INTRODUCTION TO GRAPHICS

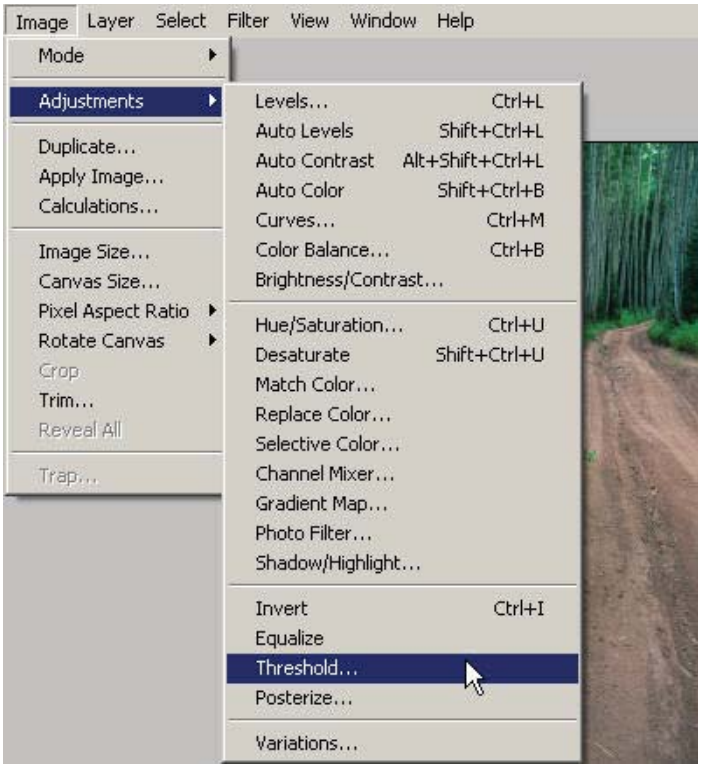
# Movie Poster I

Information Sheet No. XXXX

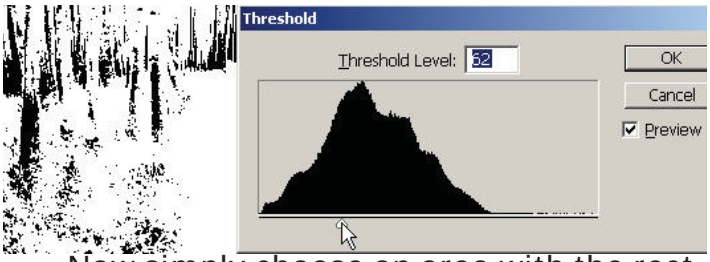
In this Information Sheet you are going to create a popular text effect that you may have seen on many movie posters and in advertising. If you thought there would never be a use for threshold (the worst thing you could do to an image); well it's purpose has been found! This technique was picked up from Scott Kelby at PhotoshopWorld West in San Francisco.

Choose an image that has many vertical lines such as these trees (several possibles are in the project folder).

Open it and run Image: Adjustments: Threshold.

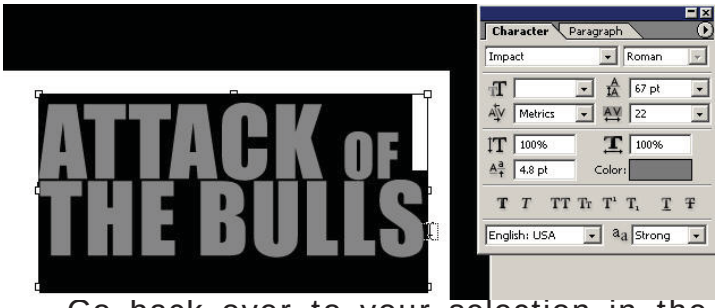



In the Threshold dialog box simply move the slider over to the left to wash out the image. You want to leave black pixels to create that desire noise effect; don't go too far unless you want a very minor effect.

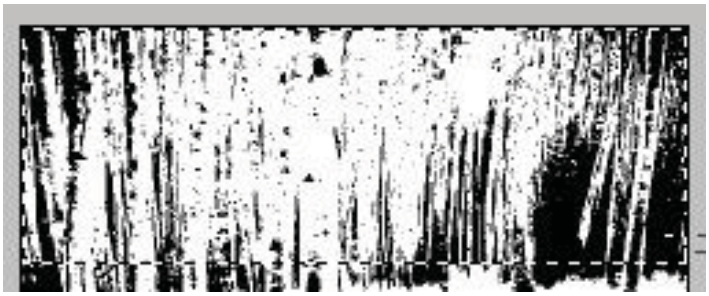



Now simply choose an area with the rectangular marquee that looks like it contains the amount of scruffy noise that you want.

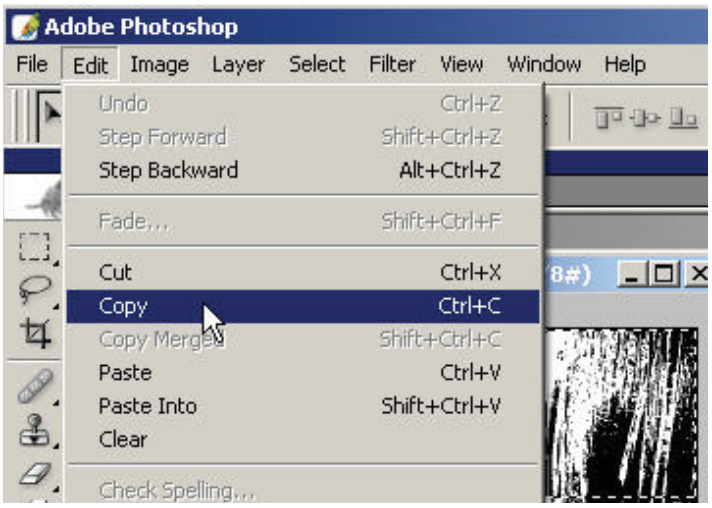
Create a new document and add some large text with the 'T' text tool. Here the IMPACT font was used. Make it fill up a large portion of the document. Note that 'of' is smaller. You can change this by selecting it in the text editing field and independently adjusting the font size in the Character palette.




Go back over to your selection in the threshold document. You could also create your text document first (which is what I meant to do but got caught up looking for the right potential image and started recording).

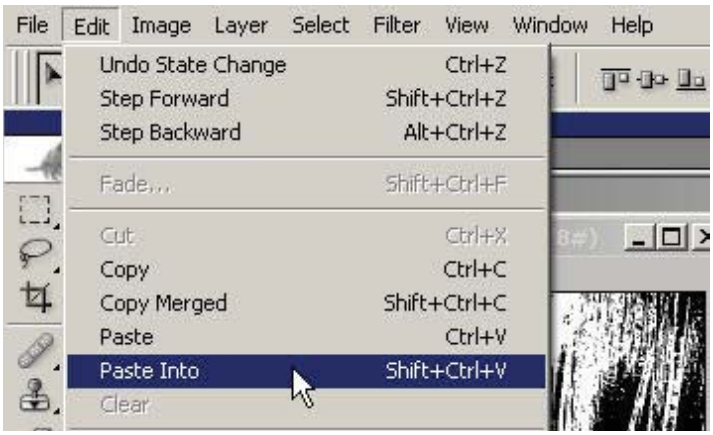


Go to Edit: Copy or Ctrl/Cmd C. This will retain the selection in the memory.



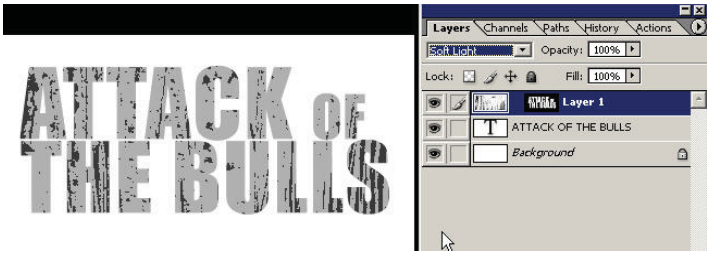

Go back to your text document and Ctrl click on the layer icon of the text layer to select it

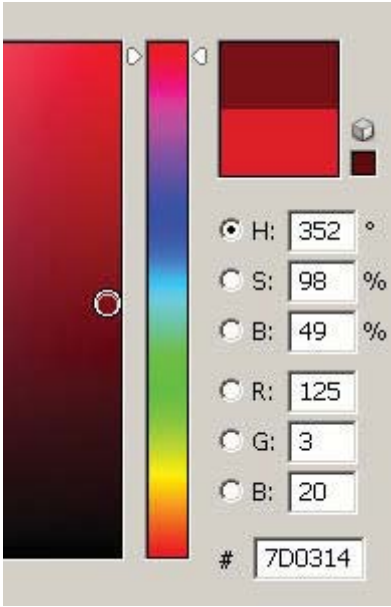
and now go to Edit: Paste Into. This is the same effect essentially as creating a clipping group/mask.



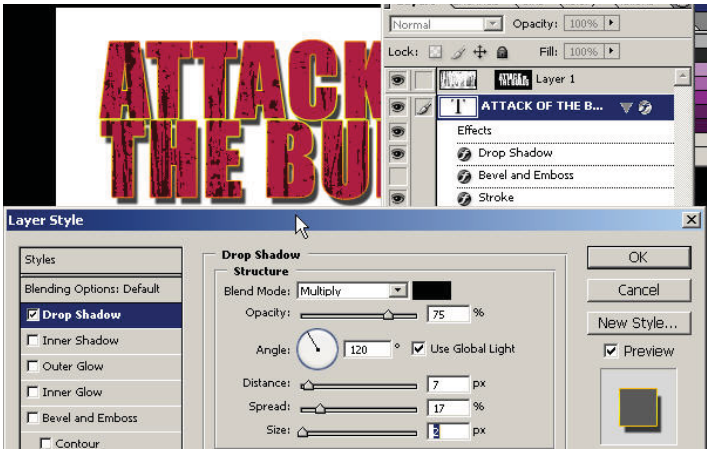

Kinda dingy right now but remember you've got some blending modes and opacity that you can play with. Remember that you can use the moVe tool when on this layer to position where it will look best (that's up to you). Here it is on soft light settings.

You might want to change the color of the text to make it more interesting. Get your 'T' tool and enter the text editing field on the text layer (can be done from any layer that you are on), now click on the color picker to bring up the color dialog box and choose, say a red.

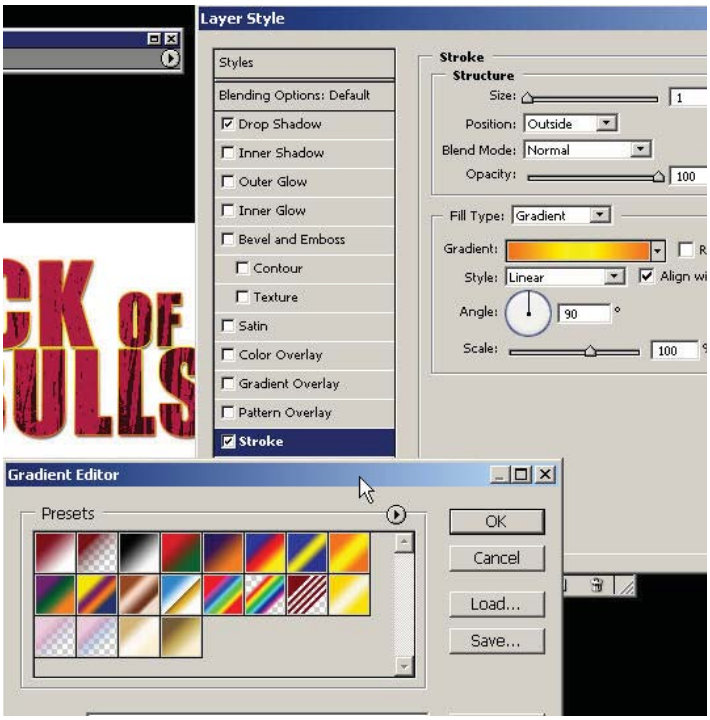



Now go to the blending options/layer styles and add some more effects. Now it looks like you're coming up with a theme here. You might add a drop shadow making sure it is sharp and not too fuzzy in the spread.

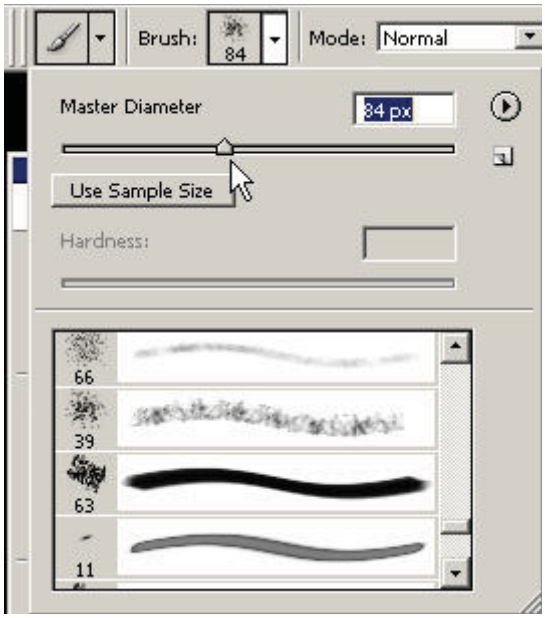



Here, a linear gradient stroke has been added in the Stroke dialog field. This straight across effect makes it seem like there is another light source running between the two lines of text...very intriguing.

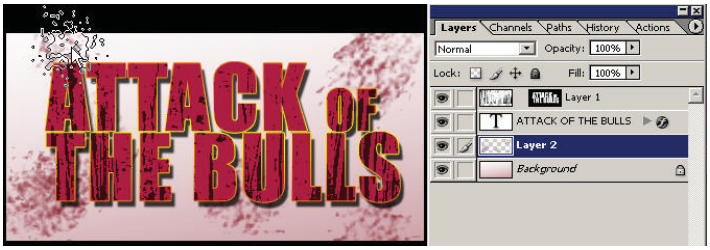



Select your background layer in the layers palette and grab your gradient tool ('G'). Choose the foreground to background gradient which should still be there from your red as foreground color. Now you've created a gradient background.

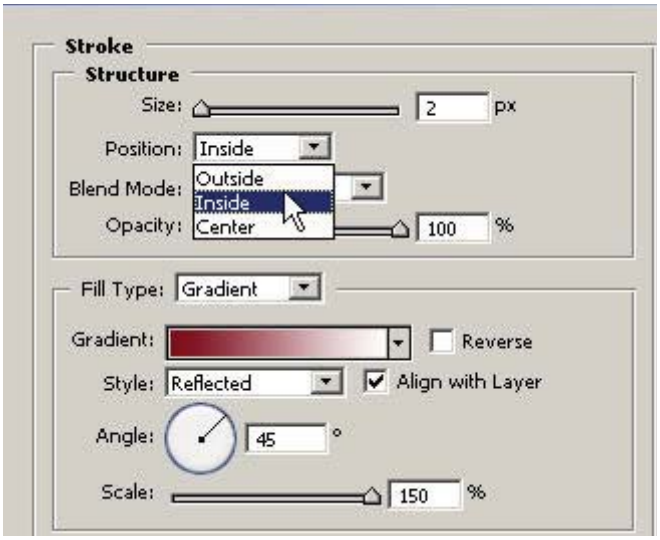
Use your brush tool and pop down the brush menu from the options bar. Choose a large bristly gristly brush and create a new layer in the layers palette. Make some smudging strokes slightly moving it for a light smear or just dab.



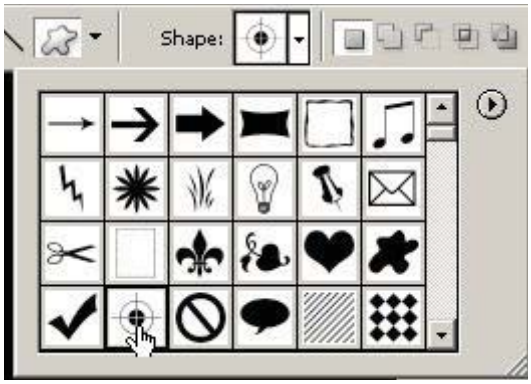

The idea here is to look violent like bloody running of the bulls in Pamplona gone wrong (or something..you decide!).



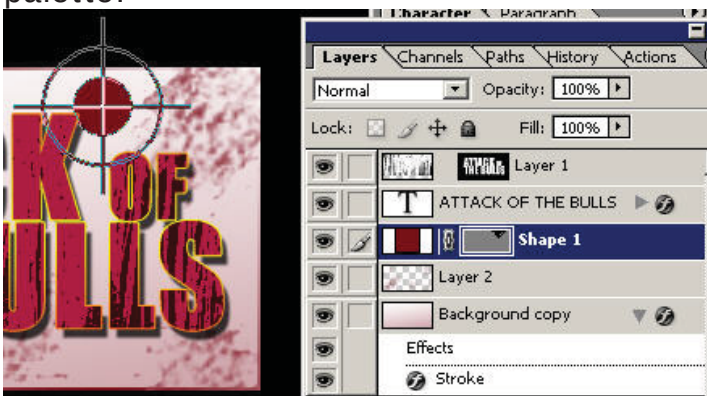

On the background layer bring up stroke from the lower left icon pop up menu and choose Position as inside (because outside won't work).



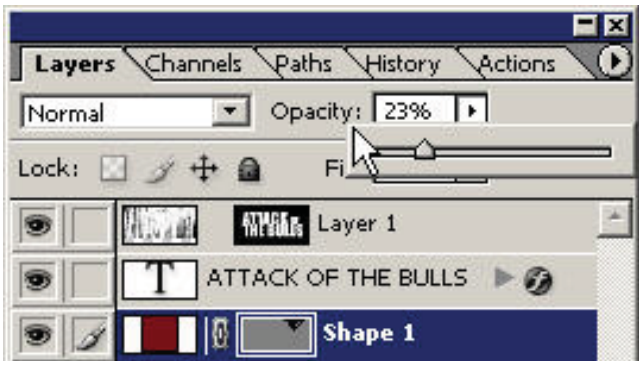

Go to your Shapes tools ('U') and choose a bullseye.




Keep it on shapes layer is fine as the setting and creating a 'bullseye' (hold down shift for a proportionate shape). Put it behind the text layer (underneath) in the layers palette.



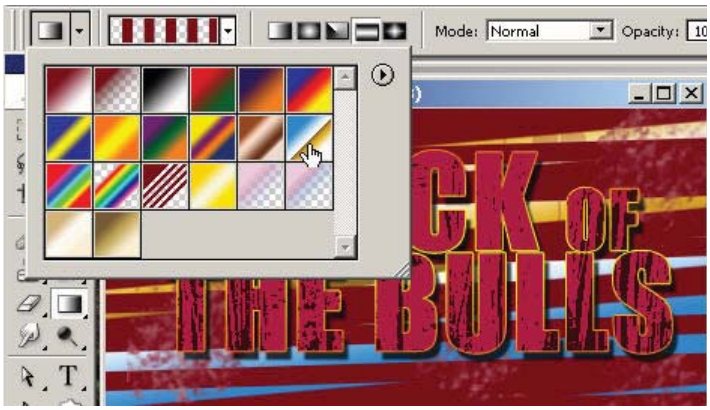

You can lower the opacity to help it become more a part of the background and not try to take up all of the browsing eye.



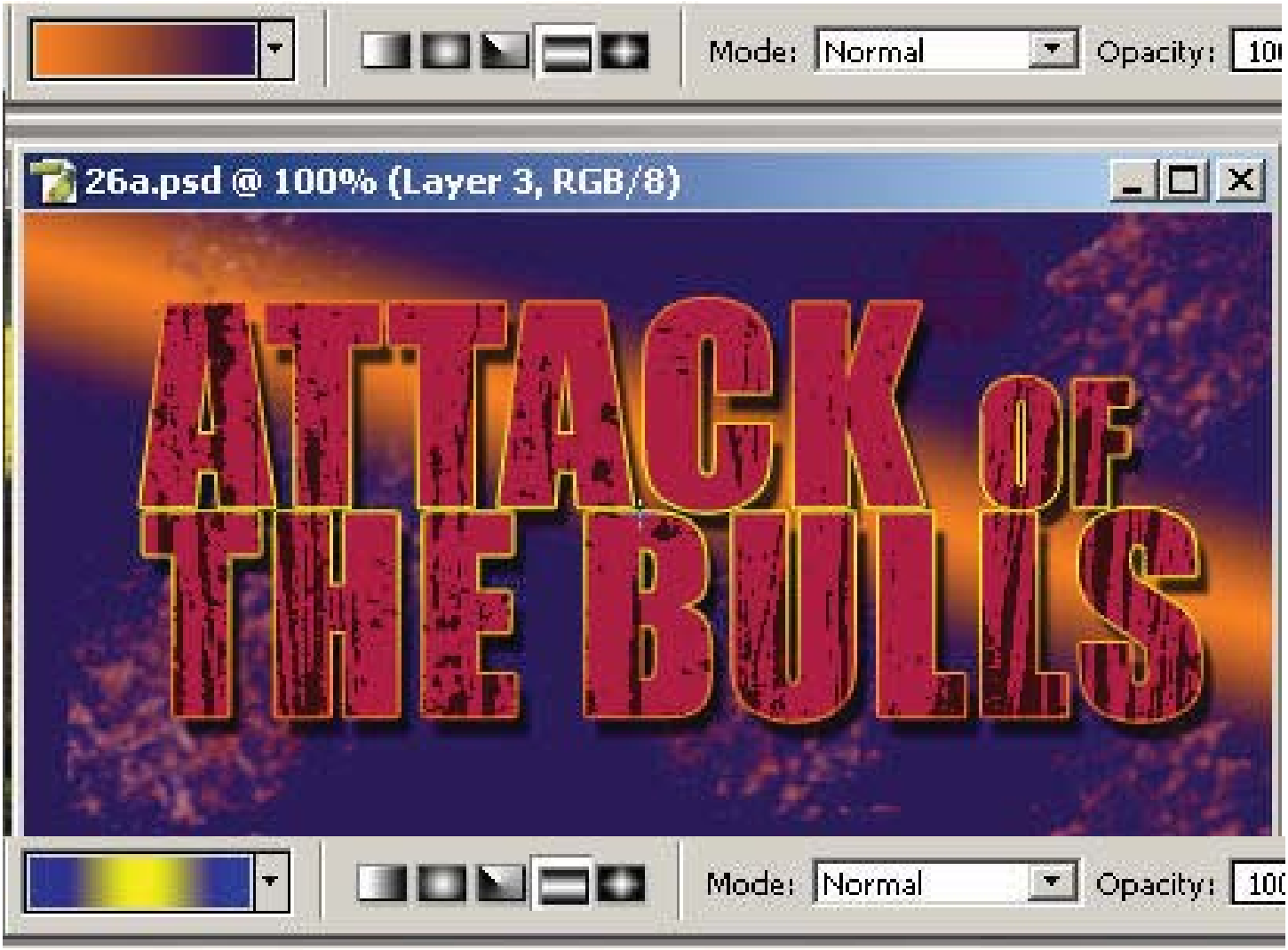

That's it...You've taken several steps beyond the original purpose of creating that 'gritty' possibly 'murderous' text effect. Now recreate this effect using other art.

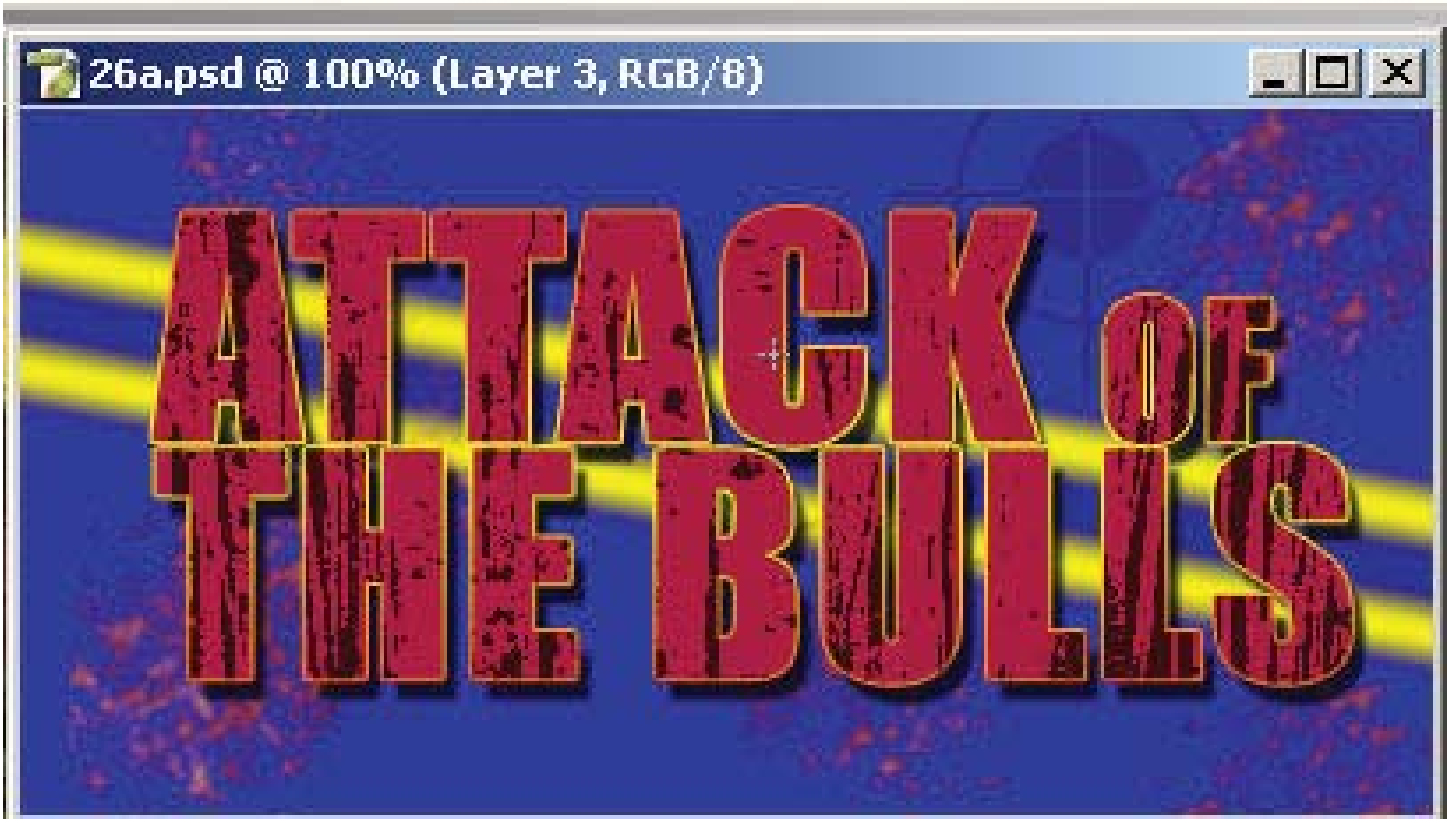
The blood stains or bull hoofs (or whatever) aren't that impressive; maybe you can do better!

To take it further, try out some different reflected gradients on a new background layer (hide the original).




On the next page are some other different effects that change the theme immediately. Red is supposed to make you feel attacked by bulls.


Mode: Normal
Opacity: 10
26a.psd @ 100% (Layer 3, RGB/8)
ATTACK OF THE BULLS
Mode: Normal
Opacity: 100


26a.psd @ 100% (Layer 3, RGB/8)
ATTACK OF THE BULLS