

What's Typestry?

Ever wish you didn't have to go through all the work of figuring out perspective and shading for your lettering? Well, Typestry takes care of it automatically. Ever wish you could try out a different look on your lettering without having to repaint it all? With Typestry it's a simple point-and-click operation. How about changing the lighting? Easy — select a light and adjust its color and intensity. Typestry is simply the easiest way to get great-looking dimensional text!

We made Typestry with the goal of making 3D text incredibly easy: there are very few controls to master; the tools are practically self-explanatory and the interface is straightforward; and you can get an incredible range of lighting, perspective, and shading effects with the click of a mouse.

There are only five basic steps to making a picture with Typestry:

- Type in some text or import an Illustrator file.
- Position the text the way you want it — move, rotate, resize, or skew it.

- Apply a surface to the text — Typestry comes with a large library of surface appearances, or *Looks*.
- Add lights — spotlights, slide projectors, or distant lights.
- “Take a picture” of the text — render with Academy award-winning RenderMan technology.

You can use any Type 1 or TrueType font for typing in your text, or you can import Illustrator files to add interesting shapes and text effects. You can use font programs like Fontographer and FontMonger to create your own fonts for text, or to make special characters to add visual interest.

If you'd like, you can add effects like wind, particles, and motion blur. And to top it off, you can even make simple animations of your text, and turn them into AVI movies or use them as a series of frames.

After creating an image, you can import it into other programs, like Photoshop, QuarkXPress, PageMaker, Persuasion, Ventura Publisher, Powerpoint, or just about any paint or page-layout program.





Image: Joy Gipson

Font: Slipstream

Build Method: Rubber Sheets

Sheet Textiling: text only, no
background

Sheet Style: waving flag

Wind Speed: 75%

Wind Gustiness: 75%

Effects: Wall

Text Look: ECGems Dented Jewel:
Color gold, Scale 5%

Wall Look: Wall Plaster, black

Lights: #5 40%; #7 100%