



by Jenifer Juris

Secrets of Terrific Type

Lesson 02-13: Scale—Photoshop

Have you ever wished you could change your height or your weight with a thought? I know I have! But unlike exercise and eating right, changing the scale of type IS easy.

So just what is scale?

First of all, the scale of type is related to size. When you type a word (and for this example, I'm using the word scale), this is how it looks at 100% scale. This is how the font designer created the type to look at this size.

SCALE

But sometimes, changing the scale of a word may be necessary. The horizontal or vertical scale of type has to do with stretching or shrinking the type in either the vertical or horizontal direction.

SCALE (100%)

SCALE (150% Vertical)

SCALE (150% Horizontal)

Let's take a look at how to do that in PS!

Step One: Prepare the Workspace

I've already created a new document that is 12 inches by 12 inches at 300ppi with a white background.

Press the letter D to reset the Color Chips.

In the Menu Bar, choose Window > Character.

Click to open the Character panel Menu and choose Reset Character.

Step Two: Add Type

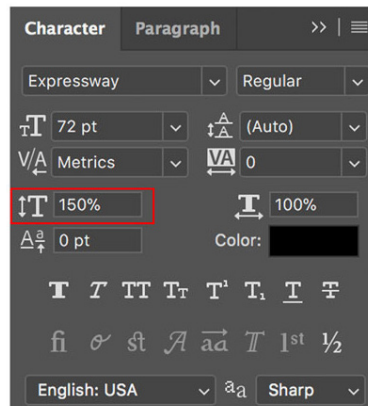
Get the Horizontal Type tool. In the Tool Options, set the Font to Expressway, the Size to 72 pts, and use Center Alignment.

On the document, click once and type the word SCALE. Click the checkmark to commit.

SCALE

Step Three: Adjust Scale

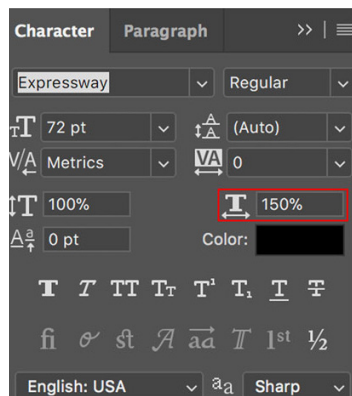
In the Menu Bar, choose Window > Character and change the Vertical Scale to 150%.



SCALE

Press Ctrl Z (Mac: Cmd Z) to undo.

With the Character panel still open, change the Horizontal Scale to 150%.



SCALE

Press Ctrl Z (Mac: Cmd Z) to undo.

You can also change the scale smaller by using a number less than 100. Enter 75% for the Vertical Scale here.

SCALE

As you just saw, changing the scale of type is very easy thanks to the Character panel in PS. But just because it's easy, doesn't mean it's something you should use on a regular basis.

Here are some do's and don'ts when it comes to Scale.

#1 - Never change the scale of a script, handwritten, or decorative font. These fonts are more detailed and ornate and changing the scale would make for an obvious distortion so don't do it!

#2 - When needing to fill a horizontal space, it's a good idea to try changing the tracking first. Changing the tracking is a better way to fill a horizontal space than by changing the scale BUT if you must, only increase the horizontal scale by 125%. Anything more than that will make the letters look distorted.

#3 - Do use scale when needing to fill a vertical space. Depending on the font, you can usually go up to 150-200% before the letters have an overly distorted look. But, again, this is only to be used in certain situations. This is not something I would use on a regular basis.

For our homework, head on over to the next video where we are going to create a fun post card using vertical scale to our advantage!