



#### Font

Adobe Illustrator does not let you choose type style for your text. You must use the fonts that you actually own. If you own Helvetica Bold, you can use it, but you can not “bold” a typeface.

#### Type Size

Use the up and down arrows or highlight the field and type the size you need.

#### Leading

Adjusts the space between lines of type (vertically). Use this feature to increase the space for better readability with large amounts of text or squeeze the space to create mood.

#### Kerning

Allows you to adjust the space between individual characters (horizontally). Your insertion point should be located between two characters for this feature to work. Do not highlight characters. (use tracking instead)

#### Tracking

Allows you to adjust the space between characters (horizontally). You will highlight what needs adjusting and then use this field. Do not place your blinking insertions point between two characters. (use kerning instead)

#### Vertical Scale

This features allows you to distort a typeface’s height. This feature should be used sparingly and only to create a certain mood or message with the distortion. Do not use this feature to match type in the Polo Cup assignment.

#### Horizontal Scale

Same as above, but distorts the width of characters.

#### Baseline shift

Use this feature to move characters up and down. Baseline is an invisible line that all characters “sit” on. In the case of H<sub>2</sub>O (chemical formula for water), you would want to move the “2” down with baseline shift (H<sub>2</sub>O).

#### Rotate Text

Use this feature to rotate individual characters.