

FLORA LIT TEMPLATES

NOTES & ADVICE

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PRODUCED BY;
W R O T H

The goal of these templates is to provide a backdrop for your writing, to support the mood of your text, and to help ‘hold a wall’ and draw attention. The goal is not to be wall art on their own, your writing is the art. Also the goal is to have these be readily usable to you without a lot of graphic application knowledge. However, you will have to be placing your own text [and maybe other graphics] and making the final design of your prints, so I will mention some things that might be helpful to keep in mind. And also walk you through a simple process that could make these templates easier to place text on.

I will talk more about type legibility then type style. For typographic style there are many resources online which will reward study, by giving you the understanding of type setting that can help you style your prints better. But lets think about how to get the text to be readable at first. A main enemy of legibility is poor contrast between the text and the background. In most cases this poor contrast is a result of using a text color and a background color that are too similar, light text on a light background, grey text on grey background, dark on dark, red on red, and so on.

POOR CONTRAST:

text text text text text

text text text text text

text text text text text

text text text text text

GOOD CONTRAST:

text text text text text

text text text text text

text text text text text

text text text text text

So if you are putting text on a dark template, like Flora Pkg 9b Desire, you should use a light text color to improve legibility. Poor contrast can also be caused by too much contrast, like bright red text on a black background, or strong color clashes, so keep things balanced... Another cause of bad contrast, a cause which is more important at the moment, is a background that is too ‘busy’. Generally the more complex a background the harder reading text becomes.

100% FLAT 0% BUSY

text text text text text
 text text text text text
 text text text text text
 text text text text text
 text text text text text
 text text text text

50% FLAT 50% BUSY

text text text text text
 text text text text text
 text text text text text
 text text text text text
 text text text text text
 text text text text

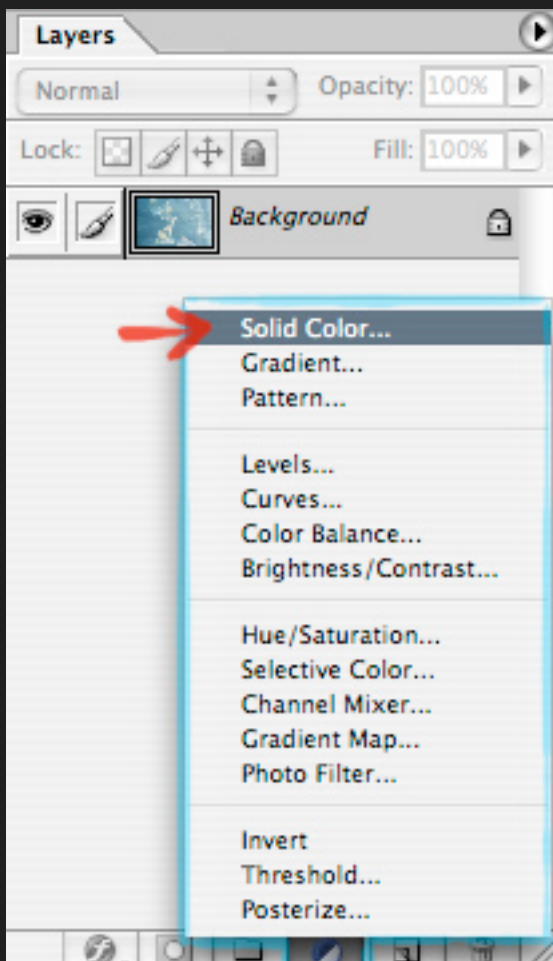
0% FLAT 100% BUSY

text text text text text
 text text text text text
 text text text text text
 text text text text text
 text text text text text
 text text text text

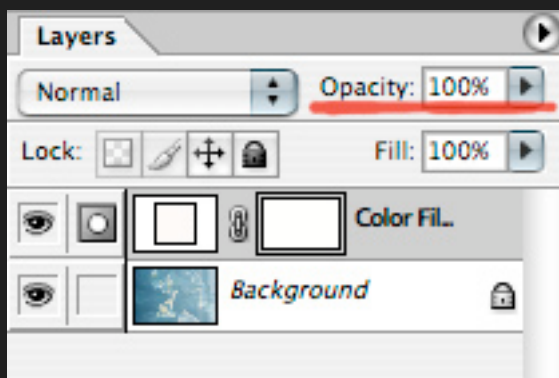
This might be an issue on some of the Flora 9 templates for you depending on the size of your text and where you are placing it. Some of the designs have areas meant for text and other areas meant to be left open or only put large title text onto. However it is very very easy to lower the complexity of a background and make more area available for small text, and I'll briefly walk you through it in Photoshop. If you don't have Photoshop the same general method will be possible in other programs.

We will use Flora Pkg 9a Wonder first as it's a pretty busy background. We will make it lighter and make the image fade to taste by putting a semi transparent color above it. We are going to use a fill layer which will kill to birds with one stone, but you could use a normal layer with a color painted in, or put semi transparent color directly onto the main layer... Open up the template, then make a new fill layer by going to the menu Layer > New Fill Layer > Solid Color, or by using the menu on the layer palate.

You should be presented with a color picker, the color you select will be what you wash over the background so it should be a near to what you want your background color to be. I picked a near white, but you should play around and try to find a more interesting shade, you can always change your selection by double clicking on the fill layer's icon.



So with the color selected hit ok and the fill layer will appear, and it will completely cover the template at first. It's time to blend this into the background which we will do with the Opacity controls, you can type in a number or use the slider to change the value.



This is changing how much of the fill we can see through, the higher the number the whiter the background will become while a lower number makes the background more like the original. How much fill you leave and how much you take away is up to you, but by playing with the percentages you now have a means of customizing the template's background to improve legibility if you wish.



Obviously this is very basic, and if you have much skills in graphics programs you can try blending modes like Lighten, try a Gradient fill instead of Solid Color, or try masking, and other effects to get more detailed customization. A template will serve you best if you consider it a starting point from which to make your final design. Beyond simple fill washes there are countless ways to strongly modify the templates, many resulting from simple methods, and time you spend experimenting will likely pay off in a more personal print and graphics that match your text better;



I'll note briefly another enemy of legibility is size. Keep in mind the size you will be printing at and make your typography suitable. These templates should let you fit a lot of small yet readable text at 12x18in, but that same design printed at 4x6in might not be readable any longer, so disabling some sizes of the print might be advisable.