

Creating an invitation

Michaela Maginot



About the author

Michaela Maginot lives in Unterhaching, Germany, not too far from Munich. She graduated from the Deutschen Meisterschule für Mode (German Master School for Fashion) in Munich with a degree in Fashion and Graphic Design. In 1994, her talent won her a German Apparel Industry scholarship. Since 1995, she has been working as a freelance illustrator and art director in the fashion and design industry. In 1998, she discovered the software industry and combined technology with artistic elements. She works for clients in Germany, Canada, Singapore, and the United Kingdom.



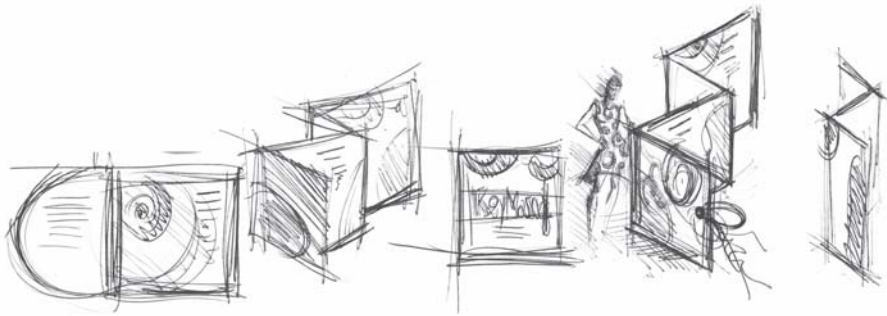
Invitation complete with gift box, card, and transparent envelope.

Concept and design

The goal was to create an invitation that can be used and repurposed in many ways. The concept was going to be based on organic forms and colors to meet the needs of a furniture store, a flower shop, or a fashion show. The entire template features a uniform full-color scheme.



First, you make sketches for the preparation of the project. You can use a sketchbook or Corel® Painter™ 2015. Later, these sketches will help you implement your vision. You can also create a three-dimensional mock-up of the invitation if you find it helpful.



Then, you choose a shape that matches the idea of organic form. I chose a kind of snail (a spiral) and a nature-oriented shade of brown.

I will show you step-by-step how to proceed from your initial idea to the printable final result. In the process, I will show you a small selection of the many possibilities that CorelDRAW X7 offers for creating shapes and text.

Document setup

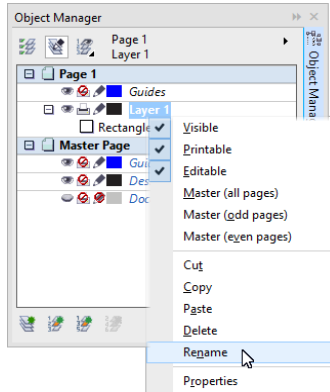
First, we'll use the property bar to set up the page. Choose centimeters from the **Units** list box. In the **Page Dimensions** boxes, set the width to 63 cm and the height to 21 cm. (The **Landscape** button becomes enabled, indicating that the orientation of the page has changed.)



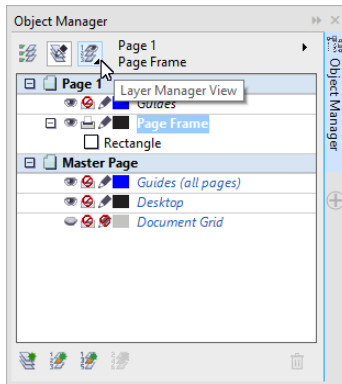
Enable the dynamic guides (**View ▶ Dynamic Guides**).

Go to **Layout ▶ Page Setup** and click the **Add Page Frame** button. (With the help of this frame, you can align the objects precisely to the edge of the page.)

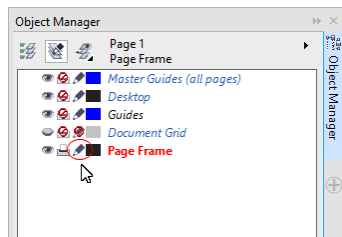
Next, open the **Object Manager (Window ▶ Dockers ▶ Object Manager)**. There, you'll see Layer 1 under the Page 1 category. This is the layer that contains the page frame. Right-click Layer 1, choose **Rename**, and change the name to "Page Frame."



Click the **Layer Manager View** button, and then click **Current page, layers only**.



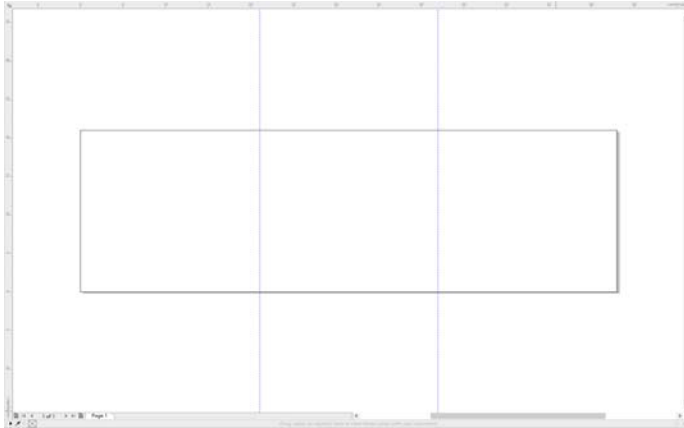
Drag the Page Frame layer to the bottom of the list, and then click the pen icon to lock the layer.



Now, click the New Layer button at the bottom of the **Object Manager** to create a new layer. Rename the new layer as "Text." Repeat the process to create a third layer with the name "Bitmaps." Always work on the corresponding layer: text on the Text layer, graphics on the Bitmaps layer.

To complete the setup, display the guidelines for better orientation in the document (**View ► Guidelines**). With the **Pick** tool, drag two guidelines from the left ruler onto your document. Using the horizontal ruler, place the first guideline at 21 cm, and the second at 42 cm. We have

now set up the page and added guidelines to show the separation of the three pages of the folded invitation on the 2D surface.

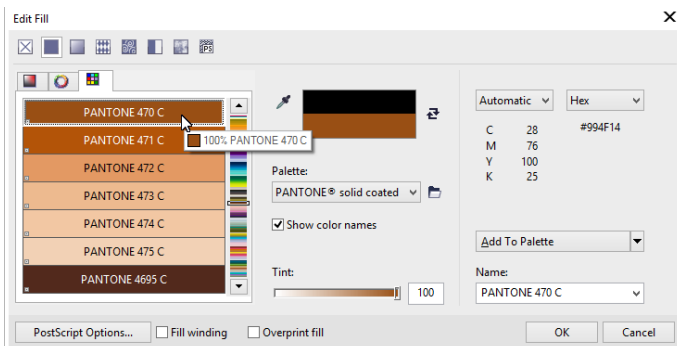


Shape and color

In your document, draw a freehand circle with the **Freehand** tool. Choose the **Shape** tool, and drag at the nodes to create your spiral shape. To add more nodes, double-click the line; to delete a node, double-click the respective node.



The next step is to fill with color the closed shape you have created. Double-click the **Fill Color** icon in the lower-right corner of the workspace to open the **Edit Fill** dialog box. Click the **Palettes** tab, and choose **PANTONE® 470 C** from the list.

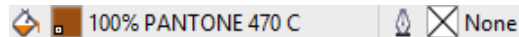




Left to right: PANTONE 470 C at 100%, 80%, 50%, and 20%

PANTONE colors allow for any number of gradations or tints. To change the tint, move the Tint slider in the **Edit Fill** dialog box. The value should not be less than 10%; values of less than 10% are normally not visible in the printed output.

Your shape is now filled with color. To remove the outline, choose **None** from the **Outline Width** list box on the property bar.

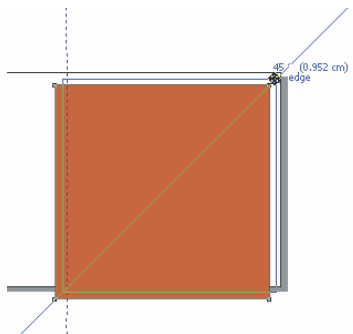


We have created the basic shape for the logo, and we will use this shape as a master design for all other shapes. We now duplicate the basic shape by clicking it and choosing **Edit ▶ Duplicate**. You can resize and rotate the duplicates and then place them on different pages of the invitation.

Layout

When doing the page layout, be careful not to place your text too close to the margin, because the service bureau could truncate the text when cropping the document to the format of the invitation.

Choose the **Rectangle** tool in the toolbox, and draw a rectangle in your document, which will be the front page of the invitation. Define the width and height of the rectangle on the property bar (21 × 21 cm). Fill the square with PANTONE 470 C, and choose a tint value of 100%. Choose **None** for outline width. With the **Pick** tool, click the upper-right node of the square, and drag the square to the upper-right corner of the document. Do not release the mouse button until the node of the square is perfectly aligned with the node of the page frame. By using the dynamic guides, you can place the square exactly in the corner of the page frame.



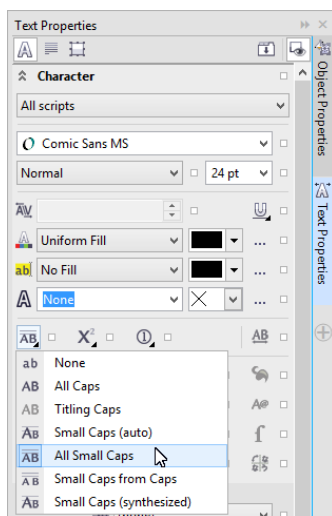
Place a copy of the spiral shape on the square. With the spiral shape selected, choose **Object ▶ Order ▶ To Front of Page**. In the default CMYK palette, choose **White**. The white shape appears on top of the colored square. The final shapes appear as shown below.



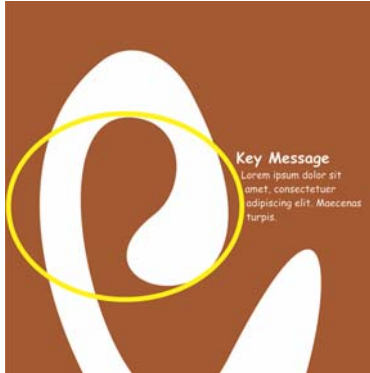
Left to right: the shapes for the interior, back, and front of the folded invitation

Text

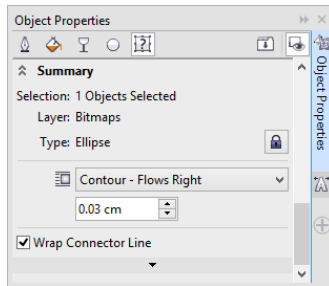
CorelDRAW X7 offers many possibilities for formatting and designing text. First, create a text frame for the main heading on the front page of the invitation. Choose the **Text** tool, and click in the color square just to the right of the white curve, where the text frame is going to be, and drag to draw a frame. Using small caps, type the invitation heading into this frame. To do so, click **Text** ▶ **Text Properties** to open the The Text Properties docker. Click the **Caps** button, and choose **All Small Caps**. Choose a font and a font size (I used Comic Sans MS 24).



After placing your heading in the text frame, draw another frame just below the first one, and add your most important information. Now, wrap the text a little, so that the left margin follows a curve. To do this, draw an ellipse, and position the ellipse where you want the text to wrap.



With the ellipse selected, choose **Window ▶ Dockers ▶ Object Properties** to open the Object Properties dock. On the **Summary** tab, choose **Contour - Flows Right** from **Wrap Paragraph Text** list box. Define the distance between text and object by entering 0.03 cm in the **Text Wrap Offset** box. Once the ellipse is in place, remove the outline.



In the same way, we add the text for the back cover and the interior of the invitation.



For additional effect, you can add an outline to the text instead of a fill color.

KEY MESSAGE

KEY MESSAGE

KEY MESSAGE

KEY MESSAGE

Choose no fill color by clicking the X at the top of the color palette. Double-click the **Outline Color** button in the lower-right corner of the workspace to open the **Outline Pen** dialog box. In the Width box, type 0.7 mm. In the Outline Pen dialog box, open the **Color** picker, and click **More** to open the **Select Color** dialog box. Click the **Palettes** tab, and choose your PANTONE color. Click **OK** to close each dialog box.

Preparation for service bureau

All color areas that reach the margin of the document must be extended so they run off the edge by at least 3 mm. This bleed is important for the service bureau. This ensures that there are no white lines at the edge of the page when the final invitation is trimmed. In addition, use the Object Manager to review all color areas and all text to ensure that they have the specified PANTONE color. In the Object Manager, all layers show their individual elements and colors. When you are finished, you can remove the border of the page frame by selecting the frame, opening the **Outline Pen** dialog box, and choosing **None** from the **Width** list box.

When everything is ready, you can create the print file. Click **File ▶ Publish to PDF**. In the **PDF Preset** list, choose **Prepress**. Click the **Settings** button to open the **Publish to PDF Settings** dialog box. Click the **Objects** tab, and enable the **Export All Text As Curves** check box. Click the **Prepress** tab, define the **Bleed Limit**, and enable the **Crop Marks** check box. Click **OK**.

Now you are finished, and you can deliver your file to a service bureau.

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