

# Vicky(Velitchka) Kafkaki

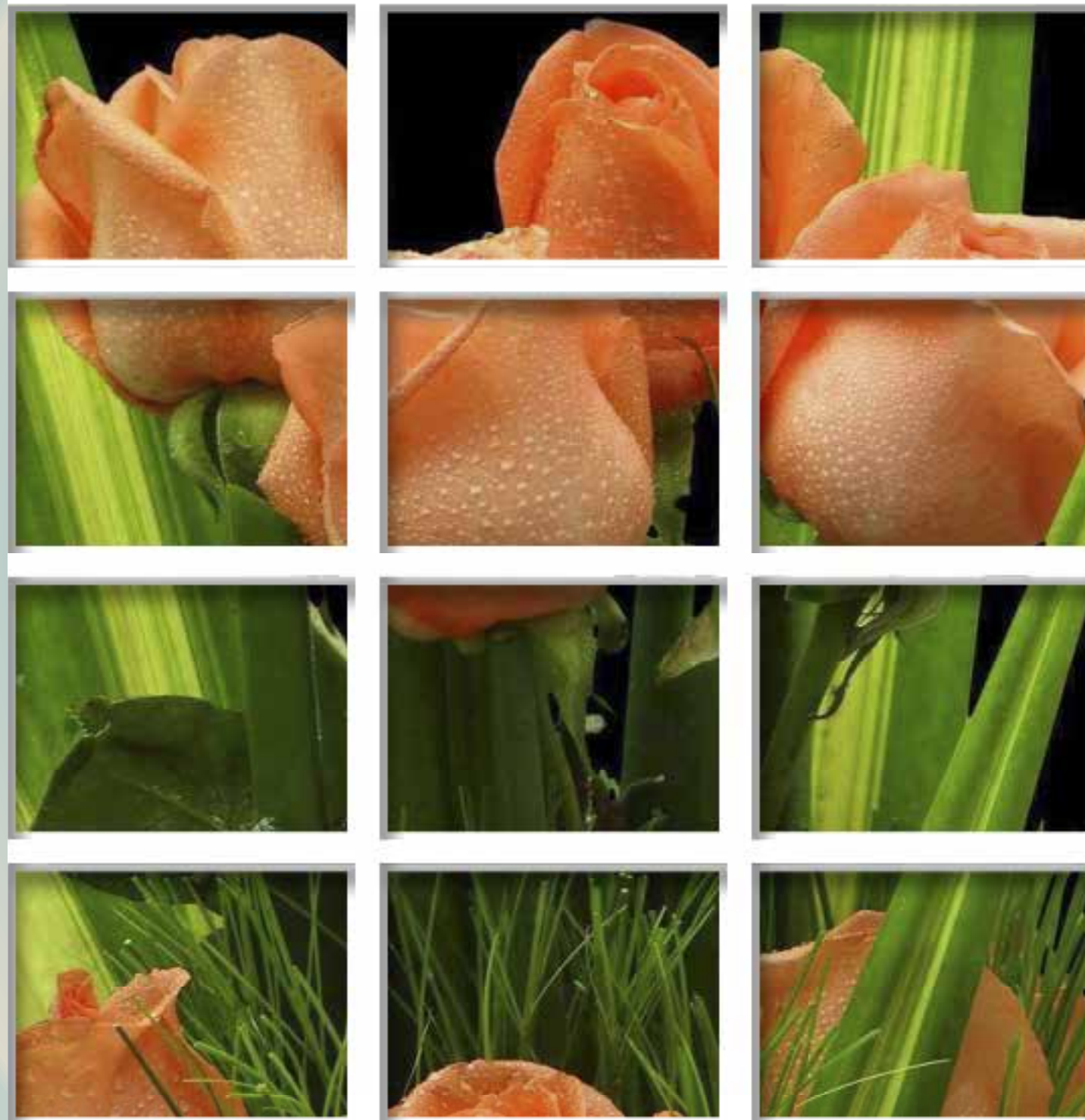


## InDesign, Illustrator and Typography

Resources for the exercises: [www.udemy.com](http://www.udemy.com); [www.lynda.com](http://www.lynda.com); [www.kelby-one.com](http://www.kelby-one.com); [www.ed2go.com](http://www.ed2go.com);

# In Design

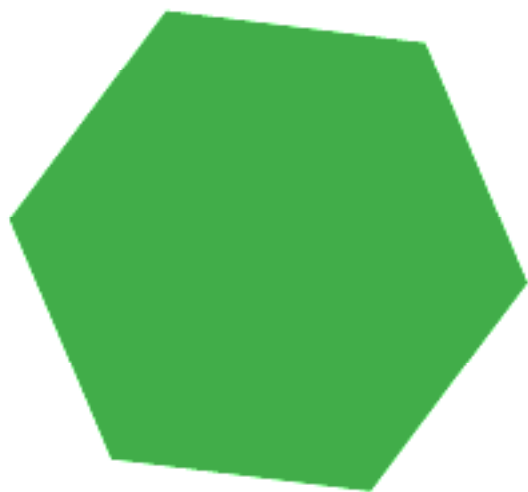
## A Window to Beautiful Images.



First I delete the border on the top frame then the top border on the bottom frame - I use the Java script snippets to create 4 rows and 3 columns - then I select all the frames - on the Object panel - Path - Make Compound path - they all become like a place for one picture - it is like we are looking trough window - then we go place and pick the picture - on the fx we choose different options.



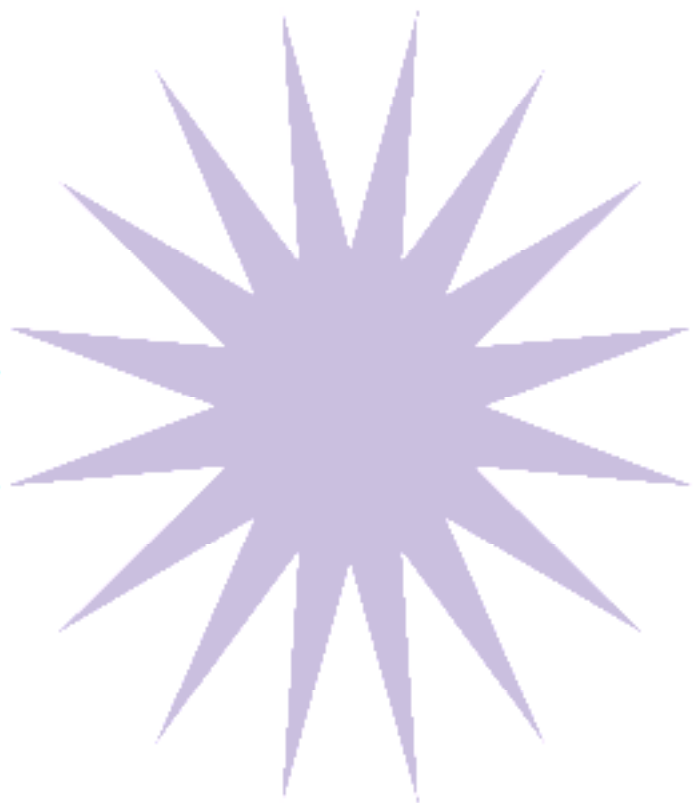
you start with the polygon tool



use polygon tool-  
12 sides ;  
star inset 50%



8 sides;  
star inset 50%



## Biker Headline Does Not Wrap.

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## How Object Styles Saved My Life.

I was working on a brochure for a new client and had really knocked their socks off, not only with the design of the piece, but by how efficiently the layout had come together. But because of the time it took for client approvals, I sent my disk to the printer with just enough time to meet the deadline.

When I reviewed the printer's proofs, I had a major problem. The drop shadows on all 36 photos within the layout were too dark. I called the printer and talked to the production artist who was working on the job to discuss the problem. The conversation went something like this.

I started, "The drop shadows on all the pictures are just a little too dark."

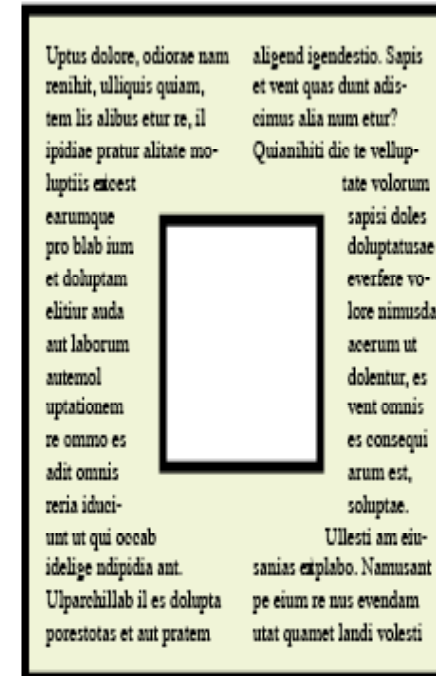
"Wow," he said, "that's going to take a lot of work to fix." I answered, "Do you have a minute?"

"Sure," he responded. "OK," I said, "Try this. Select any of the photos with the Selection tool (V) and double-click on the Drop Shadow listing in the Effects panel.

In the window that opens, change the Opacity setting from 55% to 40% and click OK to apply. Then go to the Options menu of the Object Styles panel (Window>Object Styles) and select Redefine Style."

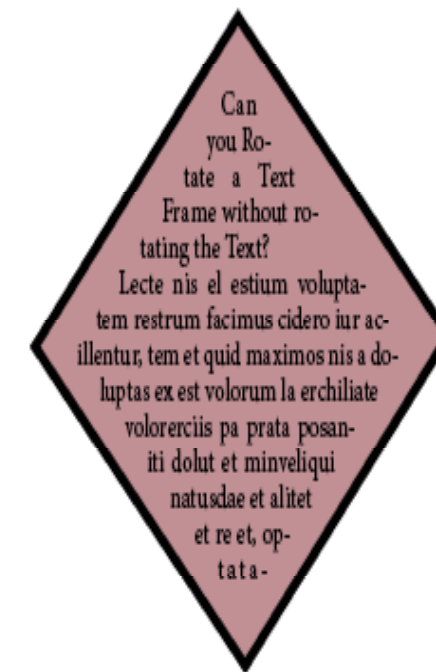


## FUN WITH IMPOSSIBLE TEXT FRAMES



Here I keep the middle object not being a part of the placeholder text.

I select both objects - group them - then on the Object panel - go to Path - Make Compound path - and then place text.



Here I rotate the shape but keep the text not changing the direction.





The following are Real Fractions:

$\frac{1}{4}$   $\frac{1}{2}$   $\frac{3}{4}$   $\frac{1}{3}$   $\frac{2}{3}$   $\frac{1}{8}$   $\frac{3}{8}$   $\frac{5}{8}$   $\frac{7}{8}$

Making these into Real Fractions is easy:

$\frac{1234}{765}$ ,  $\frac{22}{7}$ ,  $\frac{35}{17}$  (we can display them as fractions by going to Character window - fractions)

How about a whole number with a Fraction?

$1\frac{31}{64}$

What is an Ordinal?

1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>

(on Character window - OpenType- Ordinals)

*Examples of Absolutely Beautiful Swashes*

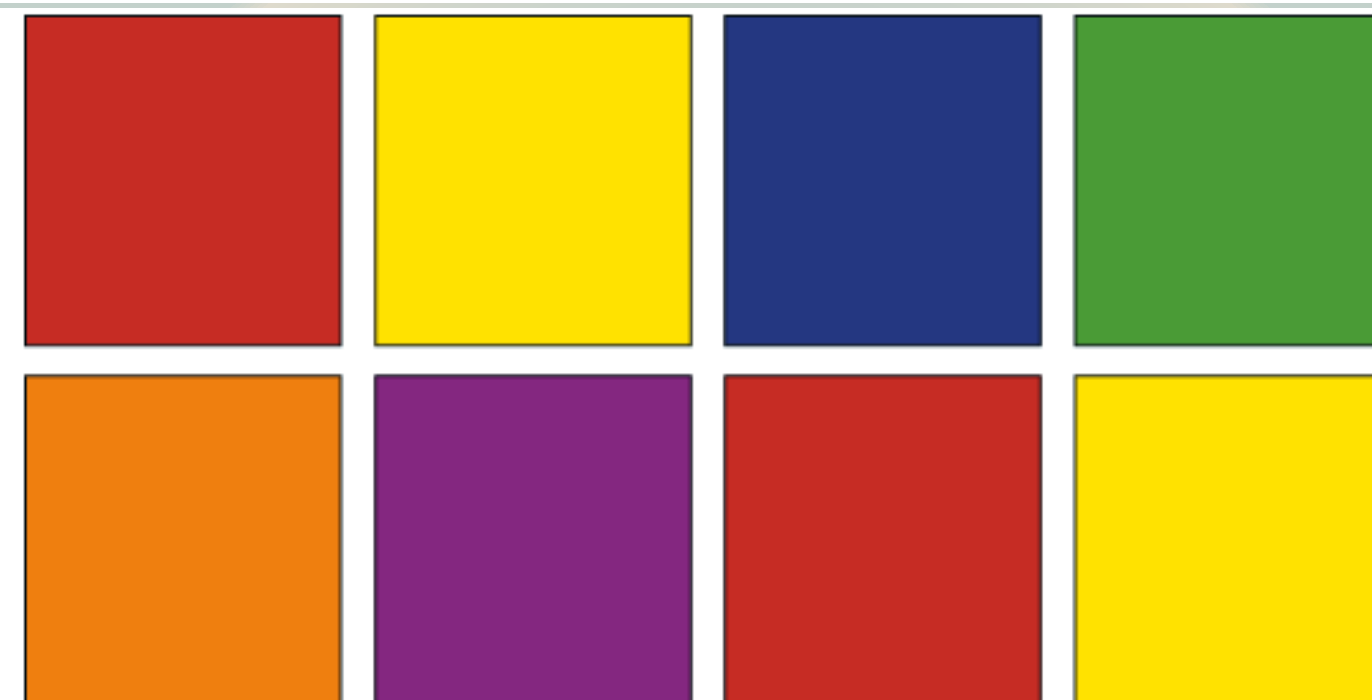
(on Character window - OpenType- Swashes)

Special alternate Glyphs for Titles

*Contextual Alternates are totally voluntary*

REAL SMALL CAPS HAVE THE CORRECT WEIGHT

OpenType will Superscript a Register Mark  
Automatically LOGO<sup>®</sup> or a LOGO<sup>™</sup>



## Get your toddler the building blocks of color.

**Color Recognition is an important step in your child's development.**

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**Please send more information about the AlphaBlocks Color Project.**

Name \_\_\_\_\_

Address \_\_\_\_\_

Apartment \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_



**AlphaBlocks**  
The Building Blocks People



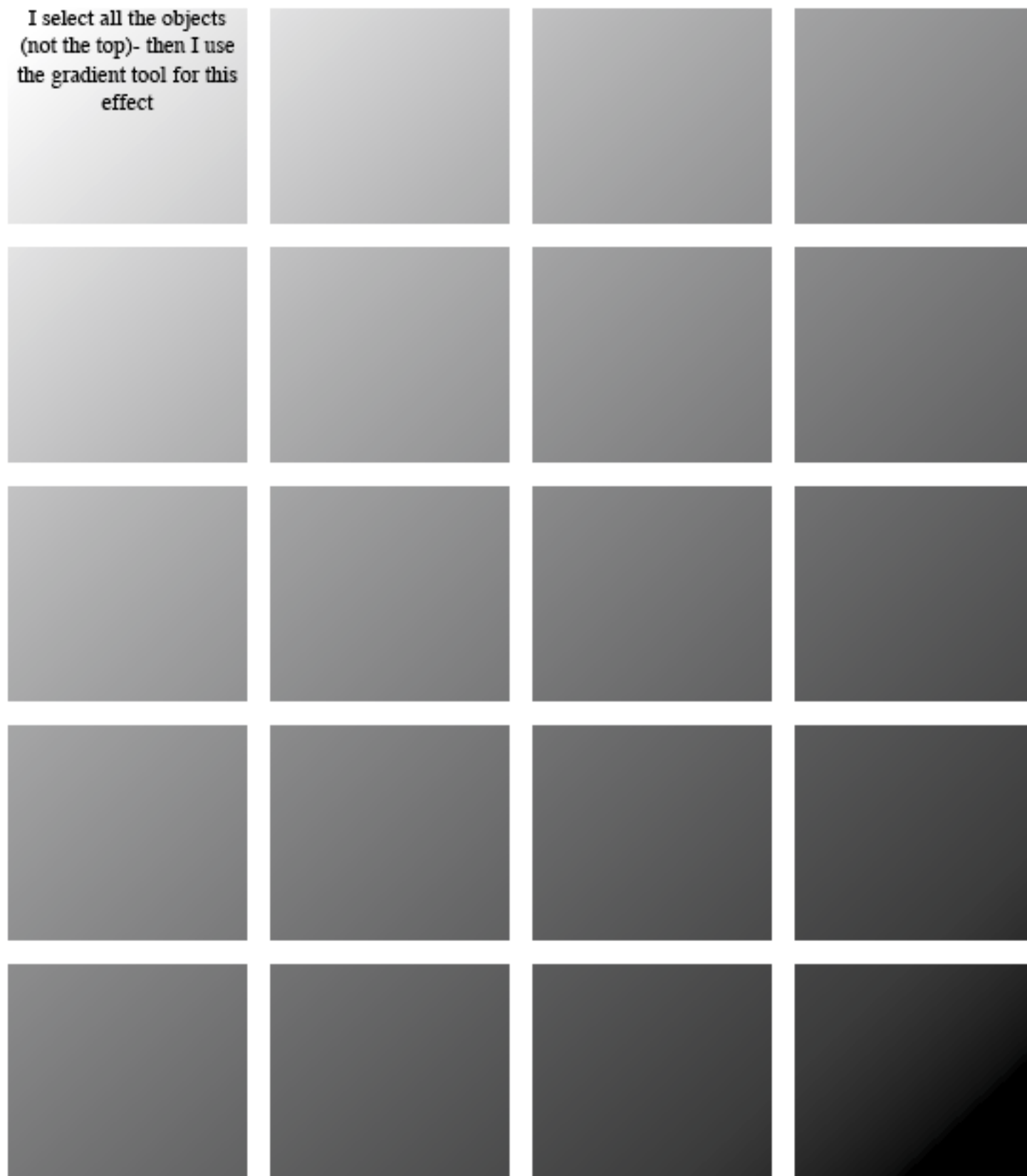
**CYCLE**  
**WORLD**

If it has a motor and two wheels,  
we sell it.



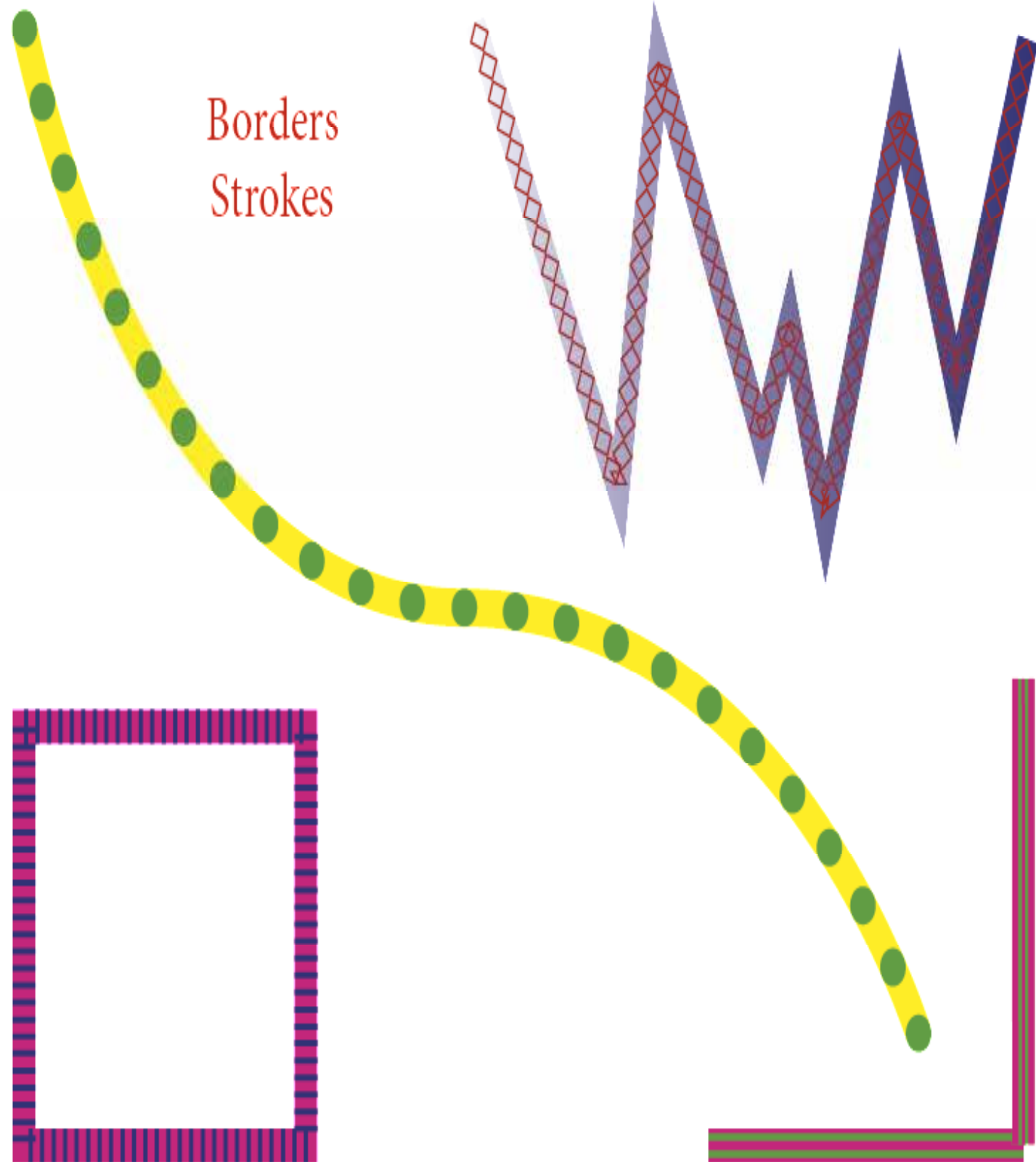
Cycle World, 1234 Main Street, Cycle Town, NJ 08888  
Phone: 732-555-1212 • Fax: 732-555-1213 • [www.CycleWorld.net](http://www.CycleWorld.net) • Follow us on Facebook & Twitter

I select all the objects  
(not the top)- then I use  
the gradient tool for this  
effect





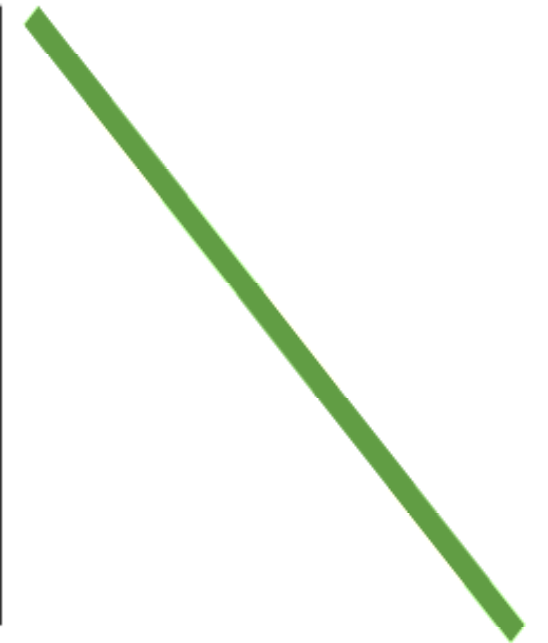
Borders  
Strokes



*That's how should look if we are  
creating coupon*



**TYPE**



Border :

Adjust dashes and gaps

12 -6- 6- 12 -2- 2

gap color - yellow



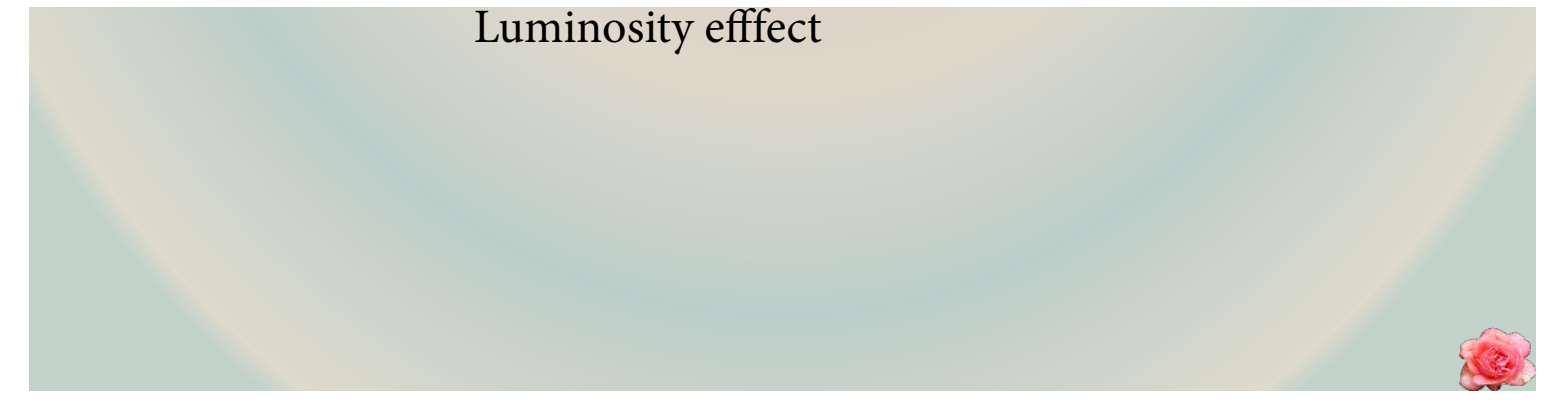
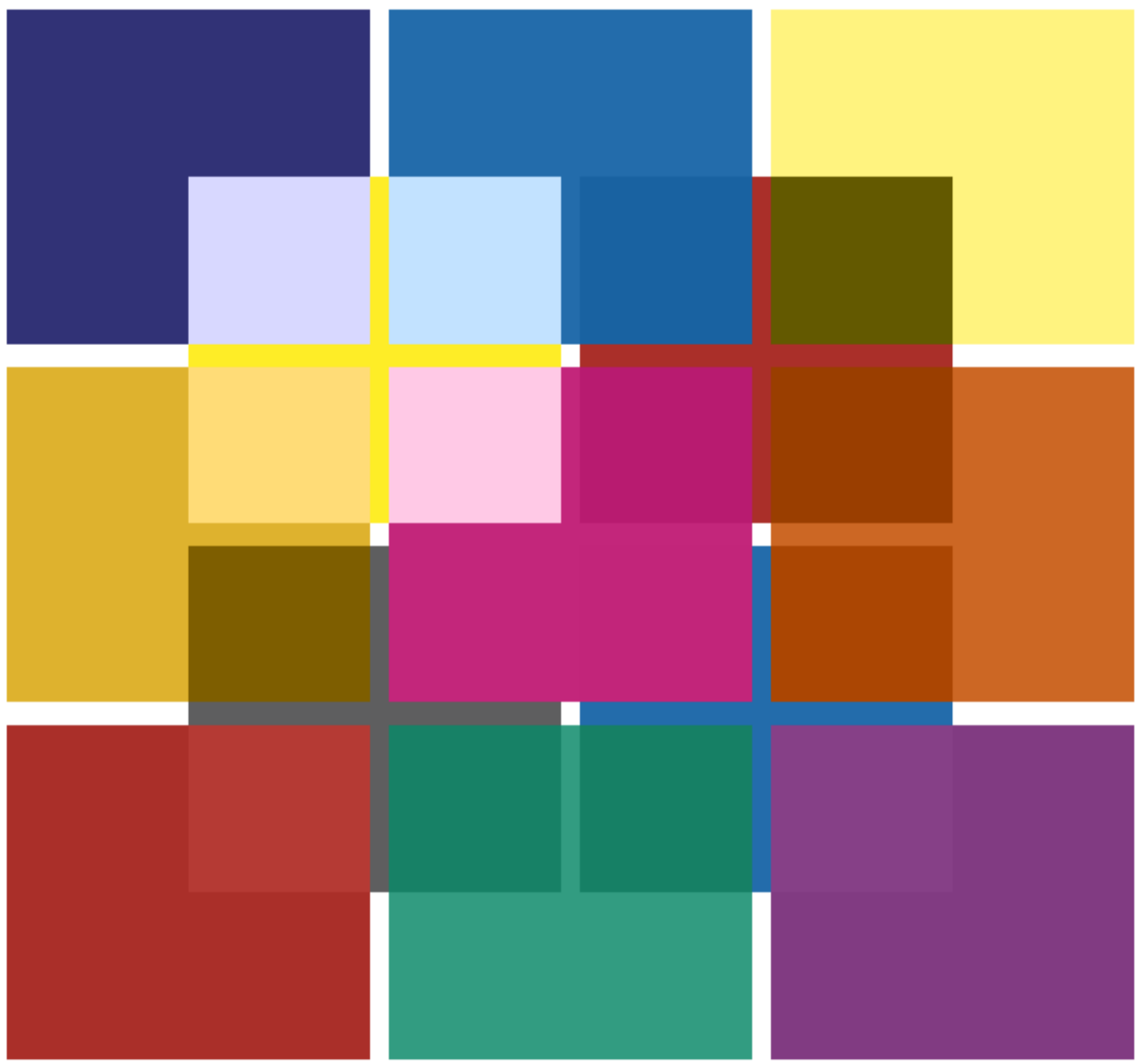
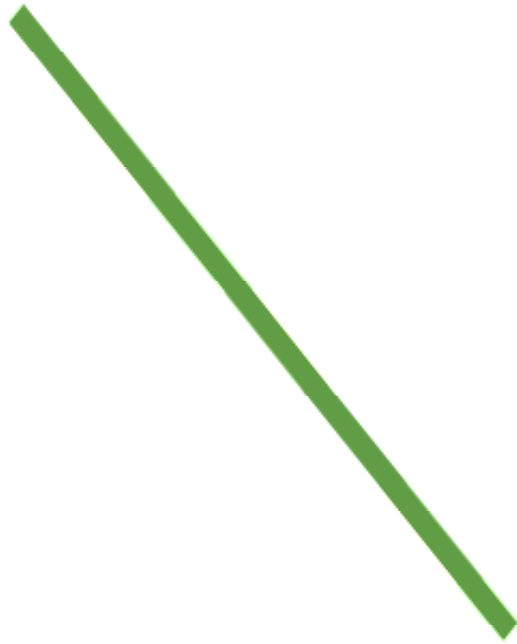


this dotted border has gradiant and gap gradiant color

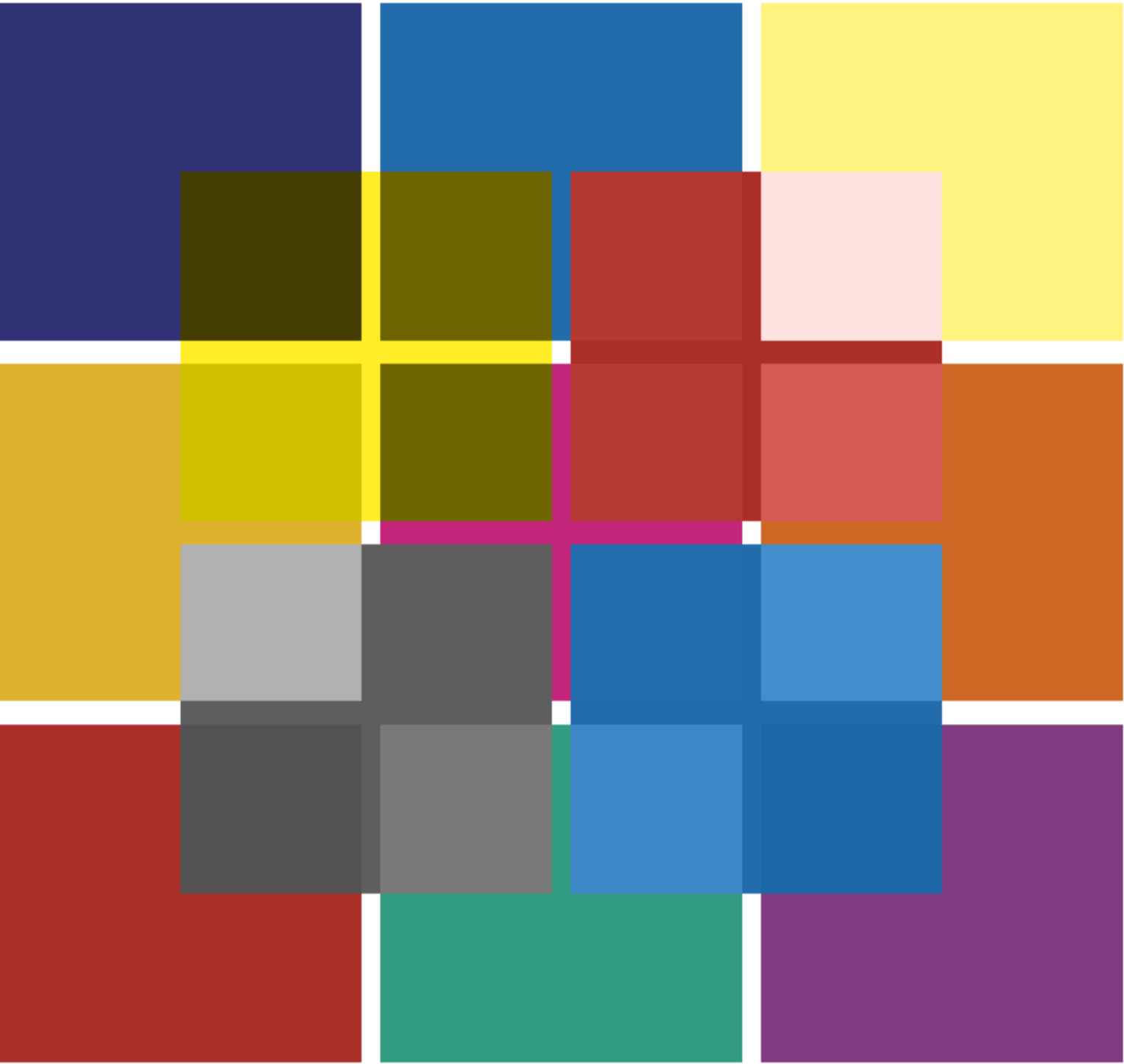
assigning border to the pictures - align stroke

red color type - black border

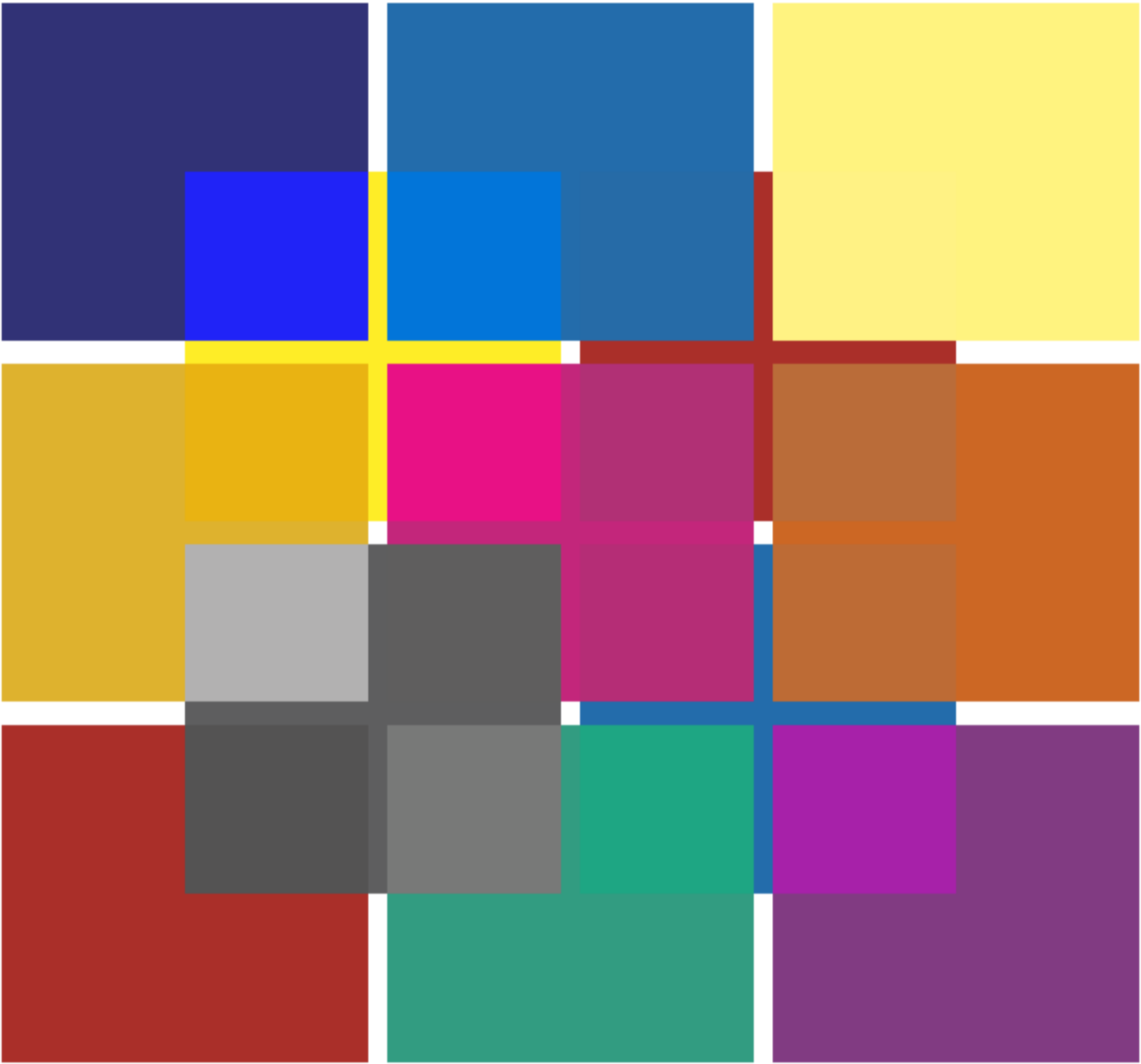
# TYPE





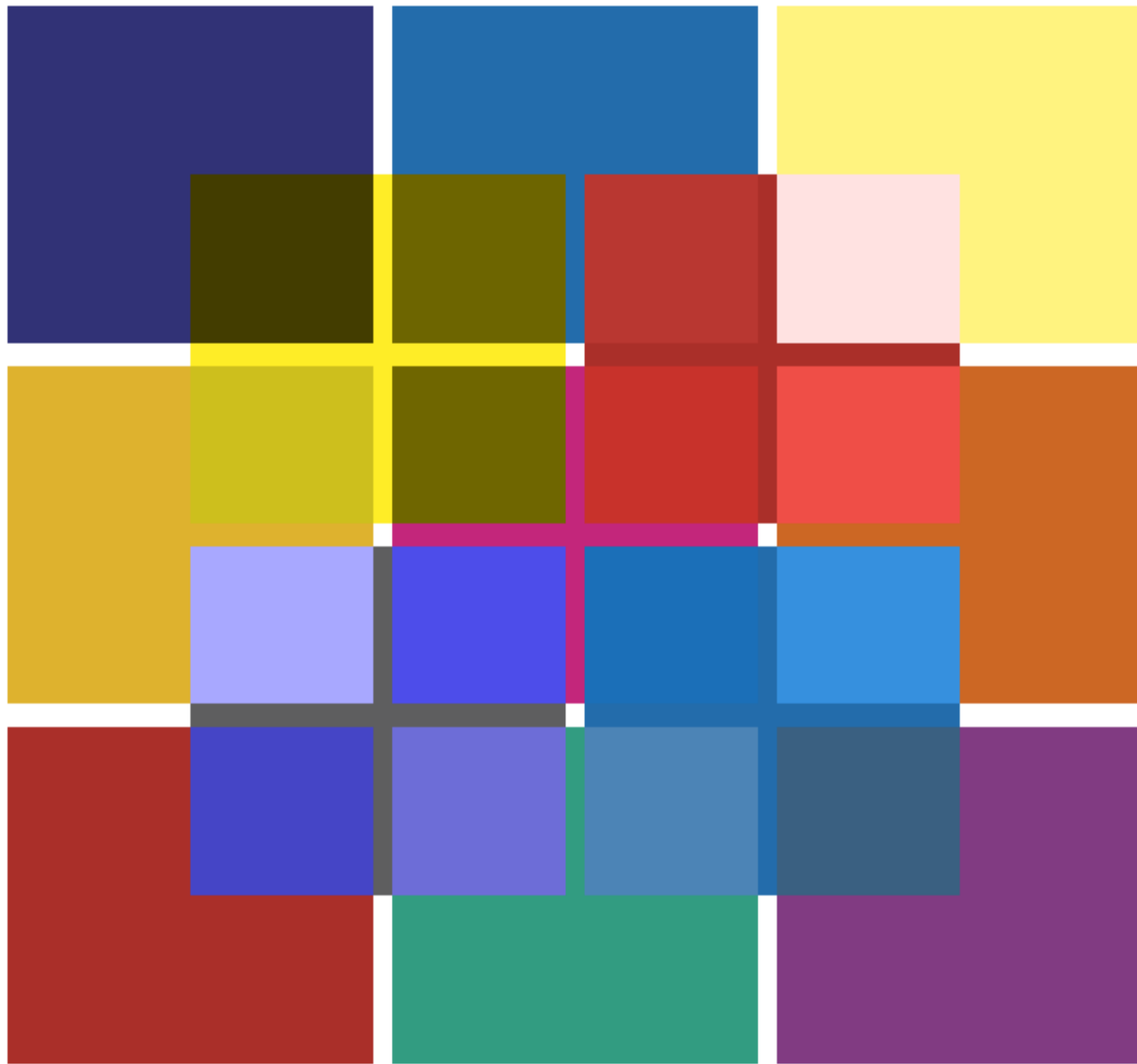


Color effect

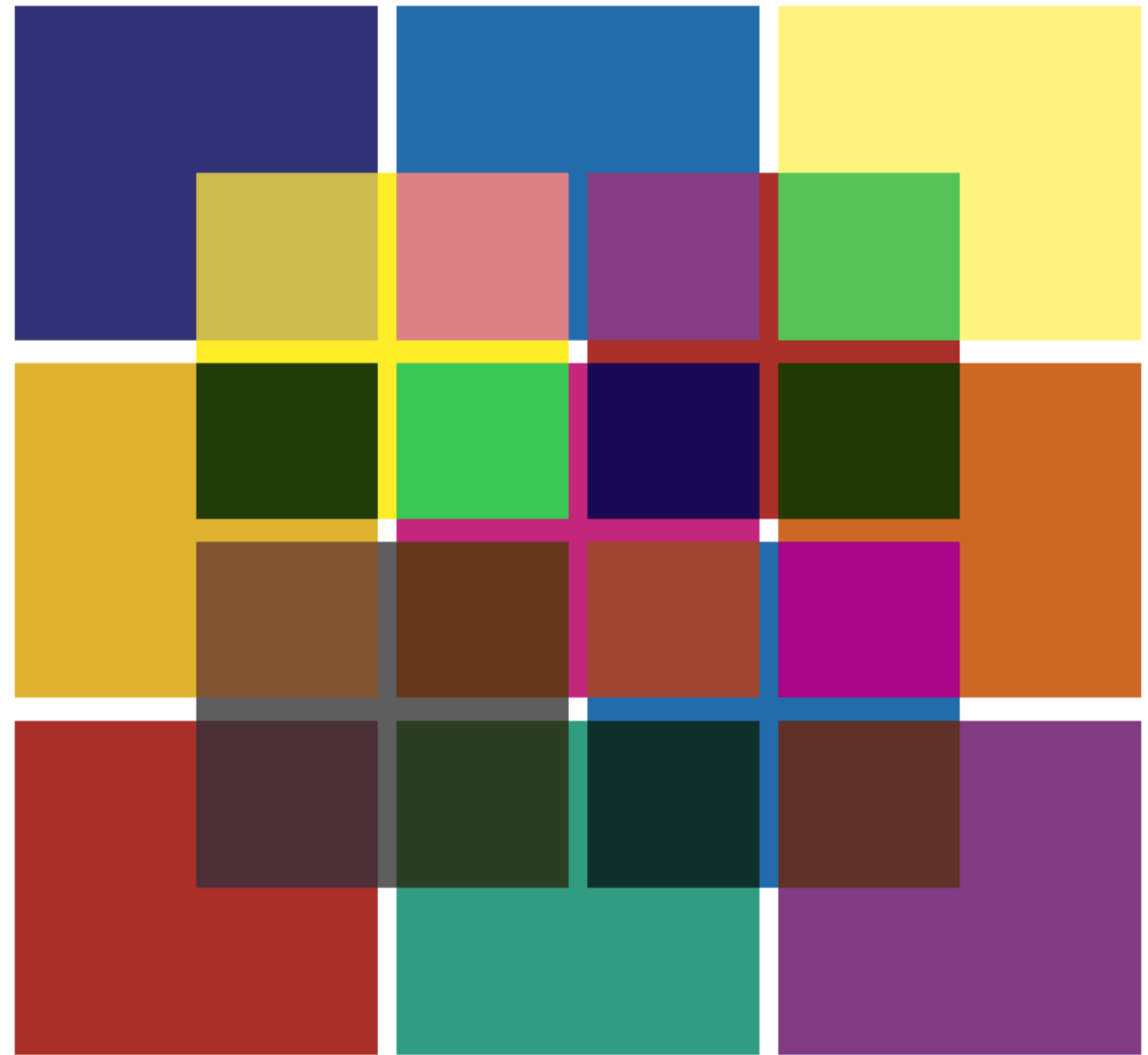


Saturation effect





Hue effect



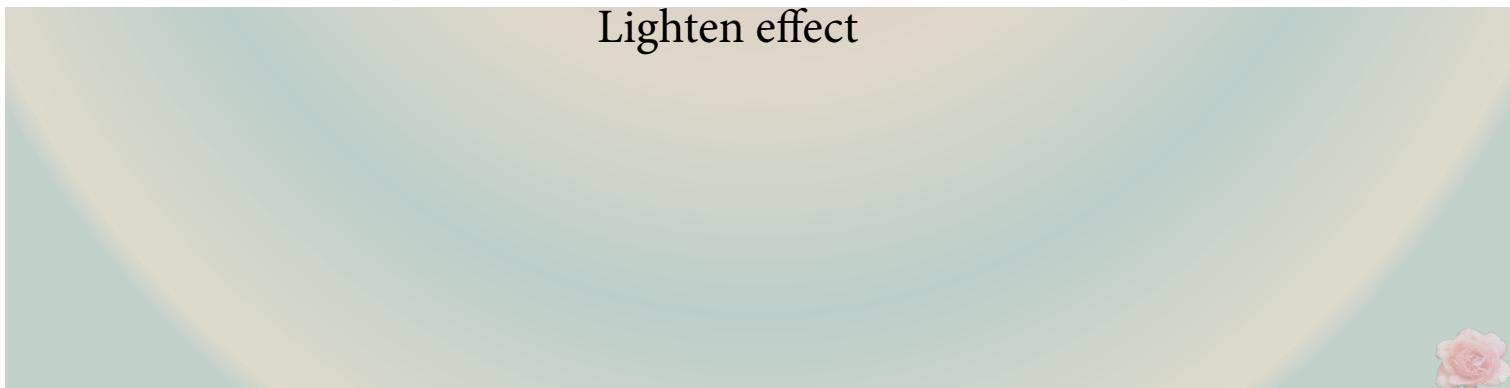
Difference effect



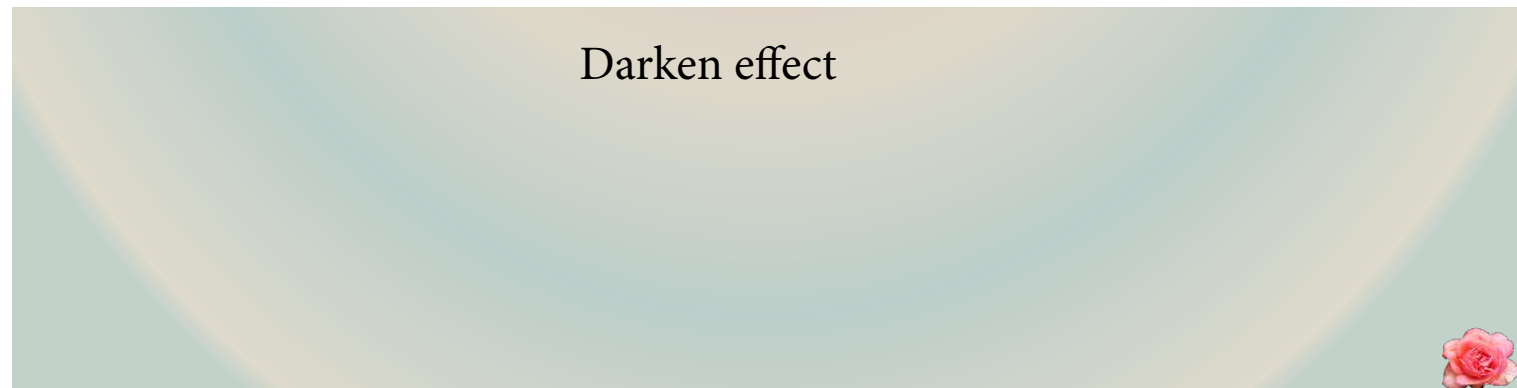


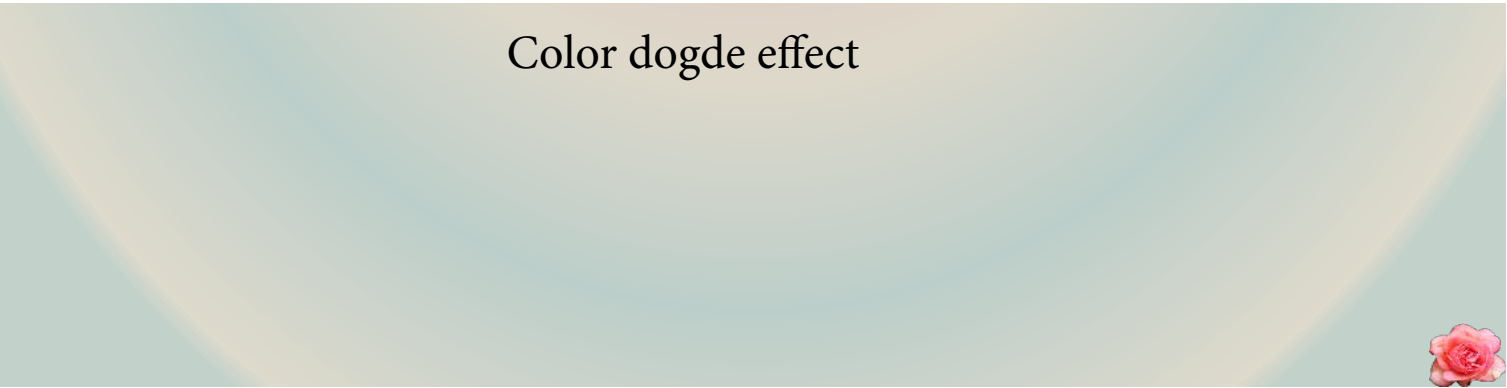
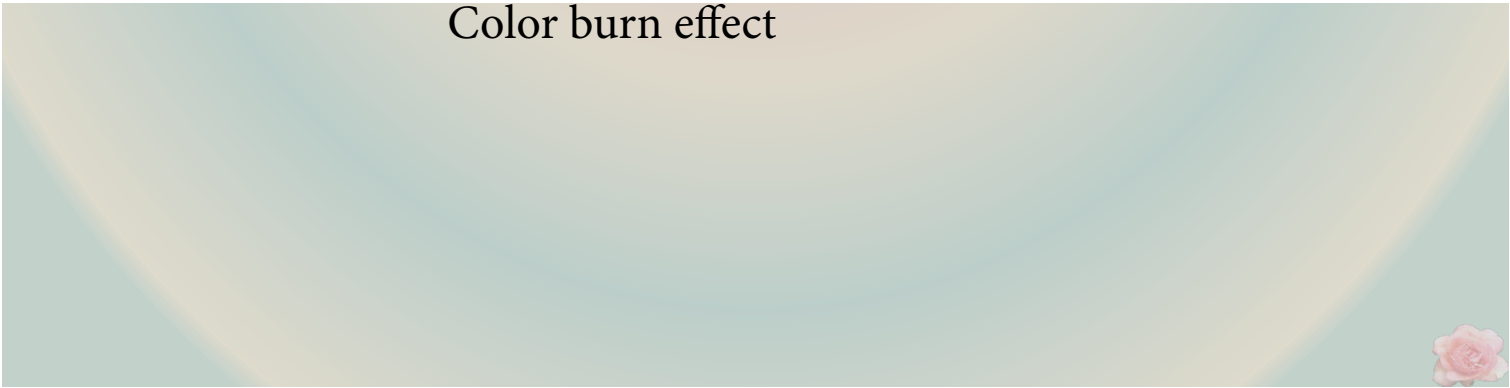
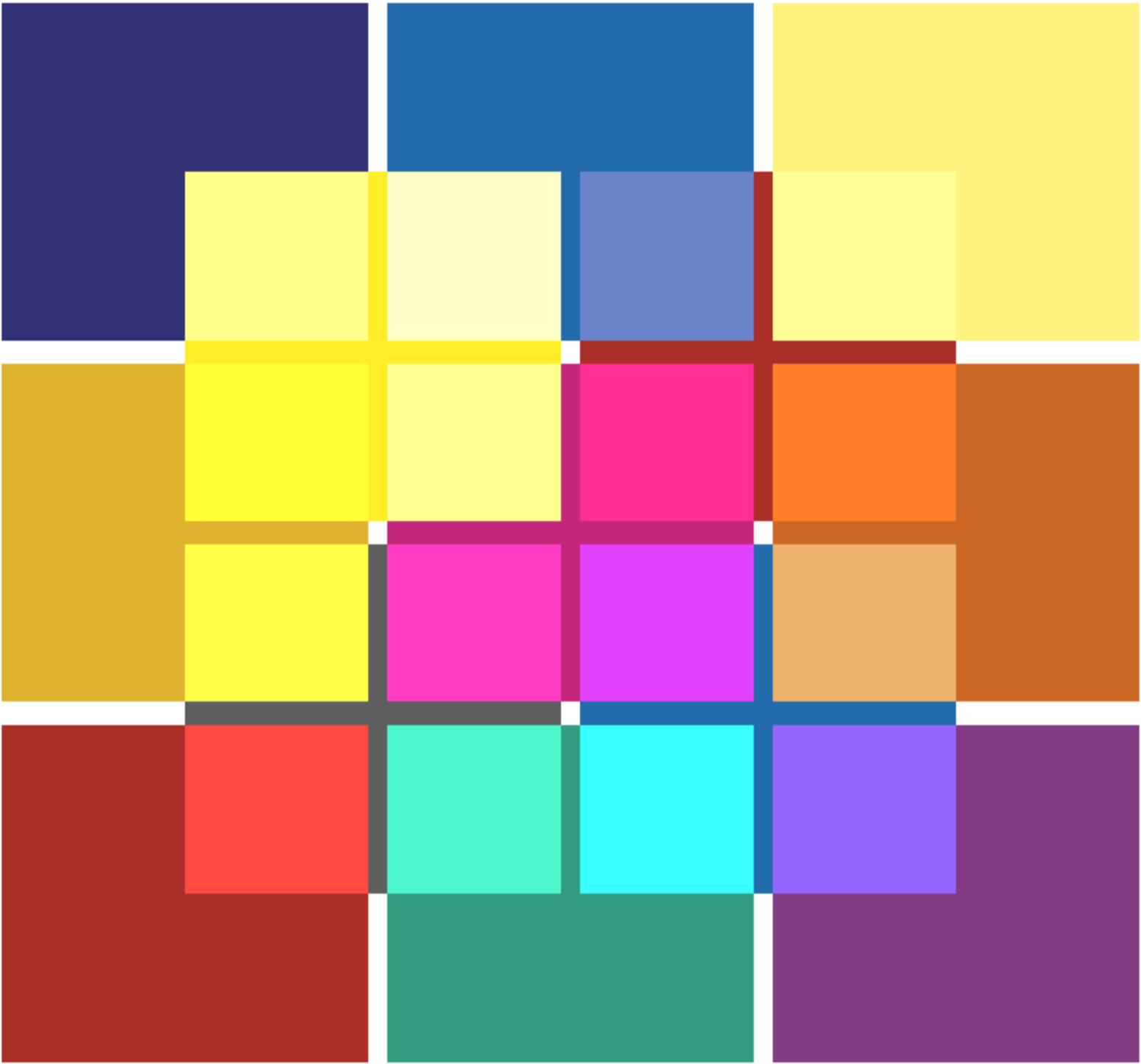
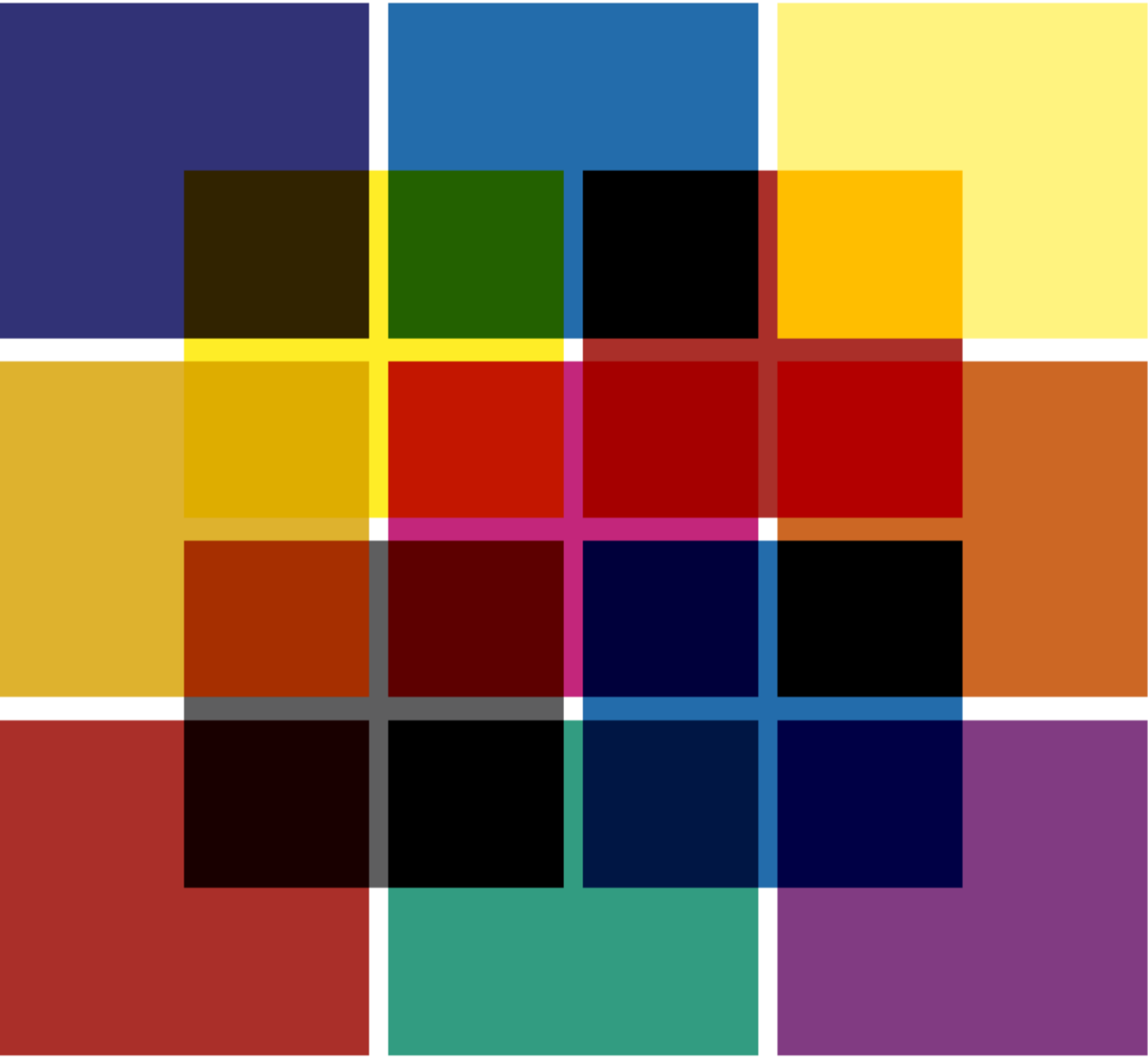


Lighten effect

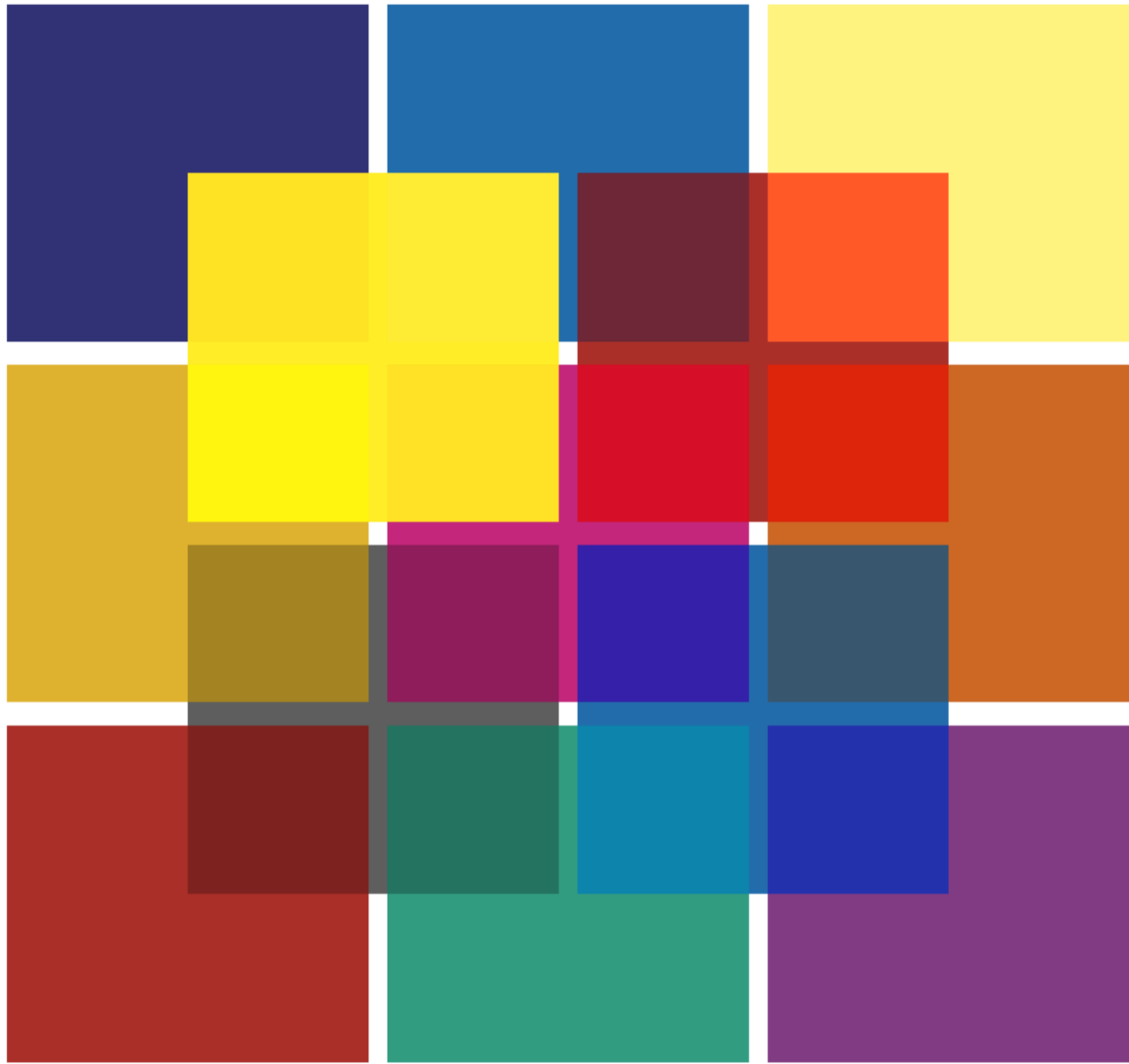


Darken effect







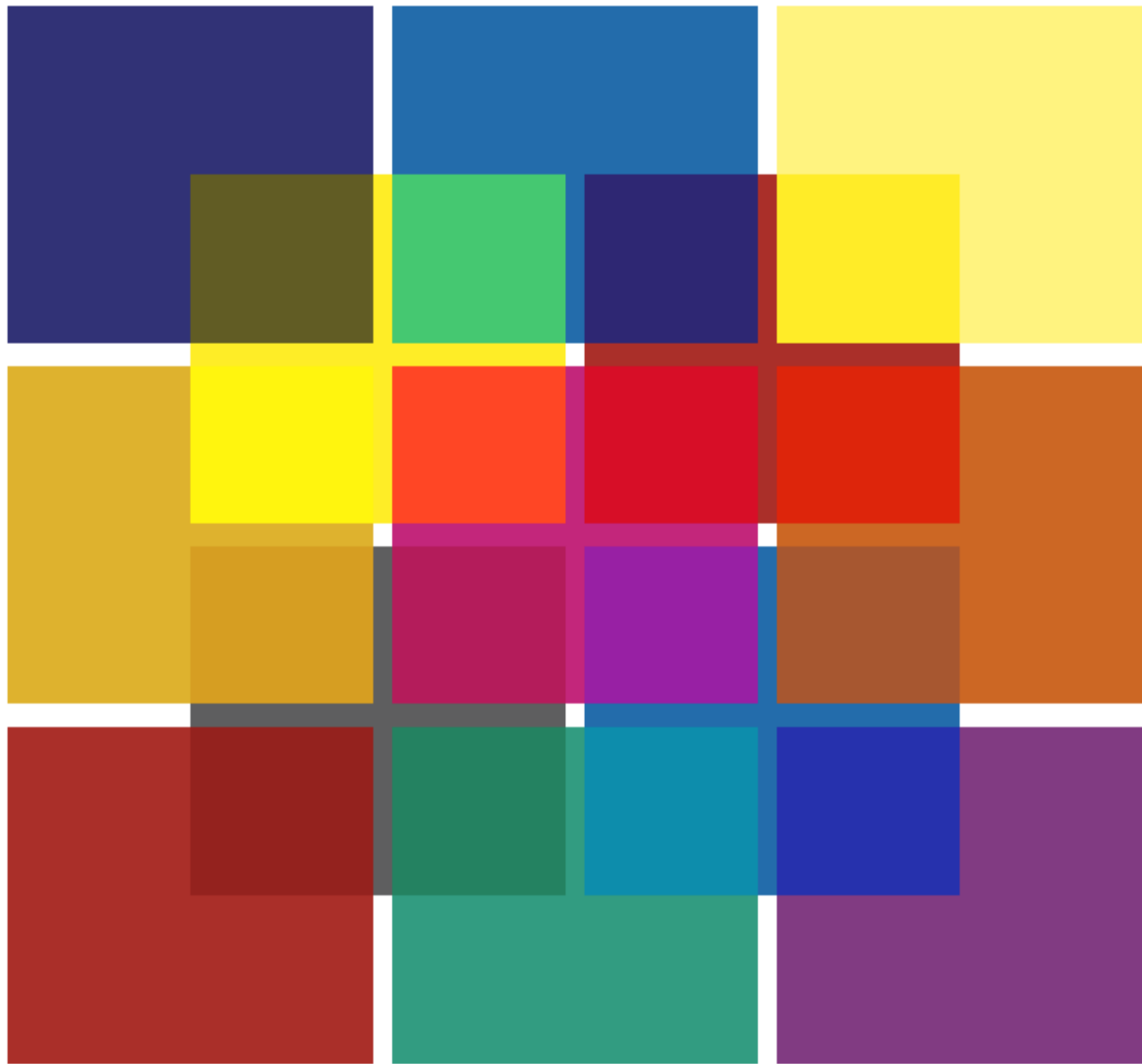


Color light effect

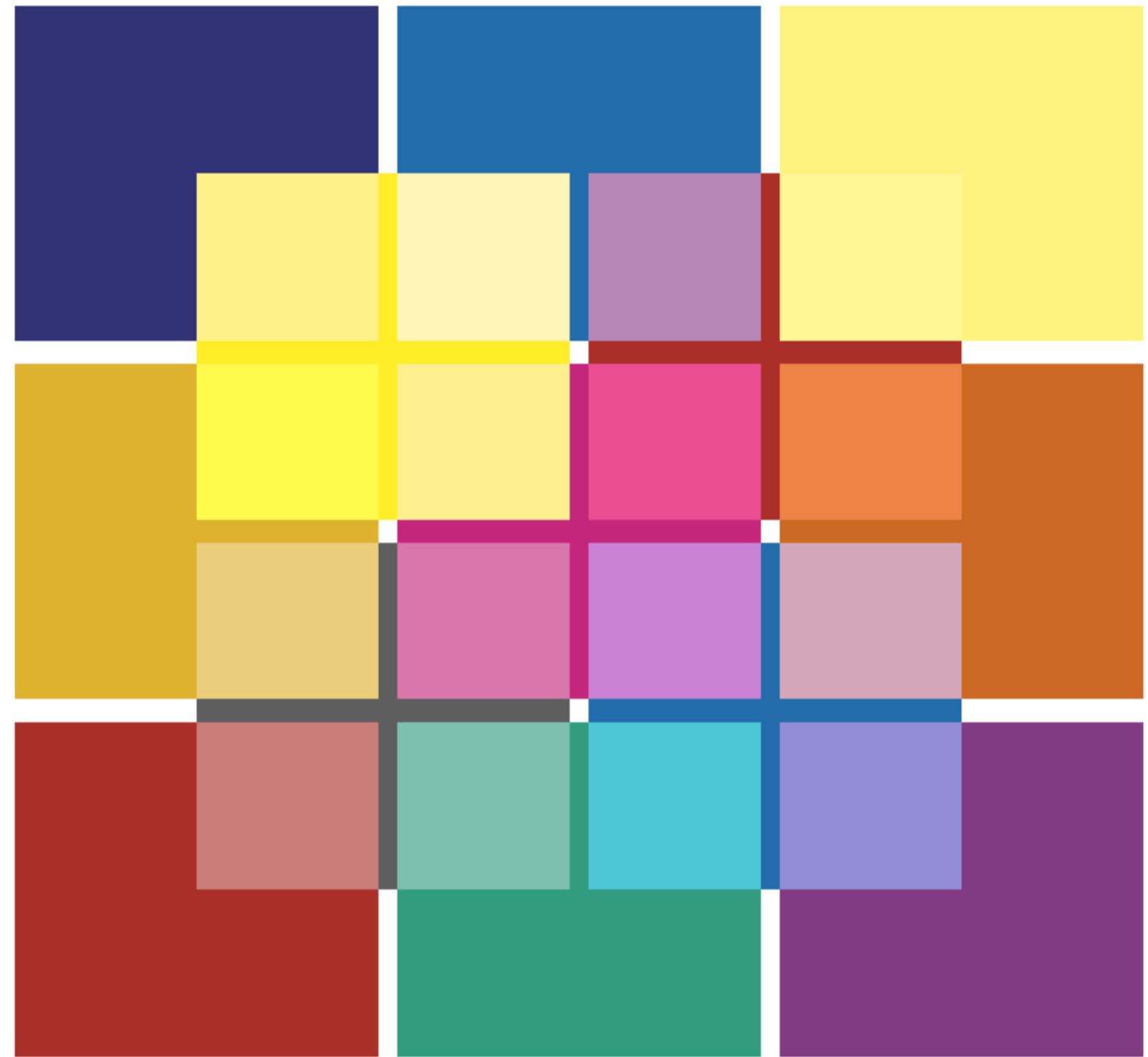


Soft light effect



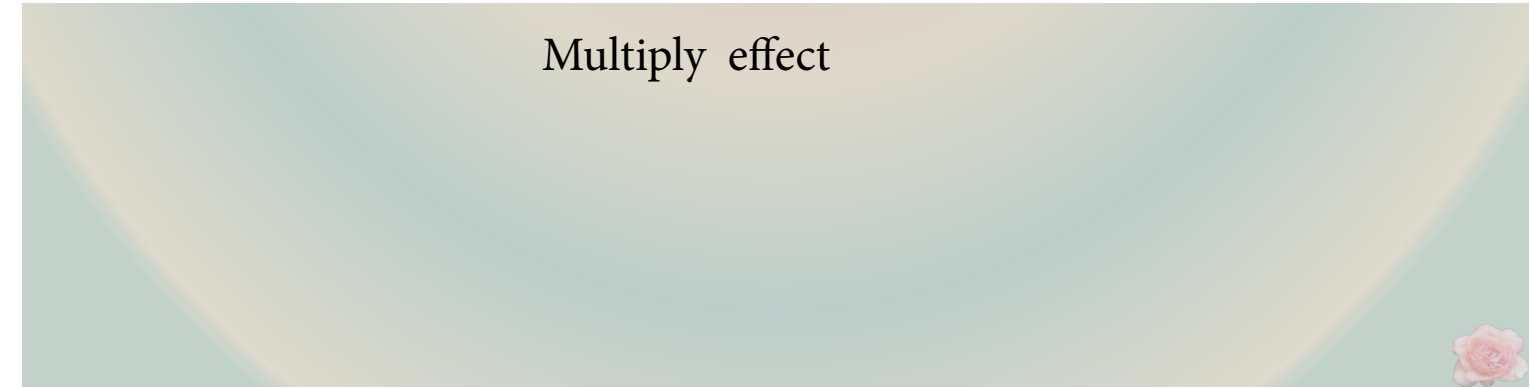
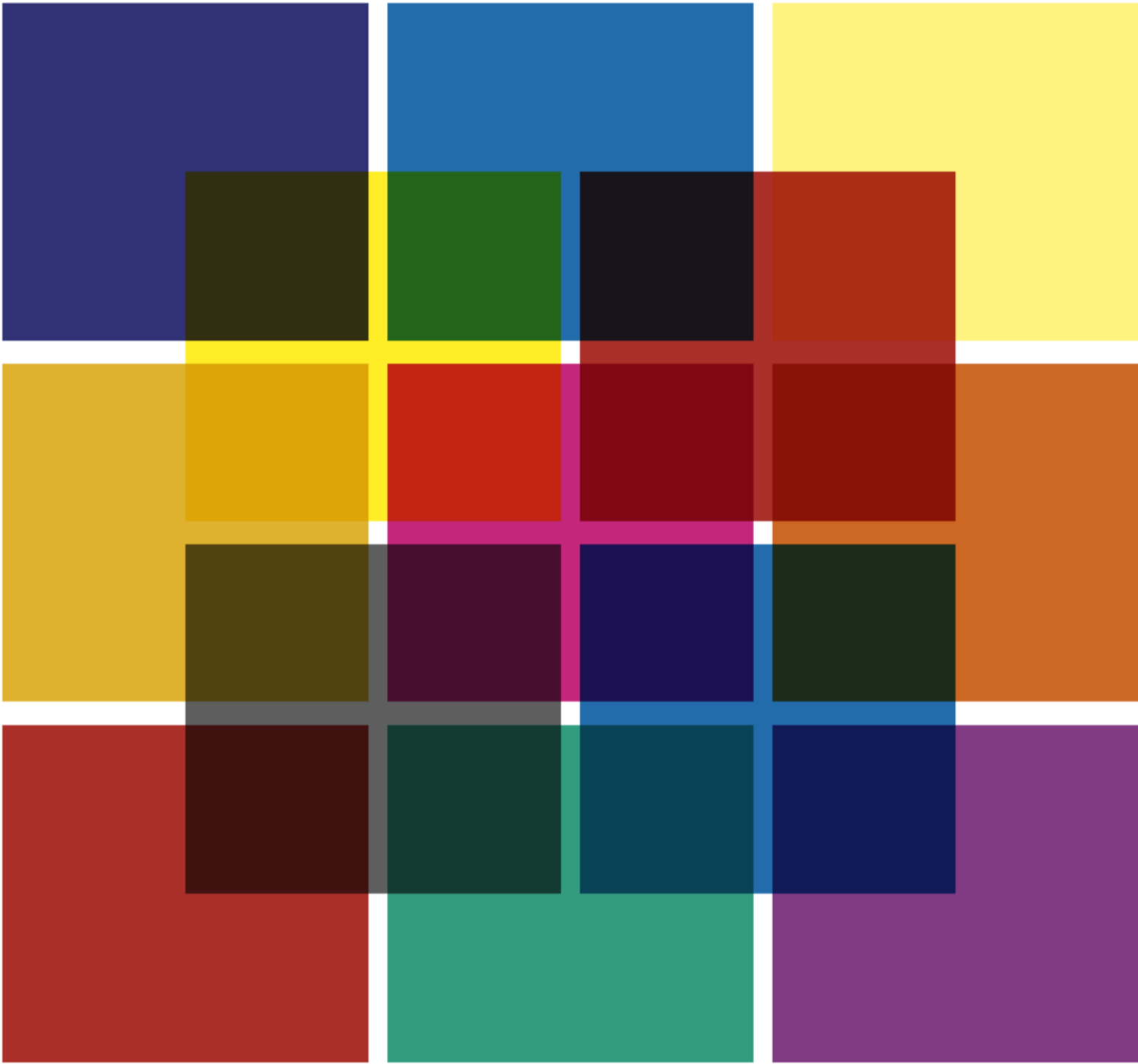


Overlay effect



Screen effect





Multiply effect

On the effects panel - **basic feather** - feather width=0..375 in; corners - rounded; noise=7%.

On the effect panel - **directional feather** - when I am moving the picture from left to the right on order to put it on the top of the red - I dont take it all the way - if I take it all the way I am loosing the picture - doesnt show. Afterwards I can adjust it .



On the effect panel - gradient effect



On the effects panel - **basic feather** - feather width=0.375 in; corners - rounded; noise=7%.

On the effect panel - **directional feather** - when I am moving the picture from left to the right on order to put it on the top of the red - I don't take it all the way - if I take it all the way I am losing the picture - doesn't show. Afterwards I can adjust it .

On the effect panel - gradient effect

**type - radial**



# Shadow

# Inner Shadow





## John's New Album "Transparency"



Lets You See Inside His Soul.

Transparency

The Album



Aranging pictures



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Natalie's Nautical Emporium

-she sells seashells-



Hep Cats  
Bikinis & Beachwear

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Natalie's Nautical Emporium

-she sells seashells-



Hep Cats  
Bikinis & Beachwear

Natalie Warner &  
Kat Maynard are proud  
to present...

MARTINIS & BIKINIS



Christmas card - using gradient background, text on a path with gradient and outer glow effect (to apply the glow effect I have to select the text frame not the text - InDesign applies the effect to the overall object, not the individual letters), and objects (snowflakes and trees) with different opacity, inner glow effect and gradient color)

InDesign Effects	
Effect name	What it does
Drop Shadow	The shadow falls behind the object
Inner Shadow	The shadow falls inside the edges of the object
Outer Glow	Adds a glow surrounding the object (invisible against a white background)
Inner Glow	Adds a glow within the edges of the object
Bevel and Emboss	Uses shadows and highlights to create a 3-D appearance
Satin	Adds shading to the interior of the object to make a shiny appearance
Feather	Softens the edges of objects in different ways by fading them to transparent





## Natalie's Nautical Emporium

255 Marl Cove  
Key West, FL 33040

(866) 614-1122

Hi everyone. Natalie here.

It's my great pleasure to bring to you our first Natalie's Nautical Emporium Newsletter.

Our new online shop is open. Be sure to check out our special online savings!

Each newsletter offers an extra-special sale. This time—it's the Big Orange Twister. Our stock is limited, so hurry and get yours soon!

Enjoy the newsletter, and talk to you next time.

...Natalie...

### Our South Seas Adventure Includes:

- Airfare from Los Angeles via Air Tahiti Nui
- 1 night Tahiti - Intercontinental Resort -Mountain View Superior Room
- 5 nights Black Pearl Resort Water Bungalow
- Room tax
- Inter-island transport by air
- All transfers and baggage handling

### Perle Noire Resort

We're staying at the luxurious Perle Noire (Black Pearl) resort on the island of Bora Bora.

Our rooms are located over the water in the lagoon. Imagine falling asleep at night in the warm tropical breeze, listening to the waves lapping against your bungalow.



Welcome to our first bi-monthly newsletter!

*Hurry!  
There are only  
a few seats left for our  
spectacular South Seas  
adventure tour!*

*Give us a call to book your spot.*

### BIG ORANGE TWISTER



They say you can hear the ocean when you hold a shell up to your ear. Not sure if that's true with this beauty. You'll have to try it for yourself. Average size is an incredible 11 to 12 inches long.

**PRICE - NOW ONLY \$790US**

**On sale now!**

Expires when we advertise our next newsletter special

### What a blast!

Recently, we got together with the folks at Hep Cats Bikinis and Beachwear for a fashion show and fund raiser. We held the show at the Prom—we showcased Hep swimwear, and our accessories. It was a We raised over \$4000 art education fund. event planned for Stay tuned for up- nouncements!



enade, where Cat's exclusive handmade great success. for our local There's another later this year. coming an-

Check out our new  
online catalog!

You'll find great specials, and  
internet-only  
selections!

Natalie's Nautical Emporium

~she sells seashells~

[www.natalies\\_nauticals.com](http://www.natalies_nauticals.com)

[info@natalies\\_nauticals.com](mailto:info@natalies_nauticals.com)

# Thank You!

We appreciate our special customers! To say "Thank You", bring in this postcard for 25% off all regular-priced merchandise until the end of March.

Season's Greetings from Natalie and the gang at Natalie's Nautical Emporium

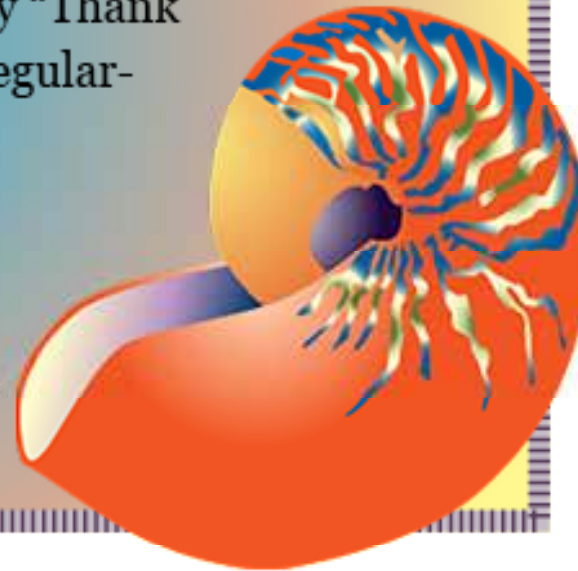


I create gradient background and for Thank you I use image to fill the inside of the letters.

# THANK YOU

We appreciate our special customers! To say "Thank You", bring in this postcard for 25% off all regular-priced merchandise until the end of March.

*Season's Greetings from Natalie and the gang at Natalie's Nautical Emporium*



I create gradient background and for Thank you I use different image to fill the inside of the letters.





Find Joy at the table, in the kitchen, and taking in the sites with Cuisavel Tours

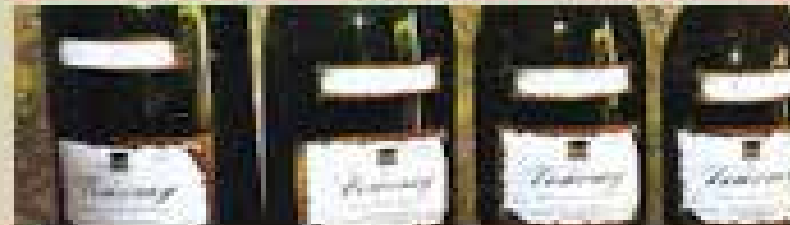


*Dates:*

*June 10 - June 20  
July 11 - July 21  
August 13 - August 23*



**CUISAVEL**  
THE WORLD'S ALGOTHERM TRAVEL COMPANY



*CUISAVEL TOURS*

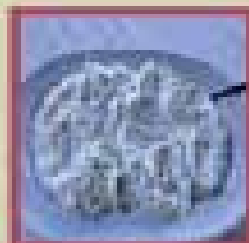
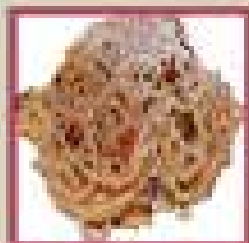
*123 Pretend Parkway*

*Baltimore, MD, 21204*

*888-555-5555*

*Cuisaveltours.com*

*info@cuisaveltours.com*



I created trifold  
for travel  
company.





Amazing hotels  
Inspired cuisine  
Top notch transportation  
fabulous sites  
World class instruction  
Custom trips



France



Italy



"Cuisavel made my dreams  
come true. It was the trip of a  
lifetime."  
Mike Thomas, Baltimore, MD





# Illustrator

## Qualities of effective logos

Relevant  
Simple  
Distinct  
Memorable  
Enduring  
Versatile  
Beautiful

## Know your Client + Audience

- Know your client's goals
- Understand the client's company and its story
- Know the client's audience

Playing

games

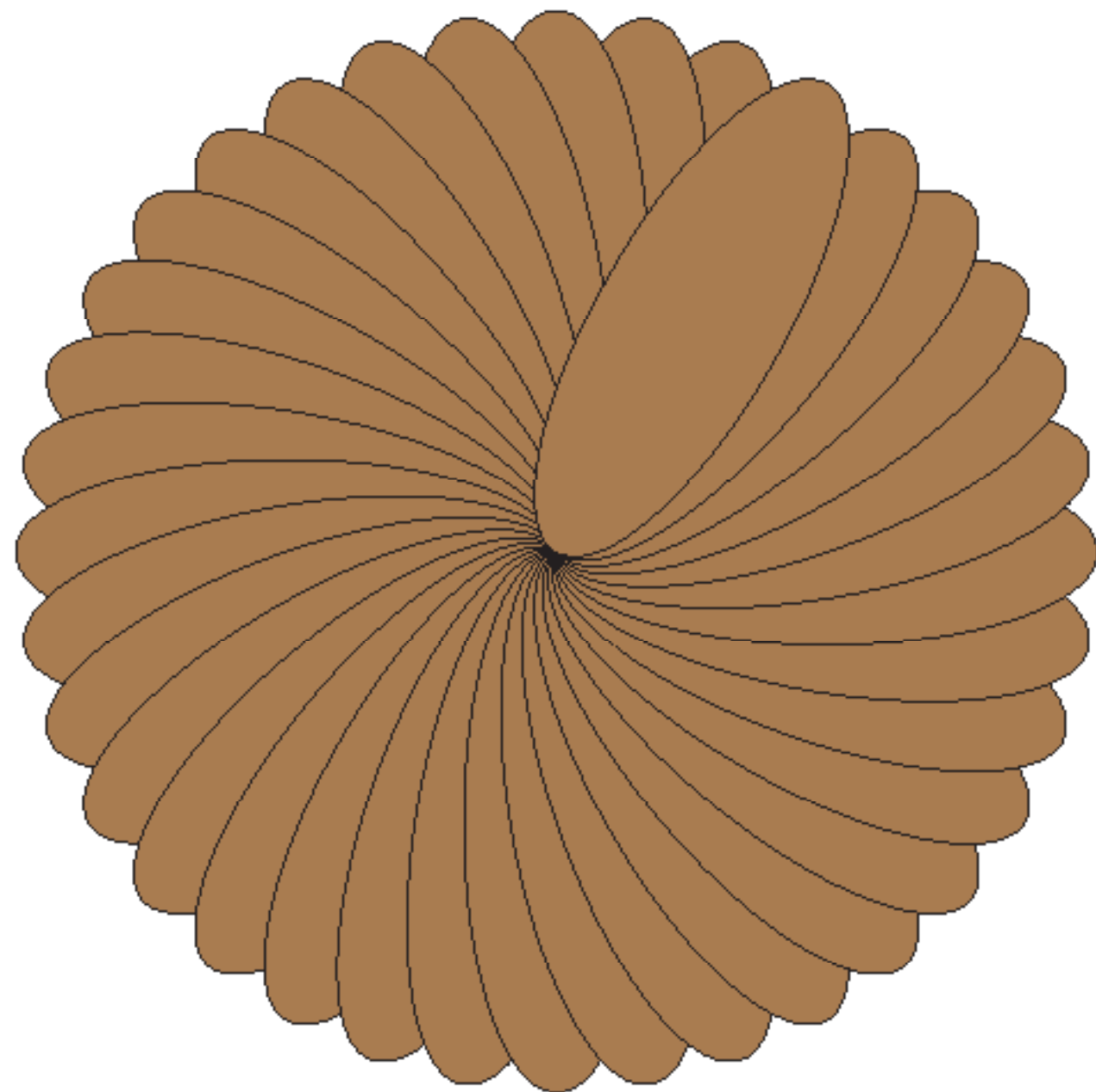
Playing

games

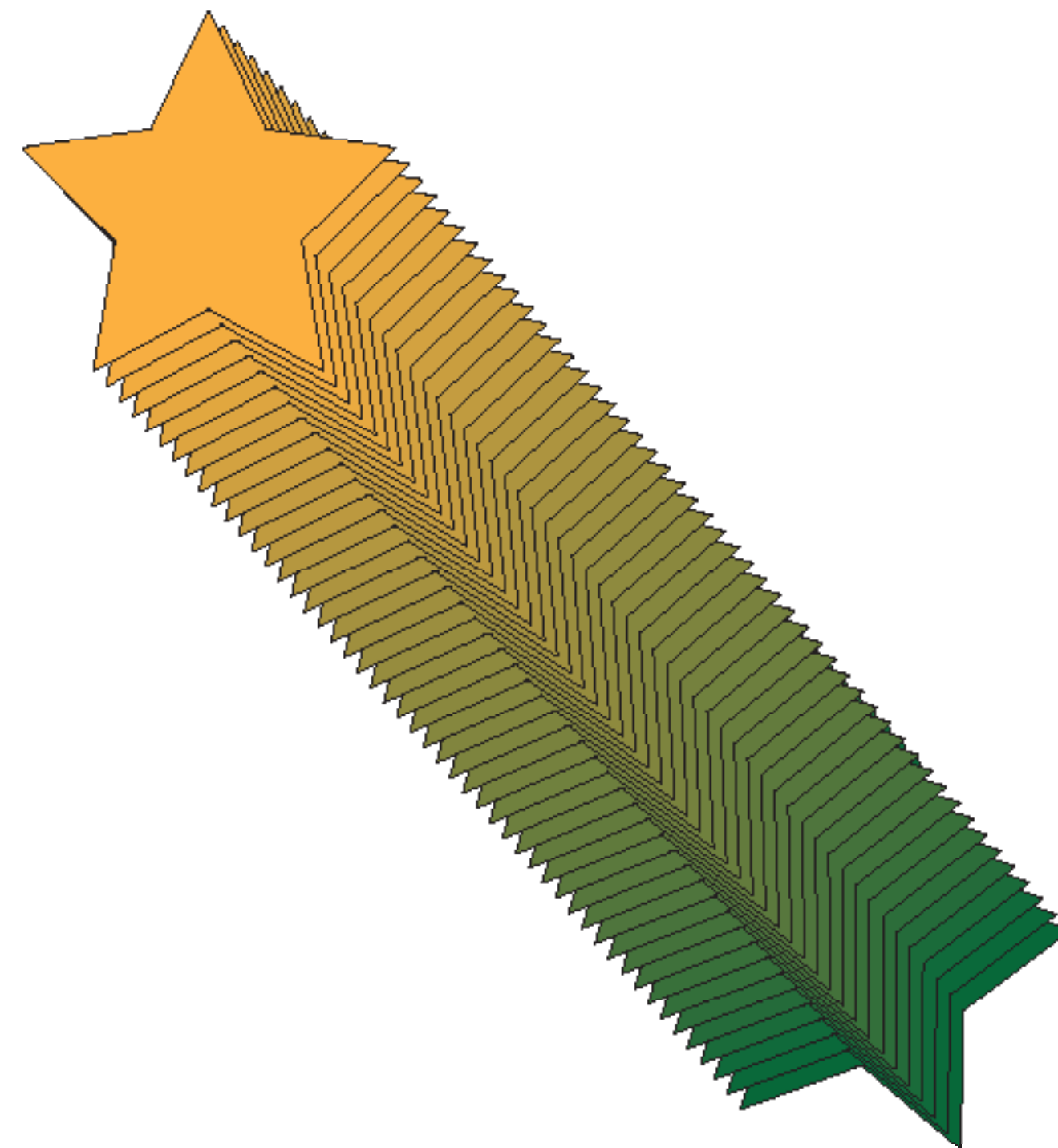
Using the Touch type tool in Illustrator

SURF

Type surf in Illustrator - right click to create outline - then we have to ungroup it (so we can work with each letter separate) - then we use the **twirl tool** to make the movements of the letters



first create just one shape - then with the **rotate tool change** the anchor point location from the middle to down at the begining of the shape - type 10 - then copy- then go to object - transform again



I Created the one object (the beggining point) - then I created the second object (the end point) - I selected them - **blend mode** - choose any option



I create first a small circle - move it with alt click - then **transform each** - then comand + D - I create many circles - move them and resize them - with the rotate tool I put the anchor in the end - create couple copies - look like flower - I put the opacity down to 60% this way the text can catch the eye first then the background.



## Body

**Warm Stone Massage** – Massage using warmed stones for deep relaxation.

*90 mins. \$125*

**Aromatherapy Massage** - Relaxation massage using pure essential oils.

*- 30 mins. \$40, 60 mins. \$75*

**Firming Body Wrap** - A full body exfoliation followed by a detoxifying seaweed wrap, scalp and body massage to soften, hydrate and tone the skin.

*- 75 mins. \$120*

**Foot Reflexology** - An ancient and natural healing art based on the principle that reflexes in the feet correspond to body parts, glands and organs.

*-75 mins. \$65*

**Pure Relaxation** - Full body pampering tailored to suit your needs. A combination of Reiki, Reflexology, and Jade Stone Massage.

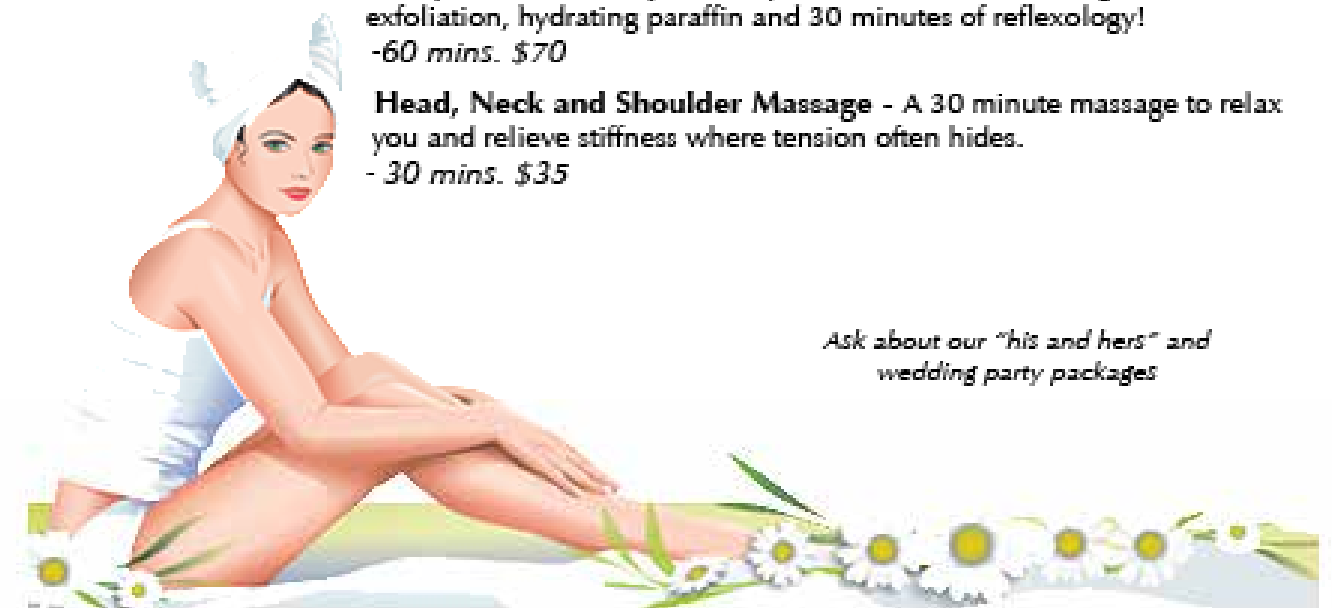
*- 90 mins. \$120*

**Sole Rejuvenation** - Rejuvenate your 'soles' with a relaxing foot soak, exfoliation, hydrating paraffin and 30 minutes of reflexology!

*-60 mins. \$70*

**Head, Neck and Shoulder Massage** - A 30 minute massage to relax you and relieve stiffness where tension often hides.

*- 30 mins. \$35*



*Ask about our "his and hers" and wedding party packages*





Logo for Royal Carpet Cleaning company

FOOT B  
4.5" x 2"

Score/fold line

Bleed artwork  
to here

A scoop of delicious kibble. For the discriminating dog who doesn't eat table food.

**DOGIE KIBBLE 1.75**

Leang round turkey lightly grilled. To rich and creamy cheddar sauce.

**PEANUT BUTTER BONE 1.75**

Chopped bacon bka. That's nothing like it!

**BENNI'S TREAT 2.75**

Two large farm-fresh eggs served with fresh milk.

**EGGS ROVER EASY 2.50**

A yummy medley of ground beef, carrots, and rice.

**POOCHES' STEW 3.99**

Just go and beef up! Lightly grilled, juicy and simple.

**POOCHES' STEW 3.99**

Boneless, skinless chicken fillet cut into bite-sized pieces.

**FIDO'S FAVE 3.99**

Grilled beef hot dog without the bun, just into bite-sized pieces.

**HOT DIGGETY DOG 2.99**

What's dinner without dessert?

**CHILLY PAWS 1.50**

A single scoop of vanilla ice cream for that special furry friend.

**PEANUT BUTTER BONE 1.75**

Superb with a scoop of ice cream, or great on its own.

**Diner Rules**

Score/fold line

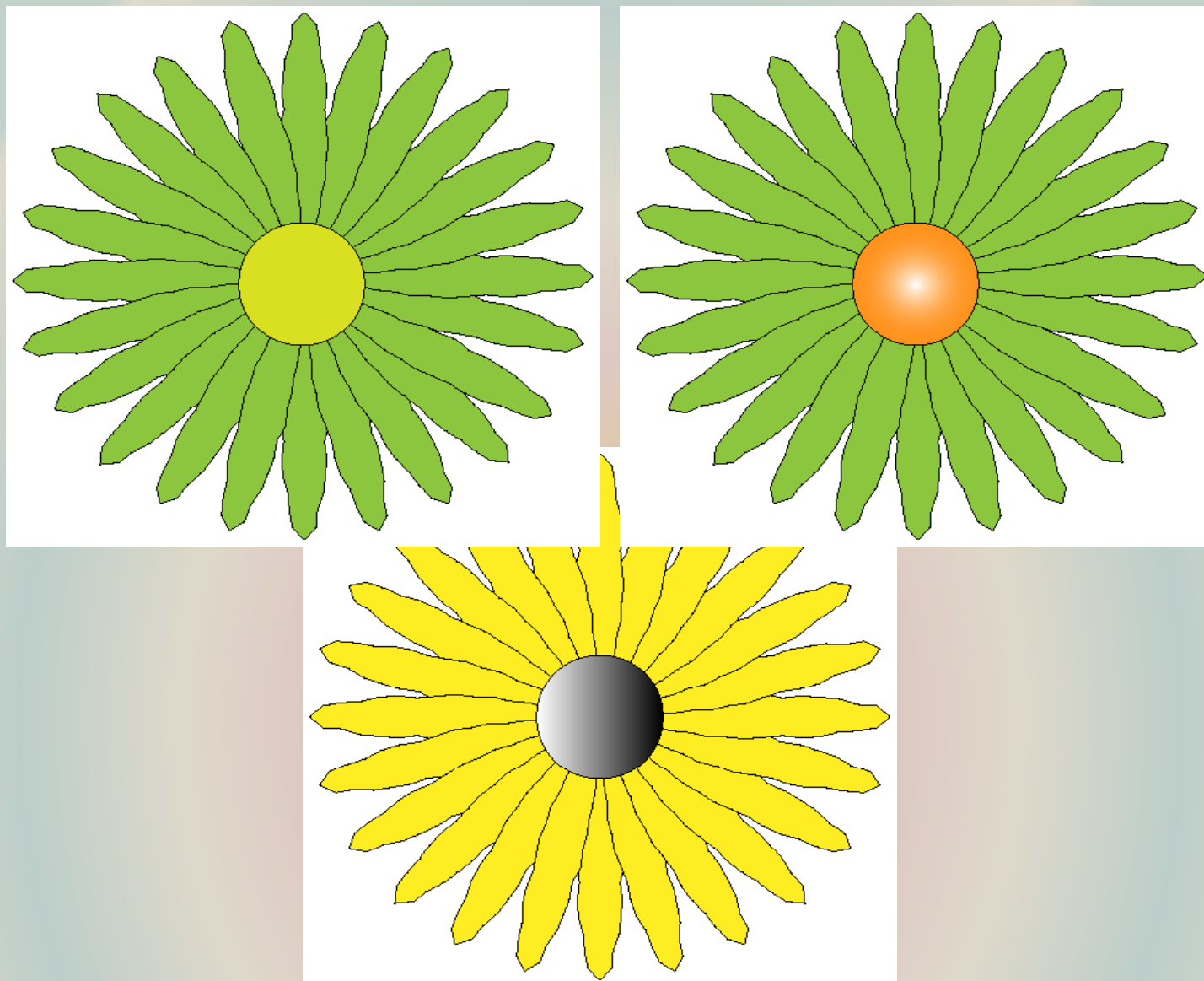
Bleed artwork  
to here

- Pets must eat and drink from dog bowls provided.
- All pets must be on leashes and under control of owner at all times.
- Aggressive pets will not be tolerated.

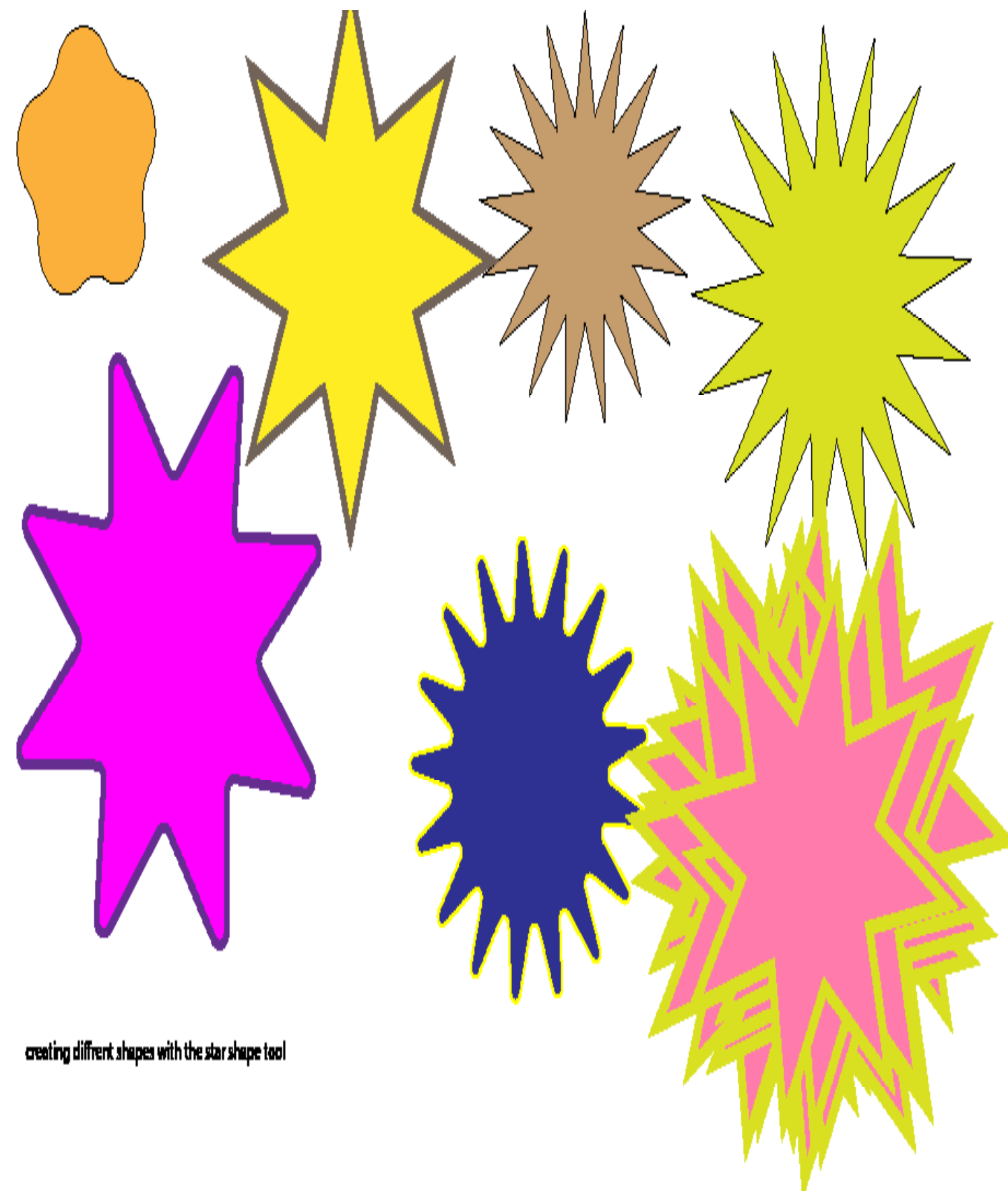
Thanks!

FOOT A  
4.5" x 2"





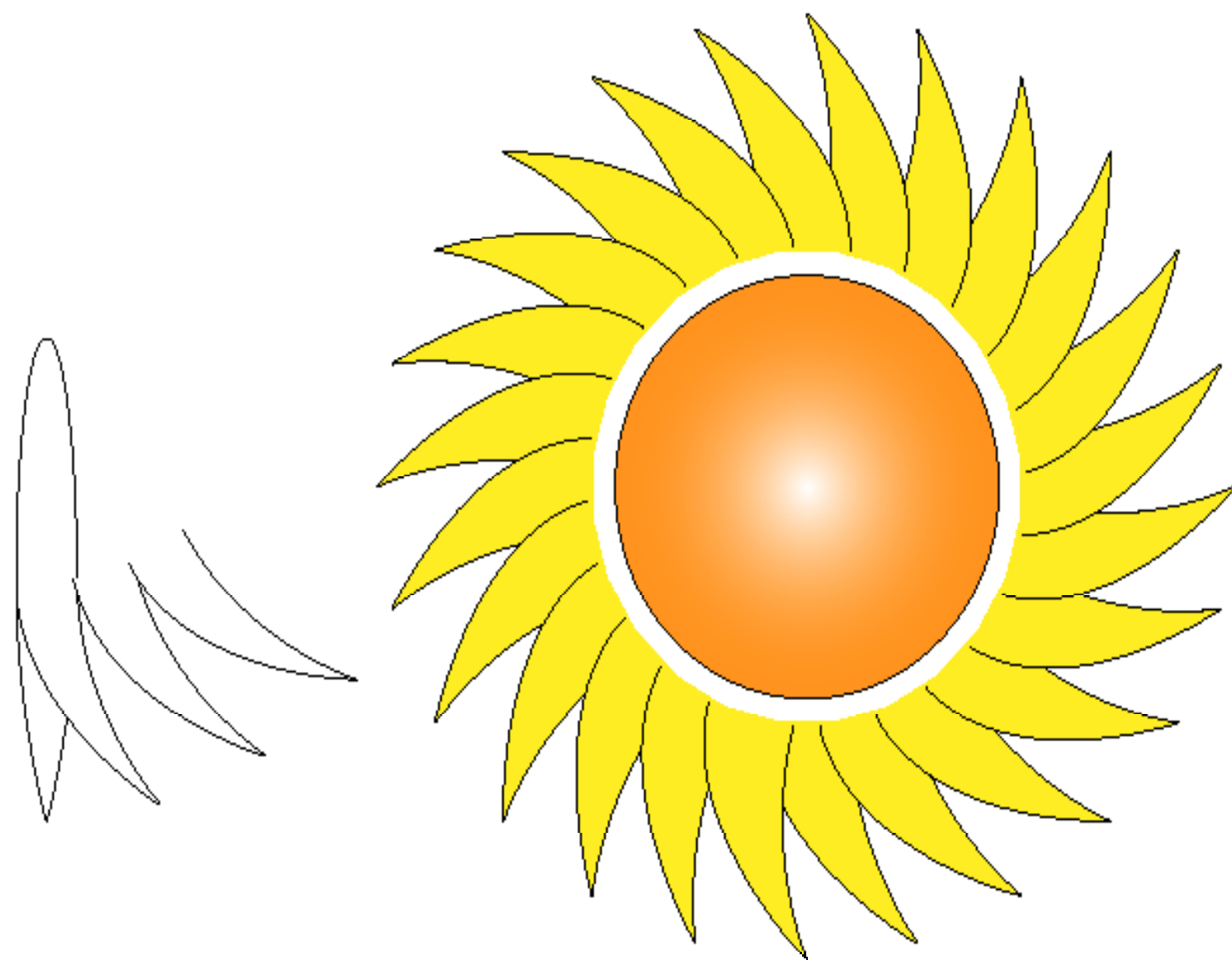
Using the ellipse tool I create the one long shape - pen tool > convert an anchor point and click at the top point. Pull it just a little - to look like a drop - then go to effect panel > Distort & Transform > Roughen - change the settings - size 1 and detail 5. Click the rotate tool and click at the top point where I click before - hold the Alt key before the click - that will open the rotate tool box - angle 15 - click Copy. Press Command D - keep clicking till you have the flower.



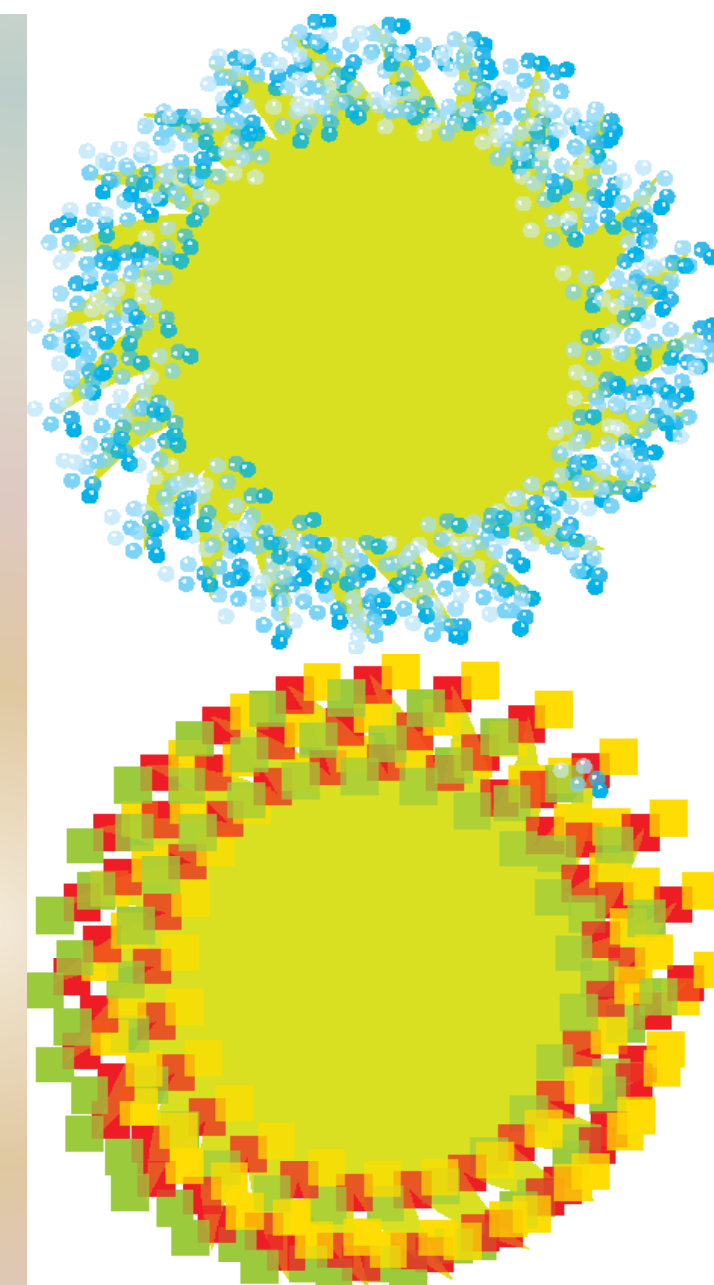
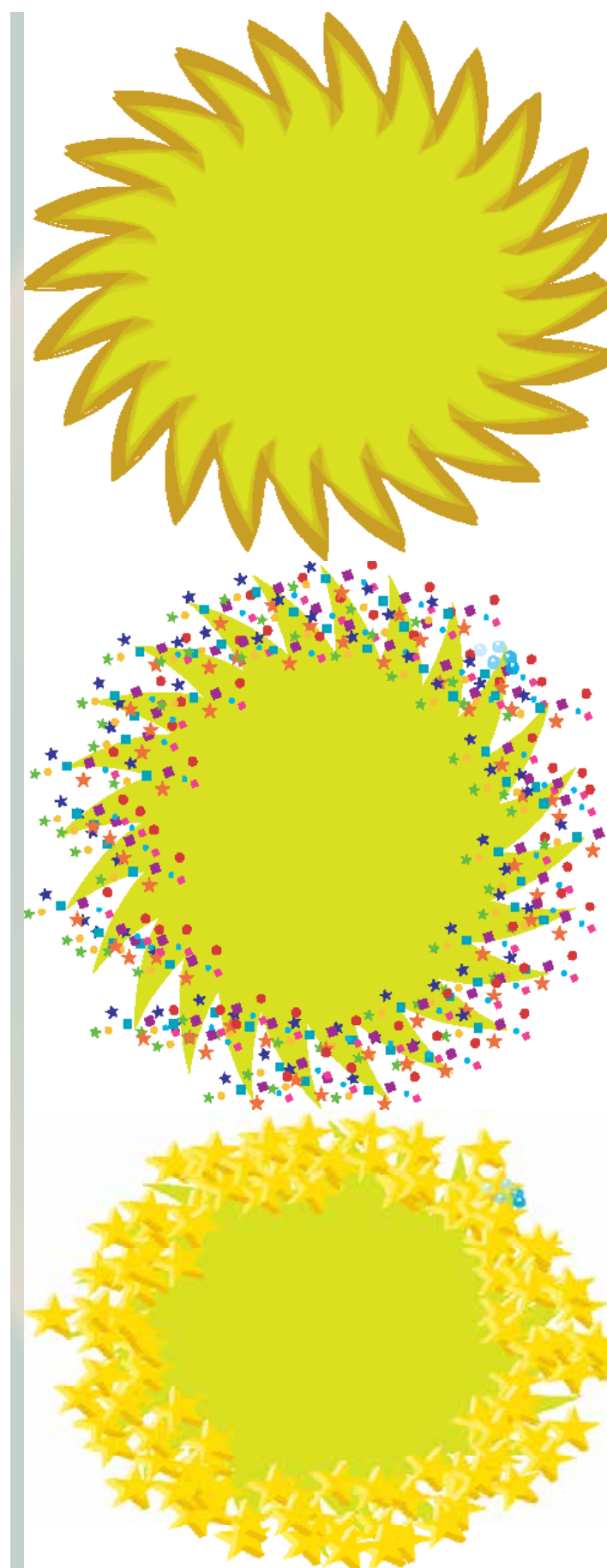
creating different shapes with the star shape tool





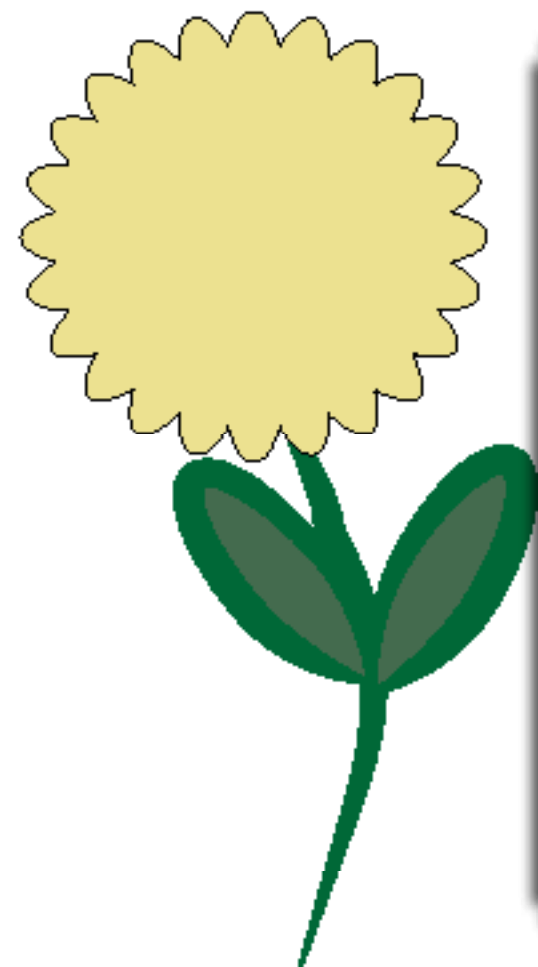


First, I draw the ellipse - then with the anchor point tool (under the pen tool) I click on the point all the way down. Deselect. With the direct selection tool select just a small area around the point where I just click. With the rotate tool + holding the Alt key I click at the point all the way on the top - type 15 and click Copy. Then with Cmd + d you can create the shape of a flower. Can be used for creating different kinds of shapes.



Holding Alt + Shift I create circle in the middle - I select everything - on the Pathfinder window I click to combine everything as one shape - choose the color - then click on the strokes - instead of usual stroke





I create the oval shape - then with the rotate tool I copy it - Cmd + d - I create the flower shape - hold shift + Alt and create circle in the middle - select everything - pathfinder - combine it - I have the flower.

I create the stem - with the pen tool - click on the 3 places.

I create with the oval shape the leaves - first the one - put it on the stem - then choose the reflect tool - click on the bottom of the leave and hold the Alt key - click Copy. Click back the rotate tool - click the same point at the bottom - click anywhere outside of the leave and drag.

Now we can do variable with strokes.

Open the Stroke panel.

Pick the Width tool. Click on the stroke of the leave and drag - you can create different width around the leave. You can click on as many points as you want. You can just move the anchor points to change it.

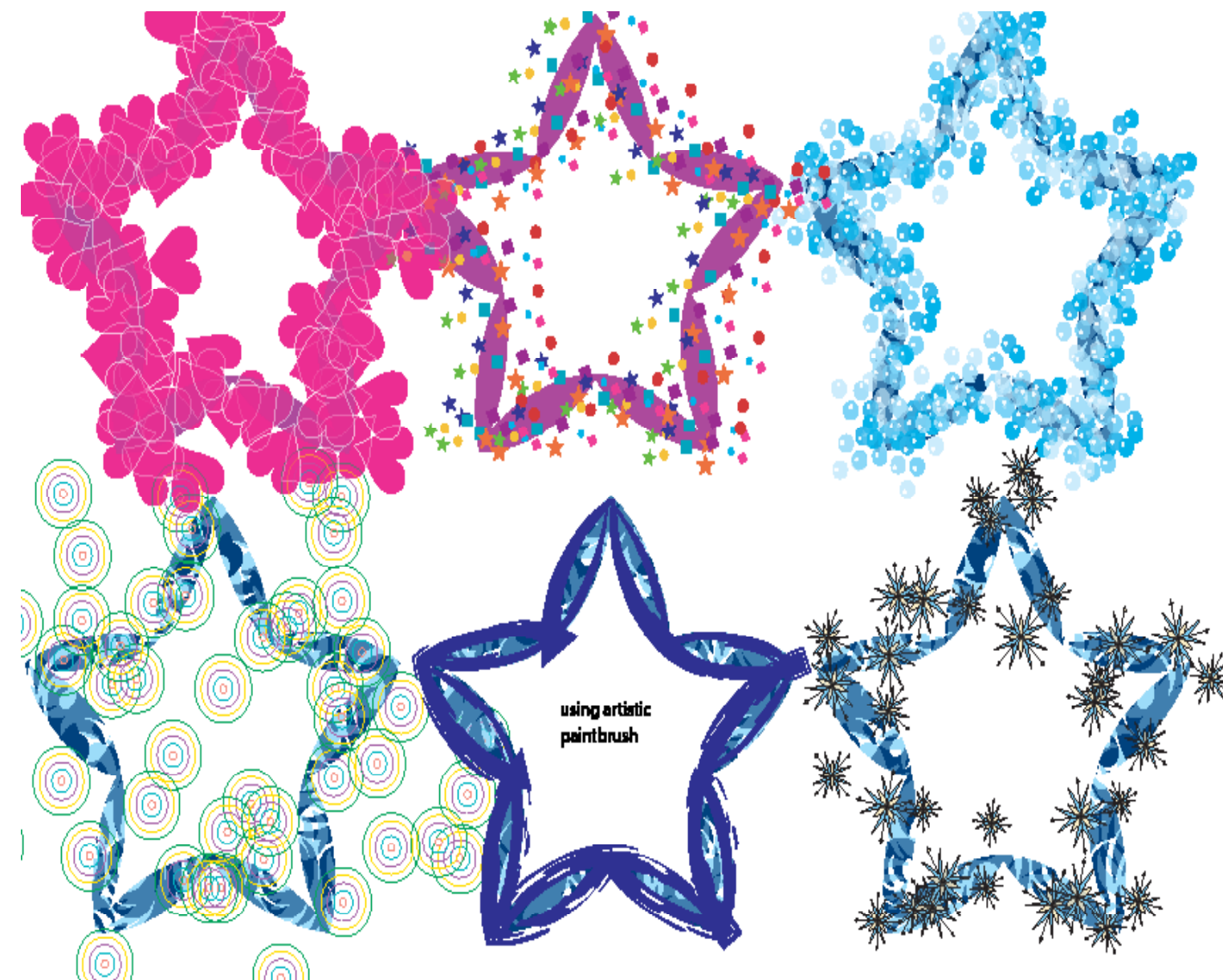
Do the same to the stem.

On order to apply the same stroke to the other leave we have to save the settings - under profile - click the save bottom - give it a name - then click the second leave - choose the profile that you named - you want see any change - you have to start changing the size.

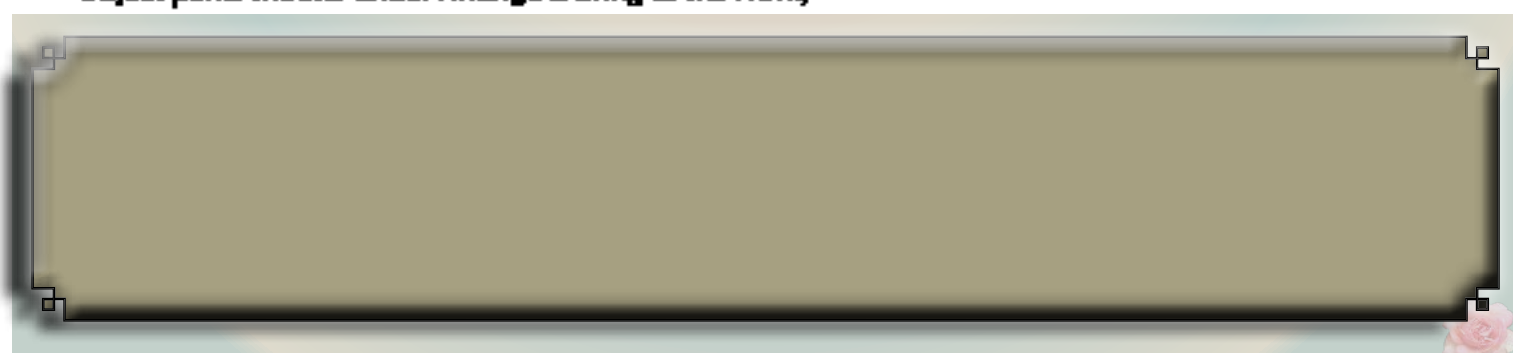
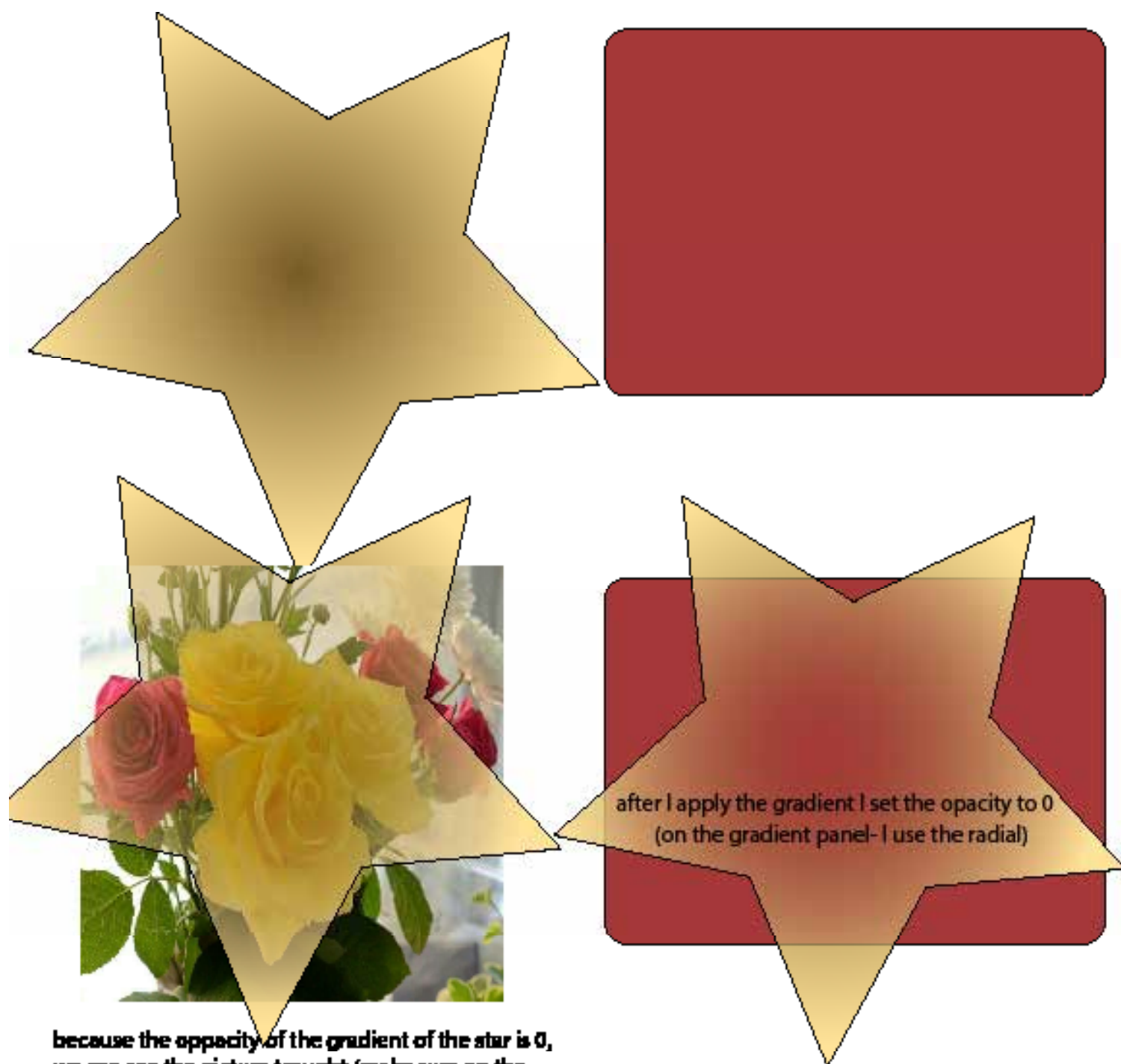


First, I made a star. The with the Width tool I start clicking on the strokes and dragging to change the size and shape. I did this to all the sides of the star.

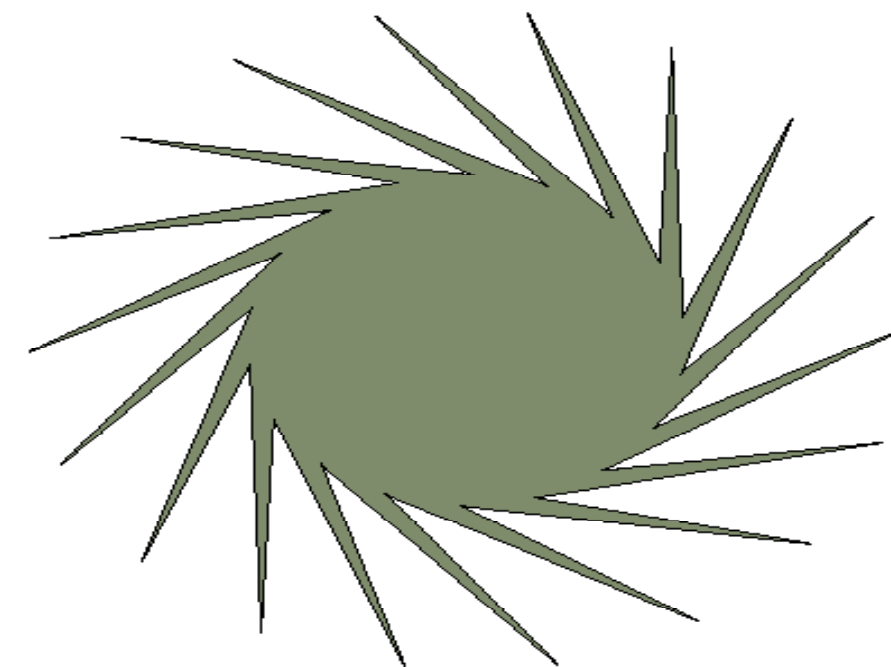
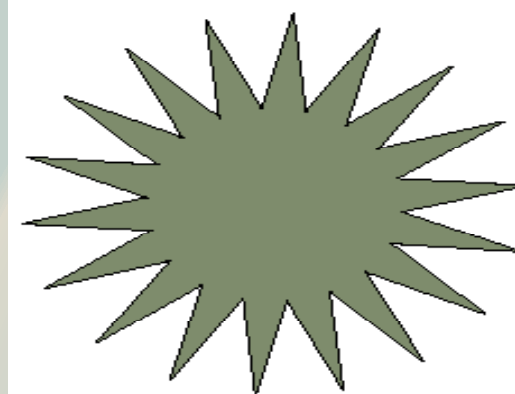
Object - Path - Outline Stroke (the stroke is no longer a stroke - is an object. Go to the fill color and change it to whatever color you want. You can then even add a stroke too. You can start with the same process again and create interesting shapes. You can create new objects based on strokes.





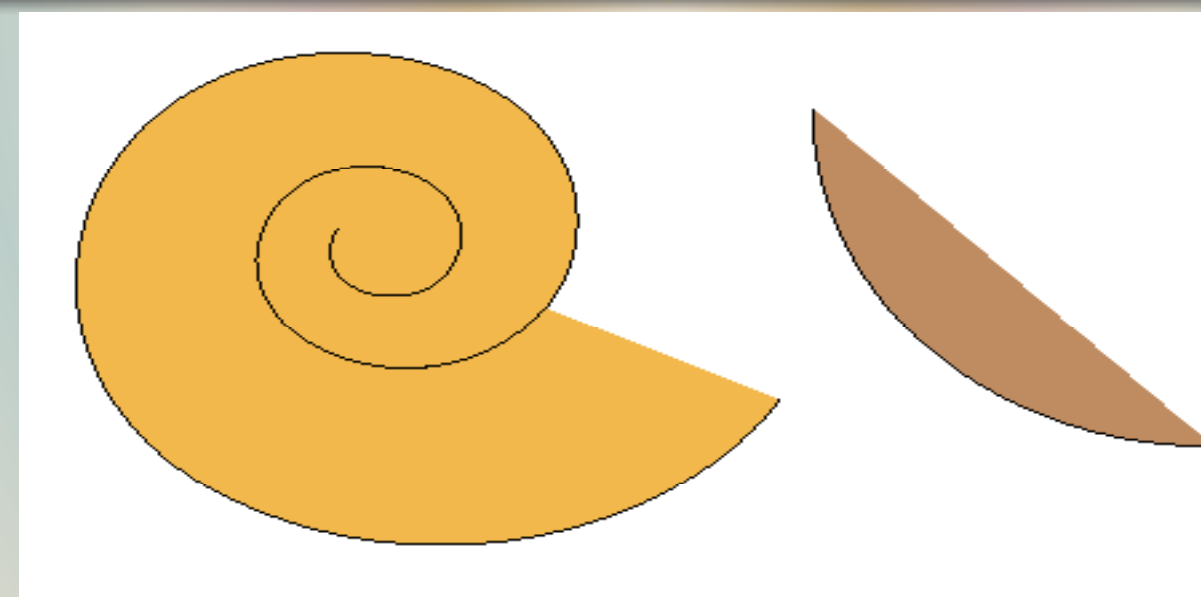






First, I created the star - then with the direct selection tool I select only the inside anchor points (made a rectangle around them - do not select the outside points).

Then I choose the rotate tool - you will see a point in a middle - click anywhere outside of the shape and drag around - you can create all kinds of variations.

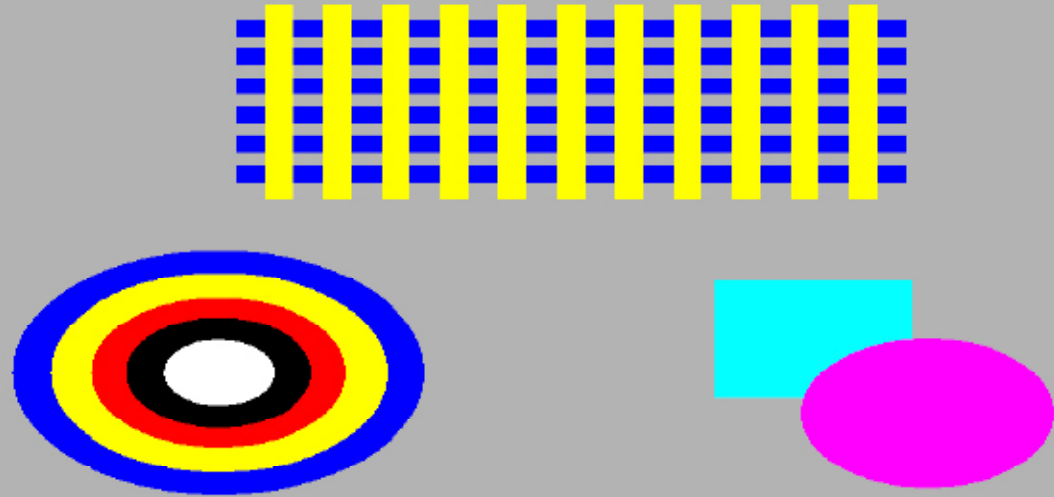


You can fill an open objects - Illustrator determines where to put the line.

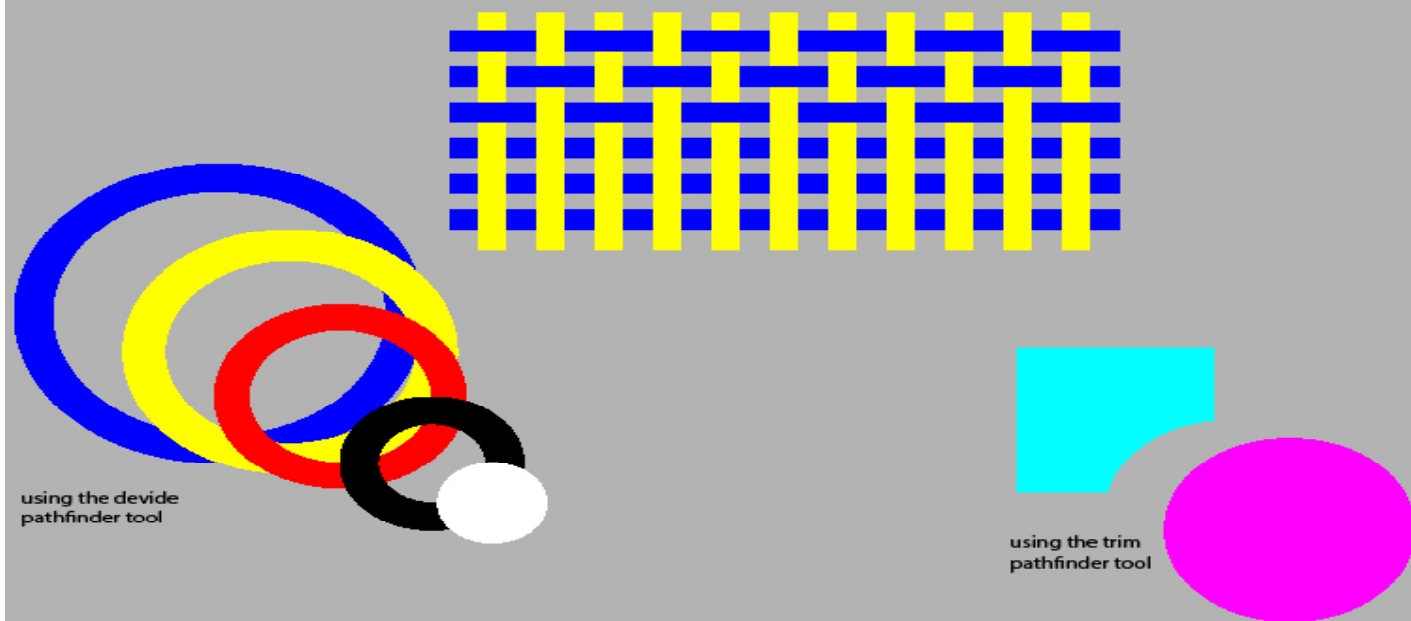




## Pathfinder Tools



## Pathfinder Tools

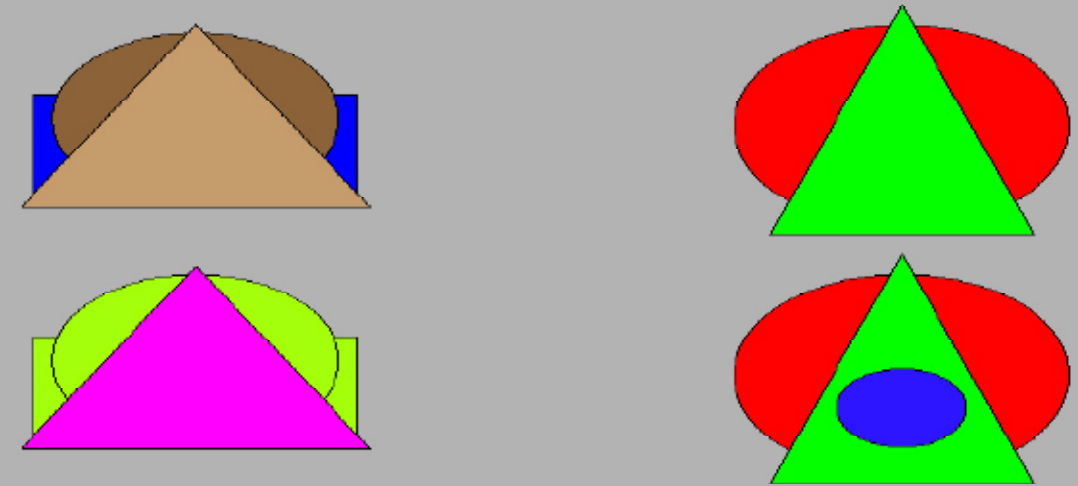


using the divide  
pathfinder tool

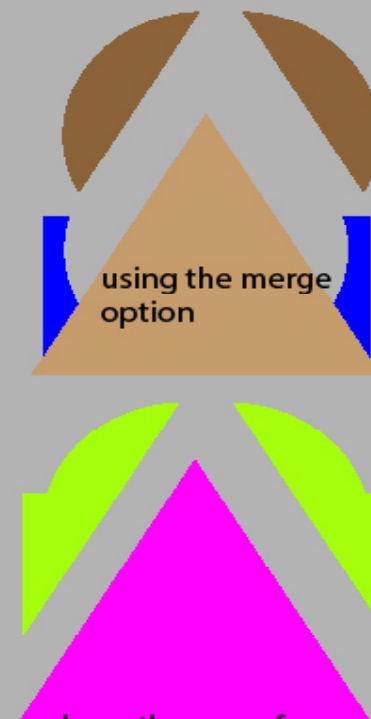
using the trim  
pathfinder tool

First, I select the objects - then I choose the option from the Pathfinder Window - here divide and trim.

## Pathfinder Tools



## Pathfinder Tools



using the merge  
option

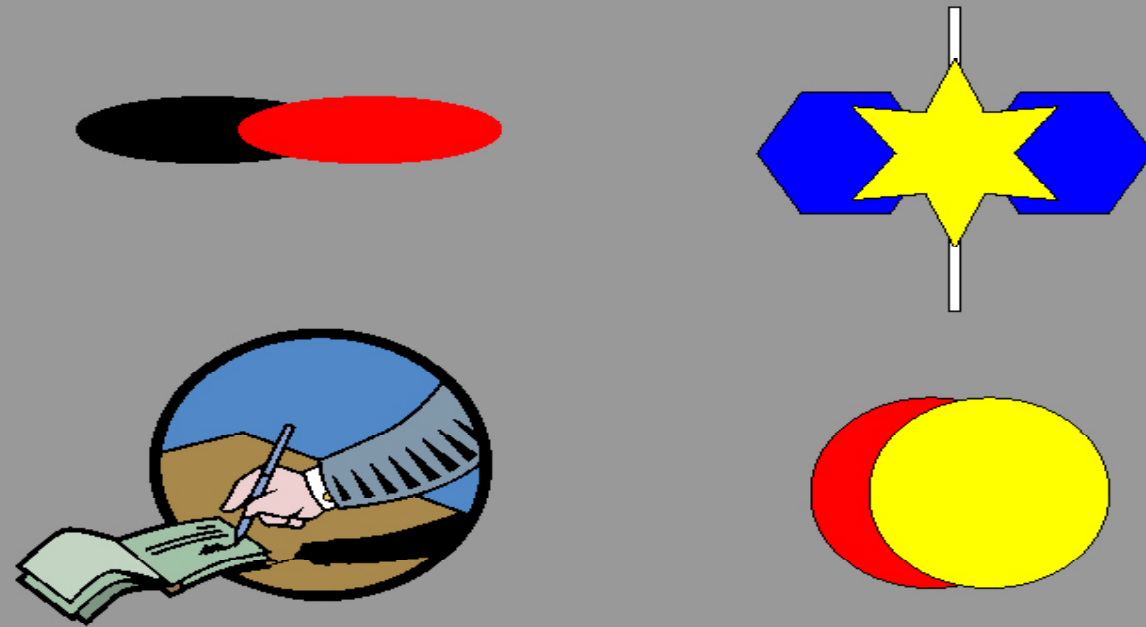
the 2 shapes have the same face color;  
because of that - Illustrator puts them  
together. If they are different colors, it  
cuts them.

crop tool- whatever is under the triangle  
stays, everything else goes way.



trim option

## Pathfinder Tools

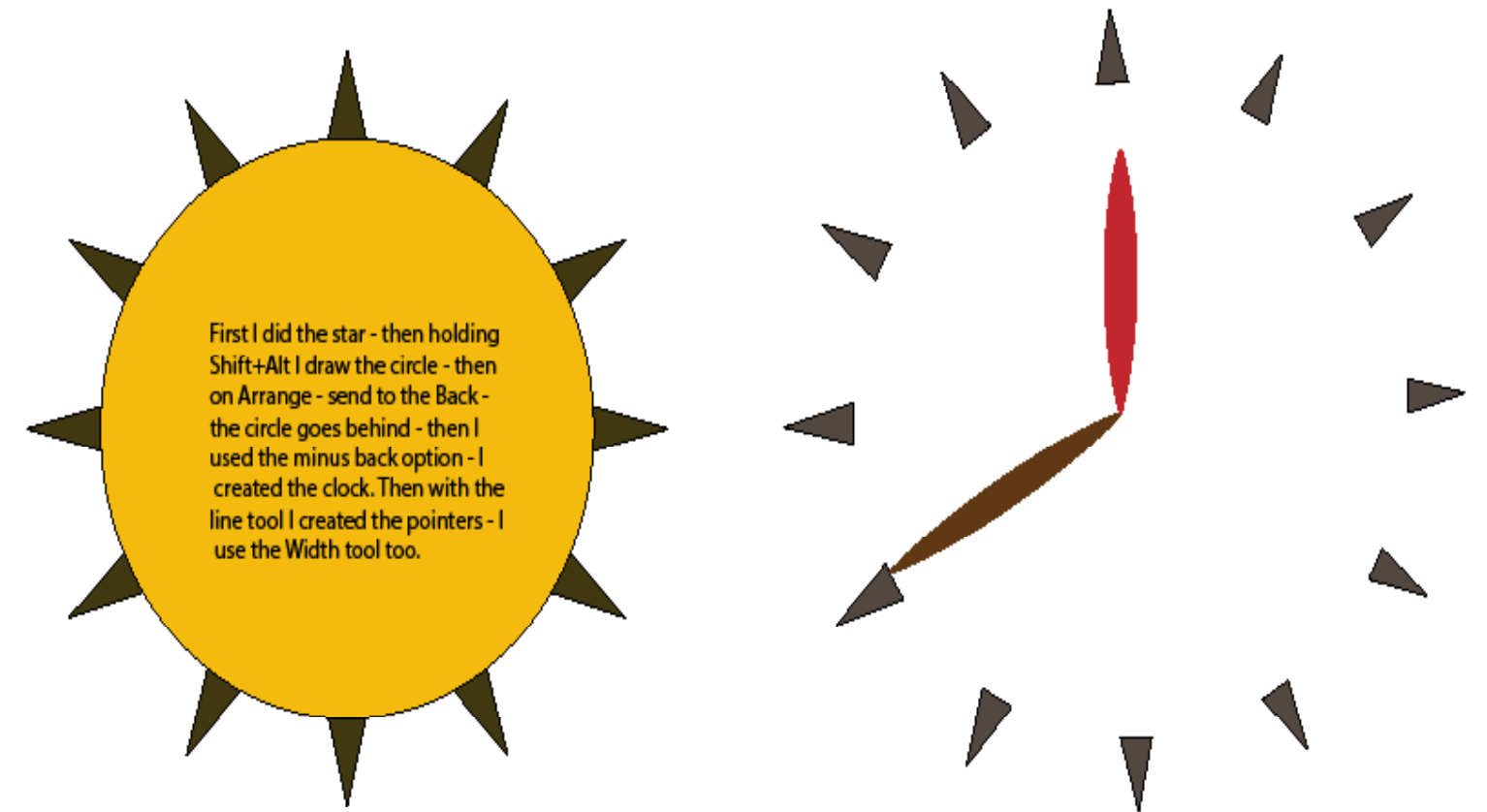
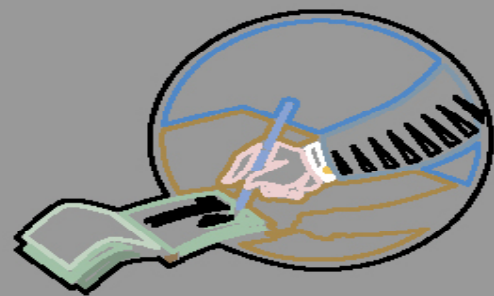


## Pathfinder Tools

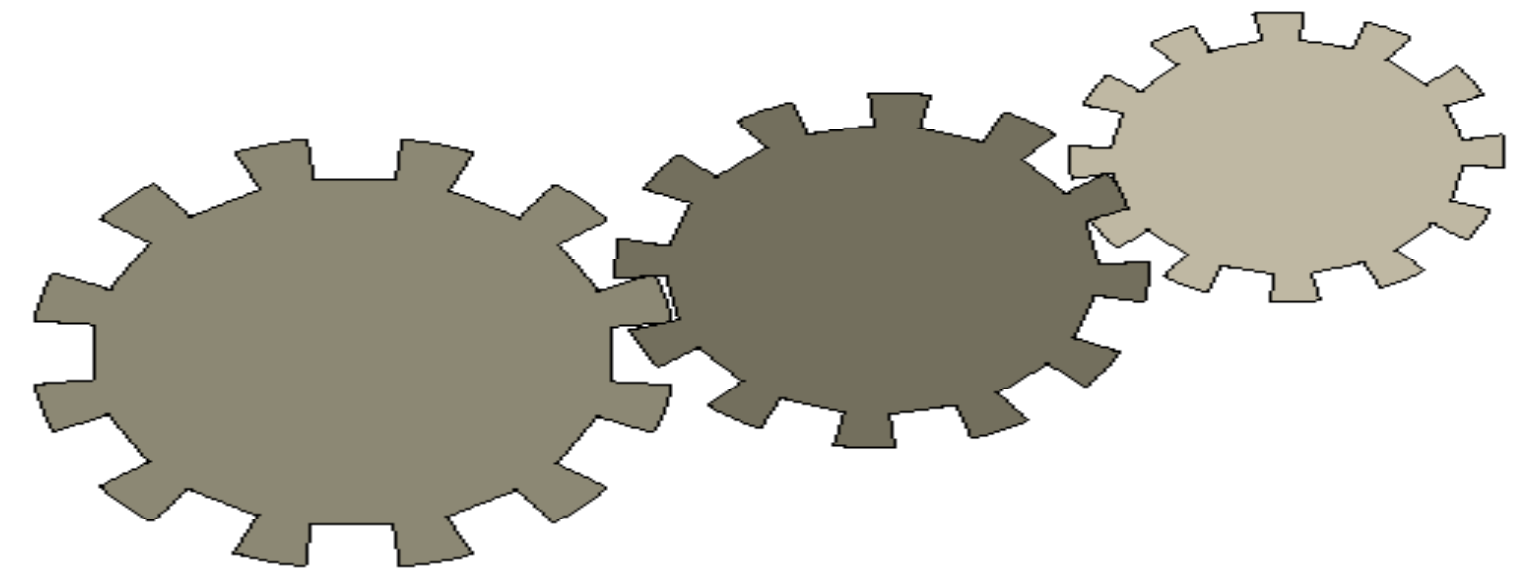
using the Outline option



using the minus back option

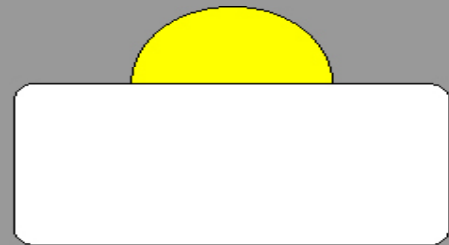
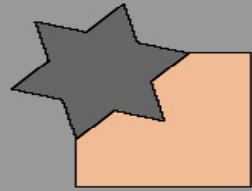


First I did the star - then holding Shift+Alt I draw the circle - then on Arrange - send to the Back - the circle goes behind - then I used the minus back option - I created the clock. Then with the line tool I created the pointers - I use the Width tool too.

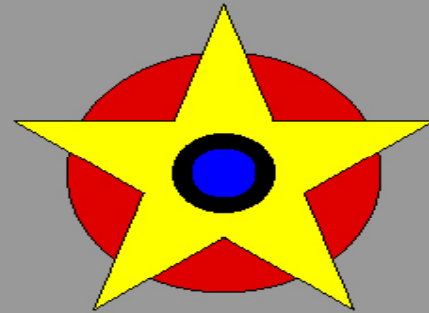


I created a circle, then I created a small rectangle - using the arrow key I extended the upper left and right points. I put it on the top of the circle (half in and half out). Pick the rotate tool, click on the center and hold the Alt key - put 20 or 30 for angle and click Copy. Cmd + d. Then I selected everything and pick the Shape Builder tool. Holding the Alt key I start dragging from the outside to inside on each one of the rectangles. I created a gear. Then I made 2 more copys (by selecting it and holding the Alt key)

## Pathfinder Tools

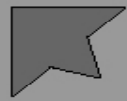


BIO  
SHIELD



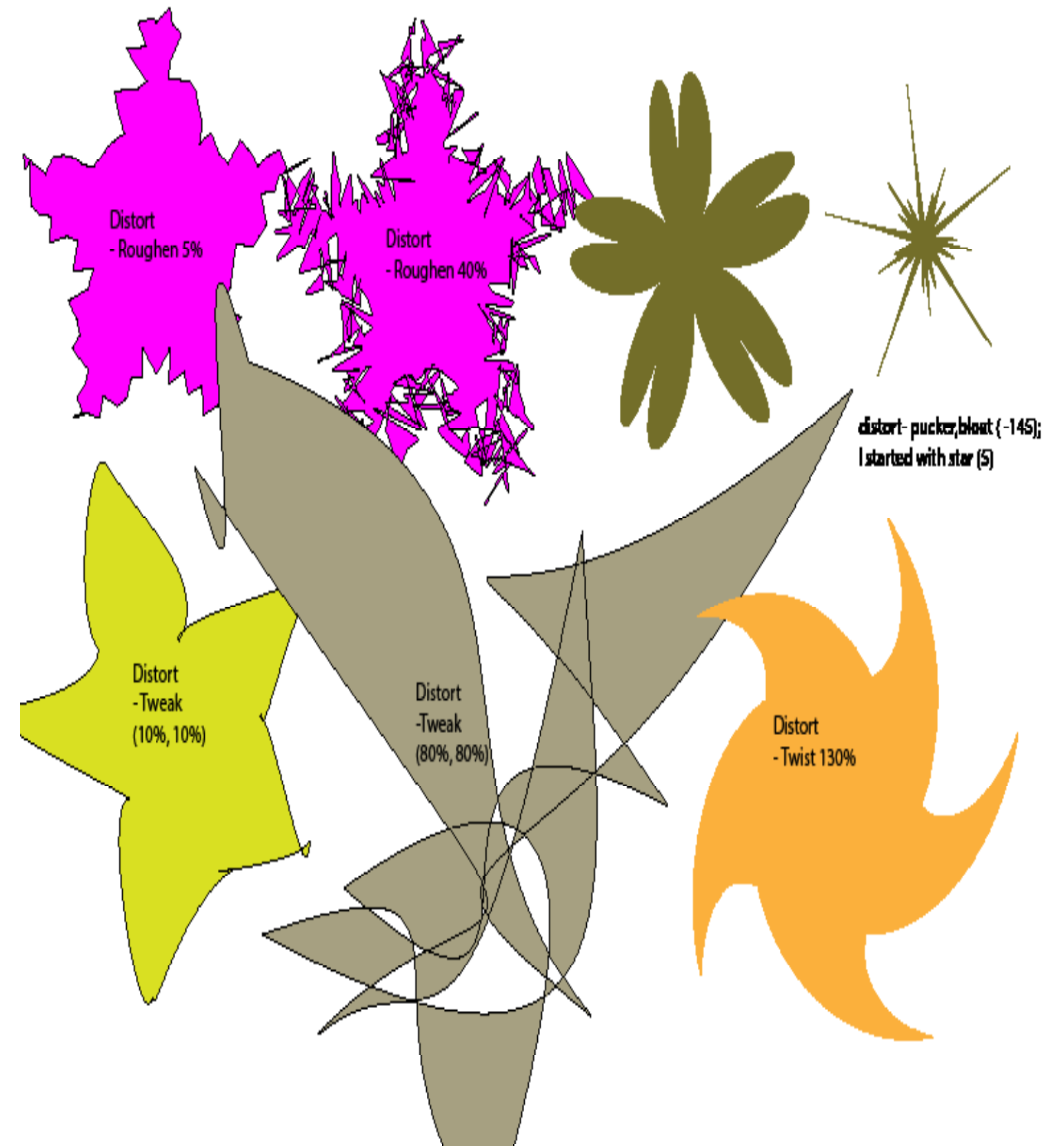
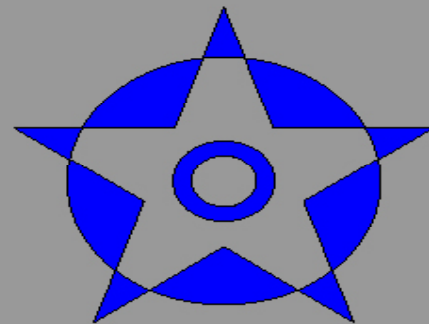
## Pathfinder Tools

using the Intersect option

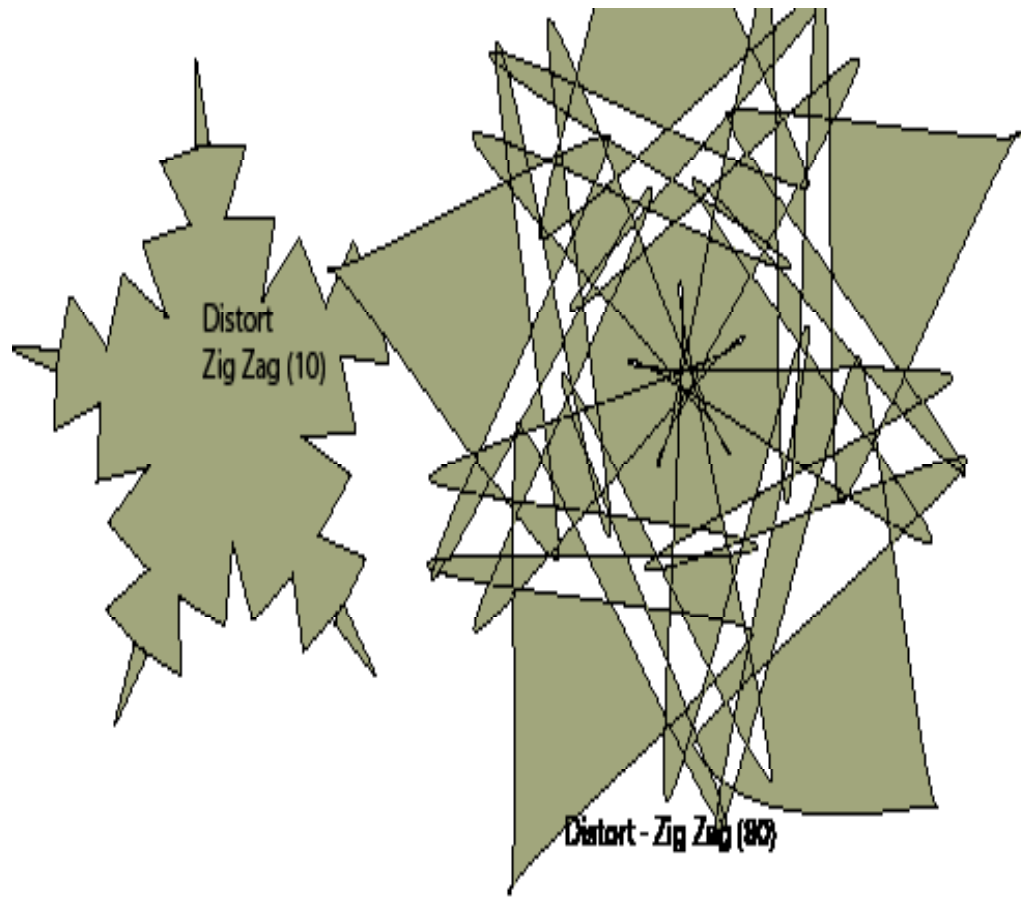


using the Exclude option ( the text is converted as outline)

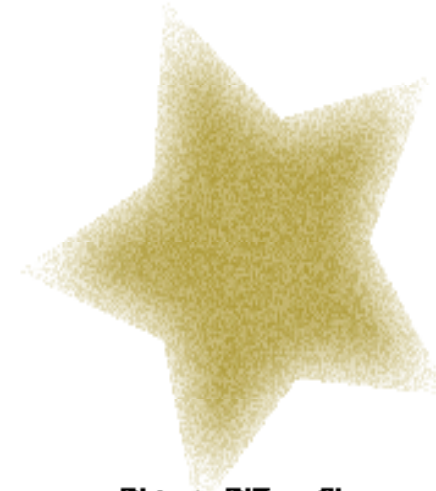
BIO  
SHIELD







Brush Strokes - Spatter



Distort - Diffuse Glow



Distort - Glass



Pixelate - Color halftone



Pixelate - Mezzotint



Pixelate - Pointilize



Texture - Texturizer

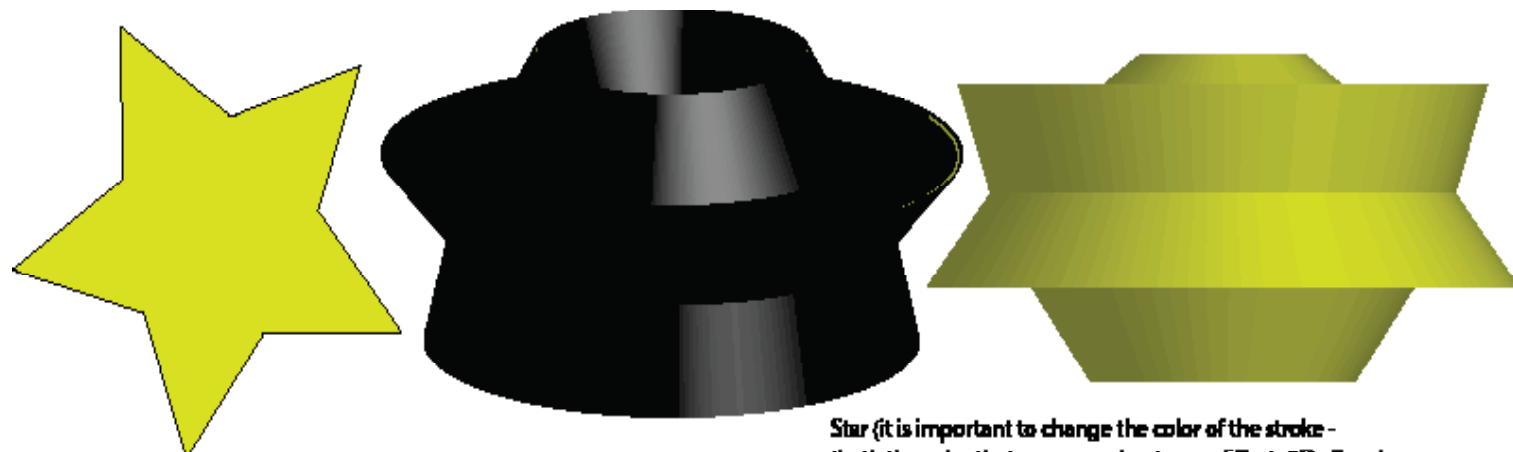


Artistic - Colored Pencil



plastic wrap





I started with a star - then I click on Effect - 3D - Revolve

Star (it is important to change the color of the stroke - that's the color that you are going to see - Effect - 3D - Revolve - position - front)

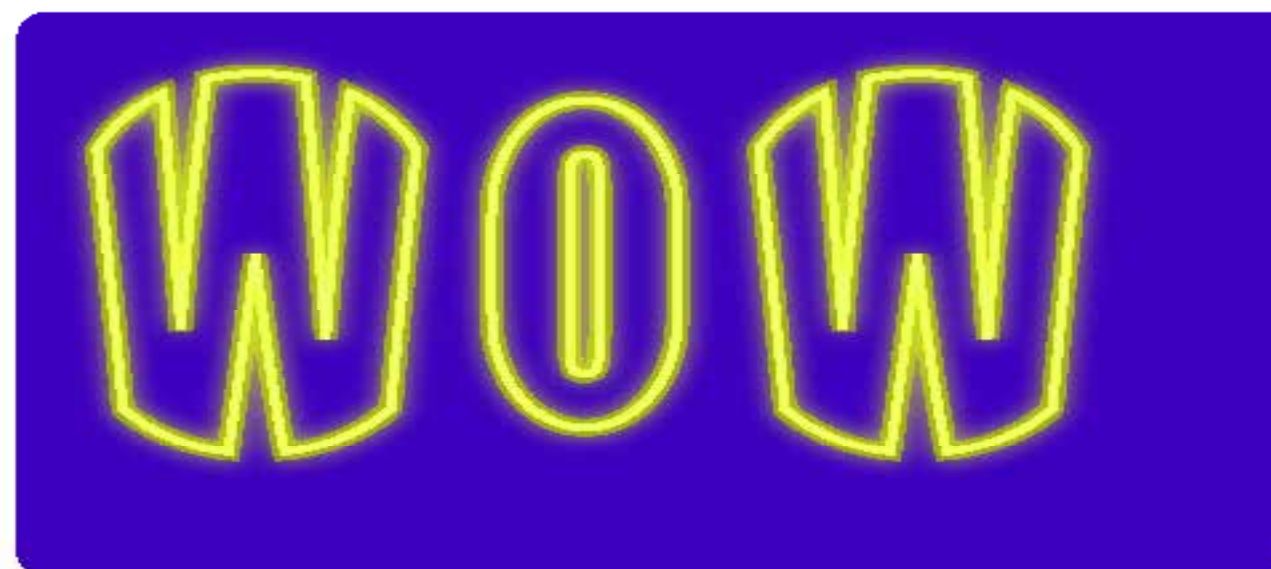


Star - for stroke click no color - just have the green for fill color - Effect - 3D - Revolve - position Custom Rotation (-12, -6, 2); Angle 230.



I did create with the pen tool half a bottle - then Effect - 3D - Revolve (make sure is no color for the fill color - just for the stroke) The last one has apply symbols - click on the Map Art and pick a symbol.

Using the Appearance panel I created 5 different strokes - saved it to the Graphic Styles



# Opacity Masks





## Opacity Masks

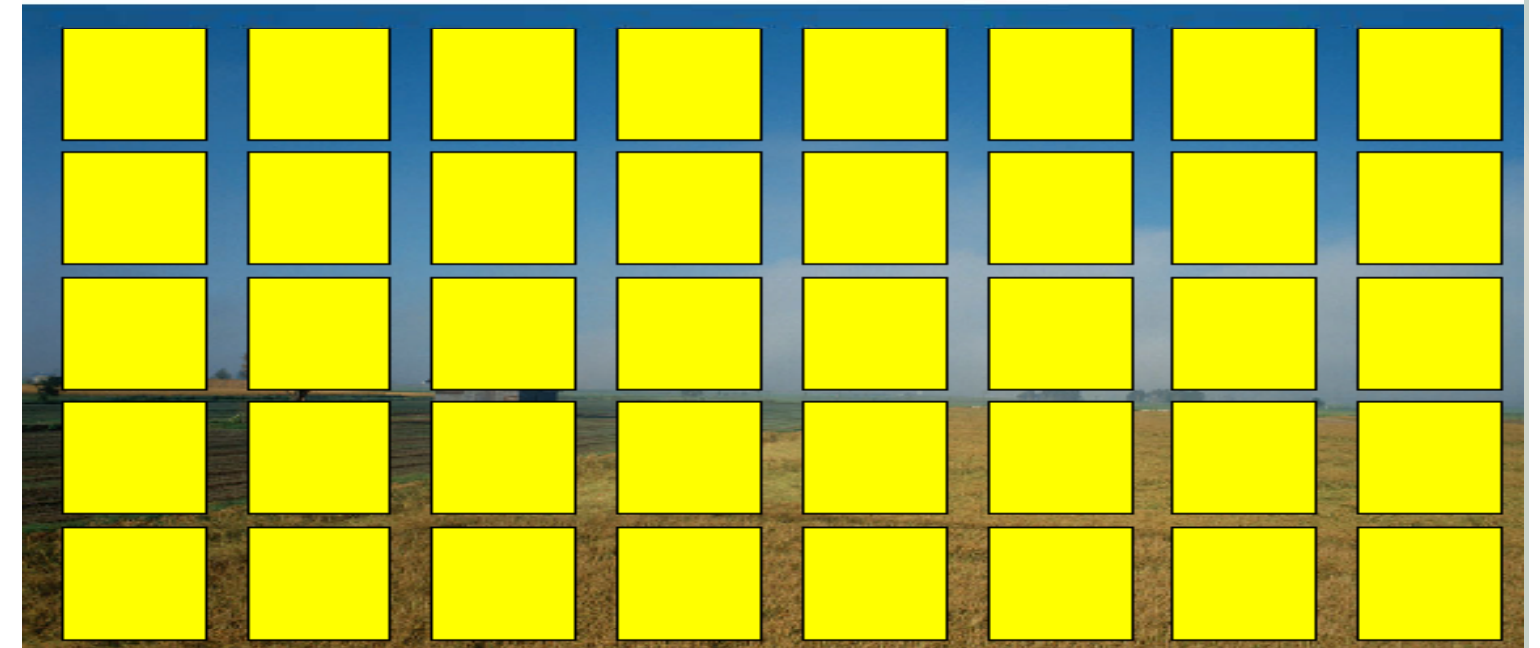


## Opacity Masks

I created gradient transparency



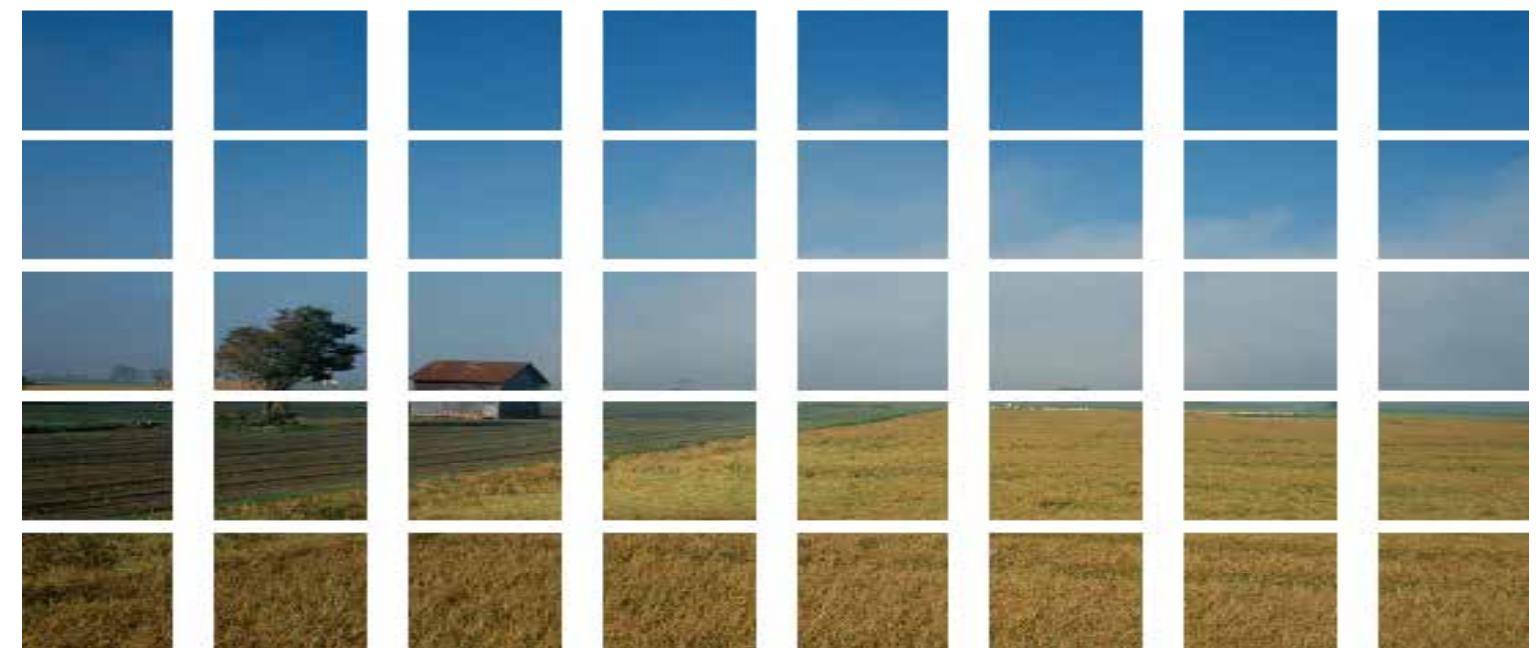
## Clipping Masks



before

## Clipping Masks

after applying compound path and clipping mask





# Envelope Distort



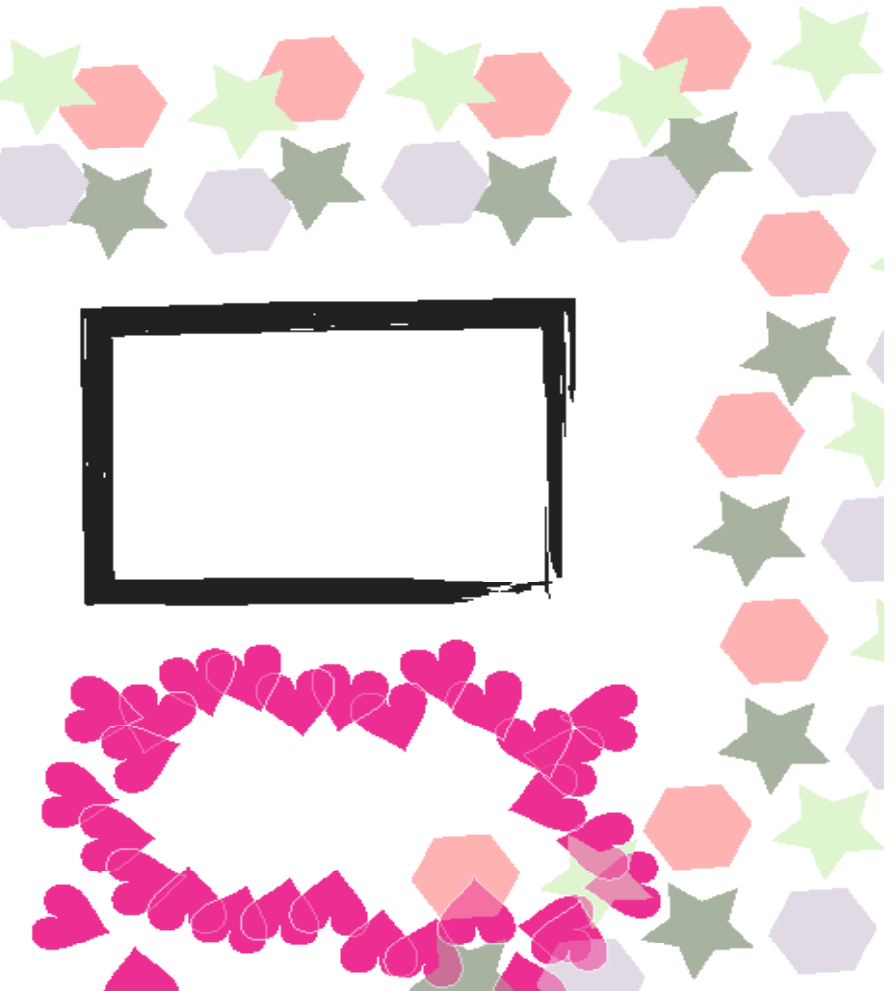
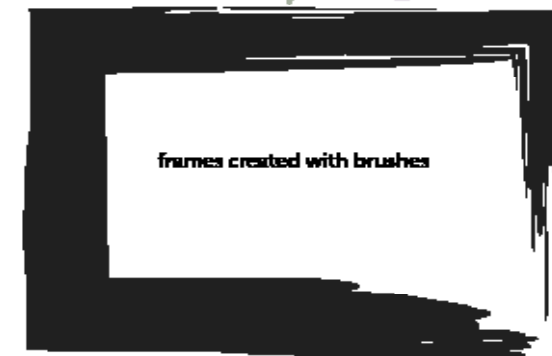
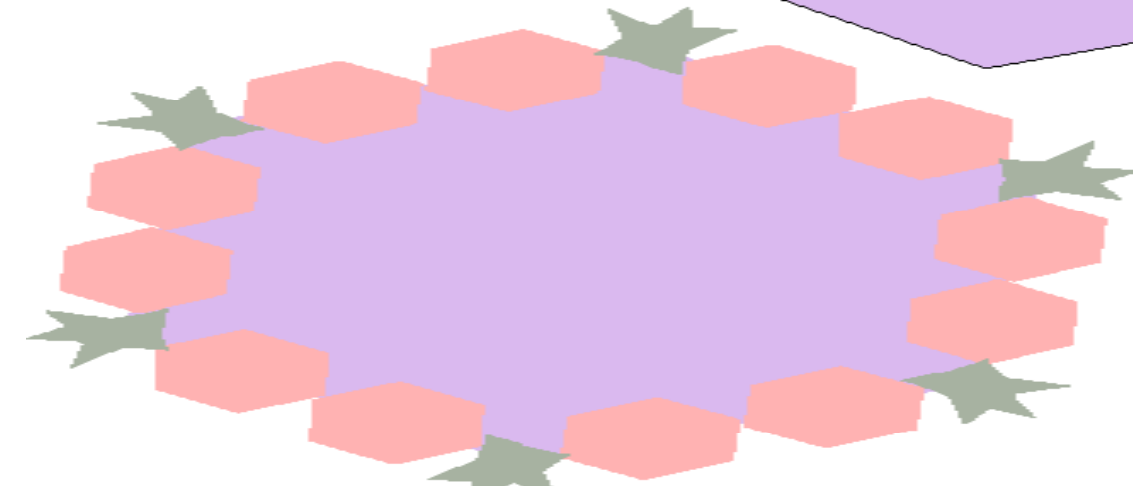
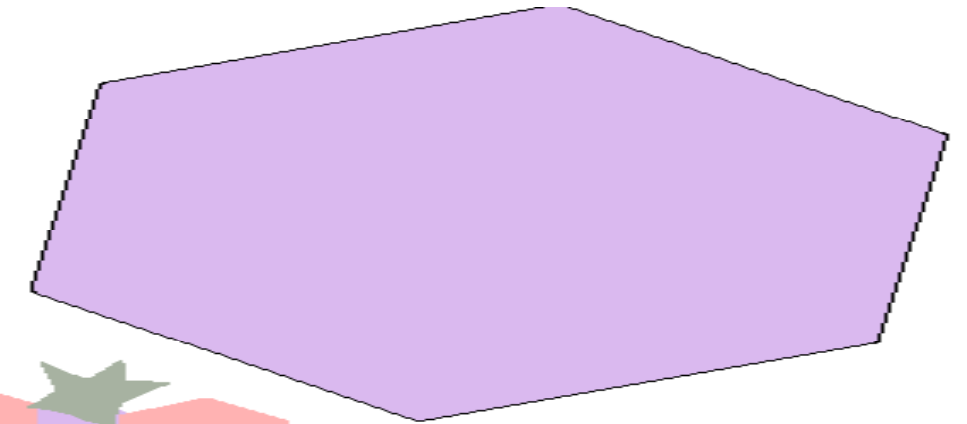
**STAR**

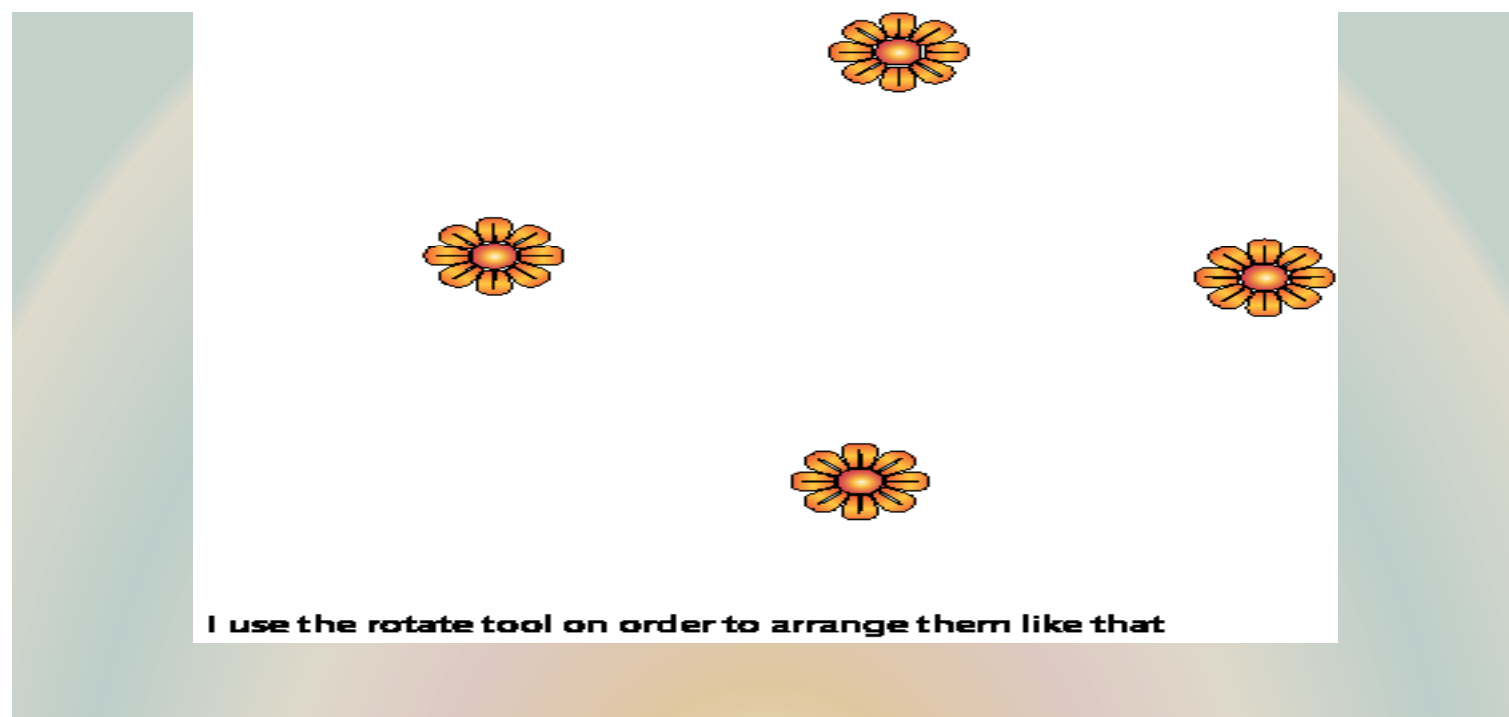
# Envelope Distort



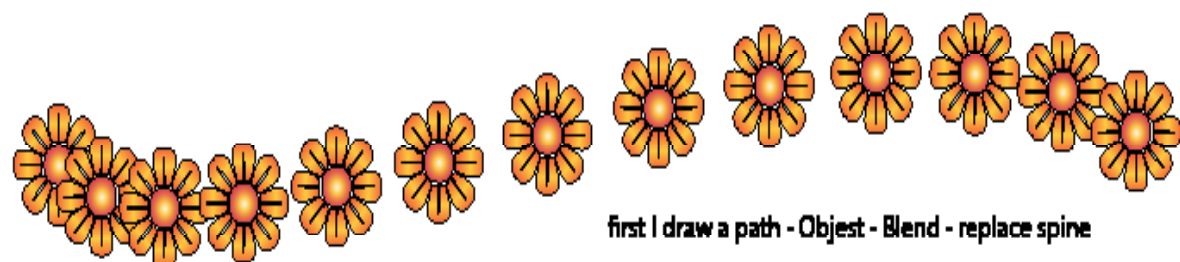
**STAR**

I created a circle (on top of the group) - selected both - Object  
-Envelope Distort - Make with top object

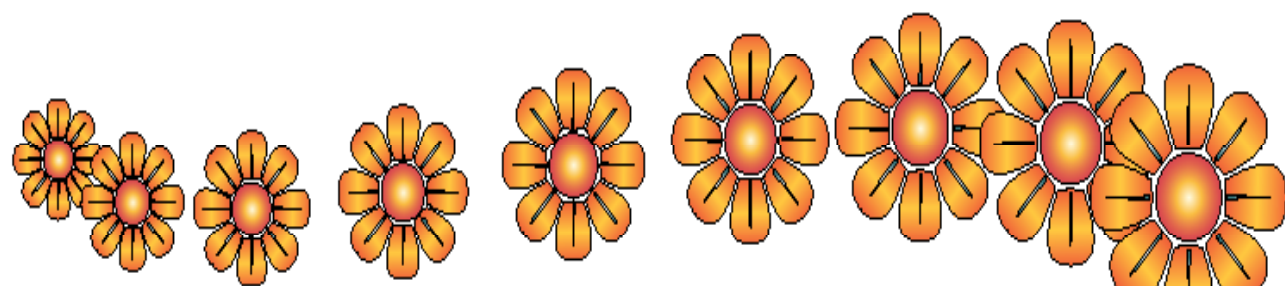




I use the use the blending mode



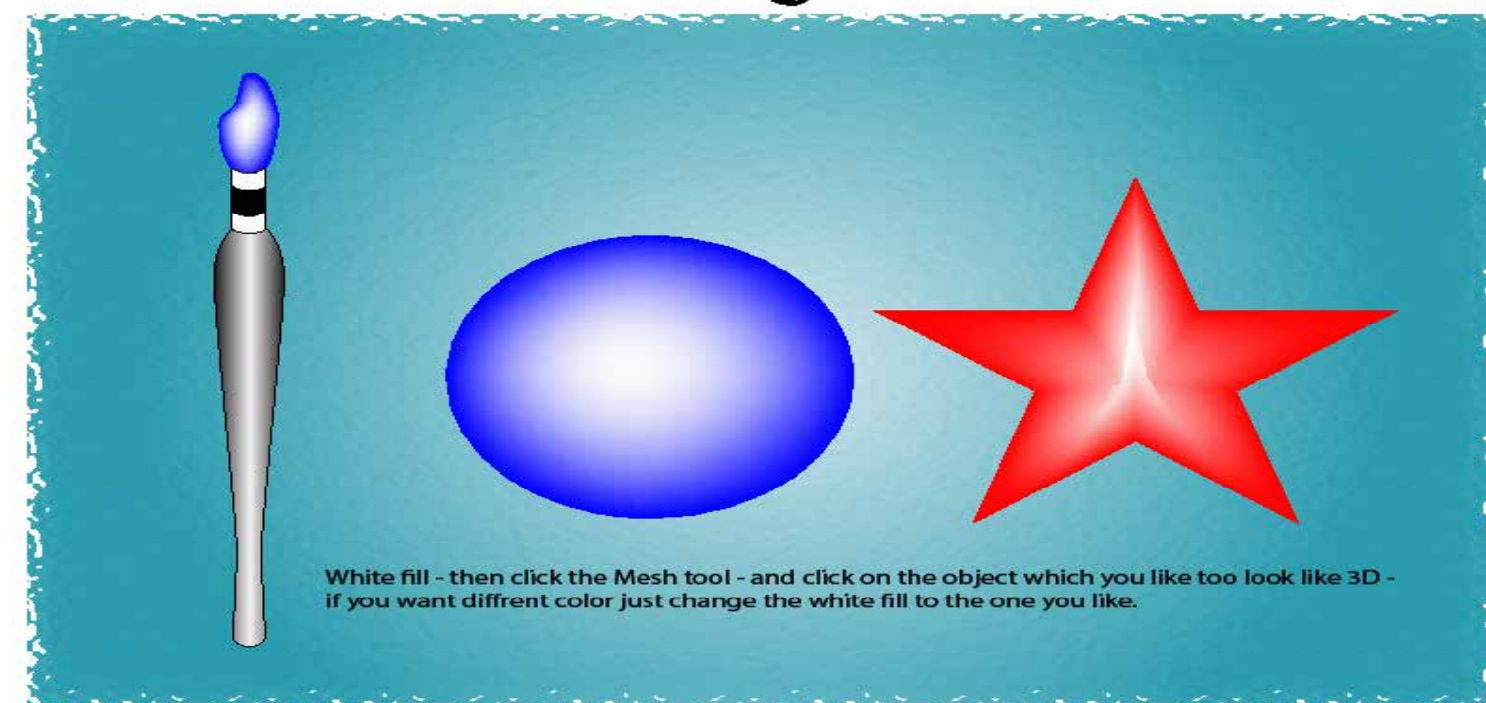
first I draw a path - Object - Blend - replace spine



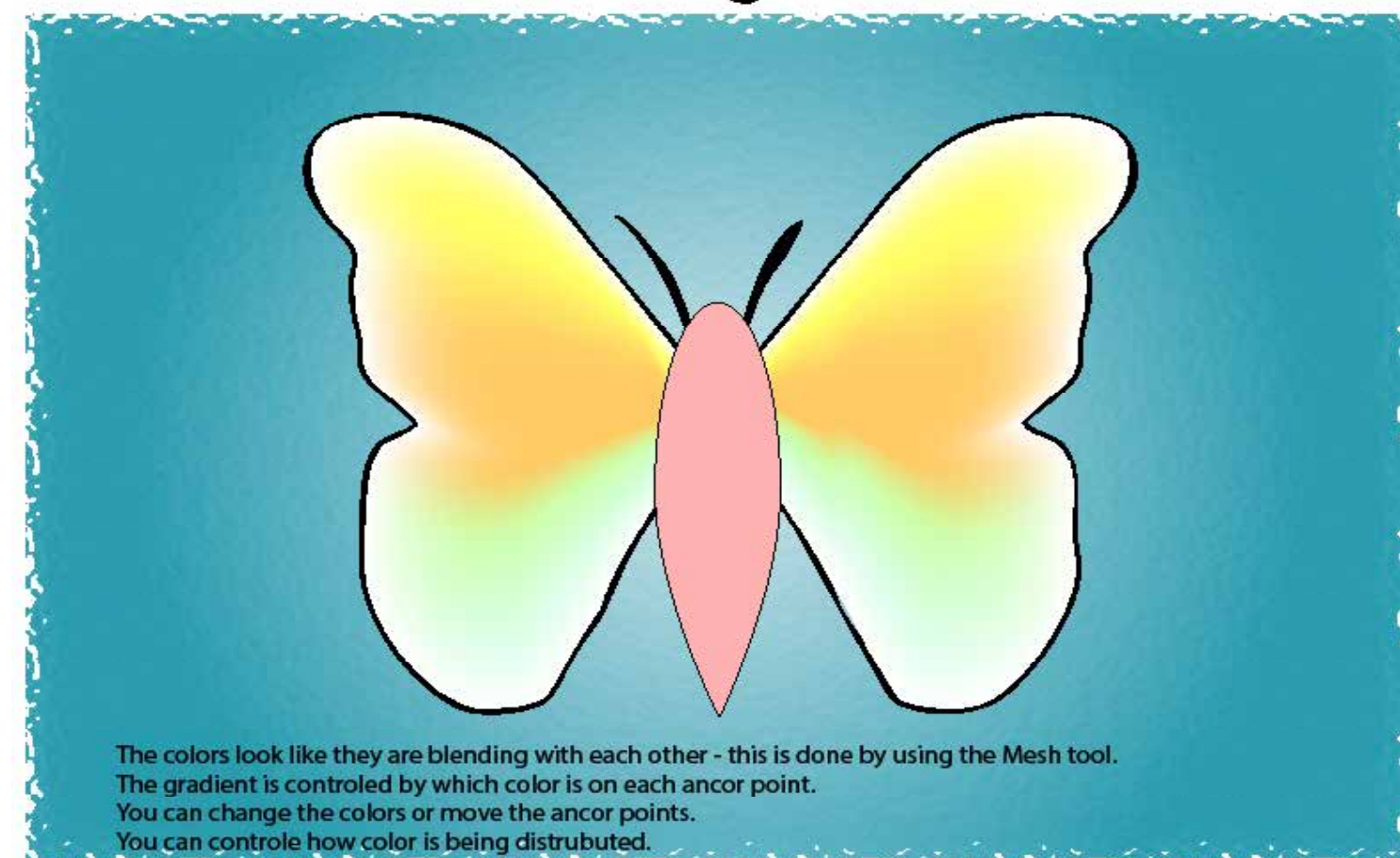
Double Click on the last one (this put you on isolation mode)-  
hold Shift and make it bigger - you get this effect



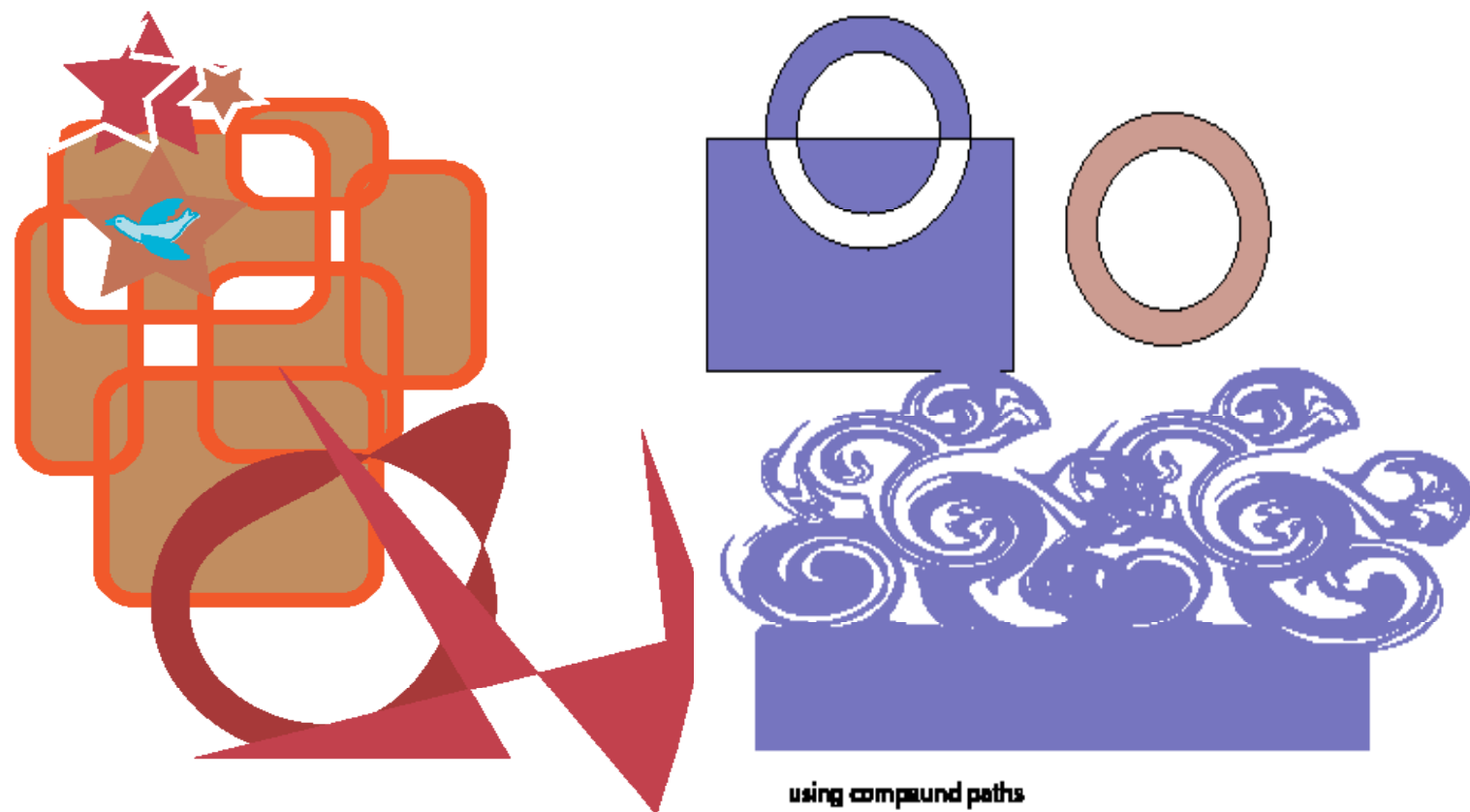
## The Amazing Mesh Tool



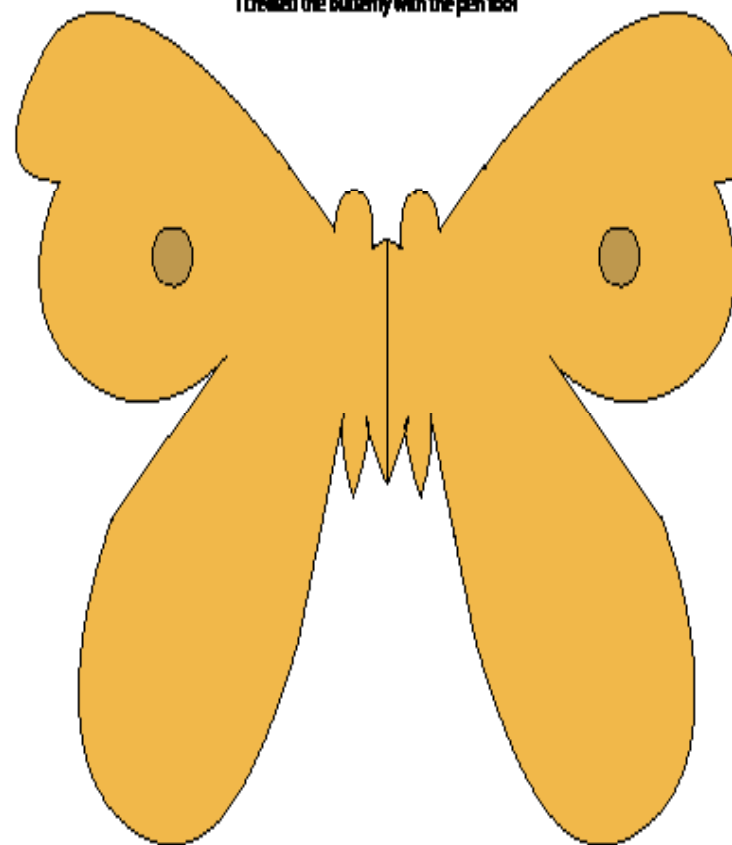
## The Amazing Mesh Tool





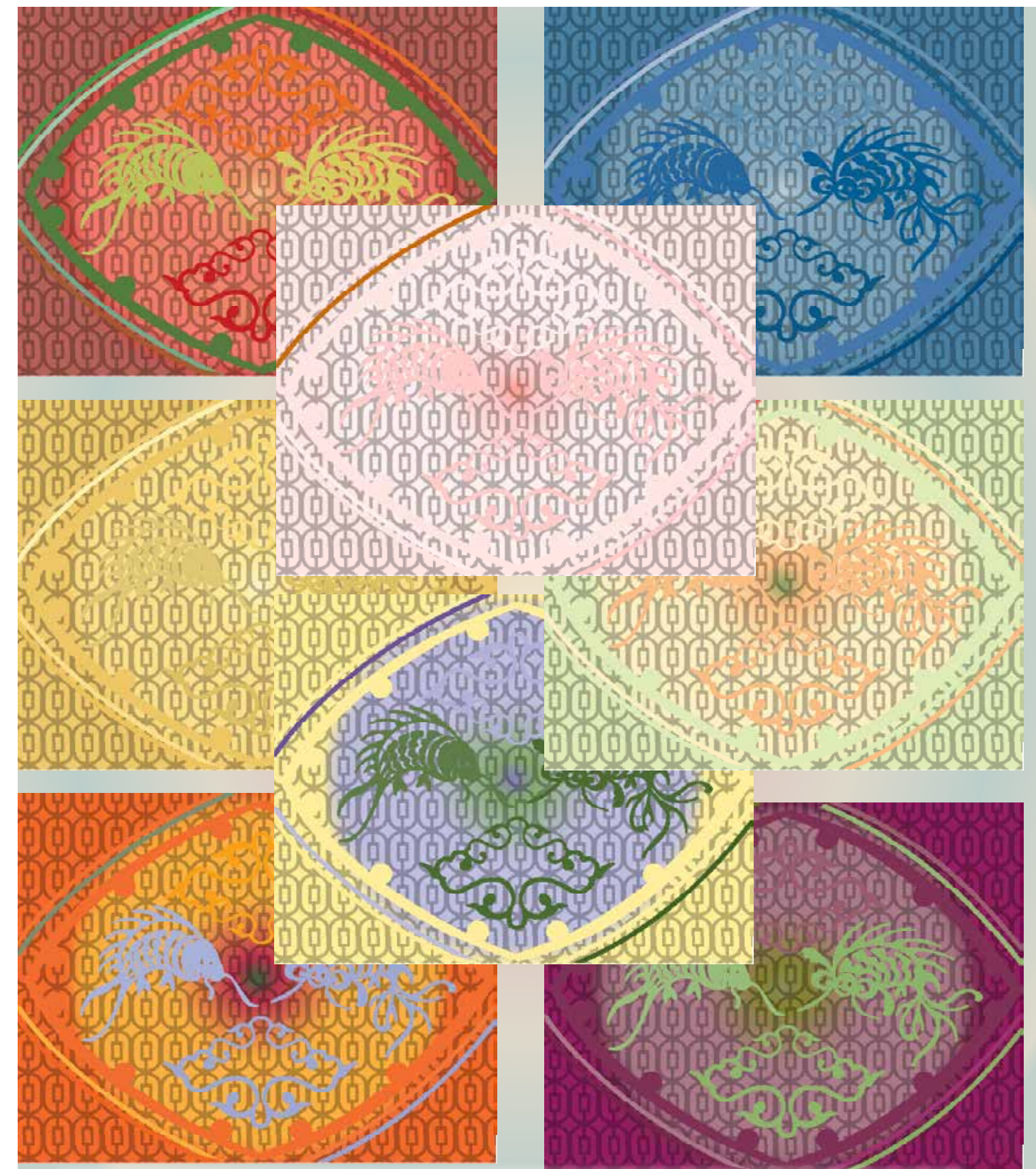


I created the butterfly with the pen tool



#### Pen tool moves:

- To move an anchor point, hold the Comd key (Mac) or the Ctrl (W) and drag the anchor point.
- To edit a direction line or fix a curve angle, hold the Cmd or Ctrl key and drag the control handle.
- To change a curve into a corner with no direction handles, Option or Alt + click the anchor point.
- To bend a smooth direction line into a cusp, Option or Alt + click the direction point.
- To change a corner into a curve, Option or Alt + click the anchor point and drag out the direction lines.
- To add a anchor point click a segment.
- To delete an anchor point, click it.

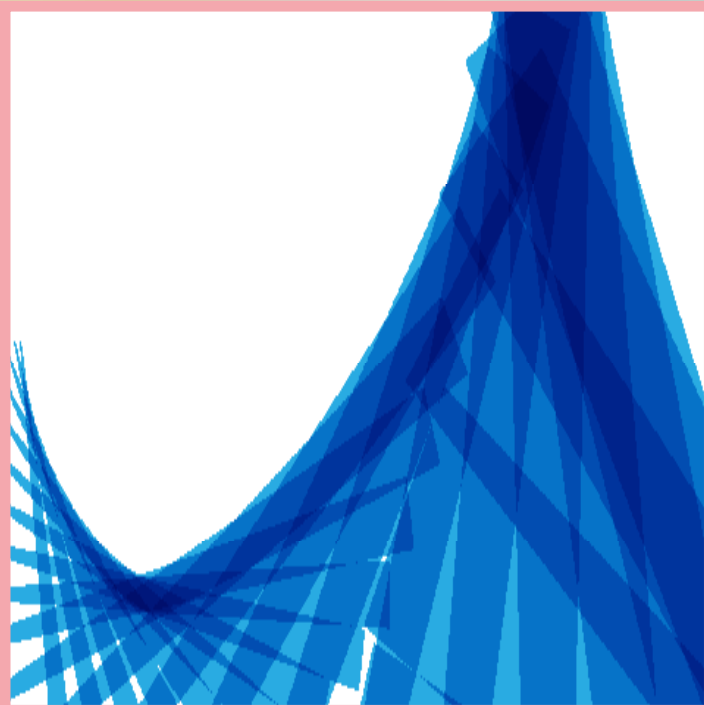
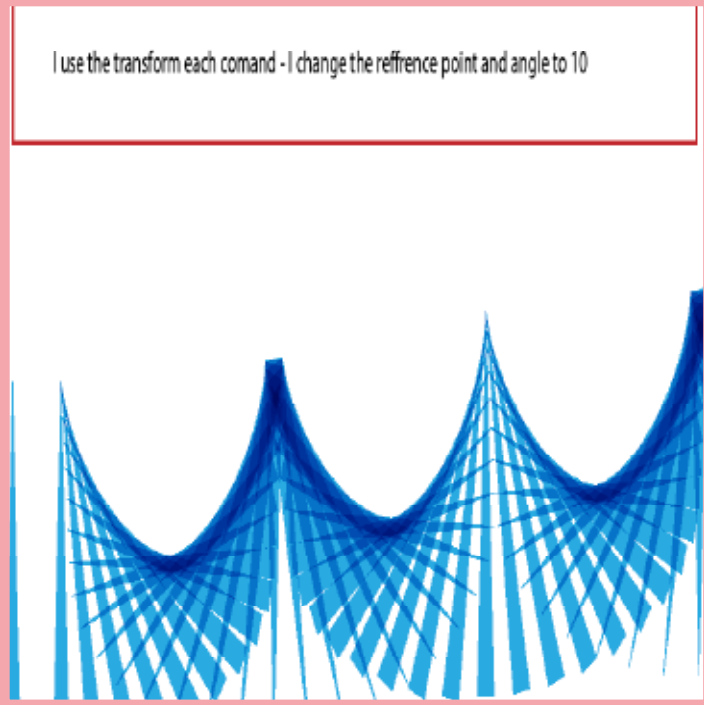


Select All - then click Recolor Artwork button - choose a color team

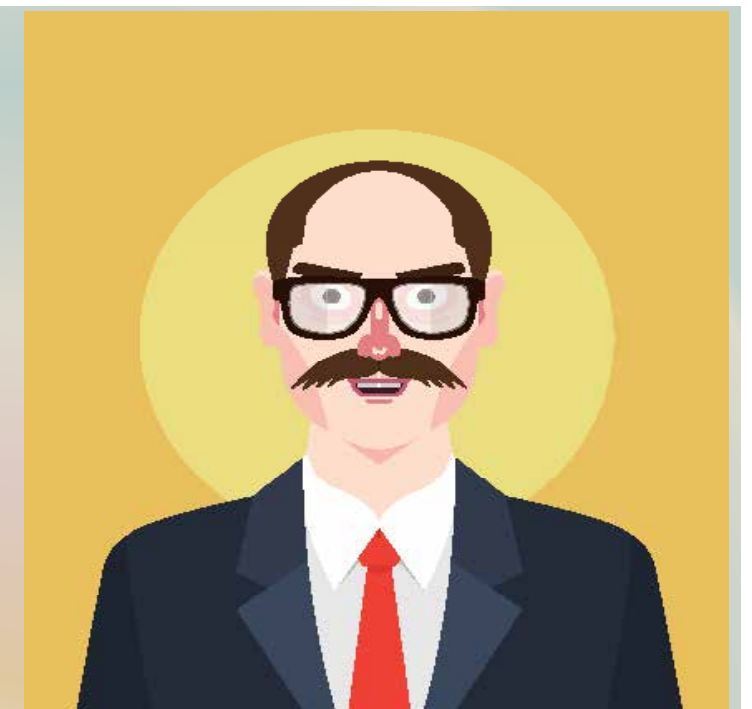
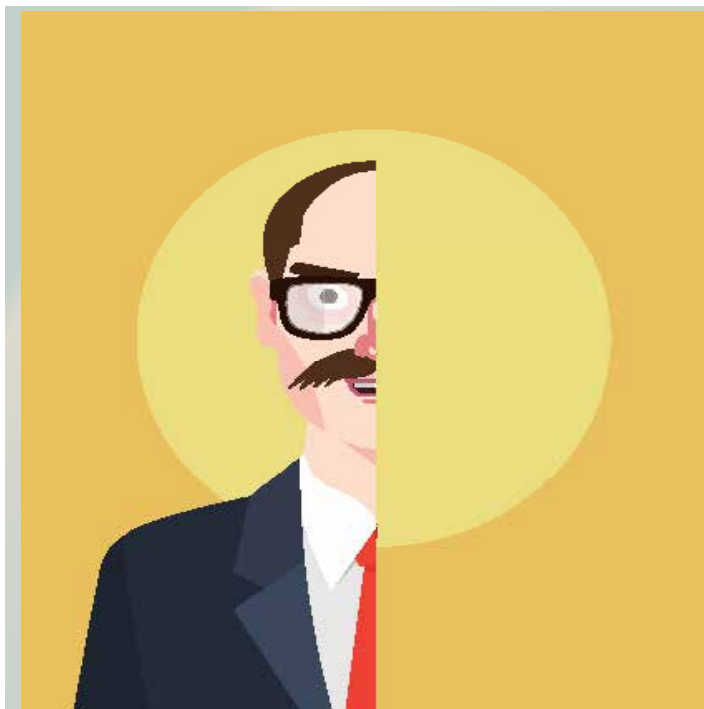




I use the transform each comand - I change the reffrence point and angle to 10



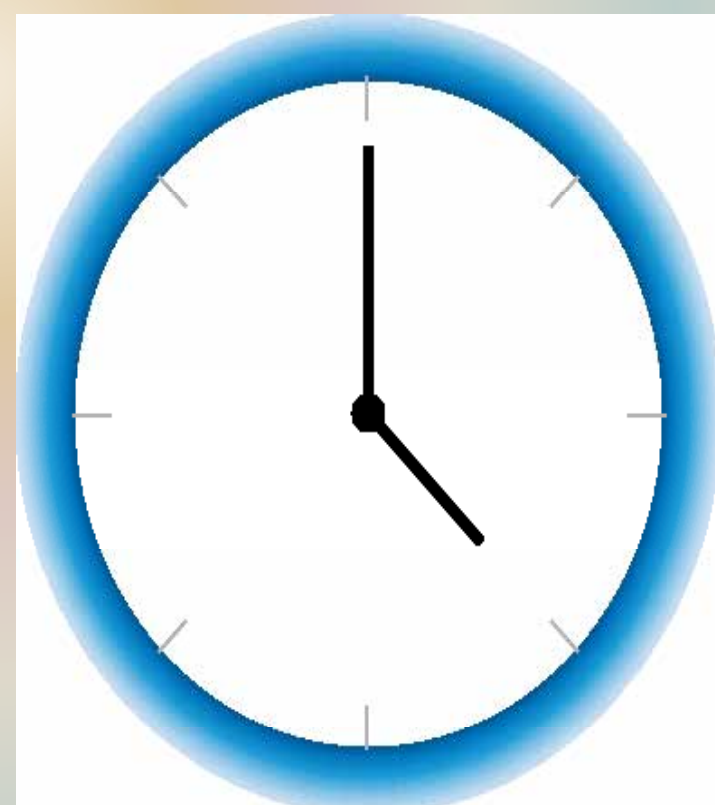
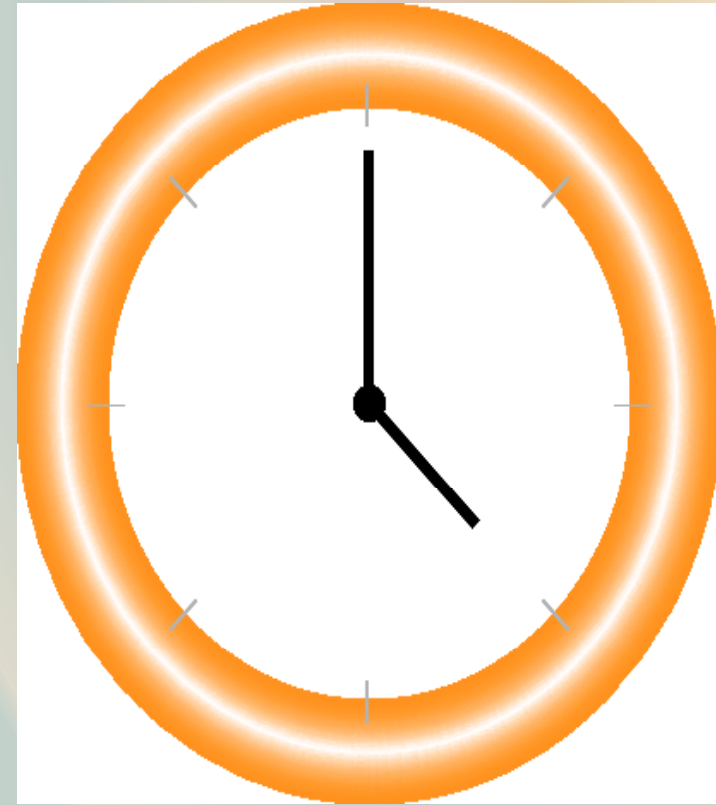
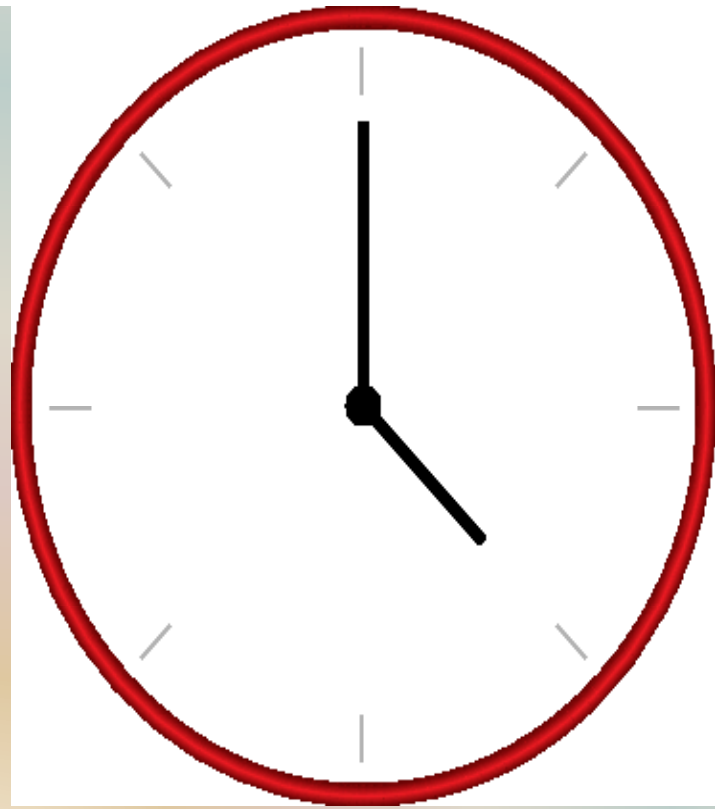
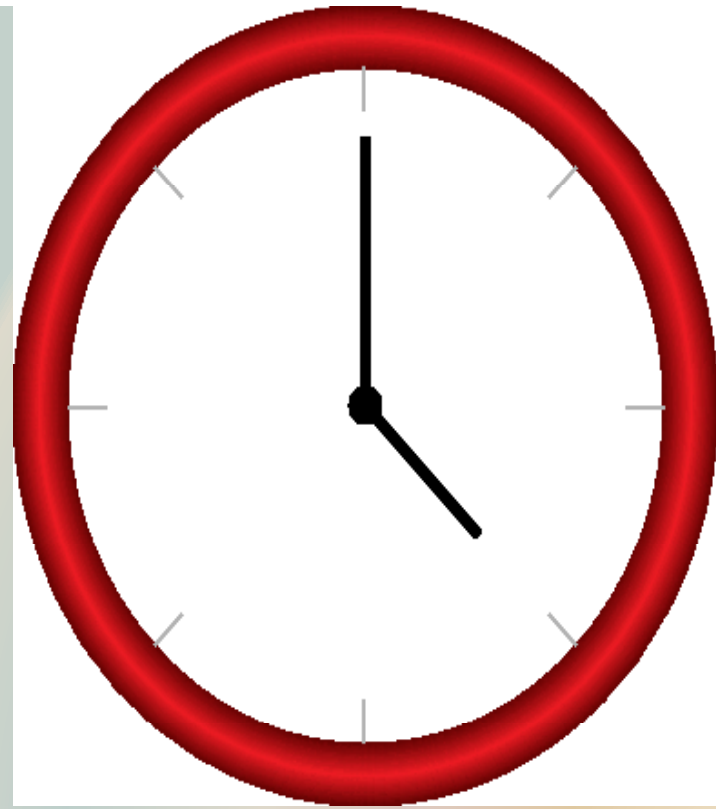
On the second example I use agian the Transform Each - but change the setting to 110, 110, -5, -5; angle 10; Copy - Comd d - and then just keep clicking d. You can create so many effects just by changing the settings.



I had just half man - I use the reflect tool - selecting the half then clicking on the reflect tool and put the reference point on the top - hold Shift and Alt and drag to create the second image.

Creating custom gradient (for the ribbon)





Applying gradient to a stroke (the clock around is a stroke)



Using the Appearance panel to apply strokes( 2 strokes - blue and white) and fills (2 fills - red and under basic graphics 10 dpi).



Applying drop shadow (Effects- Stylize - Drop shadow) and warp (flag).



You can save the effect by saving as a graphic style and apply it to another object (even a shape).

# Pathfinder Cheat Sheet

## Shape Modes



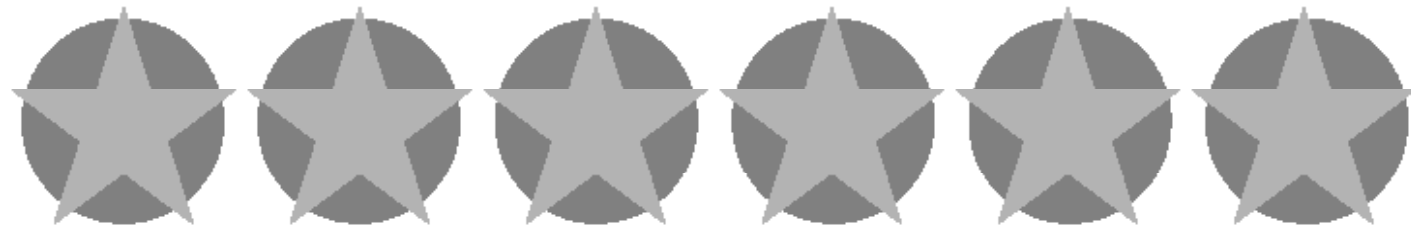
Unite

Minus Front

Intersect

Exclude

## Pathfinders



Divide

Trim

Merge

Crop

Outline

Minus Back

# Pathfinder Cheat Sheet

## Shape Modes



Unite

Minus Front

Intersect

Exclude

## Pathfinders



Divide

Trim

Merge

Crop

Outline

Minus Back























