



Perfectly Personal Word Art BONUS Text Anchor – Transcript

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In this bonus lesson, we're going to look at another great way you can use your own words to create a custom word art anchor. This anchor will look great for both traditional and artistic style scrapbook pages.

So just what is a text anchor? Here's a picture of a template that helps show you what I mean. A text anchor is a grouping of type layers that lay behind a photo or cluster of photos. The type layers end up being what anchors the photos to the page, which is why we call it a text anchor. As you can see from these three gray scale examples, you have options when it comes to how you choose to create your anchor. You could use the same word and the same font over and over again at different font sizes. You could use the same word translated into different languages using Google translate and mix up the fonts and sizes of the words. You could also use different words with different fonts, sizes, and orientations. The options are numerous.

Because this technique is a matter of creating numerous text layers with nothing else really needed, instead of showing you step by step how to create an anchor, I'm going to show you some tips to use when you create your own text anchor. At this point you shouldn't need me to walk you through how to create text layers as we've done that repeatedly in this class, but I will cover tips and best practices so that you can create your own text anchor successfully.

The first tip is the most important and that is to keep your layers panel organized. Use the group layers option as much as necessary to keep things in line. Whether you create one big group of all the type layers within your text anchor or you create smaller groups that are split by font size or font type, keeping your text anchor layers organized will be very helpful throughout the creation process.

The next tip I'm going to give you is when using the same font, it's a good idea to vary the options. Things like font size or font weight or boldness and even caps versus lowercase are great things to vary. In this example where I've only used one font, I chose to vary the font size and the use of all caps versus all lowercase letters. Doing this creates visual interest. If you don't vary anything and just use the same word with the same size and the same level of boldness, it can become redundant instead of eye catching.

Another great thing you can do is vary the font classification of the fonts that you use. Here's a visual example of what I mean. In this example, you can see I chose three different font classifications to use here. I chose a slab Serif style font, a script font, and a handwritten font. If the idea of font classifications is new to you or you don't know what they are, I want to let you know that I covered these things in depth in my secrets of terrific type class. This class also covers in detail the idea of pairing fonts together, but because you'll need at least a basic idea of this to make a text anchor successfully, let me give you a very watered down version.

While there are many font classifications, I'm going to focus here on the four most common ones. We have sans serif fonts, serif fonts, script fonts, and handwritten fonts. When you decide to vary the font classification used within your text anchor, it's a good idea to use at least two and up to four of the different font classifications. But when you do vary the font classification, make sure you only use one of each. If you try to use four script fonts instead of four fonts from each of the different classifications, there's a good chance your text anchor might look muddled instead of visually interesting.

Another tip to remember is that you need to avoid trapped space when creating your text anchor. Trapped space is something we defined by any white space trapped by the things around it. This is something that is always visually stunting to an image and we don't want that. We want our images we're creating to be visually stunning, not stunted. So make sure you're paying attention to the placement of your text layers so that you don't end up with trapped space.

Another tip is to vary the orientation of the type. Feel free to rotate some of the type vertically. This creates visual interest while still being very readable. But make sure you simply rotate the type 90 degrees after the fact. This is not an occasion to use the vertical type tool.

The next tip is to be careful with color. When it comes to creating a text anchor, we have the freedom to use as many colors as we wish, but just because we can do something doesn't mean we should. Using too many colors can make your text anchor distracting instead of complimentary to the photo. If you want to vary the color, I would recommend to only use two to three colors. Or pick one color, but vary the shade of that color. In this case, I used three, a teal, a blue and a gray. This adds some visual interest, but it isn't nearly as distracting as the previous image.

The last tip I have is that once your anchor is ready to be used on a project, another great way to play with this and create visual interest is to play with the blend modes or the opacity of the text anchor layers. This can allow you to create a very subtle anchor or a very obvious one. These two examples here are on the subtle side. The one on the left is using the color burn blend mode and the one on the right is using a normal blend mode at 50% opacity. In the end I chose to use a normal blend mode of 100% opacity because I wanted my text anchor to be more visible in this project, but it's so much fun to click through the different blend modes and see what kind of effect you can give your custom text anchor.

I hope the visual examples and the long list of tips will help you come up with your very own custom text anchors. Have fun trying all the different options, and I hope you will enjoy using them in your own digital designs.

And that's a wrap. If you've made it to the last lesson, then good for you. By now, you should have the means and the know how to create personal, custom, and dear to you, pieces of word art that you can use on any digital project you wish. I'm so thankful and grateful that you chose to come along for the

ride and I hope having the power to create your own custom word art has been as big of a blessing to you as it has been to me. Until next time, I wish you the best in your digital endeavors. I'm Jenifer Juris, your instructor for perfectly personal word art.