**Creating a Postcard in Illustrator Notes**  
  
**Note:** When starting a new project, you always want to keep in mind the intended purpose. What will the file you create be used for?   
  
**Formatting presets:**  
1) Create a new document.  
2) Name the document “FirstName Last Name Postcard”.  
3) In the preset details section, change the units to inches and enter 7 width and 5 height.  
4) Open the advanced options and select CMYK for the color mode and 300 for the Raster Effects.  
 Note: The postcard does not need to be printed to the edges, so we do not need a bleed.  
5) Click create.  
6) Next select File -> Save As and save your document to the FHS\_Student\_RW$ drive.  
 - Note: The default Save As is an .ai file known as the “native file”  
  
**Defining Preferences:**  
1) Open the preferences dialogue box by going to Edit -> Preferences -> General.  
2) Click units to choose your preferred unit of measurement.  
3) Select Performance to set parameters that affect how Illustrator uses your computer’s hardware.  
4) Click the Essentials Classic workspace in the upper corner near the minimize, maximize and close buttons.  
5) Go to View -> Rules -> Show rulers, or press Ctrl+R to toggle through rulers visibility or not.  
6) Hold down Ctrl and click the top ruler to create a guide.  
 - Place this guide .25 inches away from the top edge of the document.   
 - Note: A guide is an invisible line within your document that helps you place your elements onto the artboard in an organized way. Guides are like any other object, they can be repositioned, locked, hidden and deleted.  
7) Place another guide .25 inches above the base of the postcard.  
8) Place two more guides .25, to the left and right of the document.   
9) Another option of adjust guides to specific measurements is to choose Window -> Transform. Then enter .25 in the Y field and press enter. Then repeat for the bottom guide but enter 4.75 in the field.  
10) Drag another vertical guide onto the document from the left ruler and position it at 3.5 inches.  
 - This is exactly the horizontal center of the page.  
11) Open the transform panel.  
12) Select the guide at the center of the document. In the Transform panel enter -.0625 in the X field to the right and press Enter.   
 - Note: Illustrator does the calculation for you and moves the guide 1/16” to the left.  
13) With the guide still selected, enter +.125 to the right of the current value of the X field in the Transform panel. Hold down Alt and press Enter.   
 - Note: We’ve just created a 1/8” gutter in the middle of the postcard.   
  
**Creating Shapes for the Background**  
1) Expand Shape Panel within the Toll Panel and view all of the shape options within the tool.  
2) Select the Rectangle tool.   
3) Draw from the intersection of the guides in the upper-left corner of the postcard to the intersection of the guides in the middle of the postcard.   
4) Go to Window -> Swatches to open up the swatches panel.  
5) Select a color to your preference within the swatches panel to apply to the rectangle object.  
6) Copy the shape we just created by selecting the Selection Tool, selecting the rectangle object, holding down Alt and dragging the duplicate rectangle out.   
7) Using the swatches panel, change the color of the second rectangle.   
  
**Drawing a Shape using the Shaper Tool**  
Note: There are often many ways to accomplish the same task in Illustrator.  
1) Select the shaper tool in the Tools Panel.  
2) With your mouse, draw a rectangle.   
 - Note: It doesn’t need to be perfect. Illustrator will create it after you draw.  
3) From the tool panel, change the fill of the shape and the stroke to none by selecting the small white box with the red slash through it.   
 - Note: You can accomplish this within the Control Panel as well.  
4) Select the Selection Tool.  
5) Resize the rectangle to fill the two quadrants on the right side of the postcard.  
 Note: This will “snap” to the guides. You can turn this option off in the View menu.