CREATE AN EMBOSSED LOOK

Want to create the look of blind embossed type? It's easy with InDesign to create the effect utilizing the Drop Shadow and Feather options. This technique can be used to make your headlines really pop.

To create the embossed look, the type must have both a shadow (black) and a highlight (white). Place the type on background that is either a shade of gray (use on black & white or four-color pages) or a color (use on a four-color or spot color pages).

Take your headlines from this

Student Life
Life As We know It

to this

Student Life
Life As We know It

or this

Student Life
Life As We know It

CREATE A COLOR

- Open one of your files or open the Herff Jones template
- Create your color using the Swatches palette
  - **Black and white pages**
    - Use a tint of Black
  - *Four-color pages**
    - Select a color from the Herff Jones Colors poster or a Pantone® 4-Color Process Guide
    - Create the process color
  - *Spot color pages**
    - Select a color from a Pantone® Formula Guide
    - Create the spot color
  - The process color mix used in the example is C68 M70 Y100 K24.
- For further instructions on creating colors in InDesign, check out How do I create colors in Adobe® InDesign®?

*The use of color on your pages may incur additional charges. Please check with your Herff Jones Sales Representative before using this technique on your pages.

CREATE A BACKGROUND ON THE PAGE

- Select the **Rectangle** Tool
- Draw a rectangle covering all or part of the page
  - Draw the rectangle on the Master pages for the background to appear on every page in your file
- Or draw a shape for the text background.
- Fill it with your color using the Swatches palette

CREATE THE TEXT

- Click on the **Type** Tool
- Draw a text box on the background
- Type the word(s) you want to appear embossed
- Set the font and point size
- Place the type on top of the background, if it isn't already there

DUPLICATE THE TEXT BLOCK

- Click on the **Selection** Tool
- Click on the text block
- Go to **Edit** > **Duplicate**
- Move the duplicate text block onto the Pasteboard to use later

CHANGE THE TEXT COLOR

- Open the **Swatches** panel, if it isn't already open
- Click on the **Fill** icon, if it is not selected
- Click on the the **Type** Tool
- Highlight the original word(s)
- In the **Swatches** panel, click on the same color swatch or tint of Black used for the background
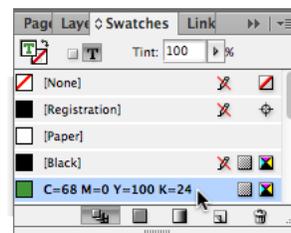
- Your text will seem to disappear

CREATE A DROP SHADOW

- Click on the Selection Tool
- Select the text frame containing your word(s).
- Go to **Object** > **Effects** > **Drop Shadow** or use the **Window** > **Effects** panel and choose **Drop**

Shadow from the panel menu
- Click on the **Drop Shadow** and the **Preview** check boxes
- Adjust the **Opacity** and **Offsets** fields if needed
- Click **OK**.
- In the example, the Opacity was set to 75%, the X Offset is 0p4 and Y Offset 0p4
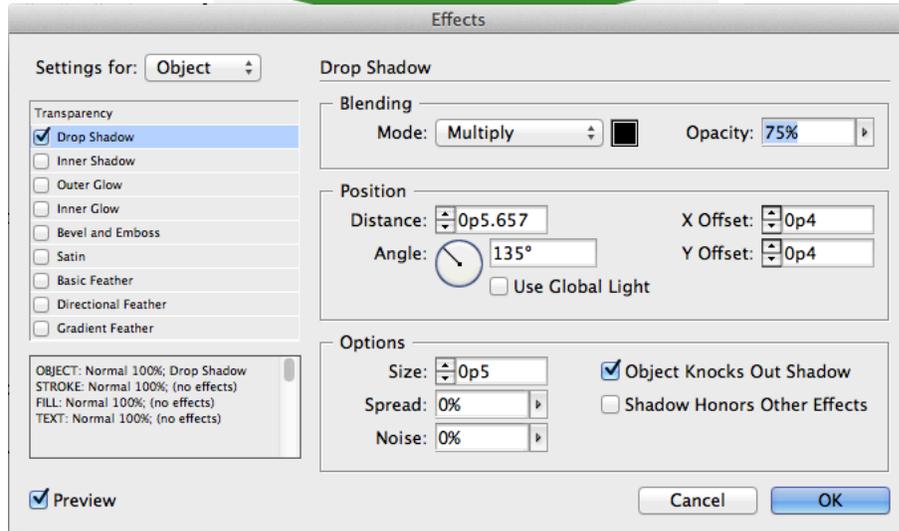
CREATE THE HIGHLIGHT

- Click on the **Selection** tool,
- Click on the duplicate word(s) and drag them from the Pasteboard onto the document
- Click on the **Type** tool
- Highlight the duplicate word(s)
- Click on the **Paper** swatch in the Swatches panel.
- The text will turn white.
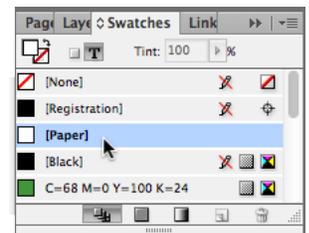
FEATHER THE HIGHLIGHT

- Click on the **Selection** tool
- Click on the duplicate word
- Go to **Object > Effects > Basic Feather** or choose **Basic Feather** from the **Effects** panel menu
- Click on the **Feather** and the **Preview** check boxes.
- Adjust the **Feather Width** as needed
  - This filter will soften the edges of the word(s)
  - In the example, the Feather Width was 0p3.
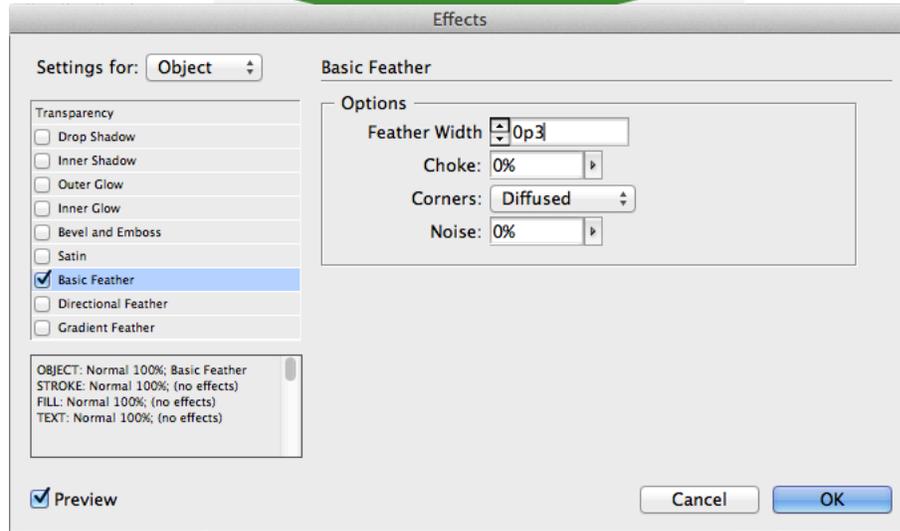
MOVE HIGHLIGHTED TEXT INTO PLACE

- Click on the **Selection** Tool
- Click on the highlighted duplicate word(s) text box
- Move the text box on top of the original text box
- Move the text box slightly above and to the left of the original word
  - The **Up**, **Down**, **Left** and **Right Arrow** keys may be helpful in positioning the type
- Go to **Object** > **Arrange** > **Send Backward**
  - This will move the highlighted text behind the original text but in front of the background
- You may have to repeat this step
- This technique can also be used on shapes: squares, rectangles and ovals, created in InDesign

Finished layout