Project Description:
This will be our first project using Illustrator as a design program. Good Designers understand typography. Typography is the art and technique of composing printed material from letterforms (typefaces or fonts). The type (or words) of a poster, logo, or other design can be the first thing we see as viewers. The font needs to catch our attention, keep us intrigued, and make us want to know more. Because typography is at the root of every good design, we will be creating type that shows action. You will choose a word that has action – preferably a verb or adjective. The artist above chose the word SHATTER. The artist then broke up the text to make the word become more than just text – it has now become a symbol that represents the word SHATTER. The word becomes secondary to the action of the image.

For this project you will chose a font from the menu. You will type the word on the Artboard. Using only the word itself and Illustrator tools – you will stretch, pull, chop, cut, divide, wrap, warp, bend, and twist the word to become a symbol that represents your action word.
In the image above, the word SHATTER is still legible. We can see the word hidden in the symbol. This is not mandatory or necessary for this project. Feel free to take the word and create something completely new from it. See the image below. The word this artist used is WET – the word is hidden in the image they created.

The only stipulation for this project is that you must only use the text formed by the word you choose – you may not add new lines, objects, or symbols.

**Illustrator Tools:**

Selection Tool, Direct Selection Tool

Type Tool, Area Type Tool, Type on a Path Tool, Vertical Type Tool, Vertical Area Type Tool, Vertical Type on a Path Tool

Line Segment Tool, Arc Tool, Spiral Tool

Rectangle Tool, Rounded Rectangle Tool, Ellipse Tool, Polygon Tool, Star Tool, Flare Tool

Artboards, Layers, Character, Color
Illustrator Instructions:

1. Chose a word that evokes emotion or describes action.
2. Create a new Artboard that is 11” wide x 8.5” tall.
3. Using one of the Text Tools, type your word on your Artboard. Chose a font and font size that fits your Artboard. You can upload a font from the internet if you want to. Remember, if you want, you can use Italic, Bold, etc.
4. Using the Selection Tool, you can resize your font to fit your Artboard. You can also use the Selection Tool to move your text around the Artboard to better position. Since Illustrator is vector-based, you do not need to worry about pixelation or loss of resolution.
5. Hold down the Control button + Click on your text. Select Create Outlines. The text will now have visible anchor points around it. These anchor points allow you change the text.
6. Using the Direct Selection Tool, double click on any of the anchor points to activate the anchor point for editing. Click and hold the anchor point and drag to change the shape of the text.
7. Use the above steps to change your text into an image that resembles the action word you chose.
8. You can also cut the text into pieces. Using any of the Path tools: Line Segment, Arc, or Spiral – draw a line through your text. Go to Object > Path > Divide Object Below. This step will separate the text above and below the line you drew. (Note: the line you drew will not appear unless you add color and stroke to it).
9. Repeat the above steps to change the text into an image that represents the text you chose.