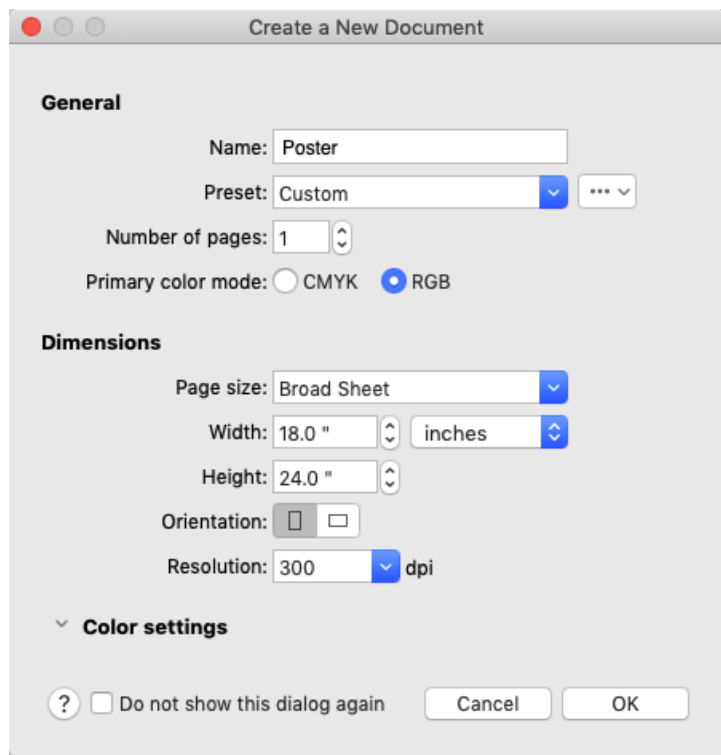


How to Make a Poster in CorelDRAW

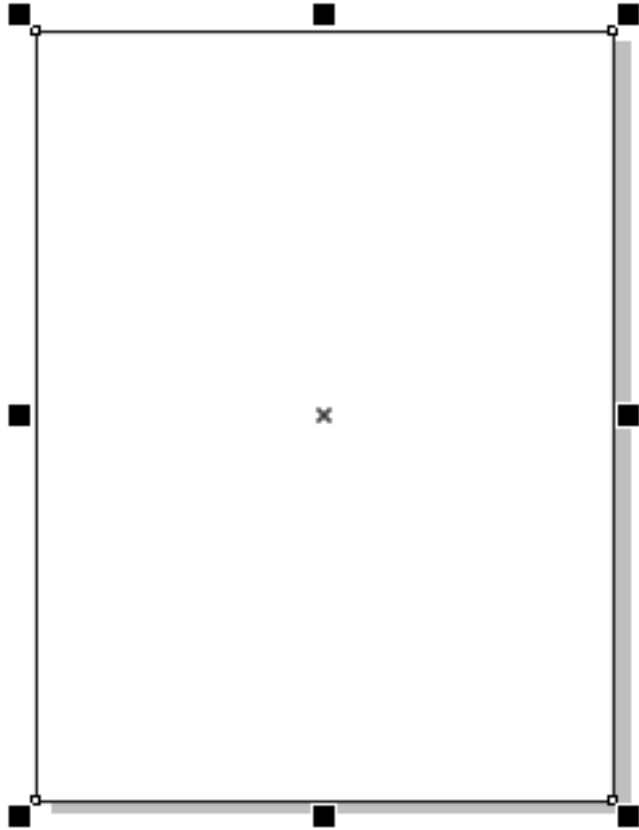
For this tutorial, we are creating a sample poster for a bluegrass music festival. The design is relatively simple but the tools and techniques we'll be using can help get you started on your own poster design.

We are using a standard poster size, but you can use your own custom dimensions if you need to design your poster for a specific size.

- Go to **File > New** to start a new file in CorelDRAW.
- In the **New Document** window, select the **Broad Sheet** preset for **Page size**, which is a standard poster size of 18" x 24".
- Keep the **Orientation** set to **Portrait** and **Resolution** set to **300 dpi**.



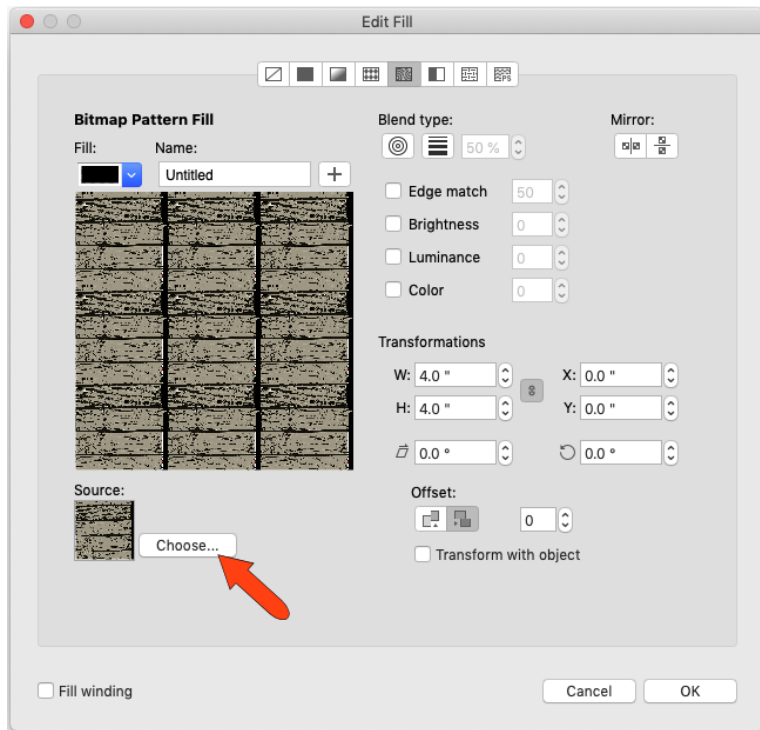
For our poster background, we're use a wooden bitmap pattern. First, double-click the **Rectangle** tool to add a page frame.



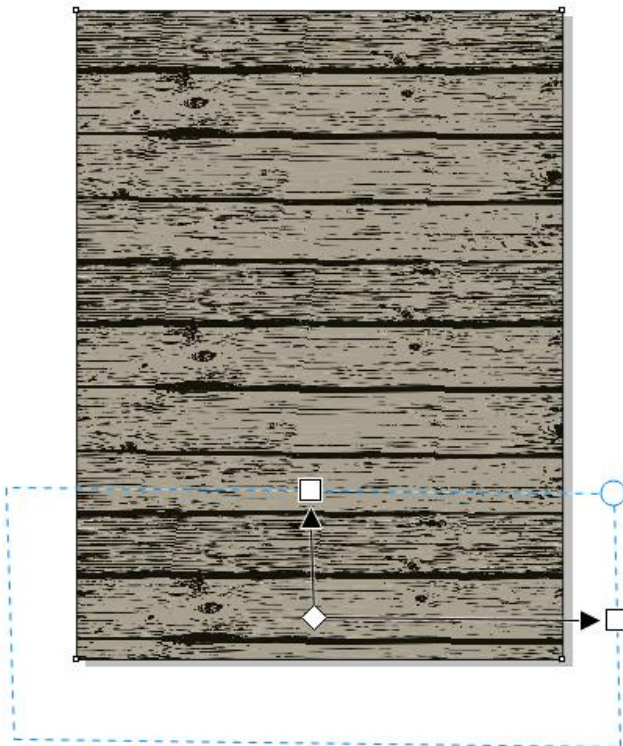
Click the **Interactive Fill** tool, and on the **Property** bar, choose the **Bitmap pattern fill** option. Your most recently used pattern is applied by default, and since this is not the fill we want to use, we need to click the **Edit Fill** icon to open the **Edit Fill** window.



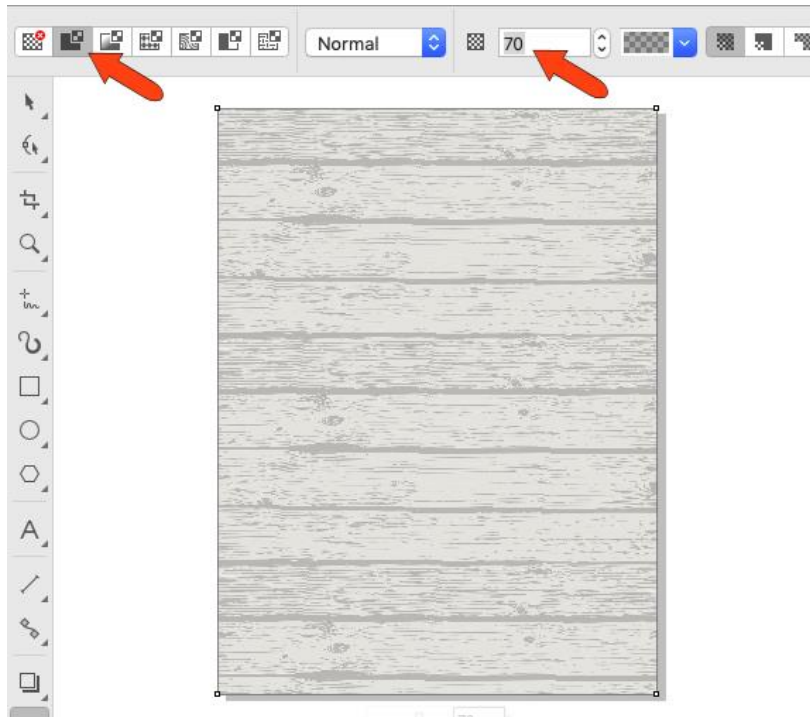
In the **Edit Fill** window, you can click on the **Fill** dropdown to see the library of available fills. If the fill you want needs to be imported, click on the **Choose** button in the **Source** section and browse to the location on your computer where you have it stored. Select the file and click **Import** to bring it into the **Edit Fill** window, then click **OK** to apply the fill to the rectangle.



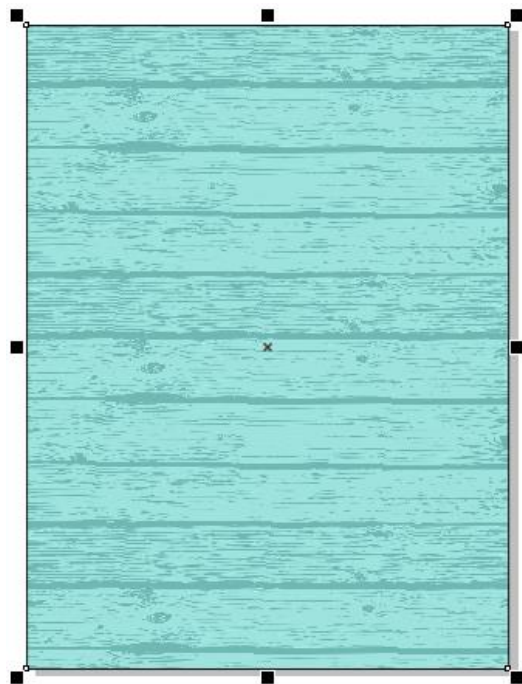
After importing the image and with the **Interactive Fill** tool still active, there will be control handles on the applied fill. You can use these handles to stretch the fill horizontally and/or vertically and position the pattern as you wish.



The texture is a bit strong for a background, so with the frame still selected, switch to the **Transparency** tool. Choose **Uniform transparency**, at about **70%**.

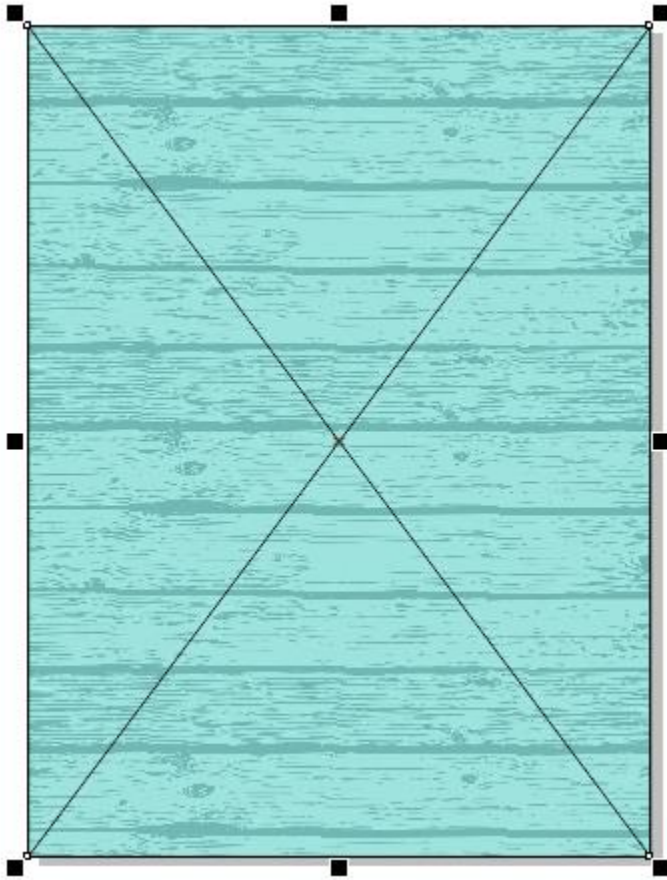


We also want to add a color to the background. Double-click the **Rectangle** tool again to add another frame around the page and then click on a color swatch on the **Color** palette to fill the frame. In this example we choose a light blue color.



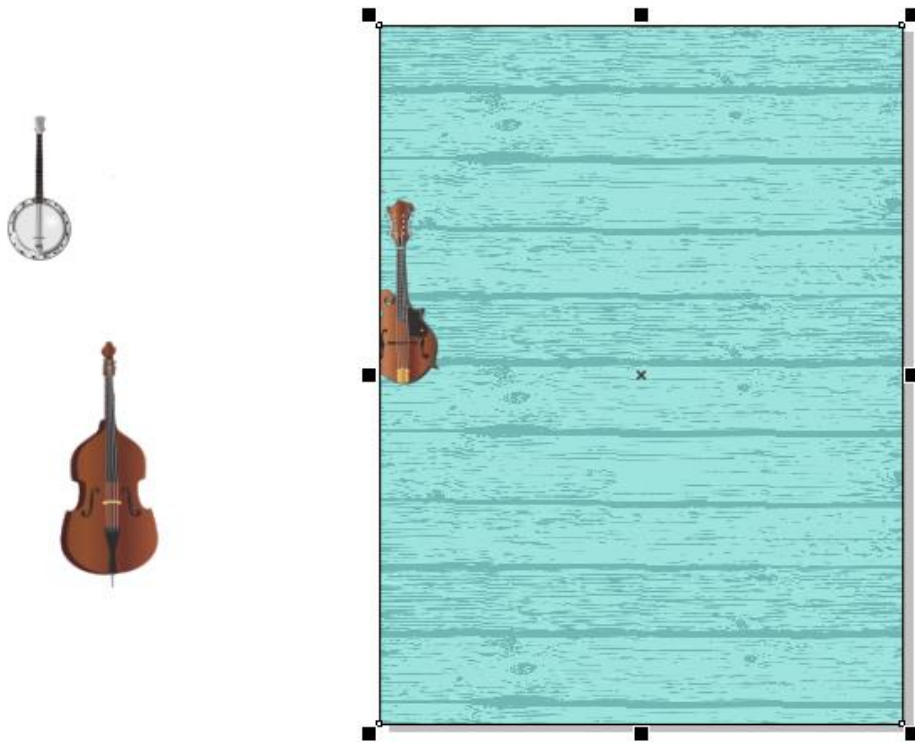
NOTE: Eventually we are going to change this solid color to a gradient fill, but this will be done later, after the other poster elements have been added.

We have some clipart images of musical instruments to add to the poster, but first we want to define a **PowerClip frame** so that the images will be clipped to the poster borders. Right-click on the current frame and choose **Frame Type > Create Empty PowerClip Frame**.



Now we can import clip art. Choose **File > Place**, choose the three PNG images of bluegrass instruments, and bring in each one by one.

With the **Pick** tool, move the mandolin inside the frame, and by default it's added to the PowerClip.



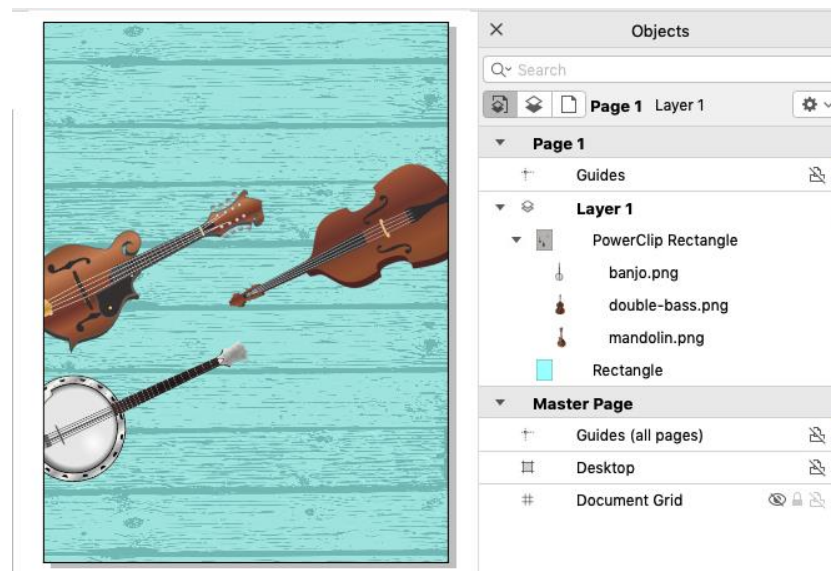
For the other two instruments, you need to press **W** to add them to the PowerClip as well.



To place the instruments, double-click the PowerClip to edit it. Rotate, resize, and move each image to fit the center of the poster.



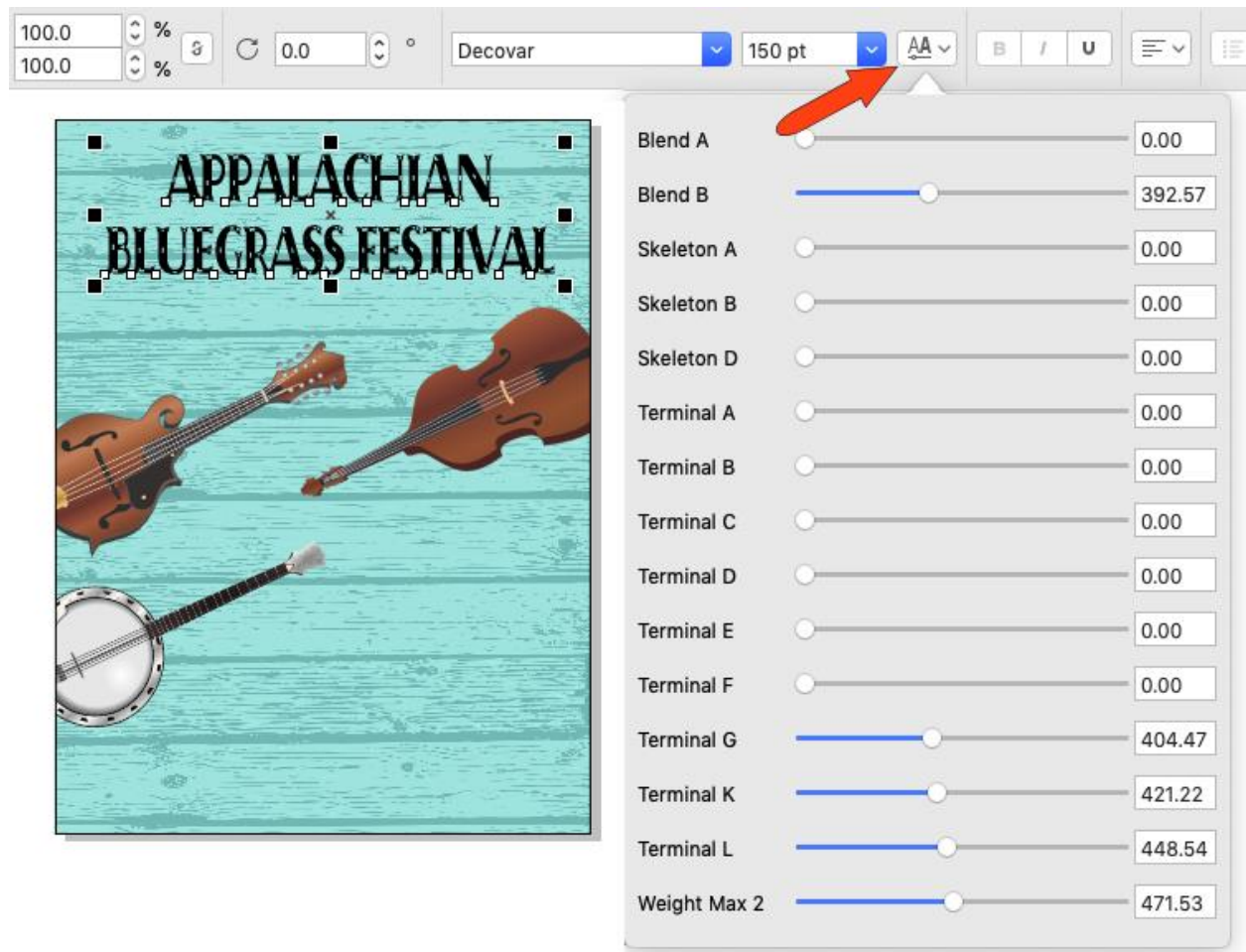
Click **Finish** in the upper left corner, to bring back the clipping. In the **Objects** inspector, the three instruments are now inside the PowerClip.



Now for some text. Click the **Text** tool, keep the default font for now, and type the festival name. Center-justify, then select the entire text string in order to try out some different fonts. The one used here is Decovar, which happens to be a variable font. Set the font size to fit the page.



With a variable font, you can open the list of variable font properties, and adjust the various properties to get the look you want.



Change the font size if needed.

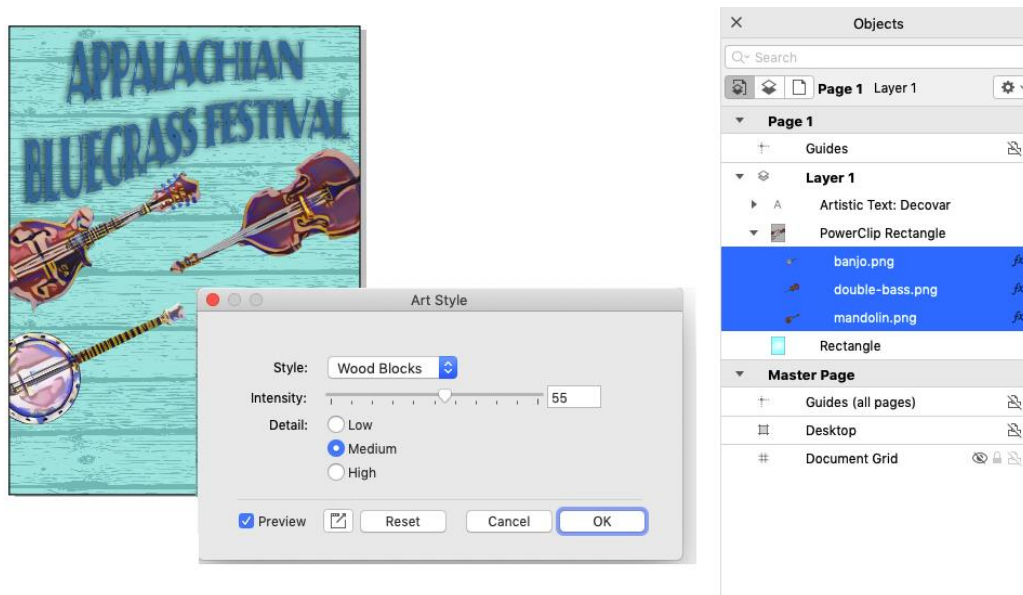
With the text still selected, click a blue swatch, and use the **Envelope** tool to curve the bottom of the letters.



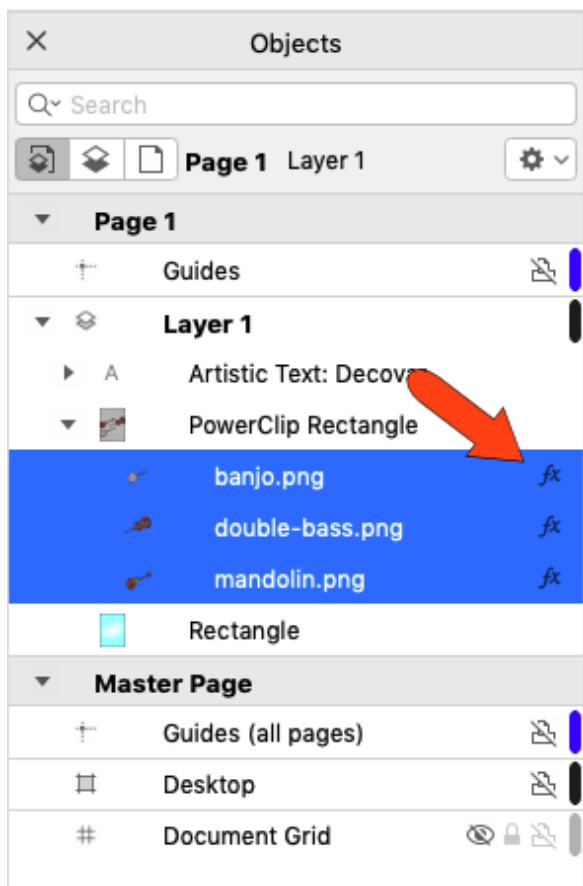
Finally, activate the **Shadow** tool to add a shadow to the text. Drag from the center of the text to create a flat shadow, with high opacity and low feathering.



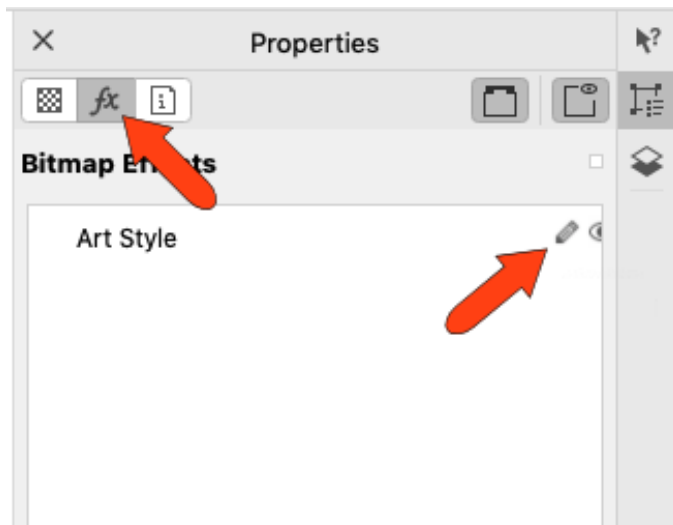
A fun way to spice up a poster is to add non-destructive lens effects. In the **Objects** inspector, Shift-select the three instruments, and choose **Effects > Creative > Art Style**. You can get a preview for any of the effects, such as **Wood Blocks** with medium detail and medium intensity.



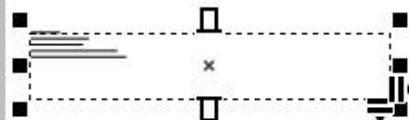
Each of these objects now has an **FX** marker in the **Objects** inspector, which you can click to toggle the effects off and on.



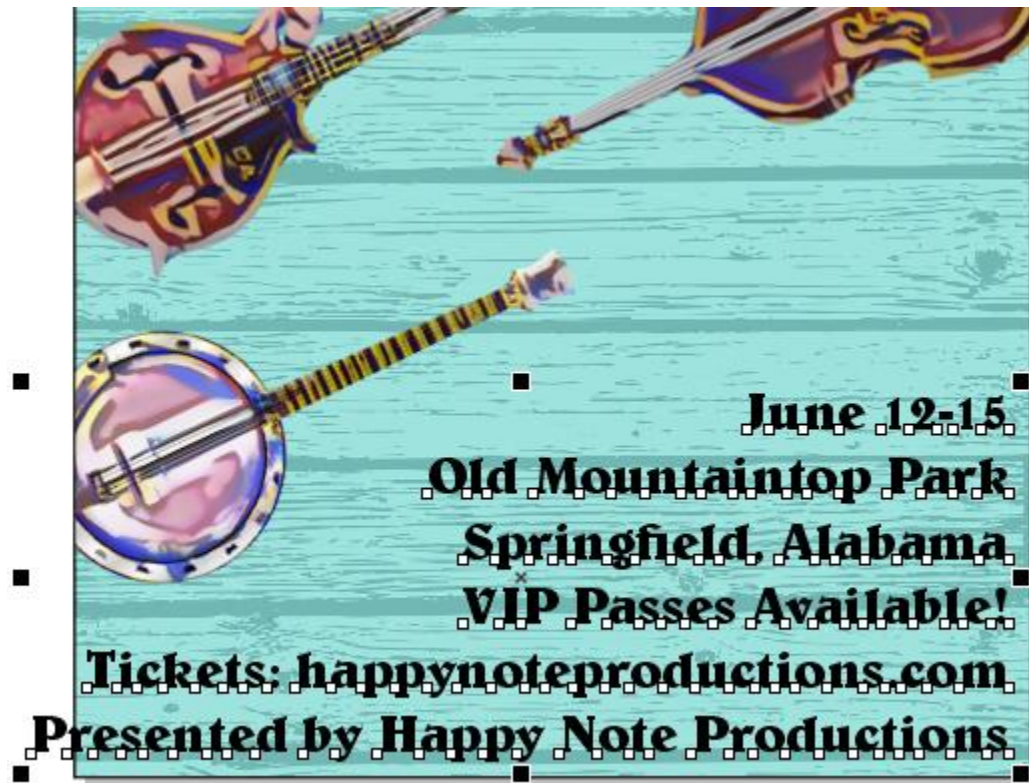
If you want to change the effect, keep the objects selected, open the **Properties** inspector, and in the **FX** tab, edit the art style.



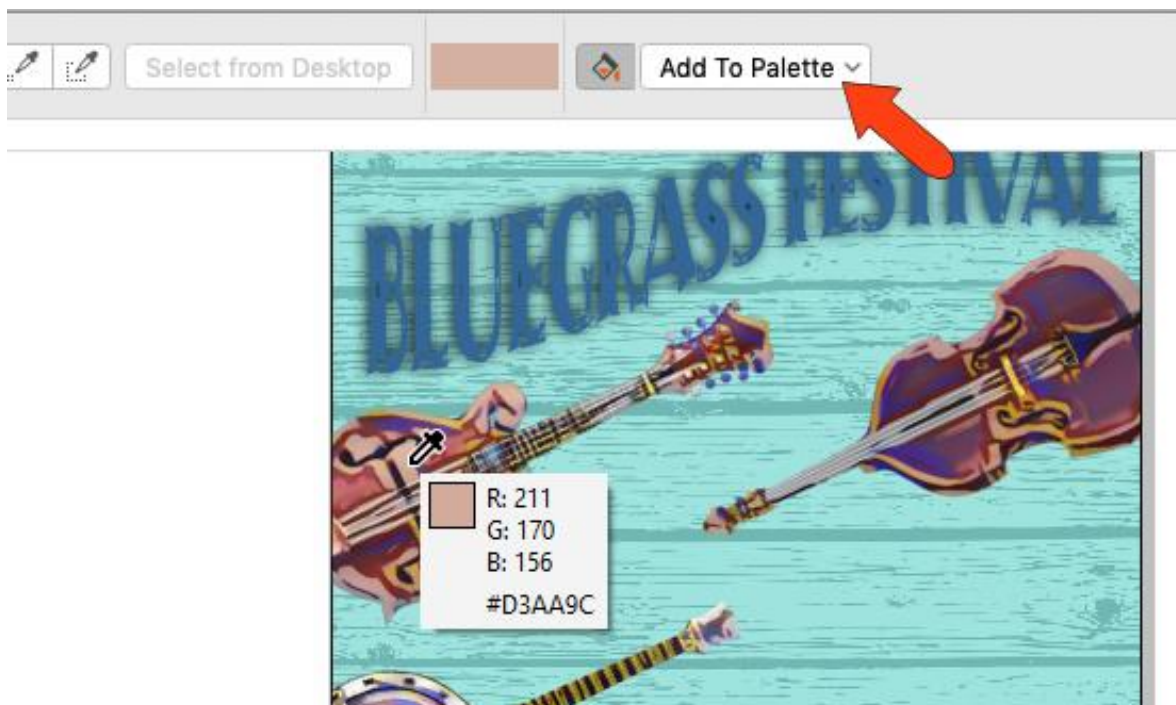
Now we'll add some text in the lower right corner, to list the festival details. These details are already saved in a text file, so choose **Place**, find the file, and bring it in without any fonts or formatting. The text comes in as paragraph text.



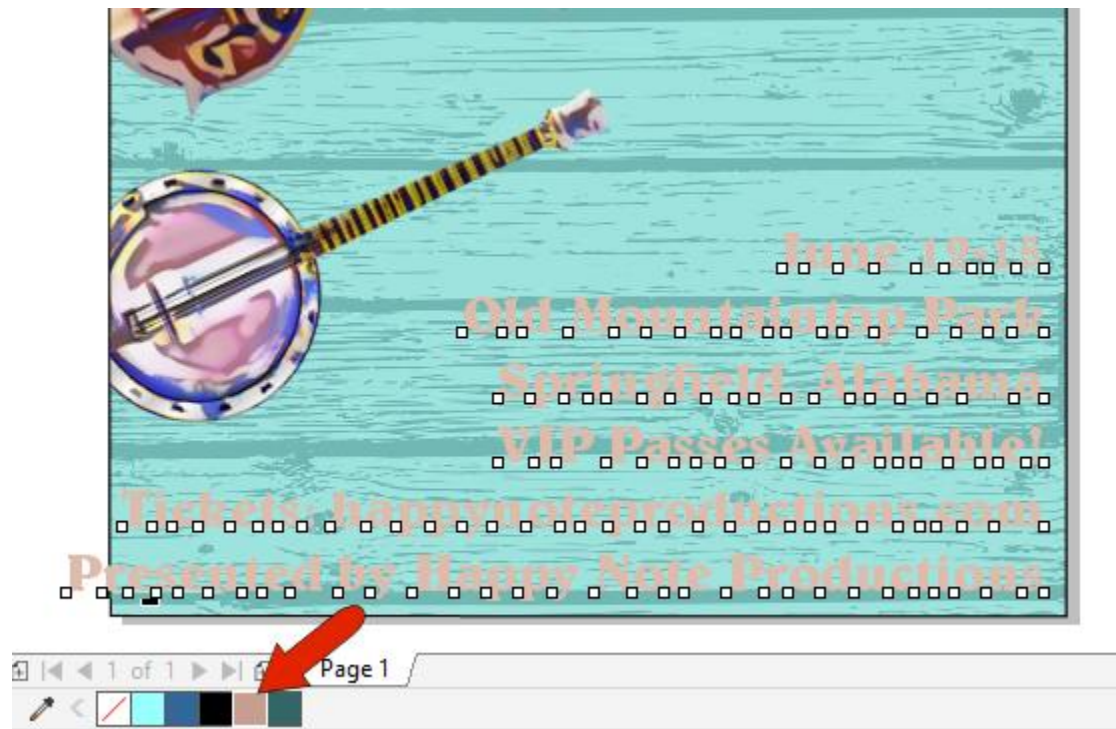
Because there is more editing flexibility with artistic text, right-click the text and convert it to artistic, move it into the poster, right-justify, change the font to Belwe Bold, and set the font size.



The font color will match a lighter shade from the mandolin. Click the **Color Eyedropper** tool and click to add this color to the document palette.

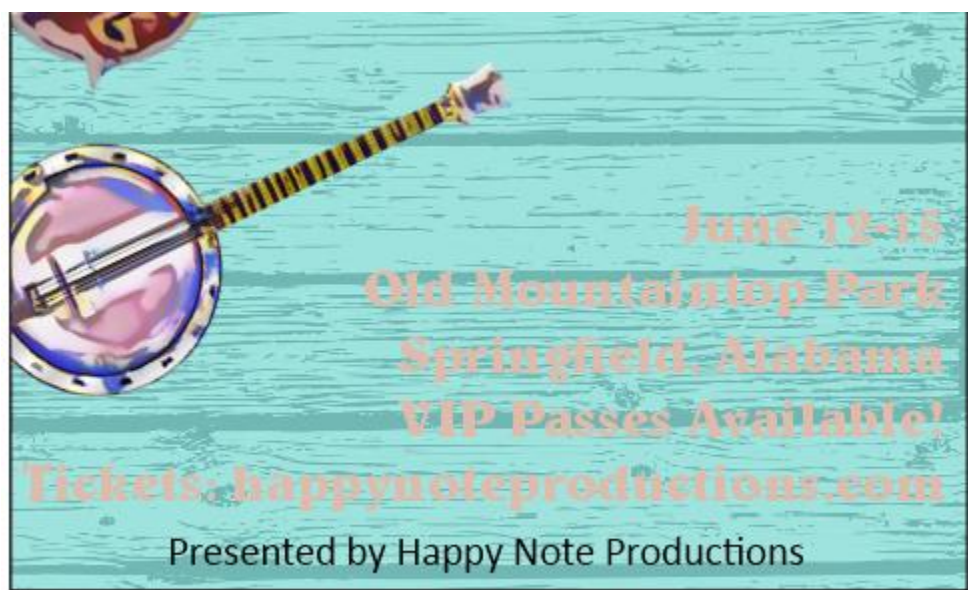


The text is still selected, so click this new color to apply it to the text.

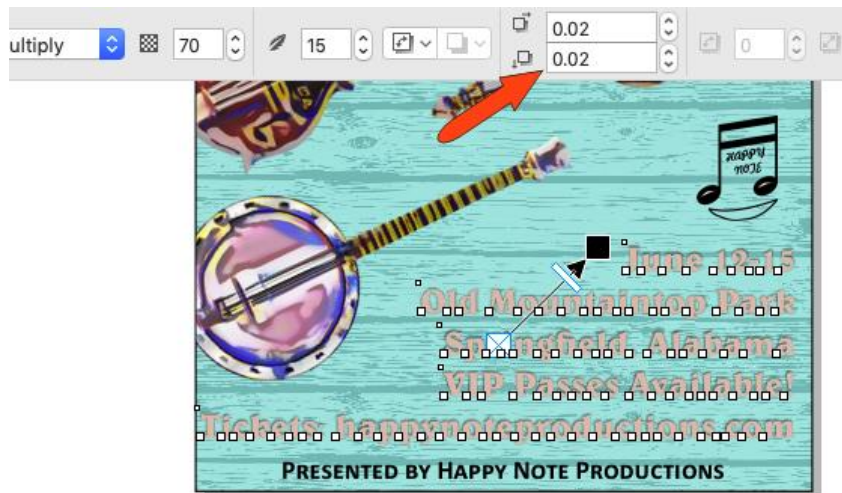


The “Presented by” line at the bottom should look different than the rest of the text. So with the text still selected, press **Cmd+K** which breaks up the text object into separate objects for each line of text.

Now you can select the last line, change its font to Calibri and black, make it a bit smaller, and center it using **Object > Align and Distribute > Center to Page Horizontally**.



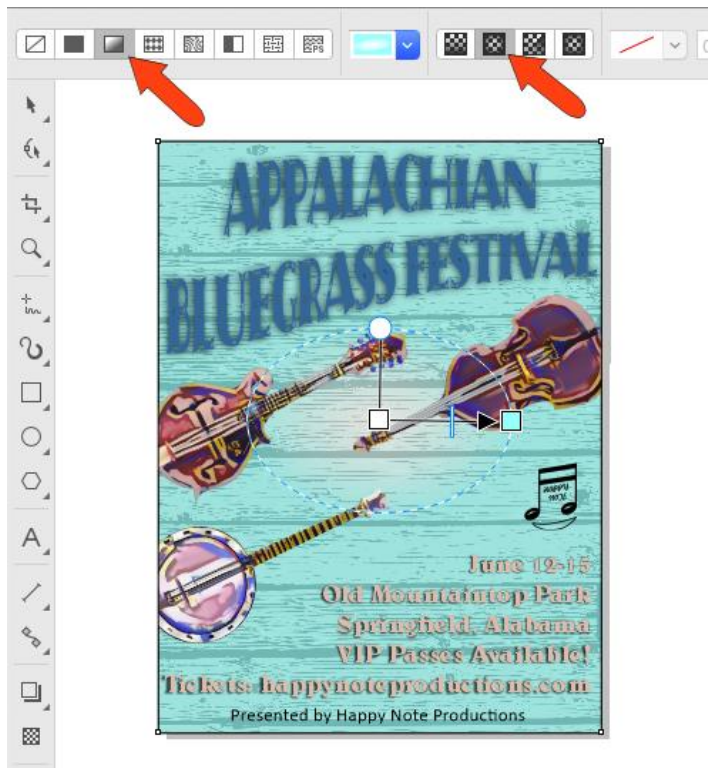
For the other five lines of text, Shift-select them all and apply a flat shadow, adjusting the shadow offset values just a bit.



The last element to add is the production company logo, which is saved as a PNG file. Import it, place it in an empty spot, and size.



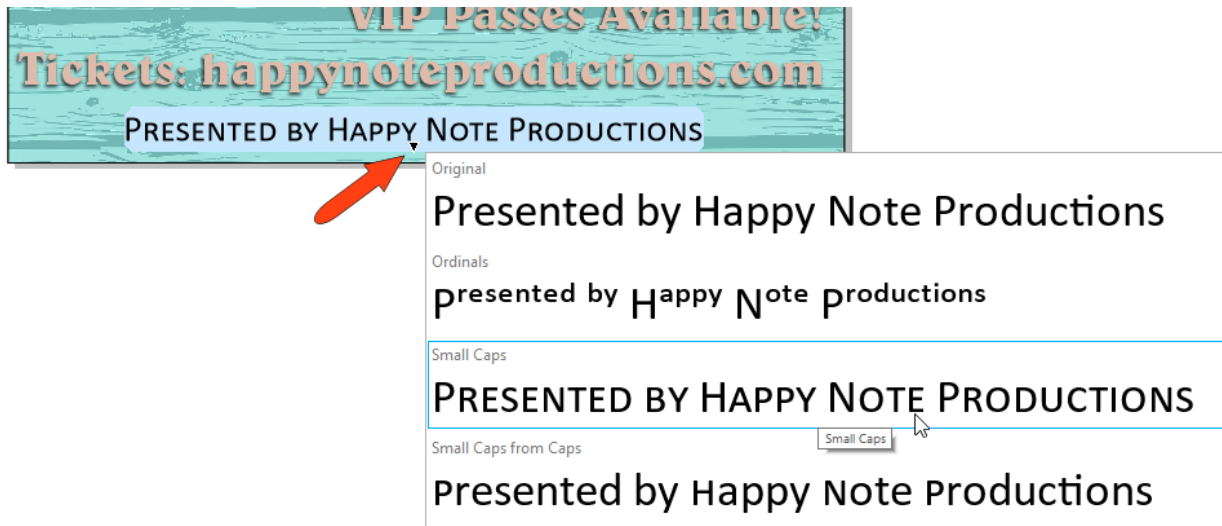
As mentioned near the beginning, we can now add a gradient to the light blue fill of the frame. Select the correct rectangle in the **Objects** inspector, activate **Interactive Fill**, and choose **Fountain Fill** with an **Elliptical** shape.



To bring the eye toward the instruments, keep white at the center of the ellipse and adjust handles to get the gradient you want.



Last change: the last line of text at the bottom. Double-click to edit this text object, select the entire line, and the little triangle at the center means that you have stylistic set options. Click this triangle, and choose Small Caps.



After re-centering this text, our poster is done and ready to be printed.

This was just a simple example using some basic elements: background, design elements, text, and effects. But this is just the tip of the iceberg - there is no limit to the creative touches you can bring to your own posters now that you know how to use these tools.

