

This tutorial will show you the steps to create this simple Flyer using Adobe Illustrator.

### Steps

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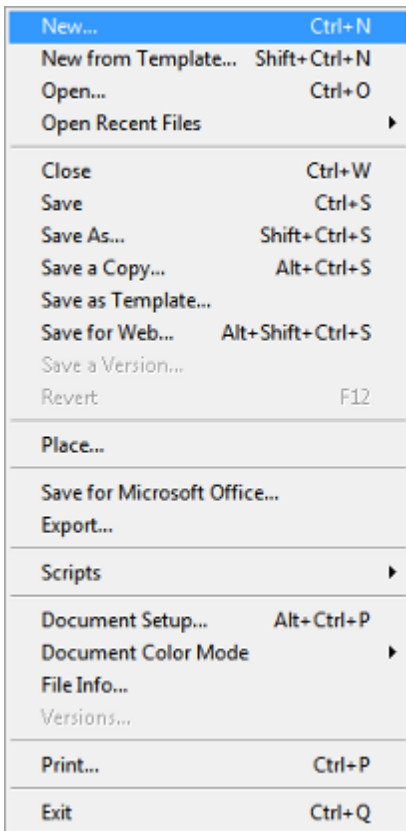


For a larger image click the link below  
[Easter Flyer](#) (400px by 566px)

If there is anything that is unclear to you, or you spot any mistakes, please send email to [feedback@flyertutor.com](mailto:feedback@flyertutor.com) Suggestions are always welcome.

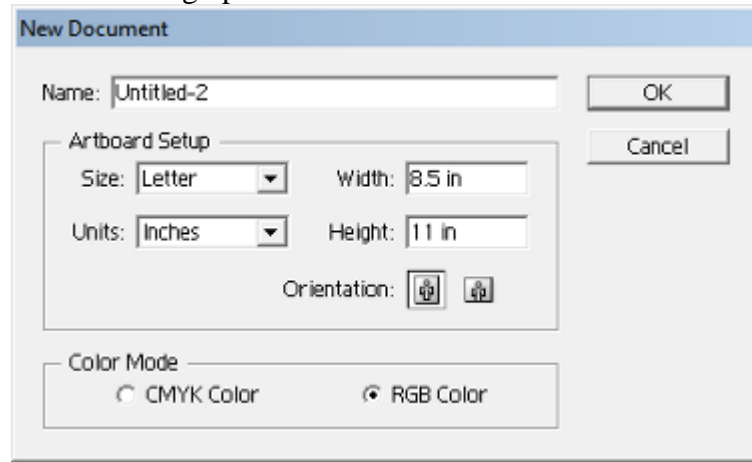
## Step 01: Document Setup

File Edit Object Type Select Filter Effect View Window Help



To begin, locate the **Menu Bar** and select **File > New**.

This will bring up the **New Document Window**.



In the **Artboard Setup**, set **Units** to "**Inches**" and set **Size** to "**Letter**", which is 8.5 by 11 inches.

Select the first button next to **Orientation**  to set the Canvas to **Portrait**.

In **Color Mode** select "**RGB Color**". Click **OK**.

## Step 02: Add Text



Select the **Type Tool**  from the Tool Box.

Click anywhere on the canvas and start typing. Start with the Event's Address.

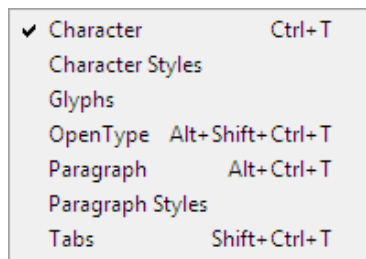
"Adrienne's Recreation Center  
495 Aiden St.,  
Atlantis Place, Atlantis 34332  
Tel. 555.666.5555  
Fax 555.666.7777"

### Step 03: The Character Palette



To make changes to the **Text**, go to **Window > Type > Character**.

This brings up the **Character Palette**, which sets the **Font** and **Format** for the selected characters.

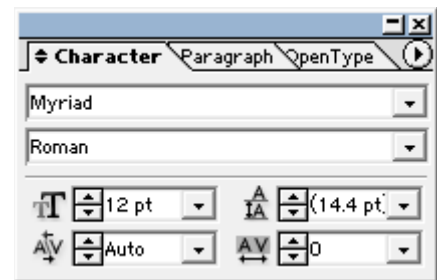


### Step 04: Edit Text

The **Character Palette** is also tabbed together with the **Paragraph Palette** and the **Open Type Palette**.

Use the **Selection Tool**  to select the **Text**.

Then select the **Down Arrow** next to "Myriad" to change the **Font**. Here it is set to "Segoe Print" which is a free **Font** that was downloaded at [www.FontFreak.com](http://www.FontFreak.com).

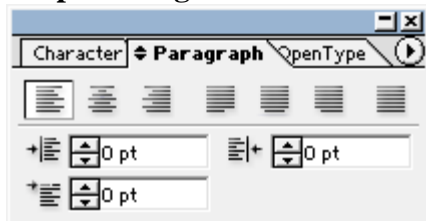


The **Font Style** should be set to **Regular**.

 Set the **Font Size** to "21pt".

 Set the **Leading** or **Line Spacing** to "21pt".

## Step 05: Align Text



Select the **Paragraph Tab** and click on the **Align Center Icon**, which is 2nd **Icon** on the first row.

Then go back to the **Character Tab**, select the Company Title, set the **Font Size** to "**24pt**" and change the **Font Style** to **Bold**.  
The

Text should look like this:

**Adrienne's Recreation Center**  
495 Aiden St.,  
Atlantis Place, Atlantis 34332  
Tel. 555.666.5555  
Fax 555.666.7777

## Step 06: Add More Text

To enter a new block of **Text**, click on the **Selection Tool**, then go back and select the **Type Tool**.

Then click anywhere on the canvas and start typing. Repeat for each block of **Text**.

The "**Easter Crafts Egg Hunt**" **Text** and the "**Date**" **Text** are of the **Font Family "Advert"** which I also got from [www.FontFreak.com](http://www.FontFreak.com).



Set the **Size** for the "**Date**" **Text** at **Size "24pt"** with a **Leading** of "**24pt**" and the "**Easter**" **Text** at **Size "80pt"** with a **Leading** of "**75pt**".

Center all **Text**.

This is what all the **Text** on the page will look like.

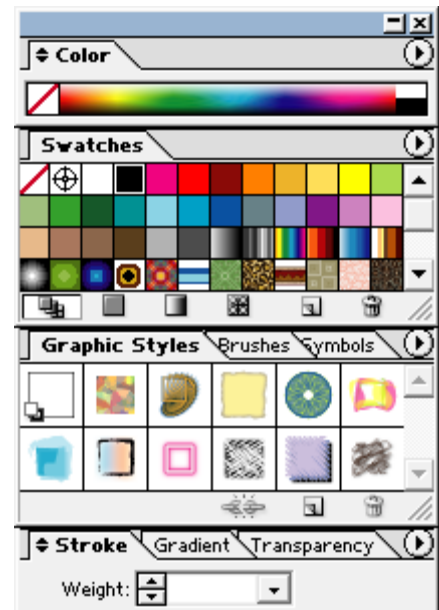
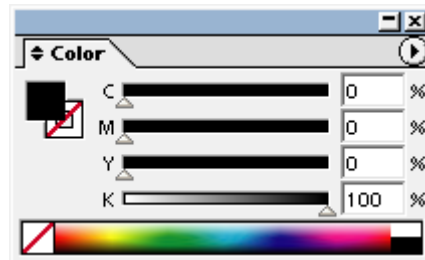
### Step 07: Add Color

Next add **Color** and a **Drop Shadow** to the "Easter" Text.

To the right of the screen should be the **Color Palette**. This should be docked with several other **Palettes** - **Swatches**, **Graphic Styles**, **Stroke**.

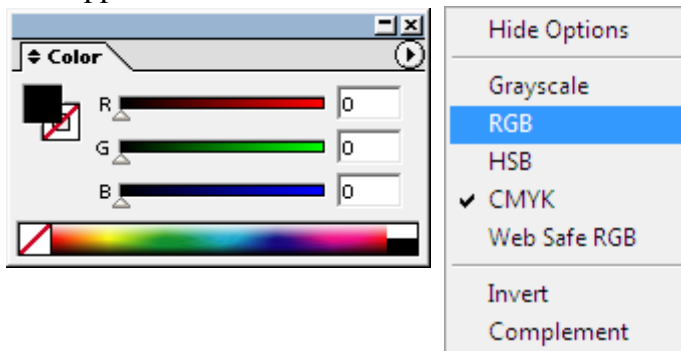
Double click on the **Black Arrows** to the left of the **Color Palette**.

This should give you the options to enter "**CMYK**" Values.



### Step 08: RGB Values

Select the **Black Arrow** to the right side of the **Color Palette** and select "**RGB**" from the menu that appears.



Set **R** to "**0**", **G** to "**128**" and **B** to "**232**". Click on the canvas or click "**Enter**" to see the change.

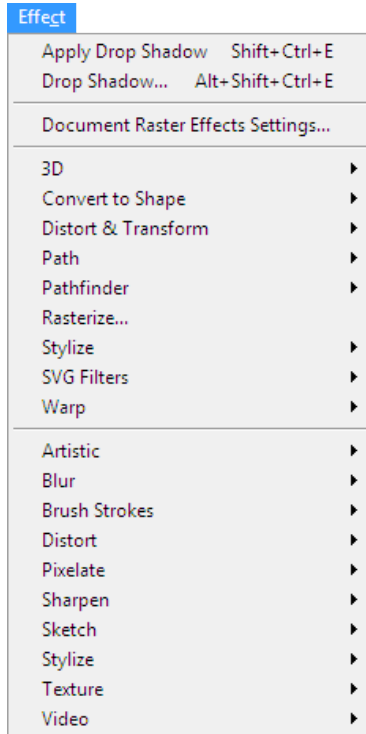
Next go to the **Stroke Palette** and set the **Weight** to "**2pt**".

Go back to the **Color Palette**, click on the **Stroke Icon** , then set all "**RGB**" Values to "**255**".

The Text should look like this:

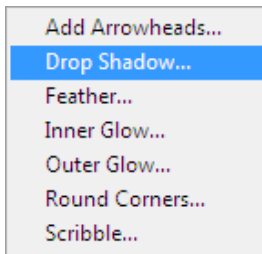
Easter  
Crafts  
Egg  
Hunt

## Step 09: Drop Shadow



Go to **Effect > Stylize > Drop Shadow**.

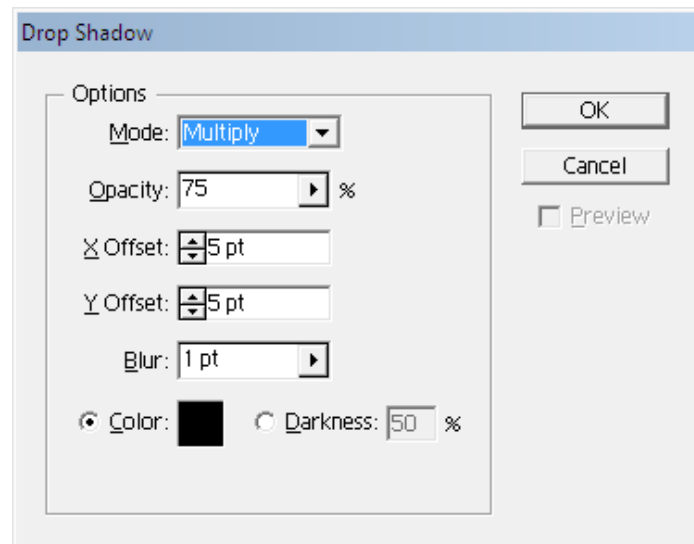
This will bring up the **Drop Shadow Window**.



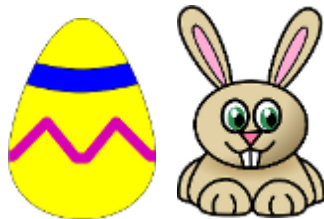
## Step 10: Offset - X and Y

Set **X Offset** and **Y Offset** to "**5pt**" and change **Blur** to "**1pt**", then click **OK**.

This is what the **Drop Shadowed Text** will look like.



## Step 11: Royalty Free Images



Next add **Images** to the document.

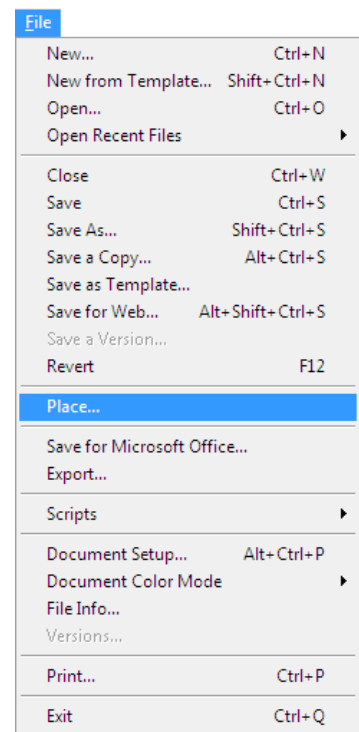
Here I downloaded the Images of an **Egg** and a **Rabbit** from [www.Clker.com](http://www.Clker.com), which is a site where you can download **Royalty Free Clipart**.

You can also check out [www.Public-Domain-Image.com](http://www.Public-Domain-Image.com), and [OpenClipArt.org](http://OpenClipArt.org).

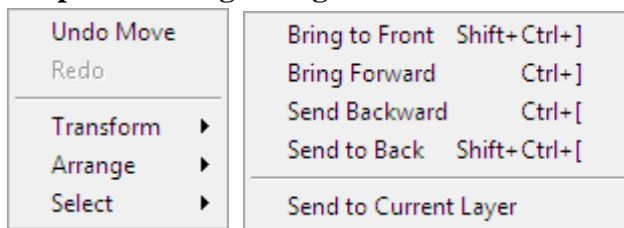
### Step 12: Place Images

Go to **File > Place**. Select your **Image** and click **OK**. Repeat for each Image.

**Resize Images** and put into desired location.



### Step 13: Arrange Images



To put the **Egg** in front of the **Rabbit**, select the **Egg** and right click to bring up a menu.

Select **Arrange > Bring to Front**.

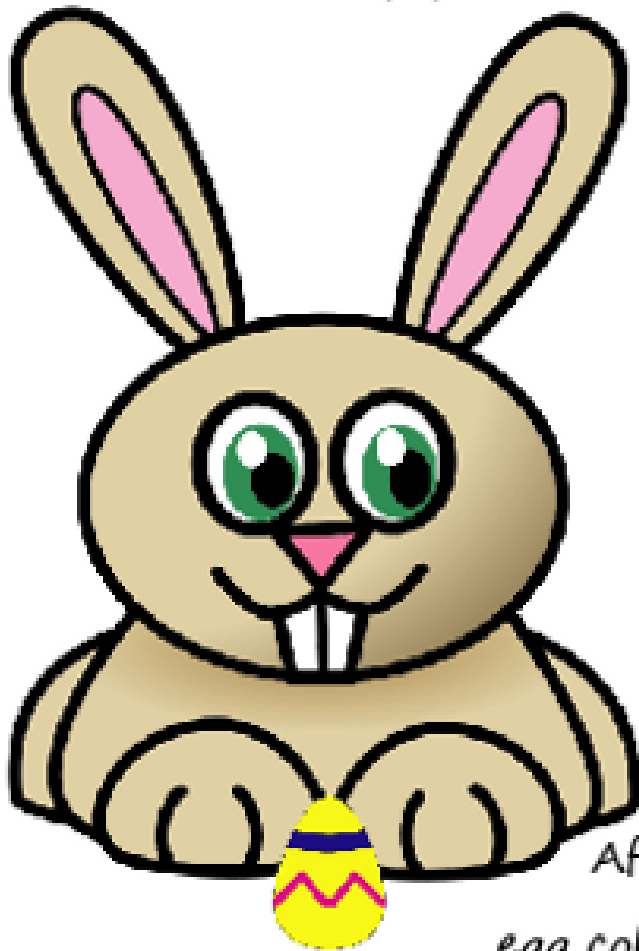
### Step 14: Save File

The completed Flyer should look like this:

To **Save**, go to **File > Save**.



Adrienne's Recreation Center  
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# Easter Crafts Egg Hunt

**April 2009,  
5 pm - 7 pm**

Afterschool participants  
are involved in  
egg coloring, basket making, etc.  
Parents are invited  
to assist with hiding the  
eggs and making crafts.

City of Atlantis  
Recreation Department  
Amaya McMillan, Mayor  
Alyssa McMillan, Commissioner