How to apply effects to text

To add interest to headings and other objects on your page, you can apply text effects in Adobe InDesign CS6, including drop shadow, inner glow, and bevel/embossing.

The Effects panel lists four categories to which you can apply effects:

- *Object:* Applies effects to whatever object is currently selected—a frame or shape.
- *Stroke:* Applies effects to the outline of the object.
- *Fill:* Applies effects to the fill of the object.
- *Text:* Applies effects only to text.

This guide covers three effects:

- Drop shadow
- Bevel and emboss
- Gradient feather

Using what you learn from these, you should be able to apply other effects.

Applying the Drop Shadow effect

A drop shadow is a visual effect that creates the illusion that an object is raised above other objects or a background surface.

To apply the Drop Shadow effect:

1. Start InDesign and create a new document.
2. Create a text frame by using the Type tool.
3. Add text to the text frame.
4. Select the text by using the Type tool.
5. In the Control panel, change the size of the text to 72 points and change the font style to bold.

   You can now observe effects better as you apply them.
6. Choose the Selection tool in the Tools panel.
7. Select the text frame.

   Selection handles appear around the text frame.
8. Choose Window > Effects to display the Effects panel (**Figure 1**).
9. Click the Text category to select it.

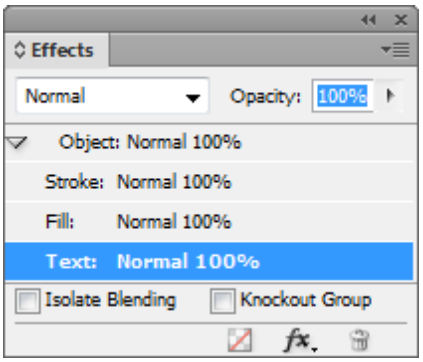

Figure 1 Effects panel

10. Select Effects > Drop Shadow from the Effects panel menu (**Figure 2**).

The Effects dialog box appears (**Figure 3**).

Text is selected in the Settings For pop-up menu in the upper-left corner, and the Drop Shadow category is selected in the list of effects categories on the left side of the dialog box.

11. In the Opacity box under Blending, type **50%**.

12. Leave the rest of the settings unchanged, and click OK.

The Effects dialog box closes, and the effect is applied to the selected text (**Figure 4**).

Observe that the text seems to be floating slightly above the page.

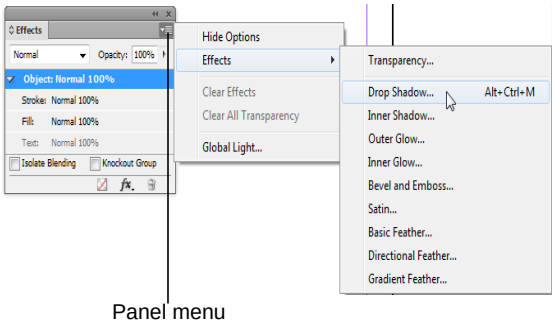

Figure 2 Effects panel menu

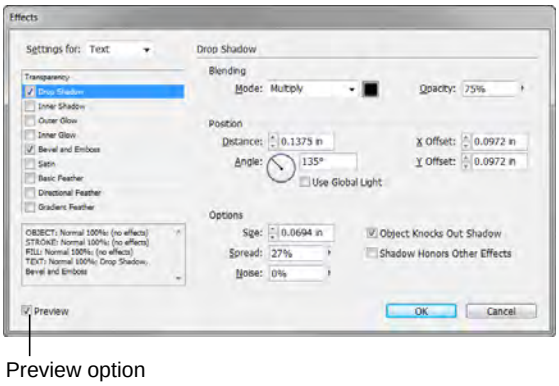

Figure 3 Effects dialog box

Figure 4 Drop shadow effect applied

Applying the Bevel And Emboss effect

Other effects can add visual interest to text by giving the illusion of three dimensions and increased texture.

To apply the Bevel And Emboss effect:

1. Choose the Type tool in the Tools panel.

2. Select text by using the Type tool.

3. In the Control panel, change the size of the text to 72 points and change the font style to bold.

You can now observe effects better as you apply them.

4. Choose the Selection tool in the Tools panel.

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5. Select the text frame.

   Selection handles appear around the text frame.

6. Choose Window > Effects to display the Effects panel (**Figure 1**).

7. Click the Text category to select it.

8. Select Effects > Bevel And Emboss from the Effects panel menu.

9. The Effects dialog box appears (**Figure 5**).

   Text is selected in the Settings For pop-up menu in the upper-left corner, and Bevel And Emboss is selected in the list of categories on the left side of the dialog box.

   Make sure the Preview option is selected so you can observe changes as you make them.

10. Under Shading, change the angle of the light source by dragging the pointer in the Angle circle.

11. Leave the rest of the settings unchanged, and click OK.

    Observe that the text changes.

    The Effects dialog box closes, and the effect is applied (**Figure 6**).

    Observe that the text seems to have depth or three-dimensionality.

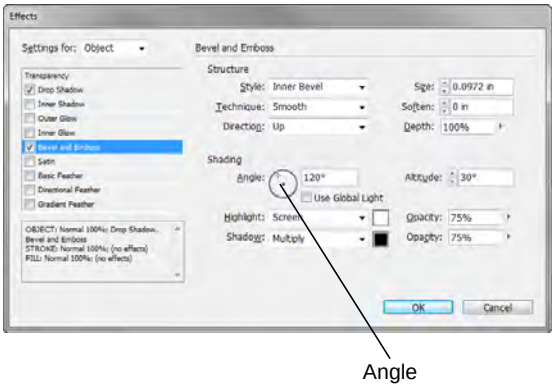

Figure 5 Effects dialog box with Bevel And Emboss category selected

Figure 6 Bevel And Emboss effect applied

Applying the Gradient Feather effect

A gradient feather is used to smooth or fade images and text.

To apply the Gradient Feather effect:

1. Choose the Type tool in the Tools panel.

2. Select text by using the Type tool.

3. In the Control panel, change the size of the text to 72 points and change the font style to bold.

   You can now observe effects better as you apply them.

4. Choose the Selection tool in the Tools panel.

5. Select the text frame.

   Selection handles appear around the text frame.

6. Choose Window > Effects to display the Effects panel (**Figure 7**).
7. Click the Text category to select it.
8. Select Effects > Gradient Feather from the Effects panel menu.
9. The Effects dialog box appears (**Figure 8**).

   Text is selected in the Settings For pop-up menu in the upper-left corner, and Gradient Feather is selected in the list of categories on the left side of the dialog box.

   Make sure the Preview option is selected so you can observe changes as you make them.
10. Under Gradient Stops, enter **66%** in the Location text box.

    Note: You can also drag the slider above the Location text box.

    Observe that the text changes.
11. Leave the rest of the settings unchanged, and click OK.

    The Effects dialog box closes, and the effect is applied (**Figure 9**).

    Observe that the text fades progressively as you read from left to right.

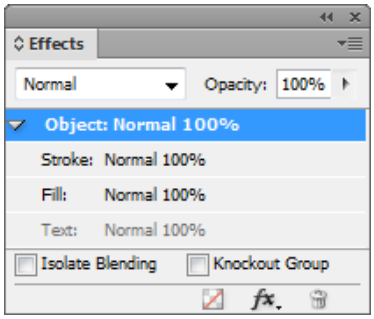

Figure 7 Effects panel

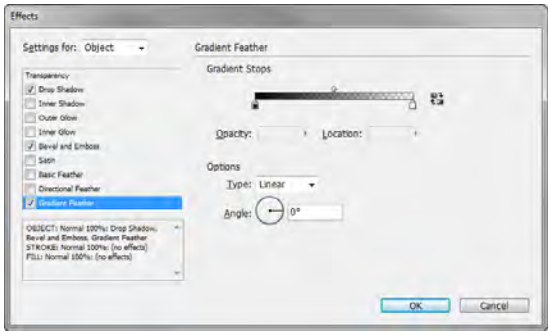

Figure 8 Effects dialog box with Gradient Feather category selected

Figure 9 Gradient Feather effect applied

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