

Creating an award or plaque that has a consistent look in a minimal amount of time is the goal of this lesson. Since my roots are in the engraving industry, I learned early that an award layout was best done with line ratios, or the relationship of the sizes of lines in a layout to each other. A text line height of .50" vs .25" has a ratio of 2:1. After the ratios of the individual lines have been developed, then all of the lines can be changed as a group to fit the size of the plate, with the ratios remaining constant.

The wording on an award usually consists of (4) groups, listed in order of importance; Recipient, Presenter, Body and Incidentals. The importance of the groups will be emphasized with the size of the text used for each group. After some experimenting, I use the following pt. sizes of text in order of group importance; 24, 20, 18, 12. These point sizes are also my ratios.

Lets start the lesson. Type in the sample text as I have done. I am using the default text; 24 pt.AvantGarde Bk Bt. Don't worry about the plaque size right now; our text is the most important.



Presented To
Robert Hensley
As the
1,000,000th member
of the
"I Love Blue Bell Club"
Blue Bell Creameries
October 2004

Using our 24, 20, 18, 12 pt size for importance of groups, leave the recipient 'Robert Hensley at 24 pt., change the Presenter, 'Blue Bell Creameries' to 20 pt., the Body lines to 18 pt., and the Incidentals (date and presented to) to 12 pt. Also change the horizontal alignment (justification) from Left to Center. Change all lines to Times New Roman and make all of them Bold. Next, my personal favorite is to italicize the body group.

Presented To
Robert Hensley
As the
1,000,000th member
of the
"I Love Blue Bell Club"
Blue Bell Creameries
October 2004

With the text still together, add a return (ENTER key) after the Recipient and after the Body. These blank lines are for ornaments which will be added to emphasize the Body. I sometimes use them to set off the name or other achievement (i.e. Woman of the Year). Import the ornaments and resize them to fit the current layout. It is not necessary to Align the ornamentals or text at this time. We'll do it later.

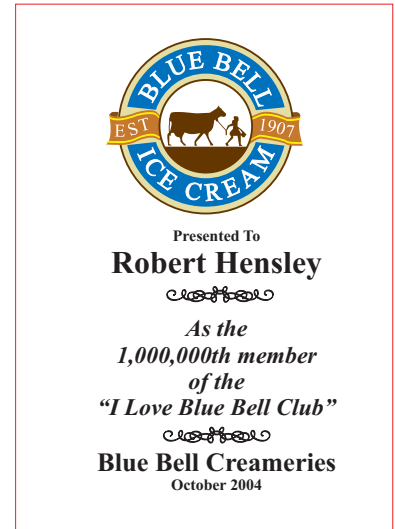
Be sure and group both Artistic Text and the ornaments as a single group before proceeding.

Presented To
Robert Hensley

As the
1,000,000th member
of the
"I Love Blue Bell Club"

Blue Bell Creameries
October 2004

Create a rectangle the size of your award plate. My examples uses a 5" x 7". I imported a logo and resized it to 2.60 wide. Next, I dragged in the text and resized as shown in my example. Next, center the text and logo horizontally to the plate outline. With Pick tool and holding down the SHIFT key select the logo, the text and the plate outline (in that order). Then go to Align & Distribute and use Center Horizontally.

Note: When selecting with the PICK TOOL and Shift Key, the last object selected is what all the other objects will align.

This plaque is suitable for some of those quick projects. But if you want more, go to Beyond The Basics.

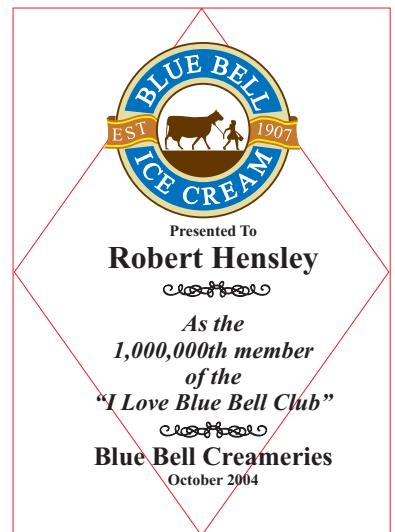


BEYOND THE BASICS

Let's go to the next level. I read an article some time back in one of the trade journals about configuring the flow of the text of you plaque plate to a 'diamond shape'. I tried it, liked it, and here it is.

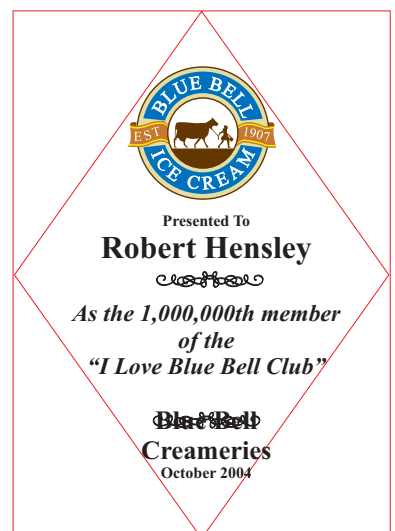
Start by drawing a 4" x 4" rectangle, and rotating it 45 degrees. Change the width to 5" and the height to 7". Center it both horizontal and vertical to the plate rectangle with Align & Distribute.

Notice that some of the components are outside the flow. Let's correct them.



The first step is to resize the logo slightly smaller. Next Ungroup the text and ornaments; from the Arrange menu or the Property bar, Ungroup All. Next, with the Pick Tool, put your text cursor between 'Blue Bell' and 'Creameries'. Take out the extra space, and press ENTER. This puts 'Blue Bell' and 'Creameries' on separate lines. Then put your Text cursor at the beginning of the line '1,000,000th member' and hit the BACKSPACE key to join the two lines. Hit the SPACEBAR to add a space between the words.

Don't worry about bottom ornaments at this time. Your layout should look like mine.



From the Arrange menu, select Break Artist Text. Each of the lines of text is now a separate text object, unlike the single text object before breaking them apart.

Select the (3) body lines and Group them; from the Arrange menu. Move the bottom line 'October 2004' down as I have in the example.

Next, select all the text and ornaments. Add the outside border to your selection with the Shift key, and Center Horizontal.

The results are shown in next example below.

Here is the finished plaque.

Before you go to the final plaque and other options, let's review spacing and CorelDRAW. With the Distribute command, I have been using the Spacing option. It distributes each line of text and artwork with equal spacing between the objects. I prefer to have different spacing within each group of the award (body, etc.) vs. equal spacing for all.

For example, I have five lines of Body text in a layout, and I want the spacing closer between the Body lines than the other lines in the plaque. The easiest way to adjust the spacing of the five lines is to move *only* the top or bottom line of the text inward, then Distribute the five lines. After you get the desired effect, be sure and group them. Then, when you Distribute the spacing of all the lines of the plaque, the lines spacing inside the Body will not be affected.

In the last part, I will adjust the spacing of the Body and of the Presenter. Ungroup All. Move the 'Blue Bell' line closer to 'Creameries', and then Group these two lines.

Also, let's move the body lines closer together, but try this method.

Move the third line 'I Love..' up slightly. Then select the three body lines and Align & Distribute -> Distribute -> Spacing.

Be sure and group after you get the desired look.

Now select all of the text and the ornaments with the Pick Tool.

On the Status Bar at the bottom of the page the display should read '7 objects Selected on Layer 1'. Now Distribute the text and objects. With the Body lines and the Presenter lines grouped, the Distribute space only affects the lines above and below.

With the text and ornaments still selected, add the outside border with shift key, and Align horizontally.

