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Creating a Display Ad

Chapter

Creating a Display Ad

In this tutorial, you create a display ad using the many tools, commands, and ClipArt symbols that Windows Draw offers. The ideas you learn here will benefit you if you design a flyer or other single-page document for a corporate or social event.

This tutorial helps you gain practical experience with creating a display ad for a fictitious group called the Environmental Causes Organization. This ad could also serve as a flyer to advertise the services or benefits of this organization.

What is a Display Ad?

A display ad is a tool that companies use to advertise or inform people about their products, services, or special events. Display ads are much like the flyers you find on your door at home or on your car windshield in a parking lot. Their purpose is to inform you about something or someone.

Display ads vary in size, shape, and form. They can be big or small, in black and white, or in color. They can contain text, graphics, or both. The display ads you are probably most familiar with are in newspapers in the form of car, employment, or service ads. Perhaps you've also seen newspapers that specialize only in personal or commercial ads.

The display ad in this tutorial serves the same purpose: to inform an audience. You create an ad to advertise a fictitious charity art auction designed to raise money for environmental causes. The ad would then appear in a newspaper in its full size, 8.5 x 11 inches.

This tutorial teaches you to create a display ad, focusing on how to

- locate a ClipArt symbol in the ClipArt Catalog
- resize and align a ClipArt symbol
- change the typeface and point size of text
- align text
- create text with a drop shadow effect
- add a gradient to a text symbol
- change text and symbol colors
- combine symbols
- create and widen lines
- duplicate and constrain symbols
- adjust margin settings for paragraphs
- edit text using the text editor

- import a logo (DRW) file
- print the display ad

Now that you have an idea of what the display ad will look like, let's get started.

Getting Started

Before creating the display ad, first open the file that contains the border and text that you use in the ad.

Opening the Display Ad File

1. Open the File menu and choose the Open command. The Open File dialog box opens. (Fig. 1)

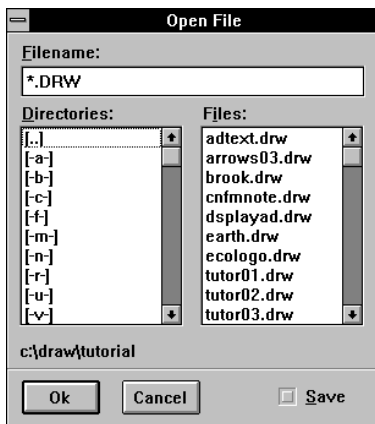


Fig. 1

2. Point to the file DSPLAYAD.DRW in the Files list box and click Button 1 to select it.
3. Click Ok to close the dialog box and open the file. A border and some text appear in the drawing area. (Fig. 2)

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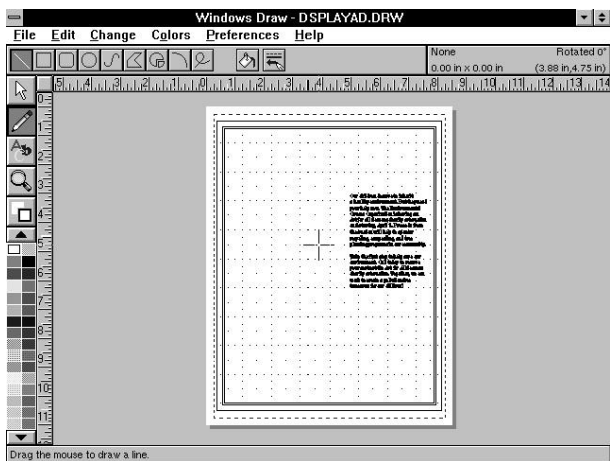


Fig. 2

4. Open the File menu and choose the Save As command. The Save As dialog box opens.
5. Type AD in the text box and press ENTER. The file is saved as AD.DRW.

You can quickly save your work by pressing CTRL+S, which is the shortcut key for the Save command.

Adding a ClipArt Symbol

Windows Draw provides more than 2,600 ClipArt symbols. Each symbol is stored in the ClipArt Catalog, much like a book is shelved in the public library. In this section, you use ClipArt for the mountain scene.

Locating the ClipArt Symbol

Let's start creating the display ad by bringing in the ClipArt symbol of the mountain scene from the ClipArt Catalog.

1. Open the File menu and choose the ClipArt command. The Find ClipArt dialog box opens. (Fig. 3)

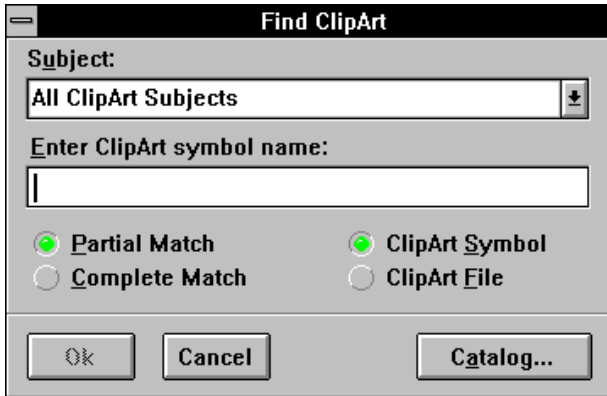


Fig. 3

2. Type BROOK.DRW in the Enter ClipArt symbol name text box. Notice that the ClipArt File option is automatically selected when you type the extension of the filename in the text box.
3. Press ENTER. The Find ClipArt dialog box closes and the ClipArt symbol appears in the drawing area. Handles appear around the symbol.

Note: Windows Draw automatically pastes ClipArt symbols into the drawing area when only one symbol is found in the ClipArt Catalog.

4. Press CTRL+S to save your work.

Resizing the ClipArt

You're now ready to resize the mountain scene in the display ad.

1. Place the pointer on the bottom right corner handle of the mountain scene. The pointer changes to a double-headed diagonal arrow. (Fig. 4)

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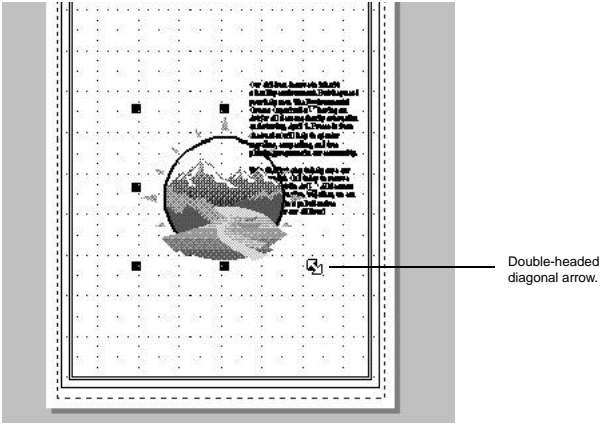


Fig. 4

Note: When you resize a symbol using a corner handle, you are resizing the symbol proportionally. When you use a side handle to change the size of a symbol, you are resizing the symbol non-proportionally.

2. Press and hold Button 1, and drag the handle up and to the left until the left side of the status bar reads approximately 3.7 x 3.2 inches.
3. Release Button 1.

Note: The instructions listed throughout this tutorial are approximate values.

4. Point inside the mountain scene.
5. Press and hold Button 1, and drag the pointer until the top and left Show Position guides (lines in the rulers that help you align symbols) are 1 inch across and 3 inches down the page. Release Button 1. (Fig. 5)

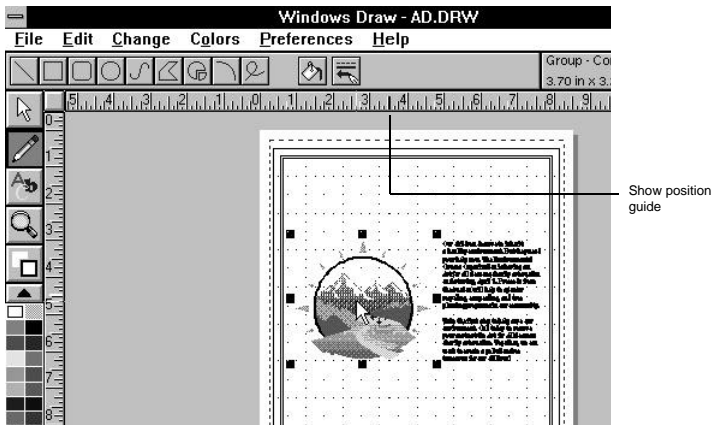


Fig. 5

6. Press CTRL+S to save your work.

Working with Text

In this section, you create a headline with a drop shadow effect, add a gradient, and add a subhead beneath the headline. You then change the typeface and point size for the headline and subhead.

You are now ready to select the typeface and point size for the headline. You can change the typeface and point size of text before or after you enter it on the page. In this section, you select the font and point size, then type the text.

Changing the Typeface and Point Size

1. Click the Text tool in the toolbox.
2. Click the down arrow to the right of the Font list box in the ribbon area. A list of available typefaces appears. (Fig. 6)

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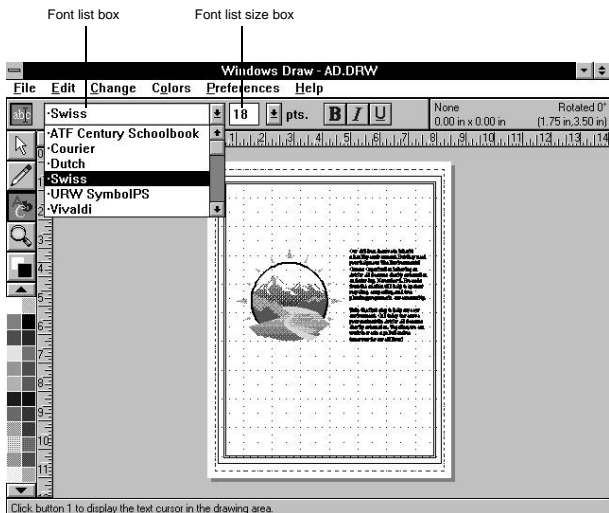


Fig. 6

3. Point to the Dutch typeface and click Button 1 to select it.
4. Point to the number in the Font Size list box, and click Button 1 to highlight the point size.
5. Type 42 for the point size.
6. Press ENTER. When you type the headline, it will appear as 42-point Dutch.

Typing the Headline

1. Open the Change menu and choose the Paragraph command. The Paragraph dialog box opens.
2. Click the Word Wrap option to deselect it, then click Ok. The dialog box closes.

Note: Deselecting the Word Wrap option ensures that all of the text appears on one line when you type it in the display ad.

3. Click the Text Cursor button in the ribbon area to select it, if it is not already selected.
4. Move the pointer in the drawing area until it is 1 1/2 inches across and 1 inch down the page (use the Show Position guides for placement). This is where you will begin typing text.
5. Click Button 1. A blinking cursor appears on the page, indicating text mode.

Note: Entering text in Windows Draw is as easy as entering text in your favorite word processor. If you mistype, press BACKSPACE to delete characters to the left, then retype the information.

6. Type ART FOR ALL SEASONS as the theme for the art auction. Then press ESC. The text appears as 42-point Dutch when you type on the page. (Fig. 8)

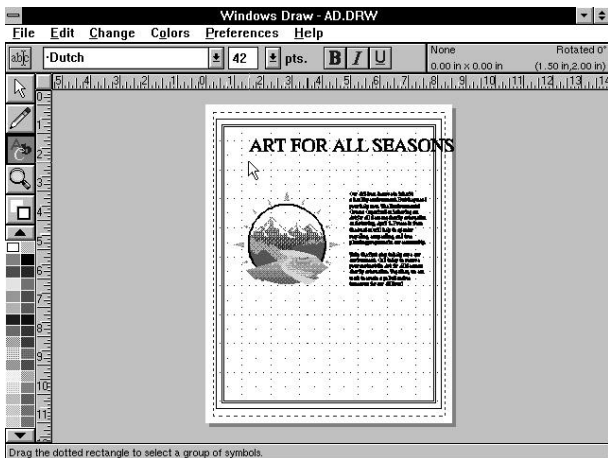


Fig. 8

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Aligning the Headline on the Page

You're now ready to center the headline in the display ad. Here's how.

1. Select the text, if it is not already selected.
2. Open the Change menu and choose the Align command. The Align submenu opens.
3. Choose the Page Center command to center the headline on the page. (Fig. 9)

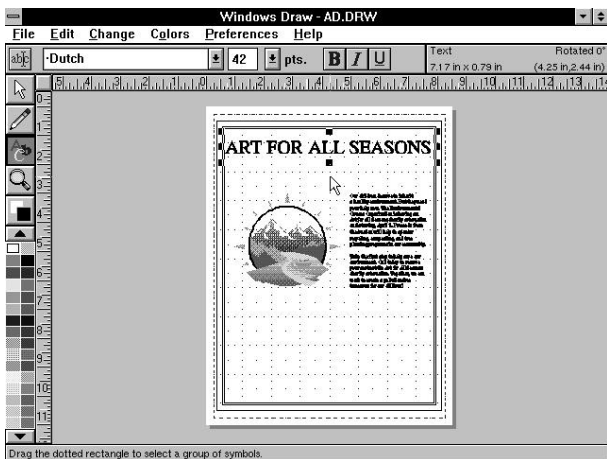


Fig. 9

4. Press CTRL+S to save your work.

Converting Text to a Symbol

1. Open the Change menu and choose the Convert to Curves command. The text is converted to a symbol. You will later add a gradient to this converted text.

2. Open the Change menu and choose the Arrange command. The Arrange submenu opens.
3. Choose the Group command. The individual characters of the headline are now combined to form a single symbol.

Creating a Drop Shadow

Before creating a drop shadow effect for the headline, enlarge the view of the text using the Zoom button. This makes it easier for you to see the work you are performing on the headline.

1. Click the View tool in the toolbox. A horizontal row of View buttons appears to the right of the tool. (Fig. 10)

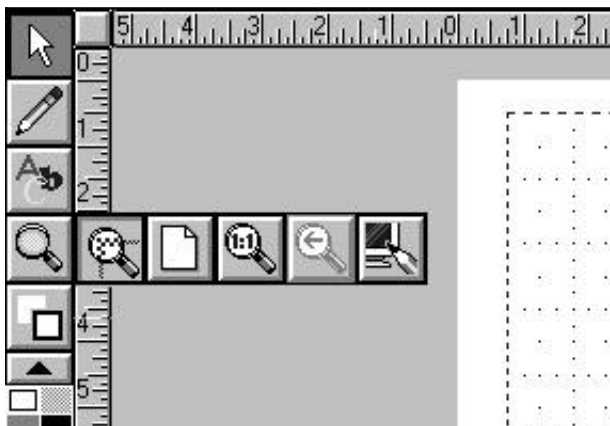


Fig. 10

2. Click the Zoom button. The pointer changes to indicate zoom mode.
3. Point above and to the left of the headline. Press and hold Button 1, then drag a dotted rectangle down and to the right around the headline.

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4. Release Button 1. An enlarged view of the headline appears.
5. Click the Pointer tool in the toolbox, then select the headline. (Fig. 11)

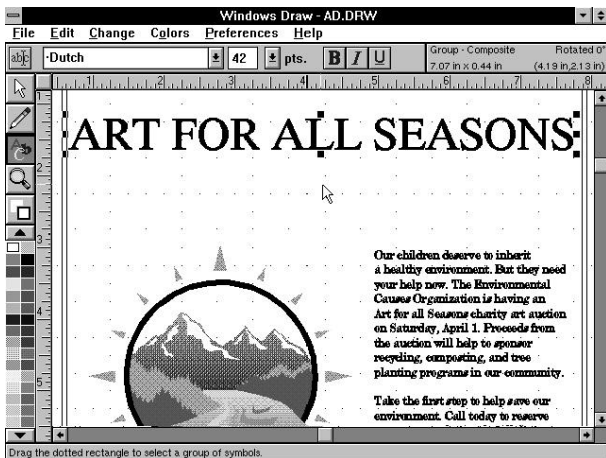


Fig. 11

6. Open the Preferences menu and choose the Rulers command. The Rulers dialog box opens.
7. Click the Snap to Rulers option to deselect it. With Snap turned off, you can more easily create the drop shadow without it snapping to the ruler divisions.
8. Click Ok.
9. Place the pointer on the headline.
10. Turn off NUM LOCK, if it is not already.
11. Press and hold SHIFT and the SPACEBAR, then press the RIGHT ARROW twice, then press the UP ARROW twice.

Release SHIFT and the SPACEBAR. The drop shadow appears.

Note: If you make a mistake creating the drop shadow, delete the drop shadow by pressing DEL and try creating it again.

12. Press CTRL+S to save your work.

Adding a Gradient to the Headline

Because the color of the drop shadow is black, you should change the color of the headline for added contrast. The following instructions explain how to add a gradient fill to the headline before adding color.

1. Click the Draw tool in the toolbox, then click the Fill Style button in the ribbon area. The Fill Style menu opens. (Fig. 12)

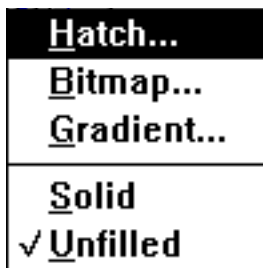


Fig. 12

2. Choose the Gradient command. The Gradient dialog box opens.
3. Click Ok to choose the top left (default) gradient. The dialog box closes.
4. Click the Color tool in the toolbox. A horizontal row of Color buttons appears to the right of the tool. (Fig. 13)

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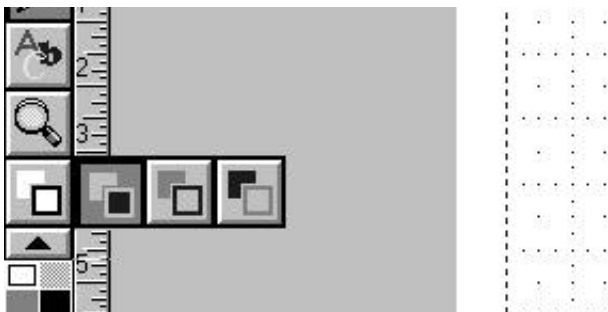


Fig. 13

5. Click the Fill Color button.
6. Point to the color red in the color palette and click Button 1 to select it. Windows Draw redraws the fill portion of the gradient with this color.
7. Click the Color tool in the toolbox, then click the Background Color button.
8. Point to the color yellow in the color palette and click Button 1 to select it. Windows Draw redraws the background portion of the gradient with this color.
9. Press CTRL+S to save your work.

Combining the Headline and Drop Shadow

Now let's combine the headline and the drop shadow effect. You will find that it is easier to work with a combined symbol.

1. Point above and to the left of the headline (outside the handles), press and hold Button 1, then drag a dotted rectangle down and to the right around the headline and drop shadow. Release Button 1. Handles appear around the headline and the drop shadow to indicate that both are selected. (Fig. 14)

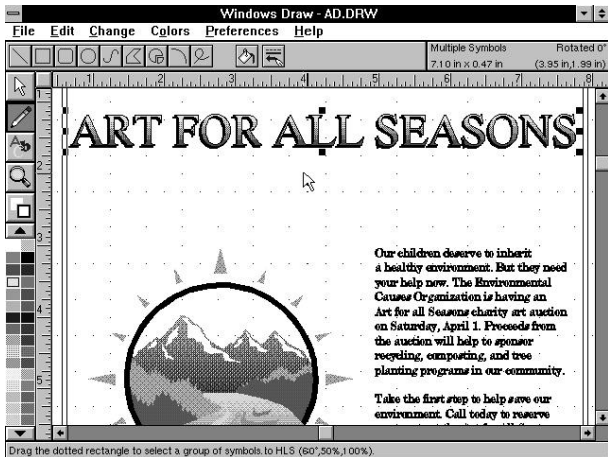


Fig. 14

2. Open the Change menu and choose the Arrange command. The Arrange submenu opens.
3. Choose the Group command to combine the headline and drop shadow.

Adding a Subhead to the Display Ad

Now, change the view of the page so you can see all of the display ad. Then add a subhead to the display ad.

1. Click the View tool in the toolbox, then click the View Page button. Now you can view all of the elements in the display ad.
2. Click the Text tool in the toolbox.
3. Point to the number in the Font Size list box, and click Button 1 to highlight the point size.
4. Type 18 for the point size and press ENTER to save the new size.

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5. Move the pointer until it is 4 inches across and 2 inches down the page.
6. Press SHIFT and then click Button 1. The text editor opens. (Fig. 15)

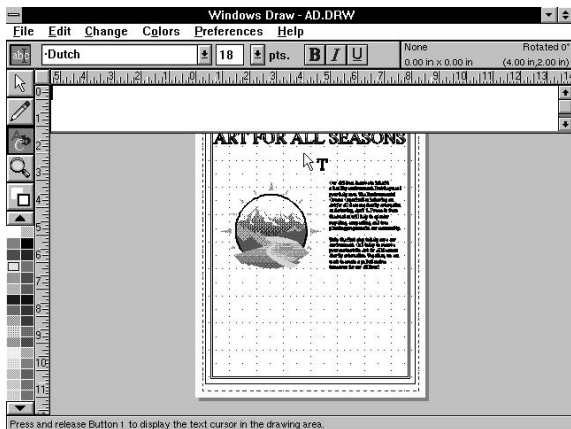


Fig. 15

Note: Because the text you are about to type on the page is so small, you type the text in the text editor before placing it in the display ad.

7. Type Charity Art Auction and press ESC. The text editor closes and the text appears in 18-point Dutch.
8. Select the text, then press CTRL+F9 to center the text on the page.
9. Press CTRL+S to save your work.

Adding Lines to the Display Ad

You're now ready to use the Line button to add lines above the headline and also below the subhead and mountain scene. After you

create the lines, you will see how simple it is to duplicate and change the width of the lines, and align them on the page.

Drawing a Line

1. Click the Draw tool in the toolbox, then click the Line button in the ribbon area. The pointer changes to indicate draw mode.
2. Move the pointer until it is .75 inches across and 1 inch down the page.
3. Press and hold CTRL and Button 1.

Pressing CTRL when drawing a line forces a horizontal, vertical or diagonal line.

4. Drag the pointer to the right from the A in ART to the last S in SEASONS (the left side of the status bar reads approximately 7.0 in).
5. Release Button 1 and CTRL. The line appears on the page. (Fig. 16)

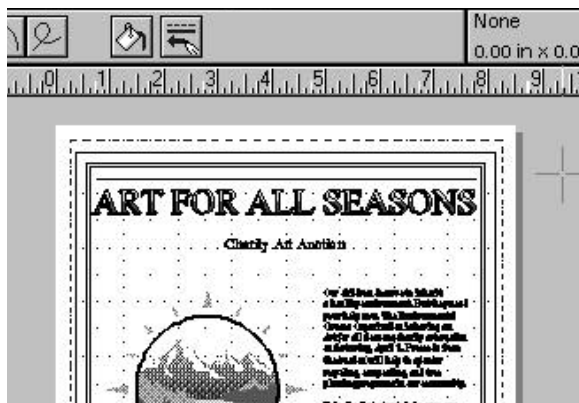


Fig. 16

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Widening the Line

1. Select the line, then click the Line Style button in the ribbon area. The Line Style menu opens. (Fig. 17)

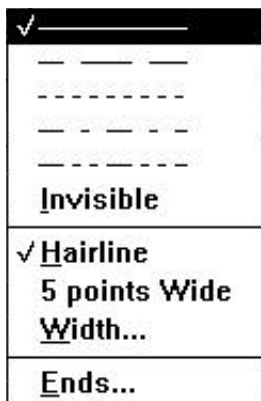


Fig. 17

2. Choose the 5 Points Wide command. The line redraws with the new line width.
3. Press CTRL+S to save your work.

Duplicating the Line

Next, create two more lines by duplicating the first line, and positioning the lines beneath the subhead and the mountain scene.

1. Place the pointer on the line.
2. Press and hold CTRL, SHIFT, and Button 1.

Pressing SHIFT and dragging a line creates a duplicate of the line.

3. Drag the line down until it is 2 3/4 inches down the page.

4. Release Button 1, CTRL, and SHIFT. The line appears on the page with handles.
5. Place the pointer on the second line, then press and hold CTRL, SHIFT, and Button 1.
6. Drag the line down until it is 7 inches down the page. Release Button 1, CTRL, and SHIFT. A third line appears on the page. (Fig. 18)

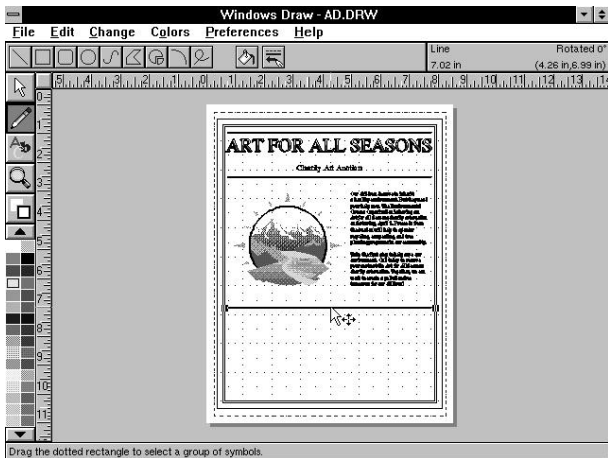


Fig. 18

7. Press CTRL+S to save your work.

Aligning the Lines on the Page

You're ready to align the lines to the center of the page.

1. Make sure the third line is selected, then press and hold SHIFT, and click the second line and then the first line. Handles appear around all of the lines.
2. Release SHIFT.

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3. Press CTRL+F9 to align the lines to the center of the page.
4. Press CTRL+S to save your work.

Importing Text Files and Drawings

With the Import command, you can import a variety of popular file formats into Windows Draw. In this section, you import a DRW file that contains text and the logo you create in the tutorial “Creating a Logo.”

Importing the DRW File

1. Open the File menu and choose the Import command. The Import File dialog box opens. (Fig. 19)

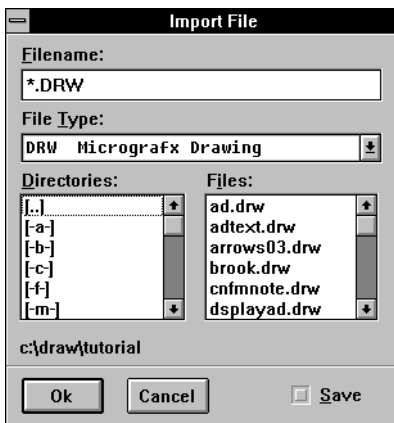


Fig. 19

2. Make sure the DRW file format appears in the File Type list box. If it does not, open the list box and select the DRW file format.
3. Double click the file ADTEXT.DRW in the Files list box to select it and close the dialog box. The drawing appears in the drawing area. (Fig. 20)

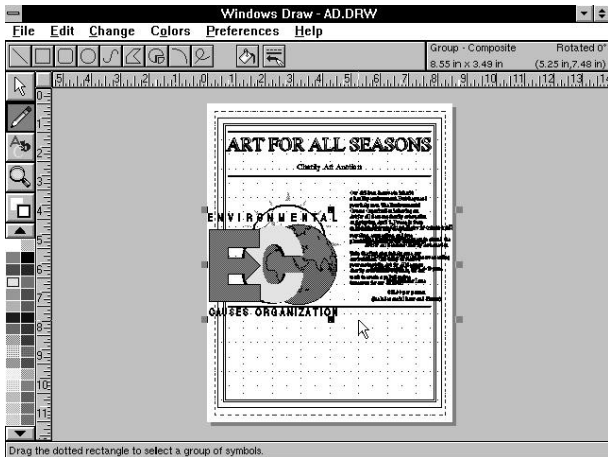


Fig. 20

Breaking Apart the DRW File

Before aligning and resizing the imported graphics and text, break them apart using the Ungroup command.

1. Open the Change menu and choose the Arrange command. The Arrange submenu opens.
2. Choose the Ungroup command. The symbol breaks apart into two separate symbols.

Aligning the Text

1. Select the text to the right of the logo.
2. Press and hold Button 1, then drag the text below the third line. Release Button 1.
3. Press CTRL+F9 to center the text on the page. (Fig. 21)

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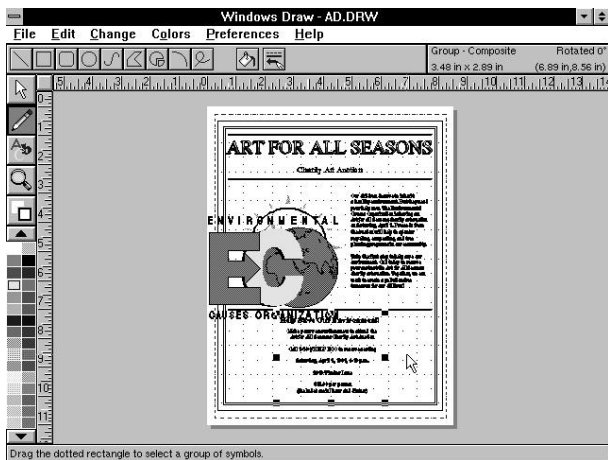


Fig. 21

Resizing and Placing the Logo

A few more steps and the display ad is complete.

1. Select the logo, then place the pointer on the top right corner handle of the logo. The pointer changes to a double-headed diagonal arrow.
2. Press and hold Button 1, and drag the pointer down and to the left until the left side of the status bar reads approximately 1.3 in x 1.0 in.
3. Release Button 1.
4. Point to the center of the logo, press and hold Button 1, and drag the logo to the bottom right corner of the page (inside the border).
5. Release Button 1. (Fig. 22)

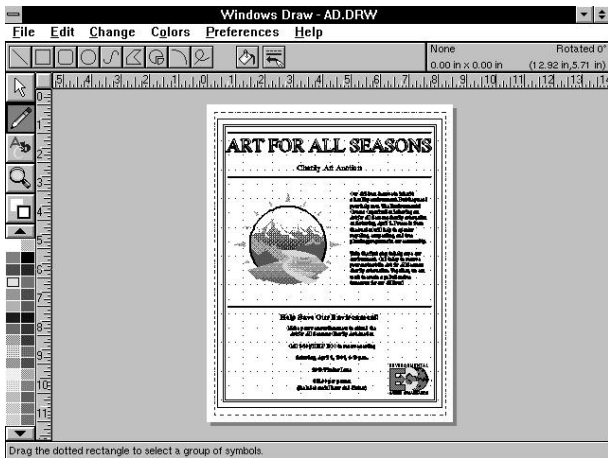


Fig. 22

6. Press CTRL+S to save your work.

Printing the Display Ad

Windows Draw provides three ways for you to print your work. You can print the entire page, symbols that you have selected in the drawing area, or a selected view area of the drawing area.

Note: If you are not connected to a printer, skip this section.

1. Open the File menu and choose the Print command. The Print submenu opens.
2. Choose the Page command so that the entire page prints.

You have successfully created the display ad!

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