

PHOTOSHOP 102 – CREATION!

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OBJECTIVES:

In this workshop, you will learn:

- A.... Backscreening (opacity and drop shadow)
- B.... Vignettes (feather and levels)
- C.... Car Ads (selection and filters)
- D.... Comment Balloons (shapes and styles)
- E.... Amazing Demonstrations! (time permitting)

OBJECTIVE A THE BACKSCREEN

This is a great technique for putting text over very busy or dark images.

1. Open a background image that you want to put type over.
2. Using the rectangular marquee tool (or any other selection shape you need) make a selection of the area where you want your type to appear.
3. While this area is still selected, make a new layer by clicking on the New Layer button on the bottom of the Layers pallet.
4. Fill the selection with white. (Set your foreground color to white and then press alt-delete.)
5. Deselect by pressing Ctrl-D
6. Change the opacity of the layer by either moving the slider or entering a number in the box.
7. Go to Layer : Add Layer Style : Drop Shadow
8. Add your text by clicking on the Text tool and then clicking again on the image where you want the text to go.

OBJECTIVE B THE VIGNETTE 2.0

This is a new take on a really old technique. Basically you can use this when you want to focus attention on a particular element of you image.

1. Open the image and make a selection around what ever it is you want to draw attention to. (I make no judgments as to your subject matter)
2. Go to Select : Feather. Enter in a number (5 works good for 72 dpi images, 15 for high res)
3. Press Ctrl-J to copy your selection and place it in a new layer.
4. In the layers pallet, click on the background layer to make it active. Next go to Image : Adjustments : Levels. In the dialog box that appears, look for a black to white gradient thingy and then slide the black arrow from the left to just about 3/4ths of the way to the white arrow.
5. Now click on the layer you created earlier. Next press Ctrl-E to merge the 2 layers together.
6. Add text if necessary.

OBJECTIVE C THE CAR AD

It doesn't matter if you drive a Ferrari or a Mini-Van, this technique is guaranteed to impress! Which is especially helpful if you are trying to sell said car. As such, the car manufactures have been doing this for years, now it's your turn.

1. Take photo of your car. Best to do it from one of the front corners and at a low angle (getting down on one knee should suffice)
2. Get the image into Photoshop, (scan, digital camera, etc)

3. Use your favorite selection method to select the car. (I will demonstrate different methods in class)
4. Once you have the car selected, Ctrl-J to move it to copy it to a new layer.
5. In the layers pallet click on the background layer to make it active Next go to Filter : Blur : Motion Blur. In the resulting dialog box set the angle to 0 and the distance to about 214 (a good all-around number, but season to taste.) Click OK.
6. In the layers pallet click on layer 1 (the copy of the car). Click and hold on the Marquee tool until the sub selection tools appear. Select the elliptical selection tool (the round one).
7. Draw an elliptical selection around the front wheel (the middle part, not the tire).
8. Go to Filter : Blur : Radial Blur. Enter 24 for the amount and then click OK.
9. Repeat for back wheel
10. Next select the windows, (if you look at the windows, the background doesn't appear blurred, a real give-a-way!) Blur them with the same settings you used for the background.
11. To finish off the look, press Ctrl-L and drag the lower right output arrow (the white one) to around 170. BOOM! Tinted windows! Now only if you could only Photoshop in a CD changer...

OBJECTIVE D

COMMENT BALLOONS

This one comes always comes in handy after the company Christmas party.

1. Open the picture that needs a comment.
2. Create a new layer.
3. Click and hold on the shape tool, (under the text tool in the tools pallet) select the custom shape tool.
4. Notice that on the options bar there is a section that says "Shape:" followed by a drop down. Click on the drop down.
5. Click on the one that looks like a talk bubble.
6. Click and drag on the image to create your bubble. Hold down shift to keep it in proportion, but sometimes it looks better a little squished.
7. In the styles pallet, click on Blue Glass Button.
8. In the layers pallet, click on the eye next to "Color Overlay" to turn it off.
9. Next select the text tool and add your pithy caption.

OBJECTIVE E

AMAZING DEMONSTRATIONS

The product shot. This one is really handy if you're selling something on E-Bay. Or have some sort of new equipment in your department, that needs a sharp looking picture. The best part is you already have all the skills you need to create it. And because I'm so confident in your abilities, I'm not going to write out all the steps for you! (Ok, I'm tired of typing. But, you CAN do it! I believe in you.)