

INTRODUCTION TO GRAPHICS

Flyer Booklet Cover

Information Sheet No. PS996

You begin with the fun part. Grab your pen tool (with setting on "work path") and create two points as indicated. Immediately when you create the second point, don't release yet instead drag your mouse down. Create a somewhat similar arc and then release.

This will take some practice. Why? Because the pen tool will take a while to truly master. But anyways, what you have left is a work path.

Now, go to the Paths palette and you have your work path. You could also have created new Anchor points at the bottom corners and bring it up to connect, but lets look at what we have. Right click on the work path and make selection. Now we have this selection (it automatically connects the 2 points in the straight line as you can see).

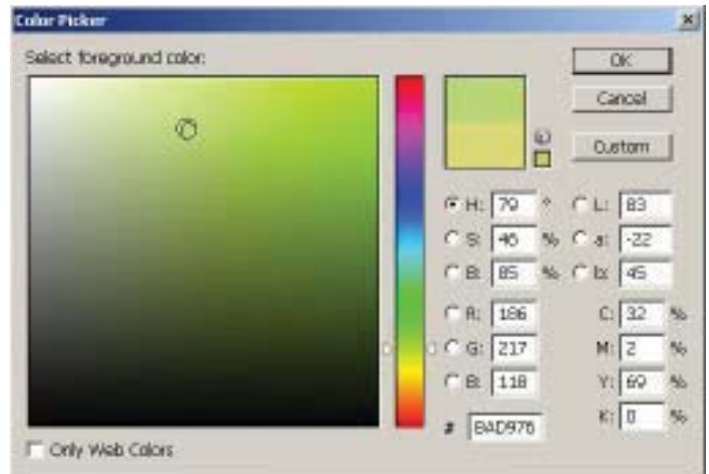
Create a new document with these settings.

Note that you will be using 300 dpi because this will be made for print. Keep it in RGB but for most publication you will use 4 color CMYK mode. This is just an approximate size that can be used for printing booklets. Consult with your printer on their standards.

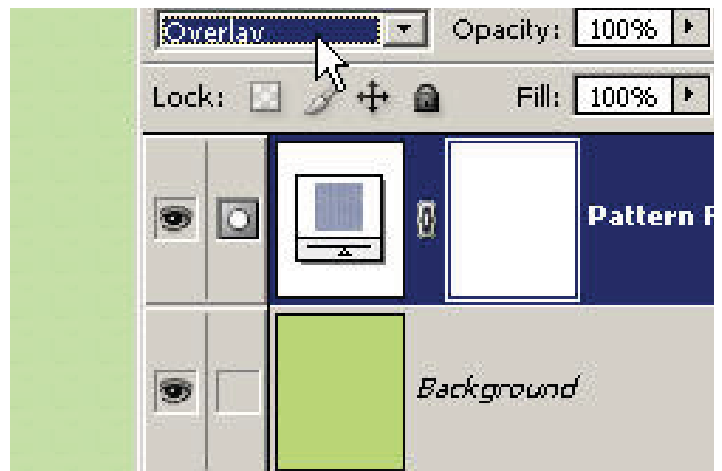


Choose a light green color from the color picker.

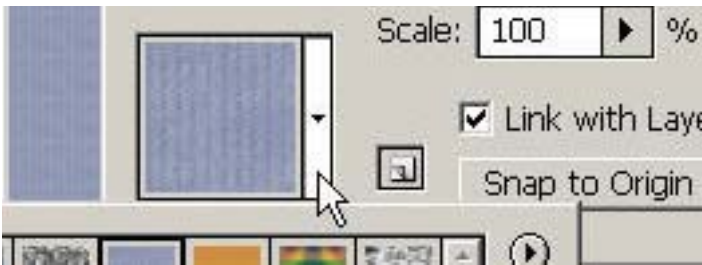
You are going to fill a new and blank layer with this color. Now choose pattern fill (from the pop-up adjustment/ fill layer icon on the bottom of the layers palette) and pick this pattern.



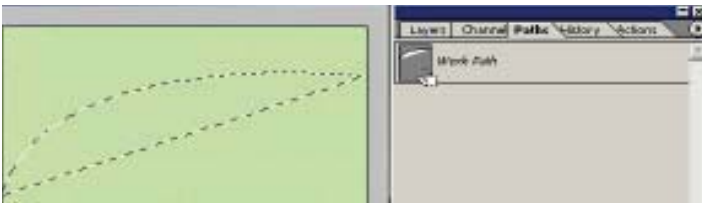
Change the mode of the pattern adjustment layer to Overlay. Doing this just gives us a little texture which you can see; it just creates a little more of a background.



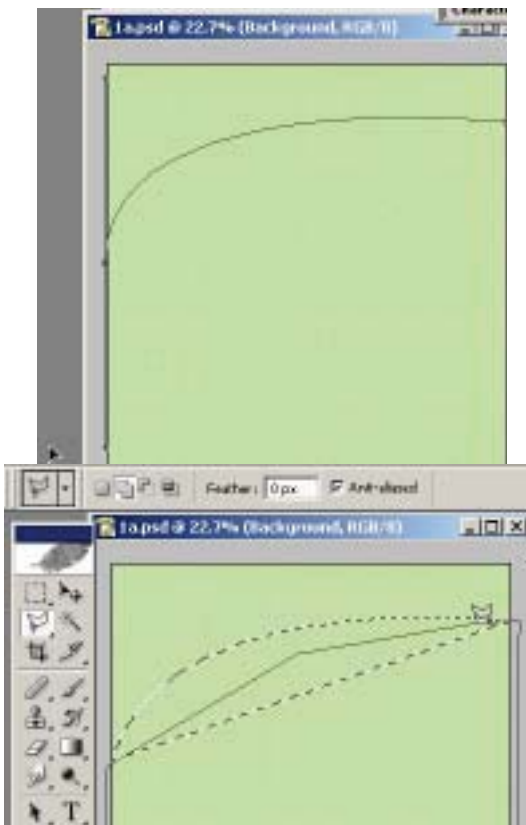
Here's the fun part. Grab your pen tool (with setting on "work path") and create two points as indicated. Immediately when you create the second point, don't release yet instead drag your mouse down. Create a somewhat similar arc and then release. This will take some practice. Why? Because the pen tool will take a while to truly master. But anyways, what you have left is a work path.



Now, go to the Paths palette and you have your work path. You could also have created new Anchor points at the bottom corners and bring it up to connect, but lets look at what we have. Right click on the work path and make selection. Now we have this selection (it automatically connects the 2 points in the straight line as you can see).

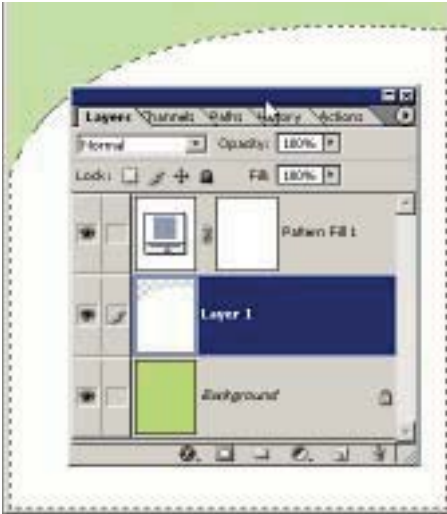


Select your polygon lasso tool in the addon selection mode. You are going to expand this selection to include the rest of the space to the bottom of the document. Use the poly lasso tool as shown to add this area to the selection. At this point you have most of the document selected with our rounded shape/corner.

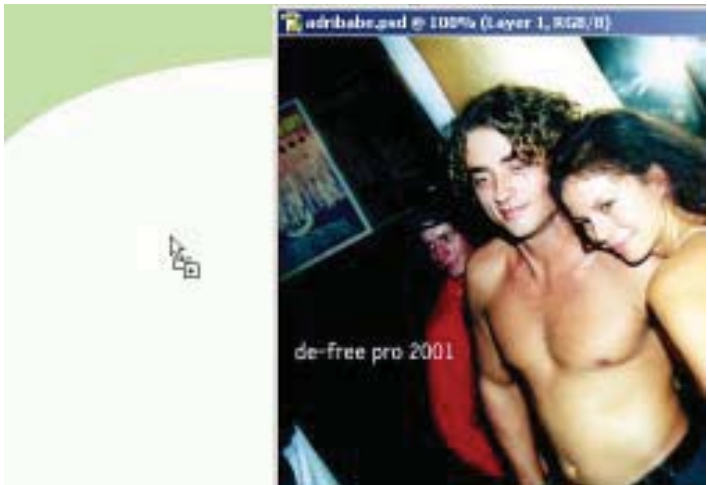


Next create a new layer by clicking on the new layer icon. Ctrl click on the icon to select it

with the marching ants. Now press ALT or Option Backspace to fill this layer with your foreground color (doesn't really matter, white is fine).



Choose a great photograph and drag it in with the Move tool.



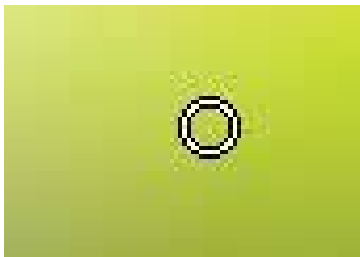
Now create a Layer: clipping group (or "clipping mask" in Photoshop CS). What this does is place this new (bitmap) photograph within the layer beneath it which happens to be our curved shape layer. Are you following along? This cool stuff. Keep following along; it gets better.



Grab your circular marquee tool. Create a selection like this and bring up your color picker.



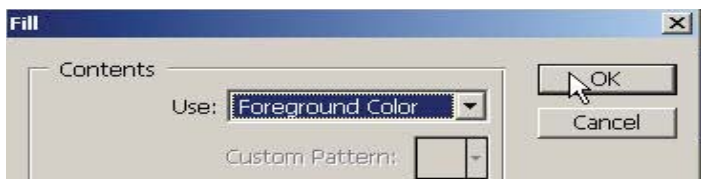
Choose a light green color (notice the theme).



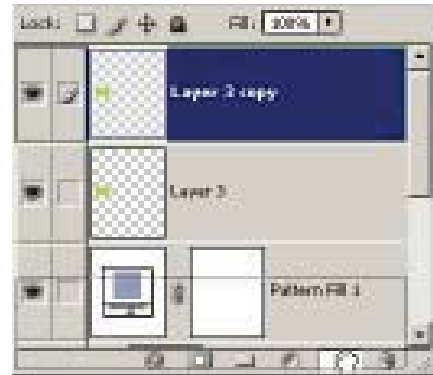
Now create a new layer with the new layer icon.



Now fill this layer (again with any of the methods). Use the Edit: Fill command and from there choose foreground color. Now you have filled the selection on the new layer with the color you have chosen.

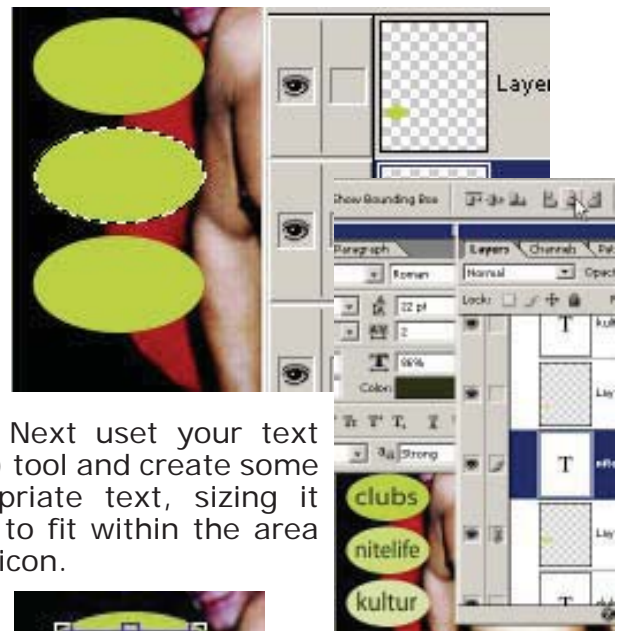


The next step is easy. Just drag that layer to the new layer icon to duplicate it as shown. Do this a total of two times. Select one of the new layers in the layers palette and with the move tool (V) on hold down the Shift key to drag the copy straight down leaving a small space between the first shape. Select the other copy in the layers palette and drag it beneath the second one to the bottom as shown.



Now select each of the two new layers separately (one at a time). Ctrl click on the layer icon to select it as shown. Now simply bring up the color picker and choose a slightly lighter shade of green, press OK and then Edit: Fill...or Backspace to fill that shape with the new color.

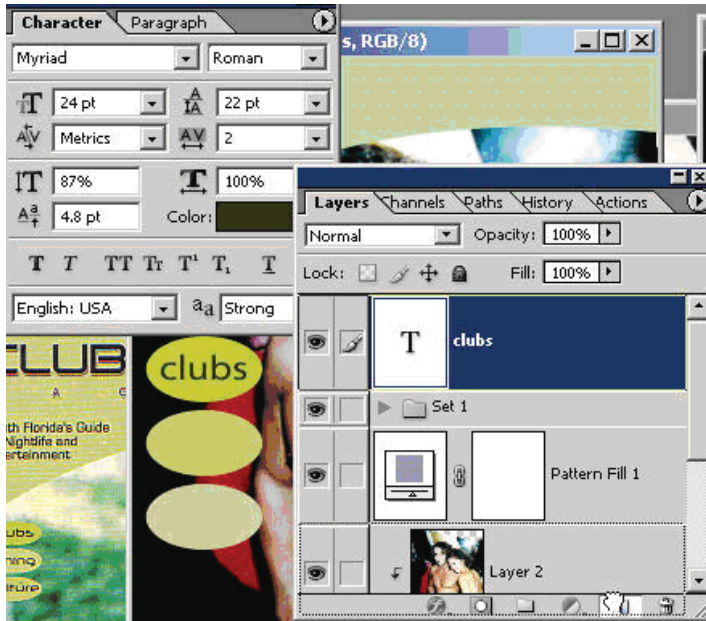
It is important that you have the shape selected otherwise your color fill will spread across the entire layer and covering any layer beneath it in the layers palette. Change the color of the other layer even lighter by using the same method.



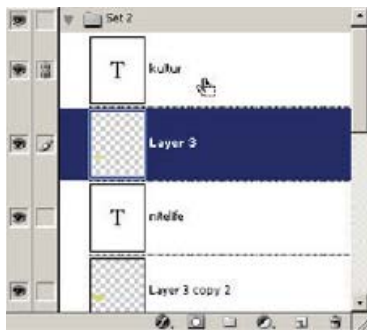
Next use your text (type) tool and create some appropriate text, sizing it down to fit within the area of an icon.



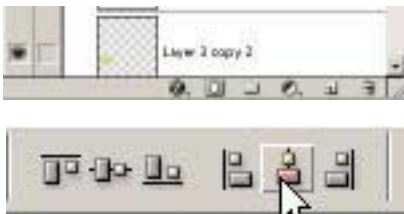
Use the text settings shown here as an approximation. Different fonts may necessitate some adjustments.



Now align the text layer with the icon/shape beneath it. Drag the icon up to beneath the text layer in the layers palette. You can now link them so they move together.



Now you can "align horizontal centers" as shown. This will perfect center the text on the "shape" layer. Layers must be linked in order to do this.



Now you can duplicate that text layer by dragging it to the new layer icon again. Do this a total of two times. Drag each new layer down again. Now you can select a layer by placing the ("T") cursor near the text to enter the text editing field and change the text to something as shown.

You can also move each shape layer to right beneath the appropriate text layer in the layers palette. Keeping all these layers in a layer set keeps them more organized.

You might want to select View: Rulers and then drag over guidelines (from within the ruler space).

This helps align layers when "snap" is on in the View menu. Yes, rhythm is a dancer.

As long as layers are in a set, you can Edit:

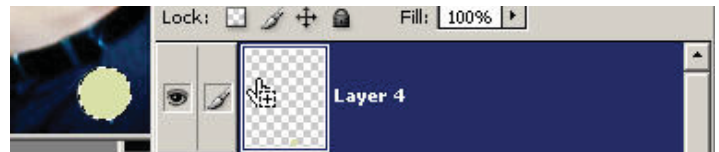
Transform: Scale them all at once if you want to make them smaller (as such).



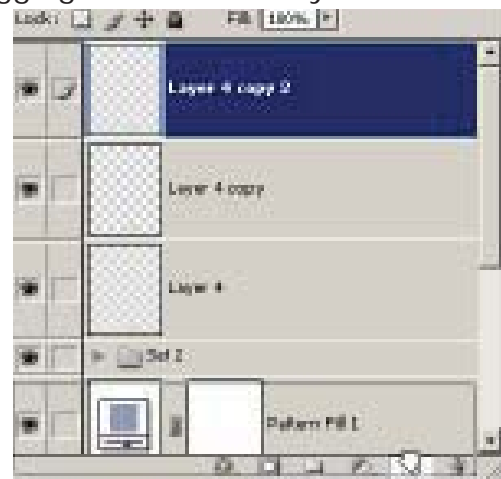
Press "I" for the eyedropper (i-dropper). Choose one of those lighter colors as shown.



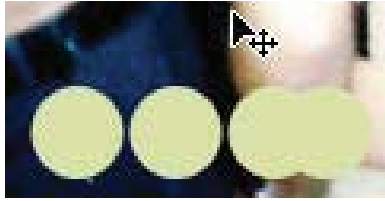
Now create a new layer, get your circular marquee and holding Shift down create a small perfect circle. Now fill it with Backspace (or even the paint bucket) with your chosen foreground color.



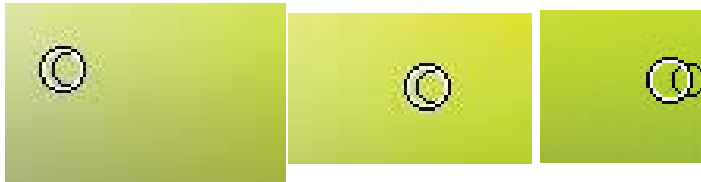
Now duplicate this layer a few more times by dragging it to the new layer icon.



Select a layer in the layers palette and holding the Shift key down, drag it to the right (Shift keeps it tracking online). Move it just to the right of the first circle/shape fill layer. Now in the layers palette, select another copy layer that is still on top of the original and drag that (with the Move tool) just to the right of the second circle layer. Do this one more time.



Now you can select each layer in the layers palette and make sure to Ctrl/Cmd click on the layer icon to get the marching ants. Now, for each layer choose a slightly different shade of green and fill each.

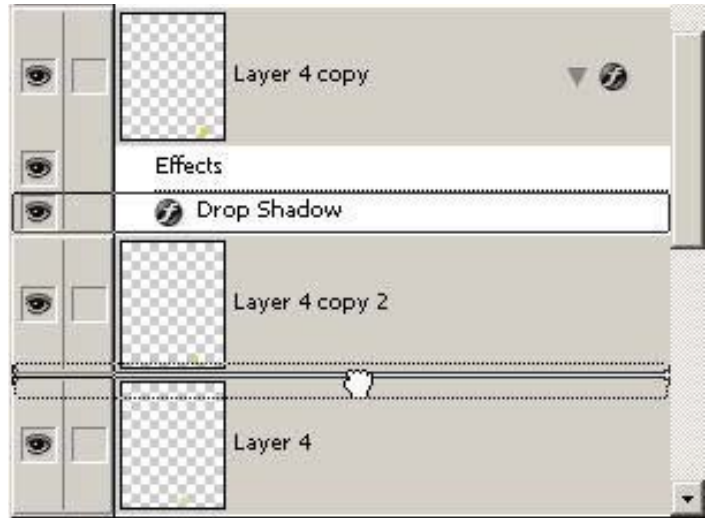


Doing this leads the eye, adds more flava, more interest and just makes sense as compared to just leaving them all the same color. Start thinking like this in everything that you do.

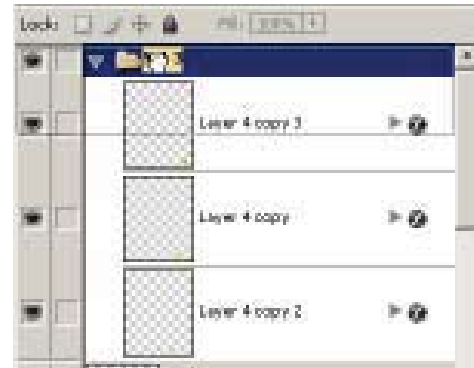
Now, choose one of the circle fill layers and right click and go to Drop Shadow under blending options. Just use the default. Press OK.



Now, in the layers palette drag this layer effect to the other circle layers one at a time. You have to place it exactly right under the layer so take a look at the photo diagram.

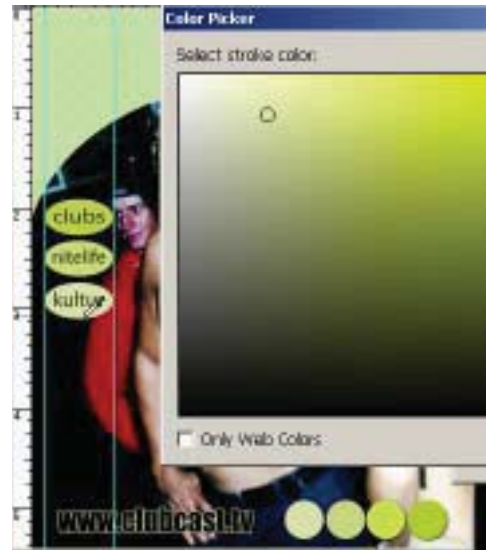


Create a new layer set by clicking on the new layer set icon. Now drag these circle layers into this set (folder). ?

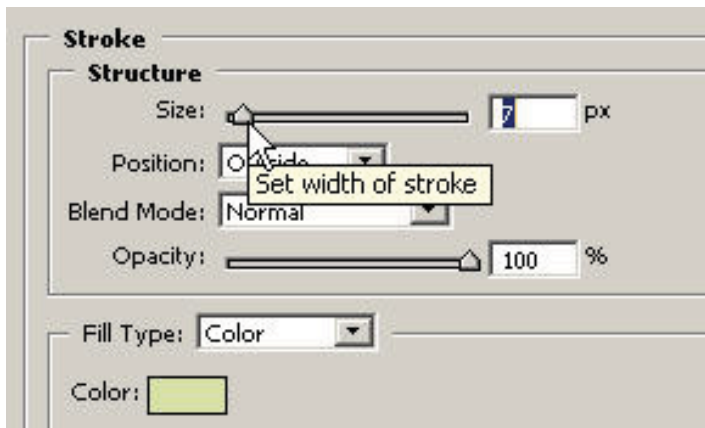


You now have a new layer set of color filled circles in a row. Now create a new text layer (filled with black in this case), create some text and go to your blending options/layer effects: Stroke.

In Stroke, bring up the color picker dialog box, go outside the box and you get your i-dropper. Go ahead and choose a color (light green) from somewhere on the document to make your stroke color.



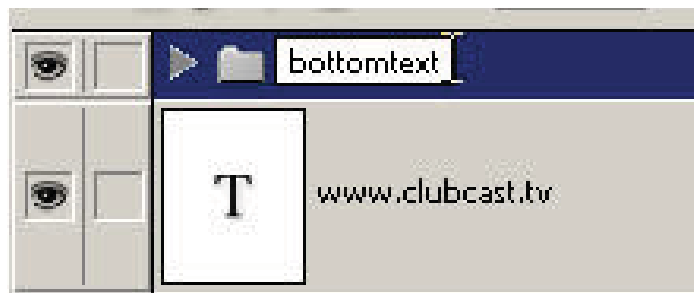
Now bring the intensity up. We want to bring the intensity up because of the font and because we have black on black; and in this case you're going to want to have legible typography (which happens to be in the same color theme). Get it? Got it. Good.



Create some new text layers and place them on top of the circle layer icons in the document as you see it. You can arrange them later in the layers palette.



Create a new layer set and click on the field to name it "bottomtext". Remember to organize when you can; don't be afraid of layer sets.

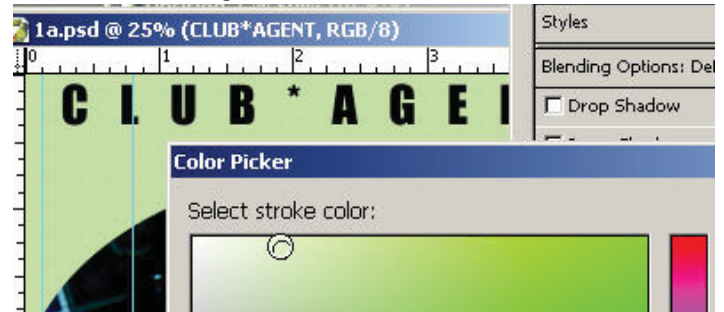


Create a new type layer with the settings as shown...once again "IMPACT" font. This font works well for flyers for some reason.

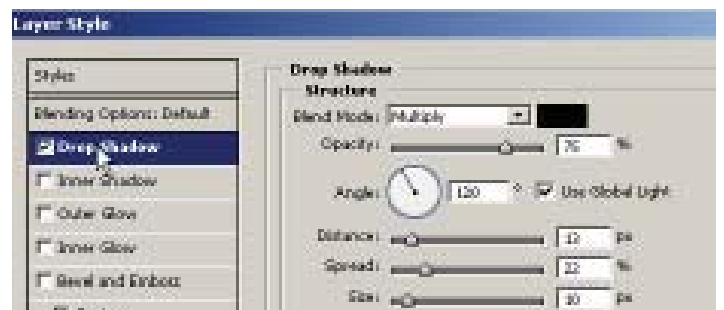


Let's spice up the font with some layer effects such as drop shadow (mandatory in all countries where Photoshop is distributed) and Stroke.

These are suggested settings. Sometimes you'll have to purposely make it stand out more than other times. As a designer, get used to "feeling" or "knowing" what works best and looks best for you.



Can you see how we're starting to get somewhere?



Here are the text settings that were used for the "M A G A Z I N E" layer (note the humongous tracking setting to stretch it out to match the length of the logo). Can you feel the balance that is just "supposed" to happen. It's good design sense. You don't want "magazine" larger than the main logo.

Good typography consists of just doing what is right. Knowing what's right takes some education and intuition. You're getting some good education here but keep developing your intuition. It's important to keep learning from everything you see. When people say "that's nice" and throw it down, you should look and study the design and think how you could reproduce it in Photoshop. It will help you grow.



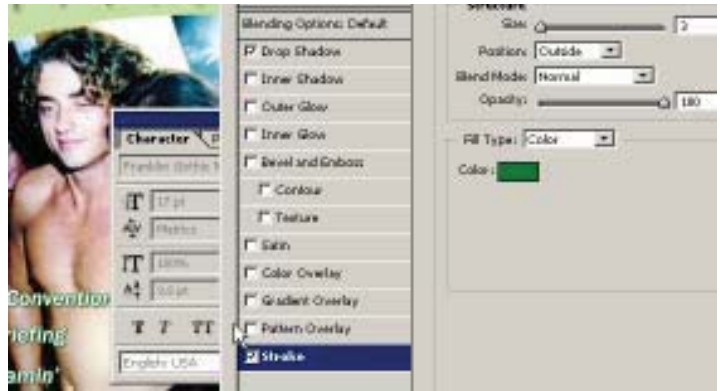
You can select any layer in the layers palette and move it with the Move tool. You can nudge it with the arrow keys on your keyboard. In a clipping group like this, moving the bottom layer will move the entire clipping group. Selecting the layer that is clipped (in the L palette), you can move it within the clipping group or layer beneath it (try it out).



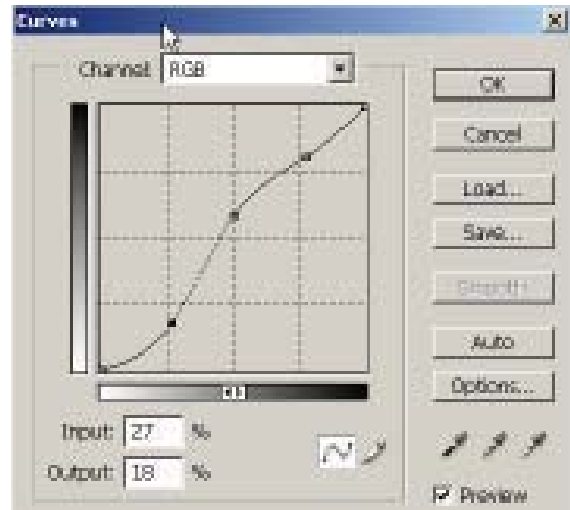
Now add some more text. You want to fill this empty space over here because this is a street team's magazine packed with tons of info. As a designer for this kind of promotion, it is going to be filled with lots of text so you have to make sure that everything you do "complements" or has room for lots of text.



You can add some more text down here for your cover design. This should be the main elements of your mini-magazine. Here a slightly darker stroke was added to this one layer text. As long as you're in the same color theme, it just makes things more interesting by using these similar elements, but using bright pink probably wouldn't work as well in this case. Can you see understand?



To touch up the design a little bit more you can create some adjustment layers. I was thinking that the bitmap couple just looked a little bland so I decided to do a Curves adjustment layer (make sure that their layer is selected with marching ants to create the adjustment layer right above it).



Create another adjustment/fill layer with gradient fill and make sure that your foreground color is black first. With this fill layer you can go outside the dialog box and drag the fill itself to where you like it.



Looking at the layers palette you can tell that here a custom adjustment palette layer was used by selecting layer 2 by Ctrl/Cmd clicking it first and then creating an adjustment/fill layer. The second icon is the layer mask for the adjustments; without selecting the layer

itself (which was originally rotated) it would've filled the entire document with the adjustment.

Feel free to double click and change whatever settings you feel are necessary on the adjustment/fill layers. Here I've lowered the opacity on the original pattern fill layer.



To be honest, the curves adjustment layer just turned out real nice without even planning it. Note the extra shape in a different shade of green; this is the curves adjustment layer. You might have added something else later to make it more interesting, but as a designer when you run across new "mistakes" you should be able to tell instantly whether they "work" or not and it is obvious right away this work out. It adds more to the "vector" element of the design.

And here, you've made it through the complete and quite difficult tutorial. Hopefully it taught you more about mixing a lot of different Photoshop elements together. It probably also let you in on some inside secrets which most designers just don't want to share.

Let this "big picture" concept of design start to sink in and note the balance of the bitmap and vector elements. Now creat your own version of this tutorial. Don't be affraid to experiment with singificant variations of colors, type, etc. And most importantly, have fun!

