Getting a Font to do What You Want (That Rhymes) ... in Photoshop (That Doesn't)

Presented by Ken Baker, Robert Morris University

� Get to Know the Character Window
� Use Font Warp Tools
� Type on a Path

Online Resources

� dafont.com
� 1001freefonts.com
� psdtuts.com
� planetphotoshop.com

The Character Window ... Get to Know It

1. **Font**: *select the font you want to use from this pull down menu ... as long as it is never Comic Sans*

2. **Font Size**: *select the size of the font*

3. **Kerning**: *allows you to adjust the space between specific characters*

4. **Vertically Scale (Font Height)**: *adjusts the height of the font*

5. **Baseline Shift**: *move characters or entire lines above or below the baseline*

6. **Faux Font Styles:** *put font styles on that may not be included with the font set*

7. **Language**

8. **Font Style**: *select a style for that specific font (bold, bold italic, etc.)*

9. **Leading**: *increase or decrease the amount of space between each line of text*

10. **Tracking**: *uniformly applies spacing between each character*

11. **Horizontally Scale (Font Width)**: *adjusts the width of the font*

12. **Font Color**: *select the color for the font*

13. **Anti-Aliasing**: *different options for smoothing the edge of pictures. Just don't set it to "None".*

Example of Graphic Using Only Character Menu Adjustments

You can create eye-catching and effective font-based graphics in Photoshop using the settings in the Character Menu almost exclusively. The vintage boxing-style poster to the right is an example:

The entire graphic uses the same font. In the first line, the FM is sized up using the **font size menu**. The spacing between that line and the next was adjusted with **leading**. "FONT" was resized, then the **tracking** was adjusted to fill the whole line as was ""MANIP-ULATION", which also required an adjustment to the **leading** to move it closer to the line above. "ecac" saw an increase to the **character width** and a decrease to the **leading**, while "sida" was done using the **vertical type tool** and adjusting the **tracking**. "PITTS-BURGH" and "PENNSYLVANIA" had **font size** adjustments and **leading** adjustments while the date got a boost in **character height**.
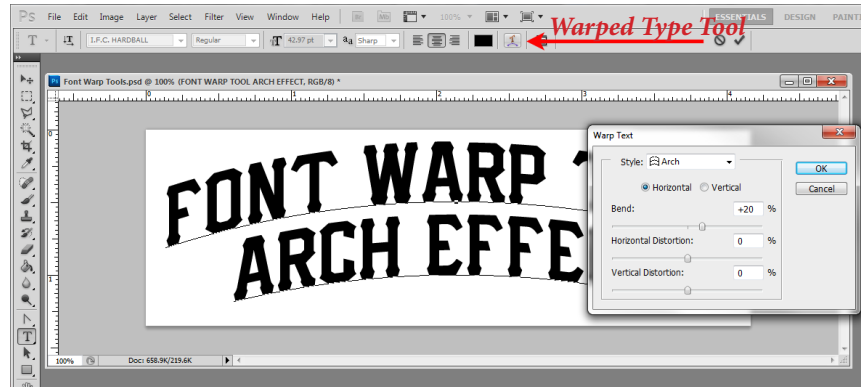
Using the Warped Text Tools

This a fairly simple and straight-forward way to give your text a feel of motion. While it's easy to do, it's also easy to get carried away and do too much. After all, we don't want to end up with our graphics looking like it came out of Power Point.

The Warped Text Menu can be located in the "Options" window when the Type Tool is selected. A variety of effects are available, and each can be adjusted in four ways:

1. Horizontal or Vertical
2. Bend
3. Horizontal Distortion
4. Vertical Distortion

Best rule of thumb here ... experiment.
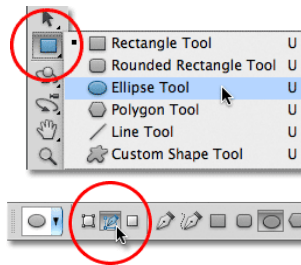
Step 1. Using the TypeTool, create your text.

Step 2. With that layer selected, click on the Warped Text Tool in the options menu.

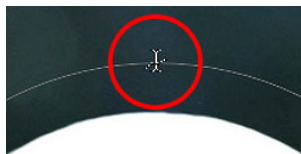*Step 3.* Scroll through the different styles and bend a warp to achieve your desired result.

Type On a Path

This method gives you more control over where the font will be placed than the Warped Text Tool provides. By using the Pen Tool or any of the Shape Tools, you can place text on a path that you create.

Step 1. Using the either the Shape Tool or the Pen Tool, create your path. Before drawing your path, make sure the Paths option is selected in the Options bar. In the example, I used both the Ellipse Tool to draw a circle and the Pen Tool to make a gently sloping curve.

Step 2. Select the Type Tool, then float over the path you just created and you will see the Type Tool change to a "T" with a curving line underneath. Click and type.

Step 3. Using the Path Selection Tool, you can move your text around the path that you have created as well as set the left and right "margins". If you drag it under the path, your text will flip to the inside of your path.

Step 4. I finished off this graphic by putting a small stroke and a soft glow on the text using the Layer Effects options.