

## How to Make a Postcard in Illustrator

Adobe Illustrator is a popular computer graphic design software and app that is typically used for vector arts and design, especially if you want to create a logo or icon, logotype, poster, business card, flyer, and other vector shapes. So, when it comes to creating postcards in Illustrator, you can use a wide array of tools to conveniently design layouts, set type, make design elements, and many others. Read this article as we share some simple ways on how you can make a postcard in Illustrator.

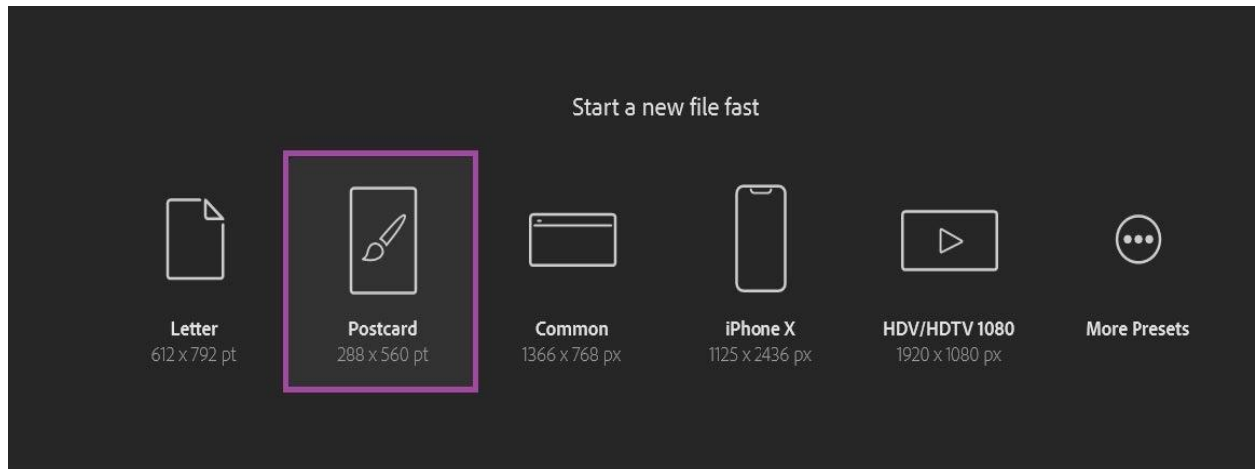
### SUMMARY:

- Use **Adobe Illustrator** and create a file for your postcard design. Navigate the tools such as the selection tool, pen tool, type tool, gradient tool, and many other tools while utilizing them in drawing some design elements of your postcard. Then, build your postcard by incorporating some layers, texts, and essential design aspects that you want to include.

## How to Create Postcards in Adobe Illustrator

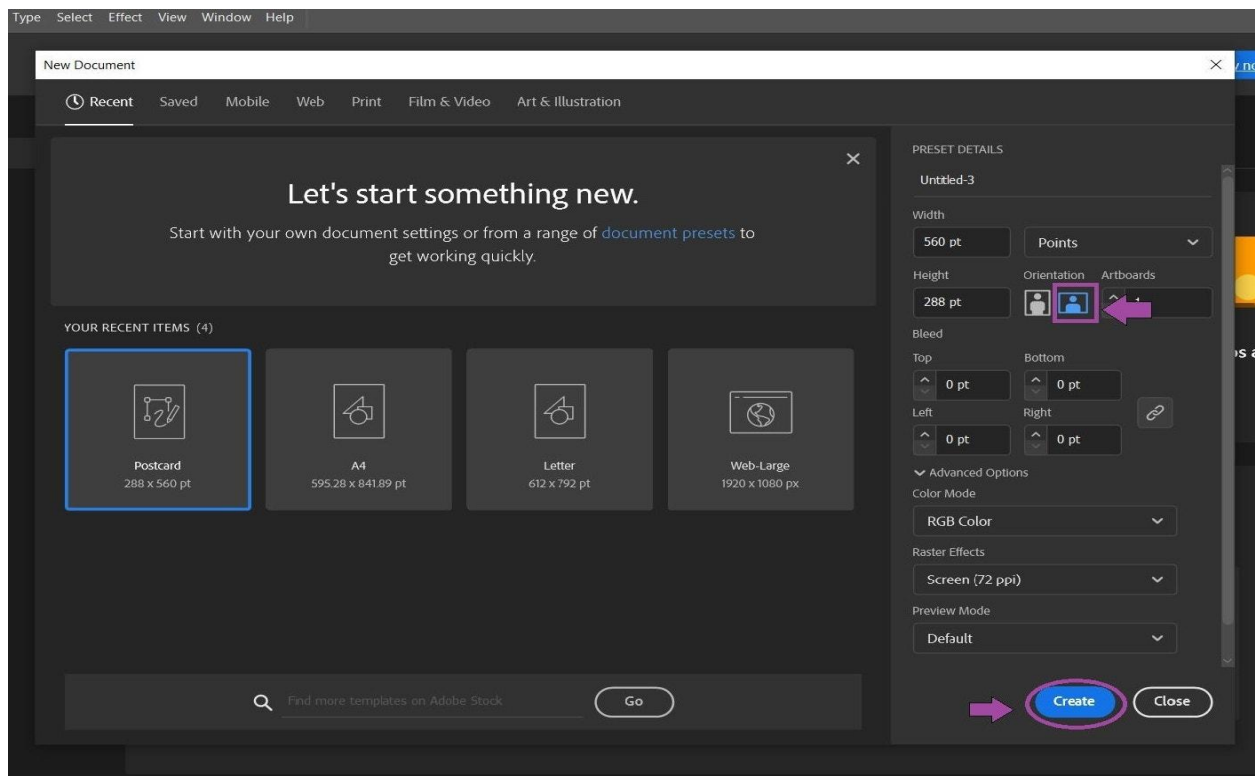
There are many arts and design apps and graphic design software out there that you can use in creating a postcard for different kinds of purposes. However, many design experts highly recommend that you use a high-quality design app like Adobe Illustrator to fully portray clear and vivid images or illustrations along with the text elements of your postcard. Follow some simple ways below that we provide for you to create postcards in Illustrator:

1. Open **Adobe Illustrator** and click the **Postcard (288 x 560 pt)** in the options displayed when you start a new file. This will allow you to create the background of your postcard in a quick way.

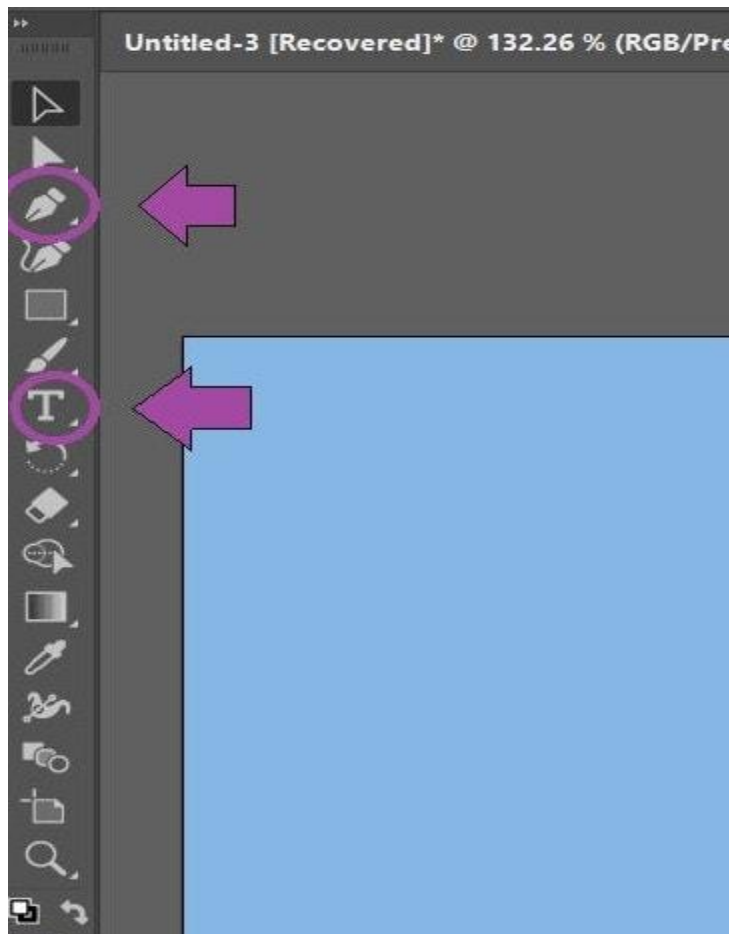


2. Choose what type of orientation you want for your postcard: **portrait** or **landscape**. In the example, the landscape orientation is selected. After that, click the create button at the bottom part.

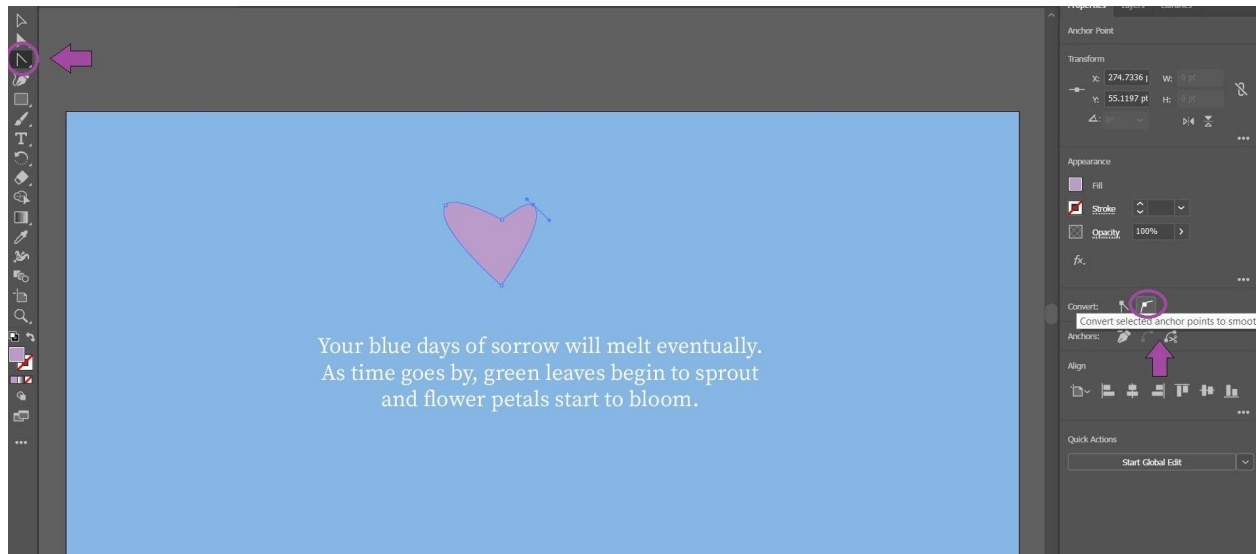
**Note:** If you want to adjust the width and height of your postcard, adjust the numbers indicated in the options. Check other options like the **Color Mode**. Use **RGB color** if you will create a digital postcard that will be sent through email or social media or use **CMYK color** if you want to print your digital postcard.



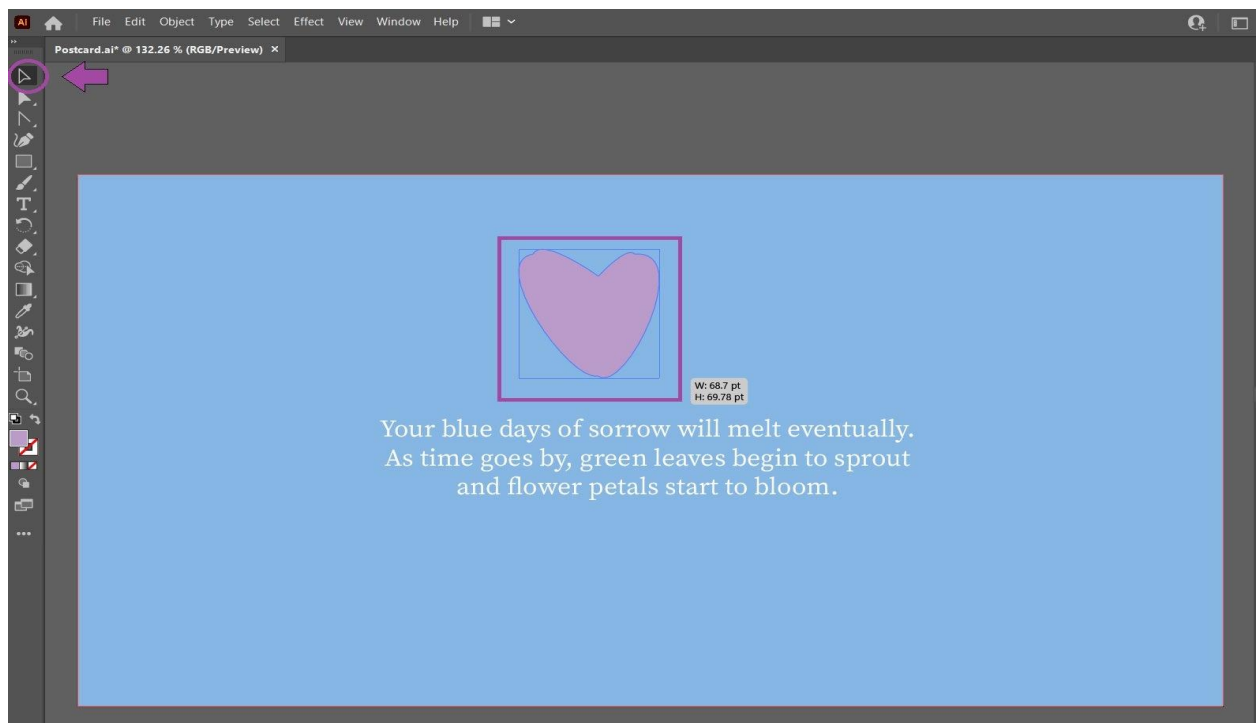
3. Click the Rectangle tool and drag it in the entire canvas. Choose what kind of color you like to use for your postcard. Then, click the **Fill tool** as you color the background of your postcard.
4. Next, click the Type tool as you insert your text there. Choose some fonts that you want to use. Adjust the size and the position of the text. Also, select the color you prefer for your text by using the **Fill tool**.
5. Once you're done typing the text and modifying the appearance of your message, tap the **Pen tool** and use it to create a design element for your postcard. If you want to create a simple flower design for your postcard, use the **Pen tool** to form an inverted pyramid-like shape.



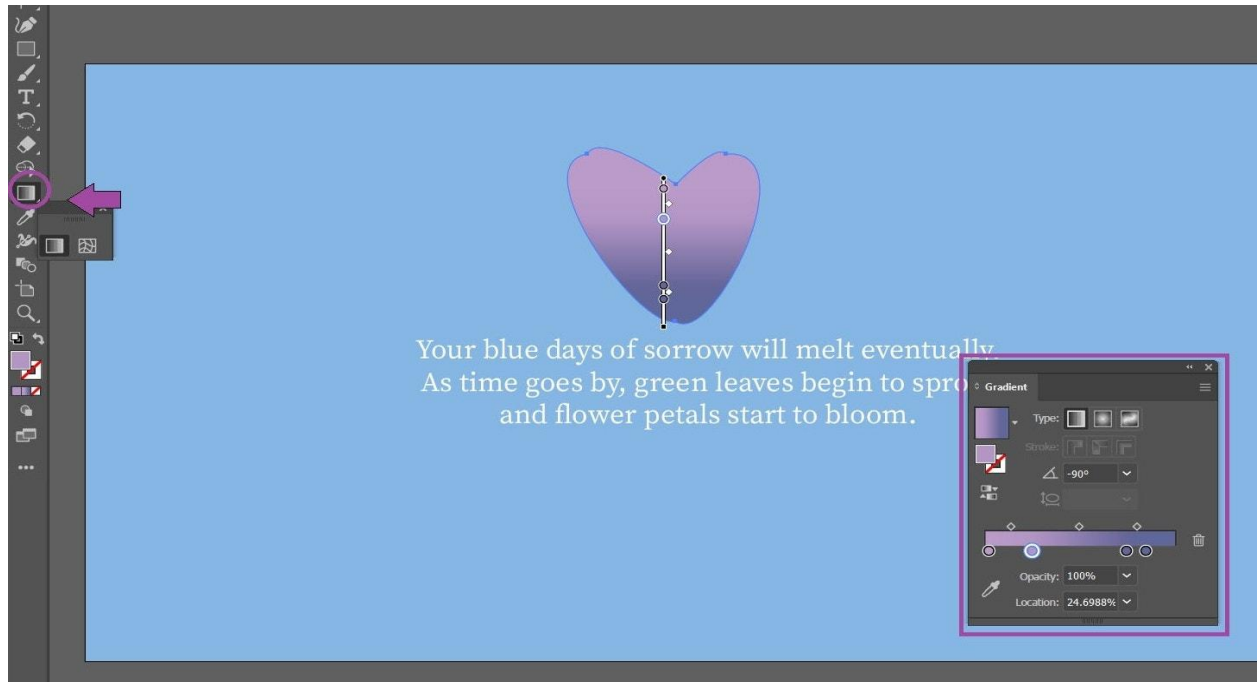
6. Toggle the **Anchor Point tool** to smoothen the sides of the design element. Carefully drag each of the sides and points while clicking the **Convert option** located at the right side to smoothen the anchor points, making the shape similar to a heart.



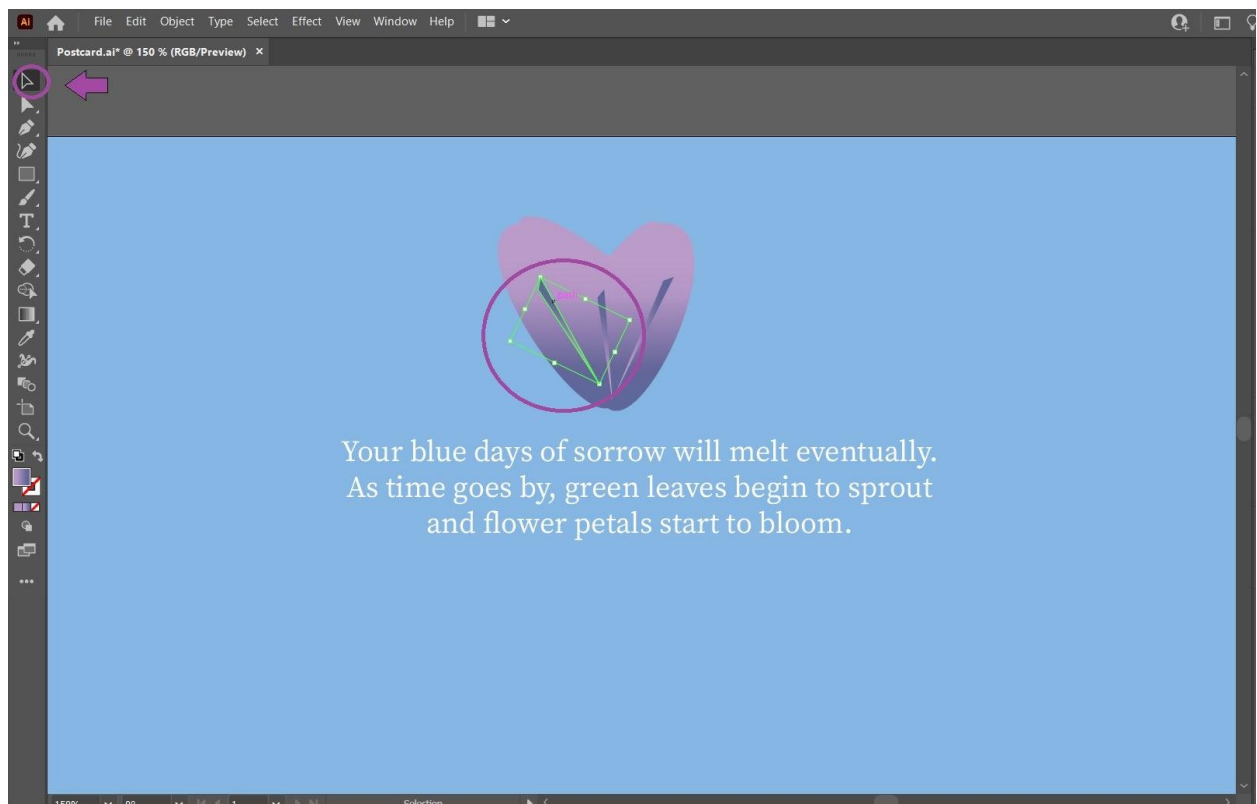
7. Tap the **Selection tool** and adjust the size of the design element. Make it slightly bigger so that you are able to modify the parts of the element carefully.



8. Click the **Gradient tool** and modify the colors of your design element as shown below. Take your time to mix and match the gradient colors that you prefer for your design.

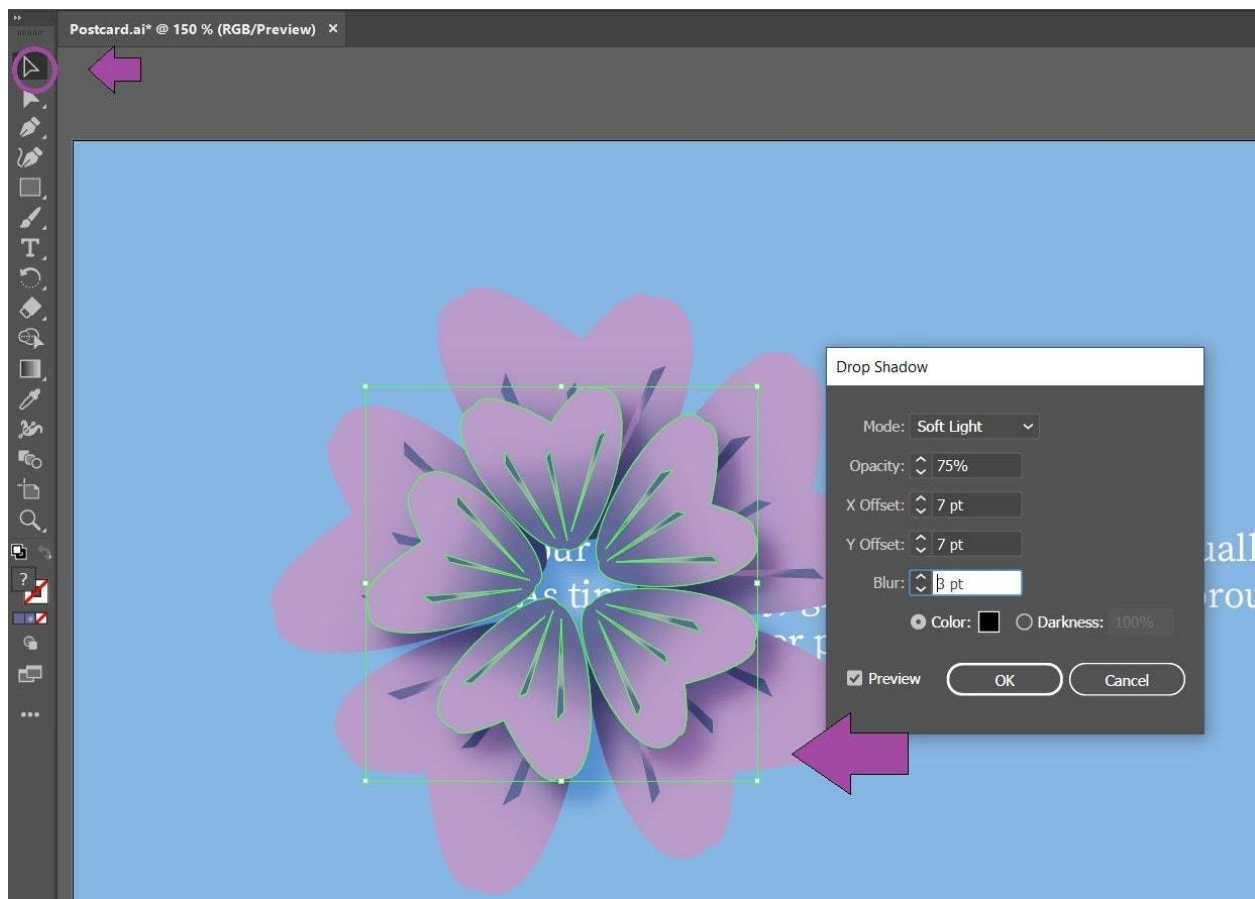


9. After that, click the **Pen tool** again and create some thick diagonal lines inside the shape. Then, click the **Selection tool** to duplicate the lines and arrange them nicely.

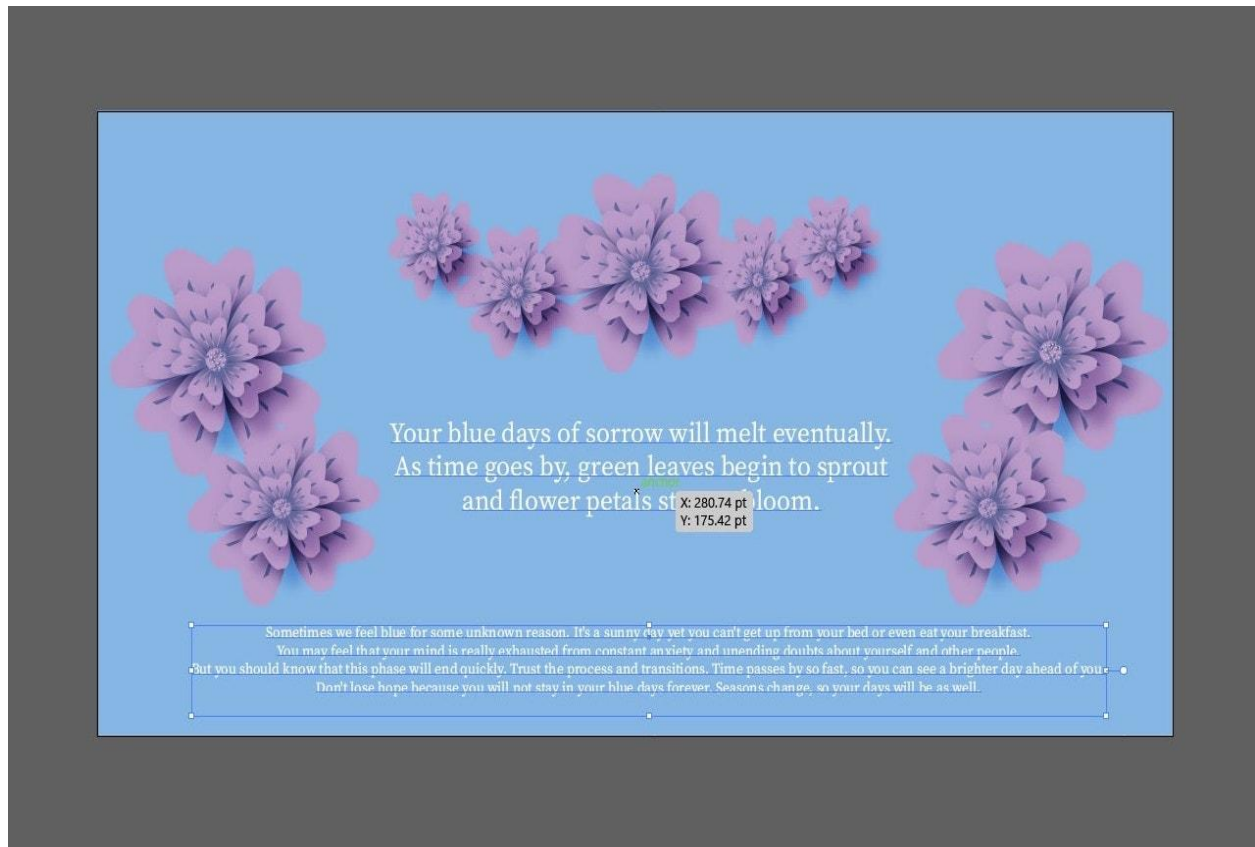


10. Drag and hold the entire shape using the left click of your mouse and then right click to open the options. Choose the **Group** option so that all of the elements in the shape are merged together. Then, copy paste the petal shape five times. Arrange the five petals properly.

11. Use the Selection tool to copy paste the flower element. Make the second flower element slightly smaller than the first one. Place it at the center of the first flower element. Then, click the **Effect** option located at the top of the Illustrator. Search the **Drop Shadow**, tap it and select the **Soft Light** mode in the options. Then, click ok.



12. You may add some details in your postcard design such as adding more flowers using the **Selection tool** and text elements using the **Type tool**. Arrange the elements the way you want them to be. Make some necessary adjustments until you are satisfied with the overall design and look of your postcard. Save your work every time you are making some modifications. Lastly, export your work and choose the type of file you want for your work like JPEG format.



**Note:** Thus, designing postcards from scratch is quite challenging and consumes a lot of time. However, you can make things a piece of cake if you use postcard templates from Template.net. You basically edit and print your preferred [editable postcard in Illustrator](#).