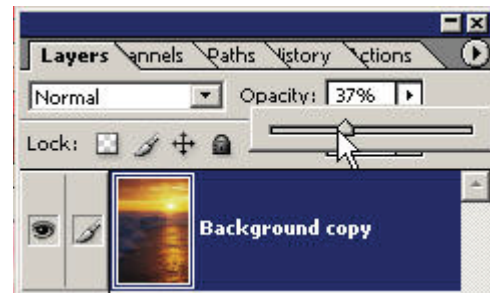
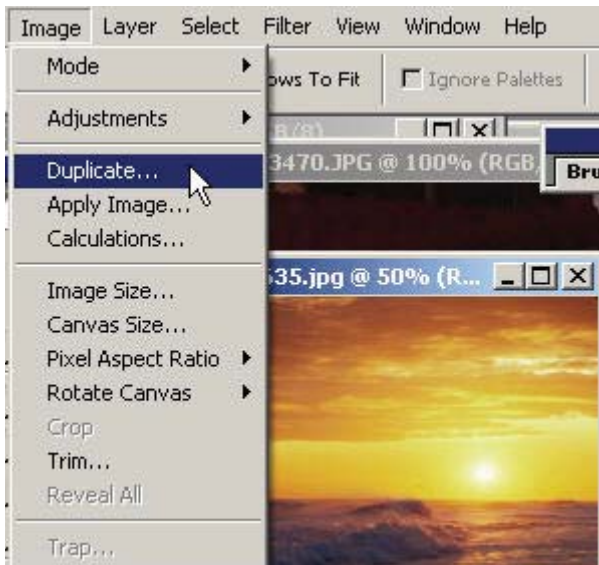


INTRODUCTION TO GRAPHICS

Poster using Blending Modes

Information Sheet No. PS912

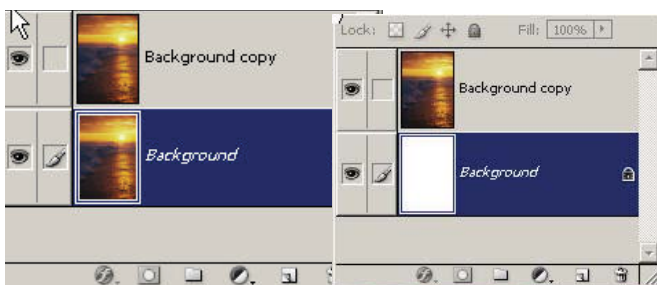
For this design we want to have a nice sunset background. I'm using one of my hundreds from my Photos.com portfolio. Retain the image size (at 72 dpi) but don't want to work on the original because you might forget to save a copy. Go to Image: Duplicate. This creates an exact copy of your document. Prepare to use the Photoshop blending modes.



Drag in your desired Honeymoon couple shot with the move tool.



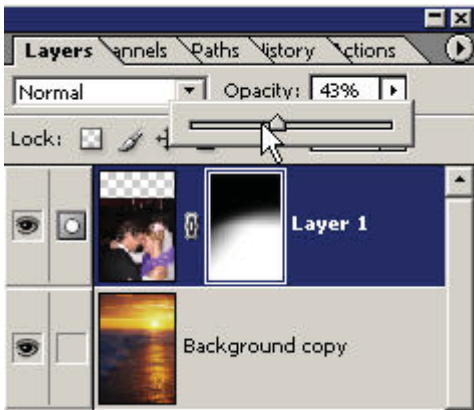
Now go ahead and duplicate the original layer and select the background layer in the palette and fill it with white (Alt/Opt Backspace).



On this layer use the time-tested gradient masking technique with linear gradient tool, black as foreground after creating a layer mask. We want to get rid of those harsh edges and create a soft blend.



Now we're just going to create a simple screening effect so lower the opacity of the top layer.



Lower the opacity for now.

Bring in another Photos.com image (if you have them) otherwise find something like a large colorful flower. Change the blending mode to the popular "Overlay".

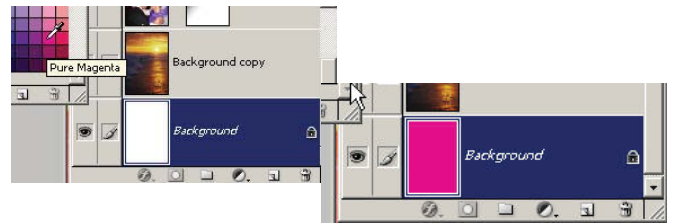


Create a layer mask and use linear gradient to get rid of that harsh bottom edge.

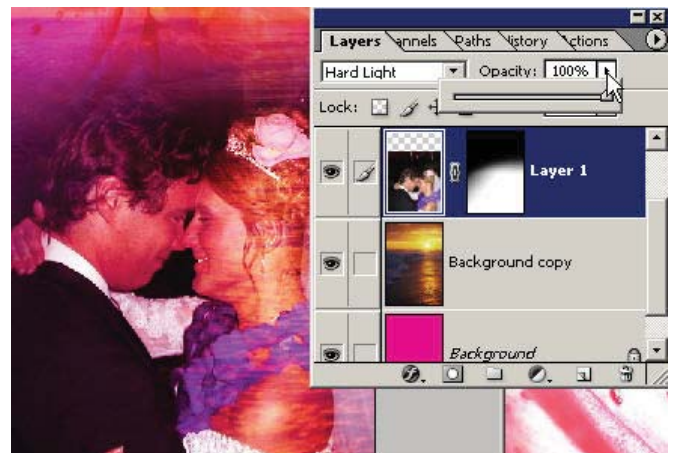
Use Ctrl/Cmd T and hold Shift to scale down the layer to a more manageable size (if necessary). It's always safer to scale down instead of up so you retain pixel quality unless you have specialized software.



Check this out: Select a pink color from the Swatch palette. Select the white background layer in the layers palette by clicking on it. Press Alt Backspace to fill it with the color.



See what happens?! You've just created what I call a color underlay. Because you have blending modes and opacity, the layers above it will "bleed" on through to the color underlay. You will use this technique a lot. You can also use color overlays.



Change the layer of the newlyweds to the B mode Hard Light.

I love creating designs that have a global color theme going on. And you just gotta love the Photoshop Blending modes! There's just too much creative power there just waiting for you to harness.

I've created a layer mask on the sunset layer. Using the radial gradient I'm masking some of these pixels to let some of the pink underlay layer show through.

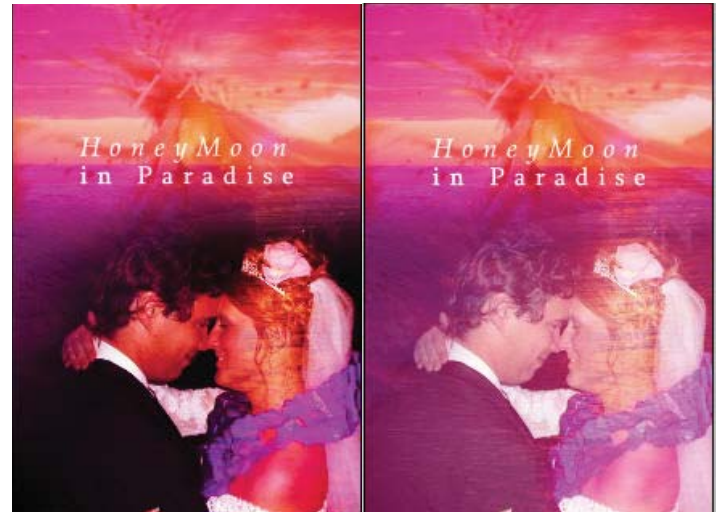


If you want, go ahead and experiment with duplicating the layer again (for you design) and change to a different blending mode. Find the right balance that you think works.

Note that we see part of the beach showing through on the bride...this is deliberate and is there because of the blending mode. You can get rid of it in many different ways (such as Normal blending mode and creating a Hue adjustment to match the global color theme).

Use the layer centering technique by linking the text layer with the background layer, select the bkg layer in the L palette and align horizontal centers as shown. You can then de-link them if you want.

Here are two different variations. One with the newlyweds on Hard Light and the other on Lighten Blending Mode. You could now create two different layers comps or File: Save as: to retain two different .jpgs of this .psd file.



So why does this design work? Well, first of all . . . beauty is in the eye of the beerholder, but . . . when you start combining independent elements called "layers" together using powerful features within Photoshop with some vision or experience you can start to create some cool stuff.

It works because, let's see....sunset ocean + newlyweds + romantic color + appropriate text + subtle flower of new life + Photoshop Designer= a winner. Blending mode magic.



Add some appropriate text which instantly becomes "Typography" because it is deliberate and fits in with the rest of the design.

