

CRUNCHING

[warp and envelope distort, adding strokes]

1. Type something in thick, heavy, and large black type and add a red stroke.
2. Make a rectangle similar in size to what you have typed.
3. Select it and **Object>Path>Add Anchor Points**, twice. (or add points w/Pen Tool)
4. With Direct Selection Tool, tug on newly made anchor points to form a dynamic jagged path
5. Place jagged path over the type, select path and type and **Object>Envelope Distort>Make With Top Object** (this could be an intentional shape instead of something random).
6. With type still selected
 - **Object>Envelope Distort>Expand** (otherwise your distortion goes away after next step, teaching how to combine distortions)
 - **Object>Envelope Distort>Make With Warp**—choose “Arc” in pop-up menu and adjust the sliders to give it a curved perspective look.
7. With type still selected (now with Selection Tool; it’s no longer type)
 - ***Object>Envelope Distort>Edit Contents*** to adjust individual object anchor points.
 - It toggles with ***Object>Envelope Distort>Edit Envelope*** to adjust the shape of the overall envelope outline.
8. Select type with Selection Tool (or with method used in step #7) and in the Appearance palette fly-out menu, “Add New Stroke,” twice.
9. Make first stroke black and 3 pts and second stroke red and 5 points. (the stroke on the top needs to be smaller than the stroke on the bottom).
10. Vary stroke order/weight in Appearance Palette to get desired effect.