8. Use a Positive/Negative Effect with Type

(see more examples in the slide show).

- Start with a good headline, and decide what it will contrast with. You should play around on paper first, sketching out possible ideas.

- This is a good instance for when its time to use the **Layer Panel** in InDesign. You want to have floating, overlapping text frames with picture boxes, or colored boxes, or something behind the headline type, which gives a contrast, for some of the type.

- You can color the type by selecting whichever letters you want to color, and then choosing the color you want from drop down **Swatch Color** menu in the **Control Panel**.
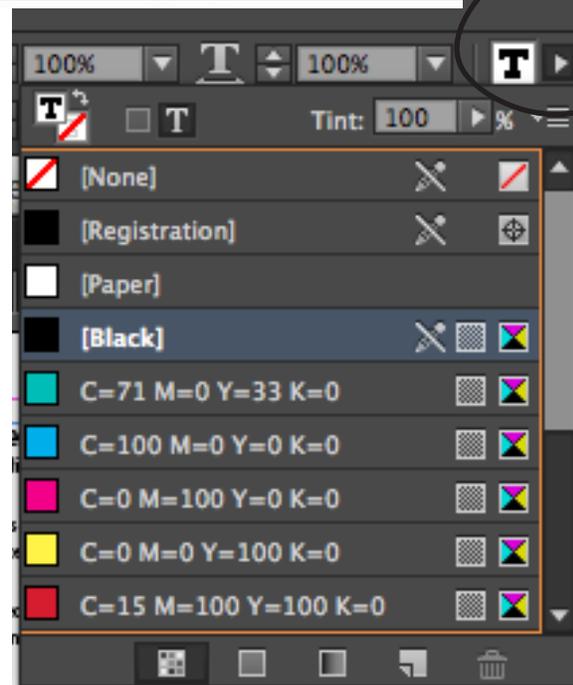
Click here on the "T" in the control panel to make the drop-down menu open, for type- color.

- You can also use **Object** > **Arrange** > **Send to Front** or **Send to Back**.

- If you have trouble selecting a frame which is overlapped by another, try first selecting it while holding down on the Command key.

If you would like to **add a new color** to the drop-down Color Swatch Menu,

1. Simply open the Swatch Panel and also the Color Panel. Please set the Color Panel to CMYK, in the fly-out menu, for all print projects (as opposed to web).
2. Select your new color, and drag the type-icon into the Swatch Panel.

Eye Dropper Tool: Color Scheme

Another method is to use the **Eye Dropper Tool** to choose a color used in a photo. Then it becomes the **"foreground color"**, and you will need to drag it **from the Color Panel into the Swatch Panel,** in order to use it again. This is a great way to choose a color scheme for an entire article, by using colors derived from photos you are using.