Designing a Wine Label in CorelDRAW®

Labels have long been used as an industry standard for product identification. In marketing, labels are used to make a product known and most especially encourage potential buyers to purchase a product. CorelDRAW®'s versatility offers its users the flexibility to create their own labels for every practical use.
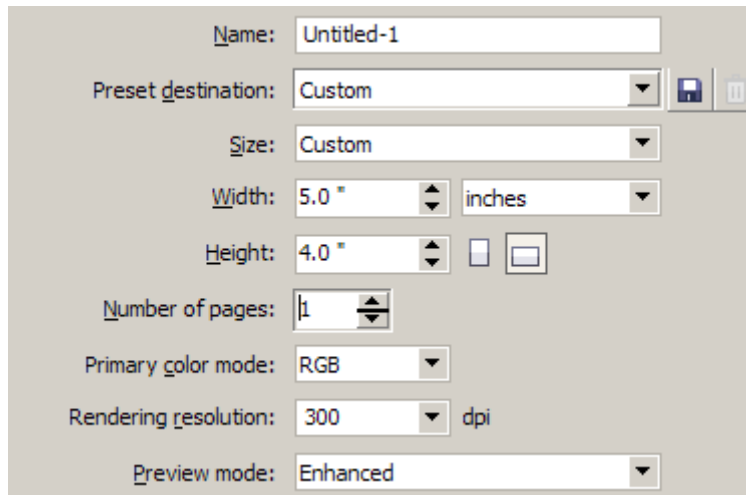

What you will Learn

- Apply coloring techniques using the Interactive Fill tool
- Create a soft bevel effect using the Drop Shadow tool
- Generate a sensational text design using an OpenType Stylistic set
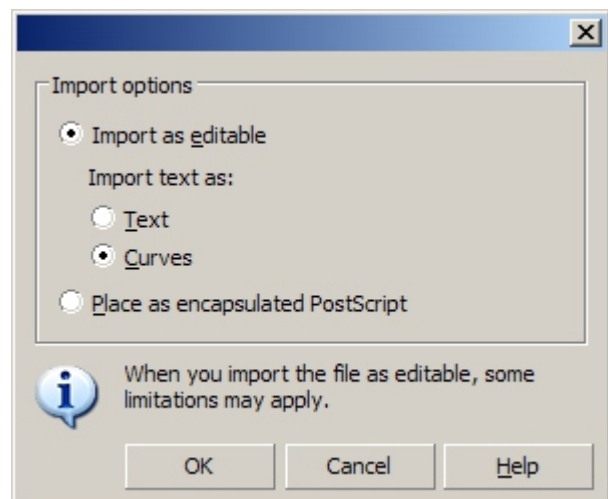
Preparing The Document

1. To begin, create a document that measures **5"** wide and **4"** tall. Next, set the Primary color mode to **RGB** and leave the rendering resolution to **300dpi**. Click on **OK**.

Name:	Untitled-1
Preset destination:	Custom
Size:	Custom
Width:	5.0 " inches
Height:	4.0 "
Number of pages:	1
Primary color mode:	RGB
Rendering resolution:	300 dpi
Preview mode:	Enhanced

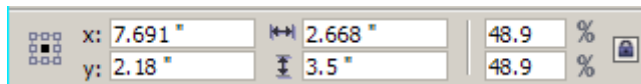2. For this tutorial, you will create a wine label using a humming bird vector image; this image can be downloaded from this link:

   http://www.vectorportal.com/subcategory/205/HUMMINGBIRD-FREE-VECTOR.eps/ifile/6571/detailtest.asp

   a. In the Import EPS dialog box, import the vector file as curves and click on **OK**.

   b. Once the vector file is imported, **Press P** on your keyboard to position it at the center of the page.

   Import options
   ⦿ Import as editable
   Import text as:
   ○ Text
   ⦿ Curves
   ○ Place as encapsulated PostScript

   When you import the file as editable, some limitations may apply.

   OK   Cancel   Help

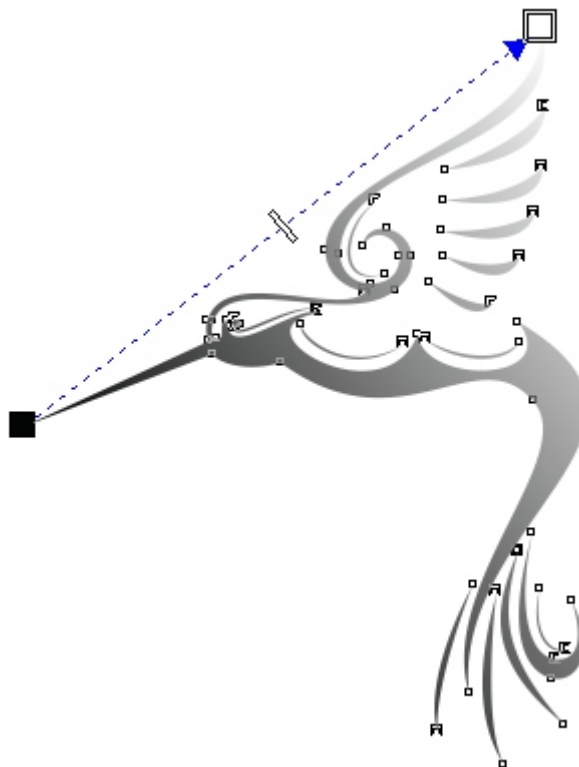   c. **Ungroup** the image and then simply delete the flower.
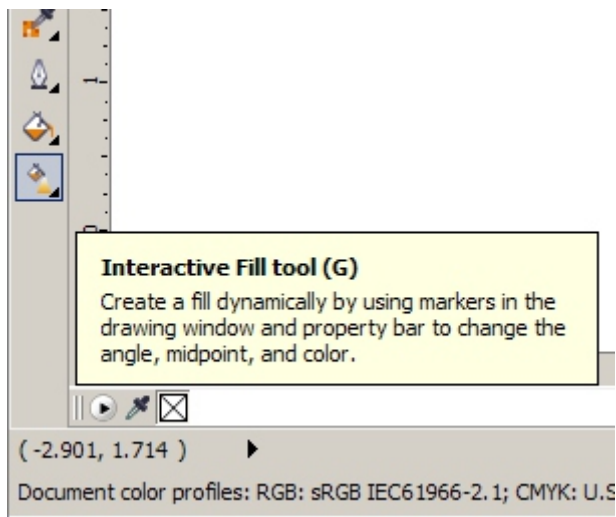
3. Ensure that Lock ratio is selected on the Interactive property bar and resize the humming bird image to 3.5" in height.
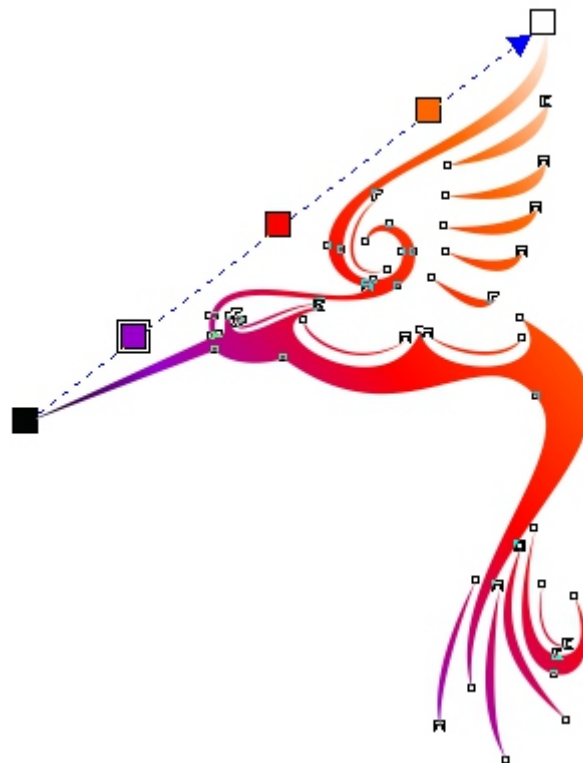
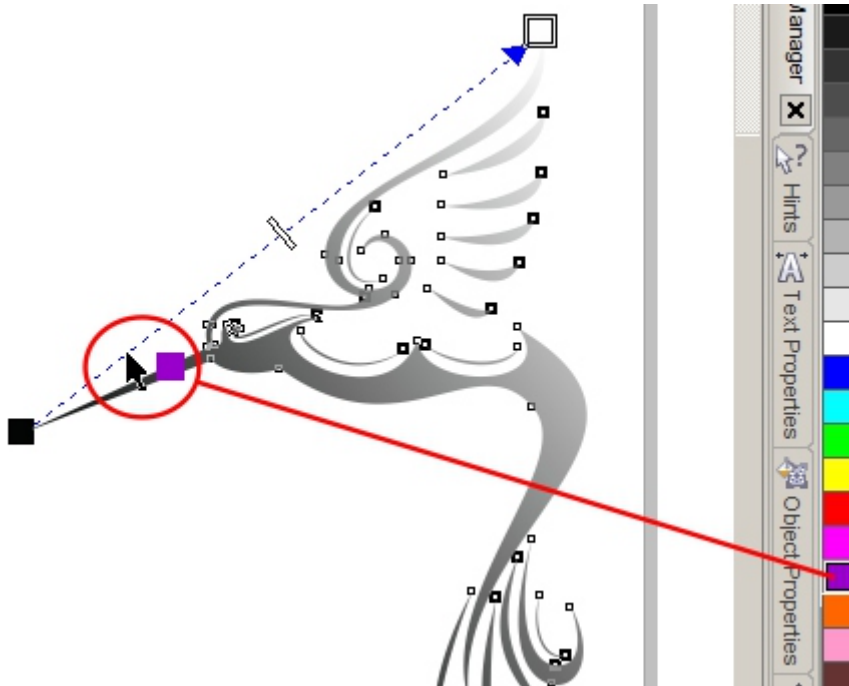| | x: 7.691 " | ↤↦ 2.668 " | 48.9 | % | |
| | y: 2.18 " | ↕ 3.5 " | 48.9 | % | |

Using Interactive Fill Tool

1. Select the **Interactive Fill Tool** and drag it horizontally from the tips of the beak to the tips of the wing.

Interactive Fill tool (G)
Create a fill dynamically by using markers in the drawing window and property bar to change the angle, midpoint, and color.

(-2.901, 1.714)   ▶

Document color profiles: RGB: sRGB IEC61966-2.1; CMYK: U.S
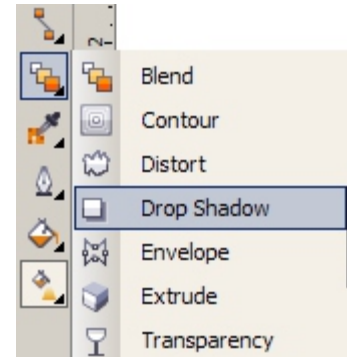
2. Drag 3 color swatches from the color palette onto the objects Interactive vector handles – purple, red and orange.

Using Drop Shadow Tool

1. Select the **Interactive Drop Shadow Tool** and create a drop shadow. Once the shadow has been created, input the following settings on the Interactive Property bar:

   a. X&Y Drop shadow offset: 0:0

   b. Drop shadow opacity: 95

   c. Shadow feathering: 5

   d. Feathering direction : Inside

   e. Transparency operation : Normal
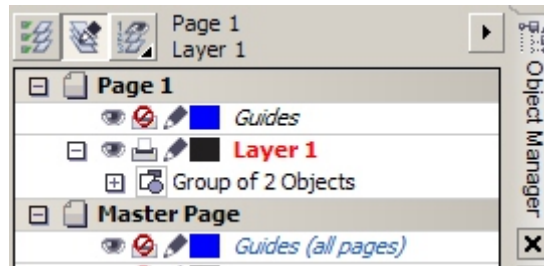
   f. Shadow color : White

2. Tap the **spacebar** to return to the Pick Tool then press **CTRL + K** to break the Drop Shadow group apart. Click on an empty area within the document to deselect all objects (or press **Esc key**). In the Object Manager, **click and move the Rectangle just above the curve** (or click on a white area within the body to select the lens and then use **Ctrl + Home key** to bring it to the front.); this will create the soft bevel effect on the hummingbird.
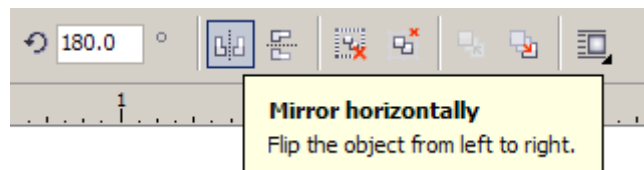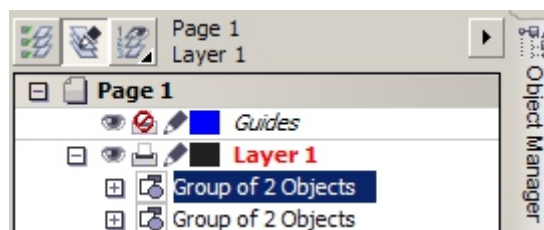
Positioning The Object

1. Double-click the **Pick Tool** to select both objects and then group them together by pressing **CTRL+G**.

2. With these objects still selected, in the Interactive Property bar, set **Object position** to X = 3.45", Y = 2.09" and then press enter.

3. Press the **plus key (+)** on your numeric keypad to duplicate the selected object (if you are using a laptop, you would need to use Ctrl + D to duplicate the object).

4. With the duplicate object still selected, set the **object position to X = 1.55", Y = 2.09"** and then press enter.

5. On the Interactive property toolbar, click on the **Mirror Horizontally** icon.

6. Double-click the **Pick Tool** to select both objects and then group them together by pressing **CTRL+G**.

7. Double-click on the Rectangle tool to add a frame to the page. Give this frame a Black fill and then change the outline to 8 points and the color to light purple.

Creating The Text

1. Click on the **Text tool** then click off the page and type **KarWay Wines**. For this tutorial, use the **Gabriola font** and set the size to **28 points**. Change the color to **White** and move it onto the page.

2. **Highlight the text**, click on the **Indicator arrow** below the text and select **Stylistic Set 7** (this option is only available in CorelDRAW® X6; for other versions just leave the text as is).

3. With the text still selected, right-click on the **White color swatch** to apply a white outline. Position the **text** above the heads of the hummingbirds and between the wings.
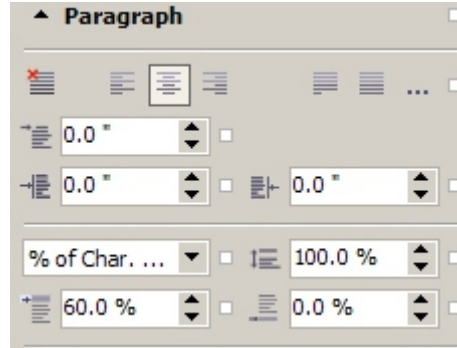

4. Click on the **Text tool** and type **Celebration Chardonnay** off the page. Use the **Gabriola font** and set the size to **28 points**. Change the color to **white** and move it onto the label. Place the text just below the beaks of the birds so that it is between them.

5. Next, create a **paragraph text** frame and type a short description for your wine or anything you wish to add. For this tutorial, use the paragraph below:

"Thank you for being a part of our 10th anniversary celebration
and for sharing the art of wine making in your community.
The Management & Staff
at
KarWay Wines"

6. Click on the **Pick tool** and on the Interactive Property toolbar, use the **Gabriola font,** set the font size to **10 points** and the horizontal alignment to **Center**.

7. In the Object Properties, under Paragraph, change the value of the **"Before paragraph spacing"** to **60%** and then set the color to **white.**

8. Place the paragraph below the text **Celebration Chardonnay.** With the paragraph text still selected, hold down the **Shift key** and select the other pieces of text and then lastly select the grouped humming birds. Next, press the letter **"C"** on the keyboard. This will center all the text on the label in relation to the last object selected.

9. Click on the **Text tool**, type **750ml**, set the font to **Gabriola**, font size to **12 points**, and set the color to **white.**

10. Using the **Pick tool**, place the text on the bottom-left corner of the label.

11. Press the **plus key (+)** on your numeric keypad to duplicate the selected text.

12. Drag the duplicated text to the bottom-right corner of the label.

13. Double-click on it, highlight the text and type **12.5%.**

Saving and Exporting Your Project

1. Save your project as CDR file and now you are ready to export it into a format that you would like to use.

    a. You can print directly to label stock (available at most office supply stores) using the Imposition feature within the Print Preview window. If sending to an output center such as a Kinko's or UPS store, we recommend that you use Tiff format when exporting your project.

    b. For web sharing, you may want to export your project in JPEG format.

And there you have it. You have now created a wine label using CorelDRAW®.

If you enjoyed this tutorial, be sure to check out the other tutorials that are available in the Discovery Center. If you have any ideas for additional tutorials or projects that you would like to see in the future, e-mail Discovery.Center@corel.com.