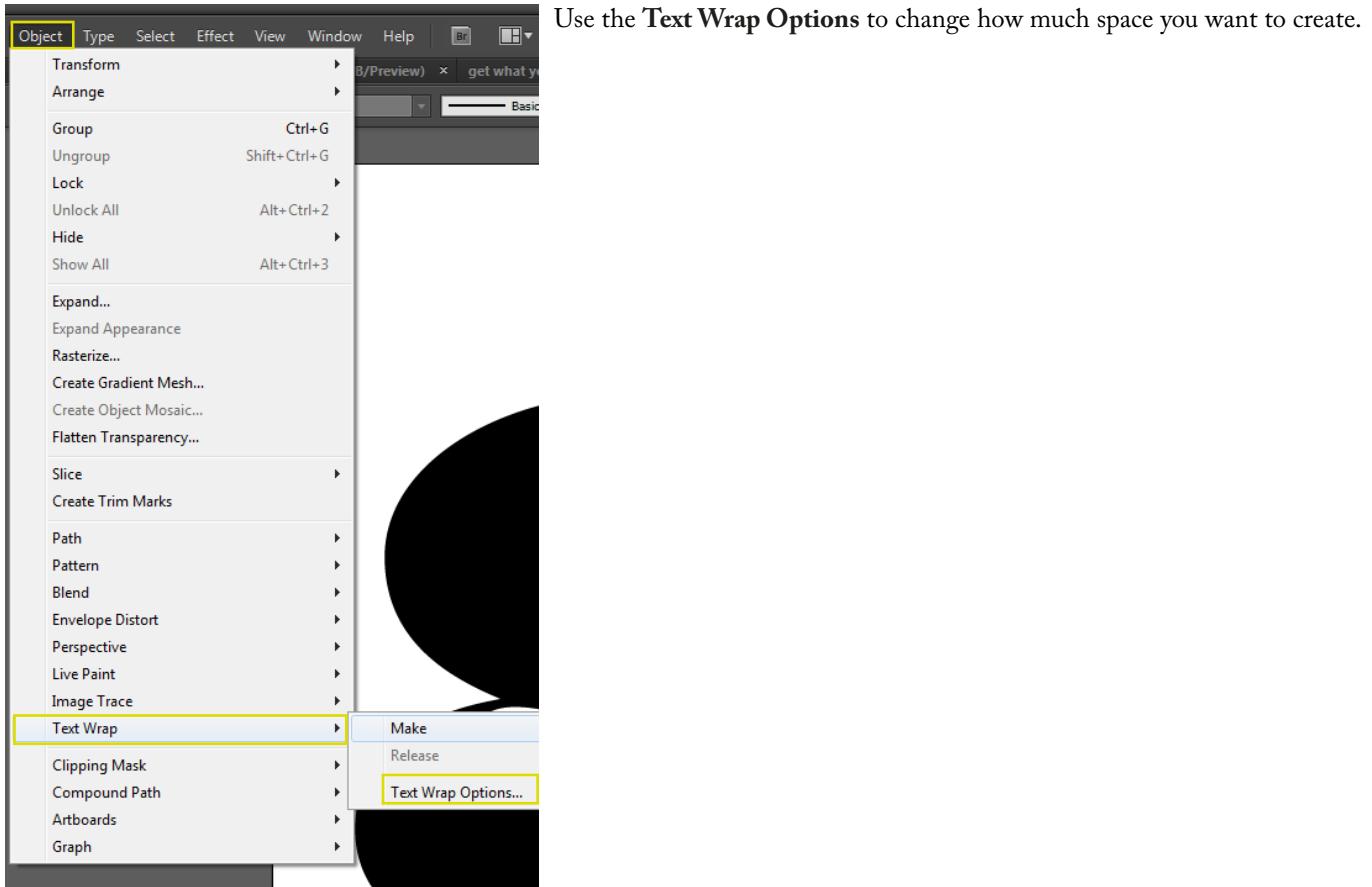
Step 12: Select the **Area Type Tool** from the Text option drop-down options in the **Tools** palette.



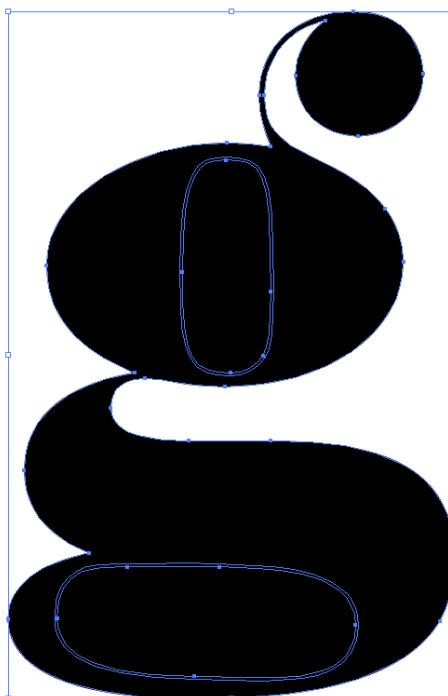
Step 13: Click inside the letterform with the **Area Type Tool**.



Step 14: With the inner shapes selected, go to **Object>Text Wrap>Make**.



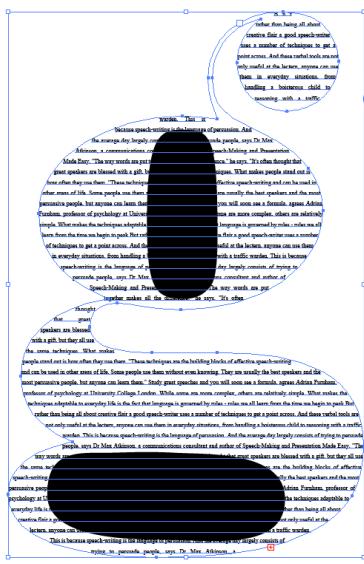
Step 15: You can see the inner shapes now have a 'wrapper' around them - a buffer that text will flow around.



Step 16: With the **Area Type Tool** still selected, type in some text or paste in text from an existing document. I set mine to be fully justified using the Paragraph settings. Fully justified can result in ugly spaces so you might need to change the font size, adjust the kerning or leading, etc. You can also refine your text in the **Type>Character** settings to tweak the text as you want.

Step 17: If the image is blank, select the letterform and go to **Object>Arrange>Send to Back**.

Step 18: Click on the inner shapes and fill with White from the colour palette - you will see it needs more definition to outline the letterform.



Step 19: Go to the outline layer, unhide and unlock it. You can copy and paste it onto your top layer then position it to create a border for the outline.

Finished. I hope you found it easy to follow and find it useful and / or fun to use in the future.