

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

Steps

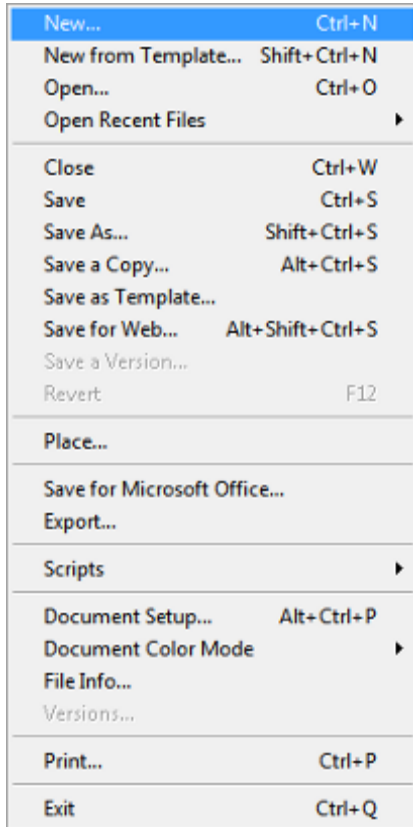
- 01: Document Setup
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For a larger image click the link below
[Flower Flyer \(400px by 566px\)](#)

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

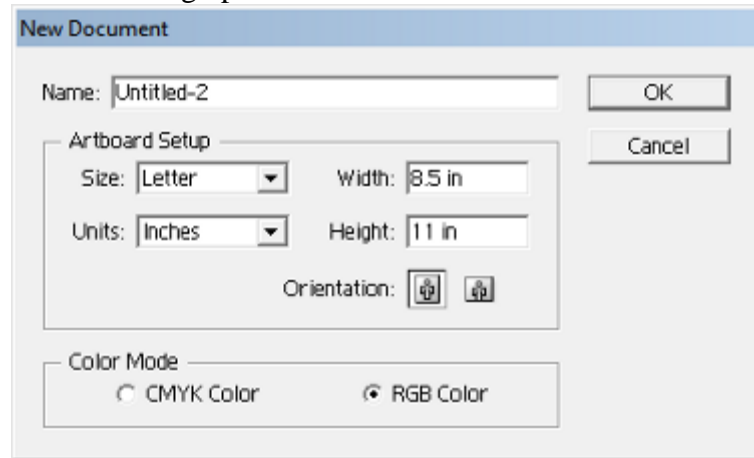
Step 01: Document Setup




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**.

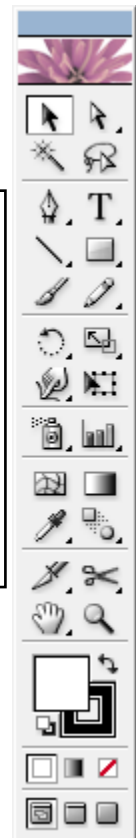
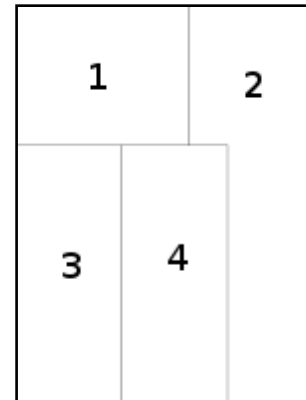
In **Color Mode** select "**RGB Color**". Click **OK**.

Step 02: Colored Background

We will construct the **Colored Background** with **4 Rectangles**.

Select the **Rectangle Tool**  from the **Tool Box**.

Draw the **Rectangles** on the page so that they look like this:

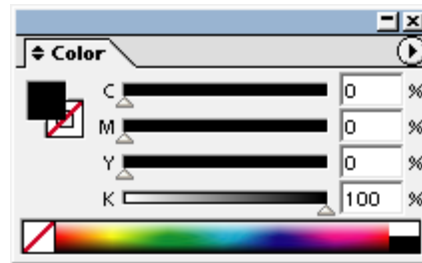


Step 03: Fill and Stroke



Next we will add **Color** to the **Rectangles**. To the right of the screen should be the **Color Palette**. This should be docked with several other **Palettes - Swatches, Graphic Styles, Stroke**.

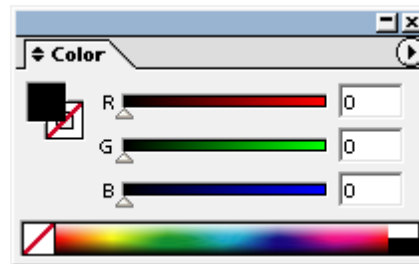
Double click on the **Black Arrows** to the left of the **Color Palette**. This should give you the options to enter **"CMYK" Values**.





Step 04: CMYK to RGB

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

Now you can create **Custom Colors** in **RGB Format**.



Step 05: Fill Rectangle 1

Using the **Select Tool** , select **Rectangle 1**. Select the **Fill Icon**  on the **Color Palette** then set **R** to **"170"**, **G** to **"212"** and **B** to **"0"**. Click on the canvas or click **"Enter"** to see the change.



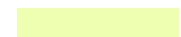
Step 06: Fill Rectangle 2

Select **Rectangle 2**. Set **R** to **"218"**, to **"236"** and **B** to **"143"**. Click on the canvas or click **"Enter"** to see the change.



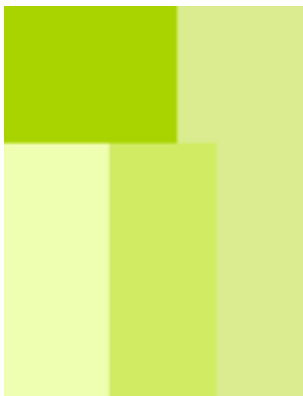
Step 07: Fill Rectangle 3

Select **Rectangle 3**. Set **R** to **"239"**, **G** to **"255"** and **B** to **"177"**. Click on the canvas or click **"Enter"** to see the change.



Step 08: Fill Rectangle 4

Select **Rectangle 4**. Set **R** to "209", **G** to "236" and **B** to "99".



Click on the canvas or click "**Enter**" to see the change.

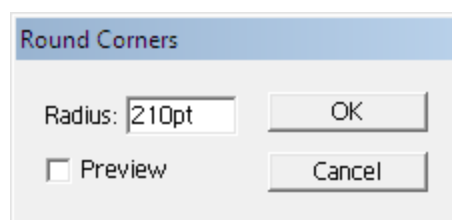
The **Rectangle** background should now look like this:

Step 09: Rounded Rectangle

Using the **Rectangle Tool** again, draw a **Rectangle** on the Page. Then go to **Effect > Stylize > Rounded Corners**.



In the **Rounded Corners Window** enter "210pt" and click **OK**. Select **Preview** if you wish to see what the changes will look like.



Change the **Fill Color** to "**White**" and the **Stroke** to a "**Dark Green**". Then place this "**White**" **Rectangle** on top of the "**Green**" **Background**.

It should look like this:

Step 10: Add Text

Select the **Type Tool** **T** on the **Tool Box** and click anywhere on the canvas and start typing your blocks of **Text**.

In this case we will start with the **Title** which is "Amaya's Flower Garden".

The **Font Family** is "**Harlow Solid Italic**" and the **Font Size** is "**46**". This is what the Flyer Title would look like:



Step 11: Add New Text



Next add the Company Address - "89 Adrienne Lane, Alyssatown, Fl 34332, Tel. 555.111.2323 Fax 555.111.4434".

Use the **Font Family "Segoe Print"** which is a free **Font** that was downloaded at www.FontFreak.com.

Style is Normal, Size is "24" and **Layout is Centered**. Some of the Text is made larger and **Bold** for emphasis.

Step 12: Insert Images

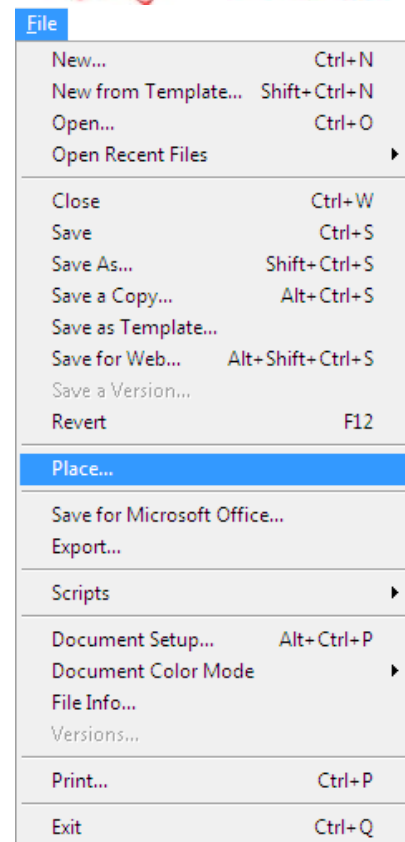
Here I downloaded the **Images of 3 Flowers** from www.Cliker.com, which is a site where you can download **Royalty Free Clipart**.



Check out www.Public-Domain-Image.com, and OpenClipArt.org as well.

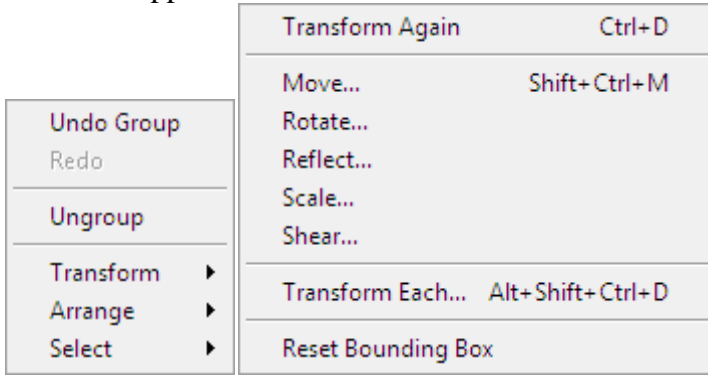
To insert an **Image** go to **File > Place**.

This opens up the **Place Window** where you select your **Image** and click **Place**.



Step 13: Scale Window

With the **Yellow Flower** on the canvas, right click it and select **Transform > Scale** from the menu that appears.

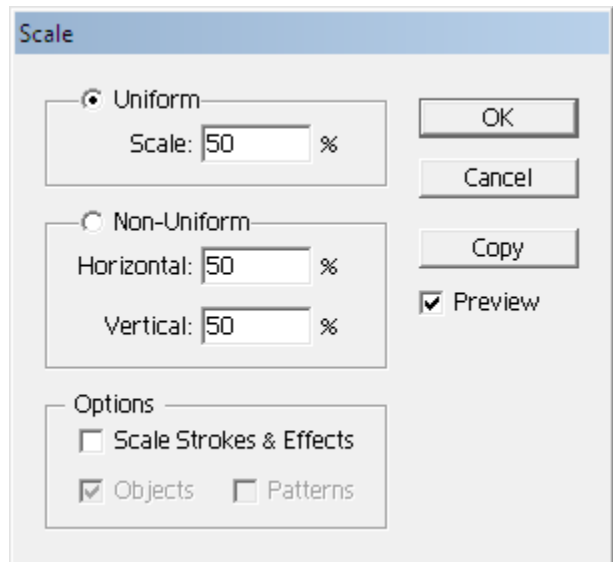


Step 14: Scale Settings

This will bring up the **Scale Window**. Set **Uniform Scale** to "50%" and click **OK**.

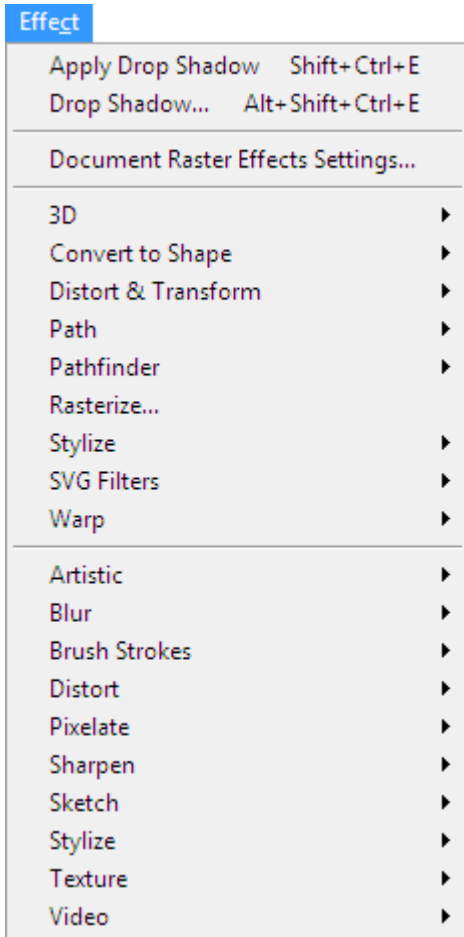
You can also check the **Preview** box to see the change before you make it.

Place in the desired spot on Flyer.



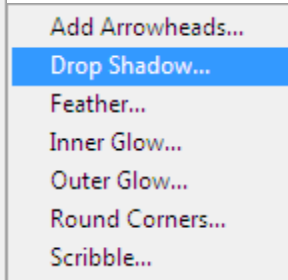
This is what it should look like:

Step 15: Drop Shadow Window



Next place the **Pink Flower**. Scale this **Image** to "25%".

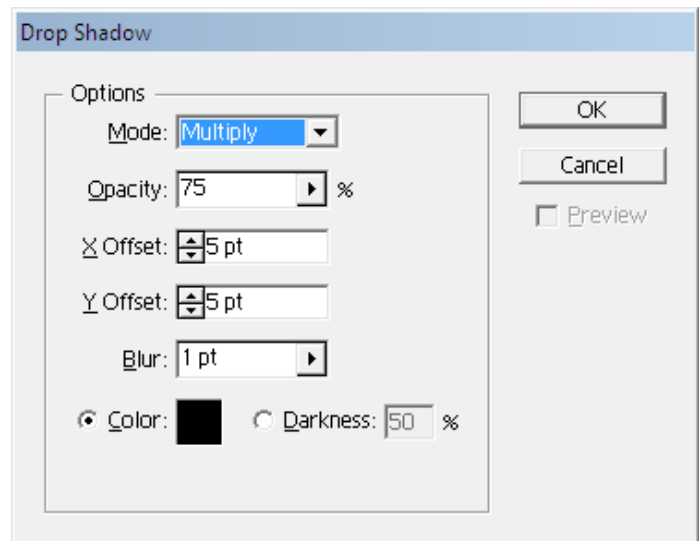
Then with the Image selected go to **Effect > Stylize > Drop Shadow**.



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

Step 16: Drop Shadow Settings

Set **X Offset**, **Y Offset** and **Blur** to "2pt" and click **OK**.



Step 17: Duplicate Image

Now we will make a **Duplicate** of the **Pink Flower**. To do this, hold down the **Alt Key** while the **Flower** is selected and drag to make another copy.

Step 18: Apply Drop Shadow

Next place the **Red Flower**. Scale it to "20%".



Add the **Drop Shadow** with the same settings as the **Pink Flower**.

The **Images** when put together should look like this:

Step 19: Save File

Using the **Selection Tool** place the Image in the desired location on flyer.

The result:

Go to **File > Save**.



Amaya's Flower Garden

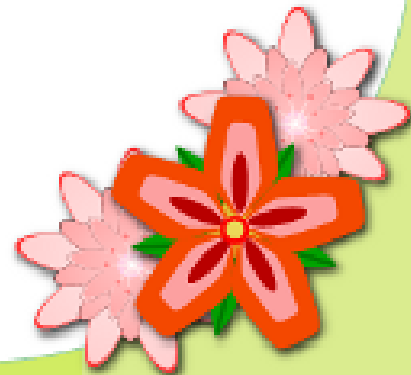


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