

# > nameplate

## > objective(s):

Students will create a design that highlights their name in their favorite font and creatively embellished with Layer Styles, placed on top of an image of one of their favorite topics.

## > curricular focus:

Students will learn the basics of typography and how to use the Type tool as well as effective use of Layer Styles to creatively embellish objects in Photoshop.

## > specifications:

save as: Nameplate\_LastnameF  
 dimensions: 1920 pixels by 1080 pixels  
 resolution: 300 dpi  
 mode: RGB  
 contents: Transparent

## > instruction:

- introduction to typography (see *Typography Basics* on page 15)
  - what is a font?
  - what is a point?
  - what are the four major categories of fonts?
    - what is body copy?
    - how can you tell the difference between a deco font and a body copy font?
  - what are the parts of a font? (architecture)
    - size, baseline, mean line, x-height, ascender, descender
- introduction to how fonts impact mood (see *How Fonts Impact Mood* on page 17)
- introduction to the Type Tool (see *Creating Your Text* on page 16)
  - when and (more importantly) when not to create text blocks
    - only use a text block for multiple lines of text of the same font
  - using the Control window at the top (under menus) for quick changes
    - font, style, size, **anti-alias**, alignment, color, **warp**
      - anti-alias is the process of smoothing the jagged edge of a curve in a raster image via blurring
      - anti-alias should always be set to Smooth
      - text warp bends text in common styles such as arc, rise, flag, etc.
  - using the Character Palette for detailed changes
    - font, style, size, **leading**,  **Kerning**, **tracking**, vertical scale, horizontal scale, color
      - leading is the distance between baselines of text (commonly known as spacing)
      - kerning is the distance between a pair of letters (only two)
      - tracking is the spacing in between a series of letters (entire word or line of text)
  - when centering text in a document, always use center align
    - that way if you ever have to change the size you won't have to reposition the text block
- introduction to using Adobe fonts
  - watch the How to Use Adobe Fonts
    - (<https://youtu.be/sWHOWH9434c>)
- review using coordinates to accurately place elements within the document
  - go to Edit: Transform: Free Transform (or Ctrl + T) then enter appropriate X and Y coordinates
    - if you wish to center along either or both axes you may need to check document dimensions first
    - go to Image: Image size to check (center will be half the value shown)
    - when entering a value for X and/or Y you need to also enter the measurement
      - inches = in | pixels = px

**continued on page 2**

# > nameplate

- introduction to Gradient Tool
  - how to open and understand the Gradient Editor
    - select Gradient Tool from toolbox then click on gradient bar in the Options bar
  - how to edit a gradient
    - to change a color, select color stop then click on color box to open Color Picker
    - to change color midpoint select diamond and slide or enter value in Location at bottom
    - to add a color click underneath gradient bar
    - to delete a color click and hold on color stop then pull down
  - how to select type of gradient
    - choices are located in the Options bar (outside of Gradient Editor)
    - you may choose Linear, Radial or Reflected (do not use Angle or Diamond)
- review of Layer Styles
  - see *Loading Layer Styles* on page 18
  - Layer Styles can be accessed through the Layer pull-down menu or the Styles palette (go to Window: Styles)
  - styles can be manipulated manually or you may use presets
    - to find presets go to the pull down menu inside the Styles palette and select a set like wood, glass or metal
  - replicating styles
    - right click on the "Effects" in the Layer palette/window, then right click and select "Copy Layer Styles";
    - go to your new layer and right click to select Paste Layer Style
  - scaling styles
    - right click on the "Effects" in the Layer palette/window then select Scale Effect; select percentage
- review how to effectively search for images on Bing
  - type in query then select Images from the results menu
  - select appropriate image size need
    - click on Filter (on the far right) then click on Image Size
    - select 'At Least' and enter width: 1920 pixels, height: 1080 pixels
  - choose an image
    - click on image to open in preview pane
    - click on image again to open in separate window tab
    - click on image again to view at actual size
    - right click on image and save to projects folder
- review Desaturating an image
  - go to Image: Adjustments: Desaturate to remove all color from an image

## > procedure:

- follow step by step tutorial beginning on page 4

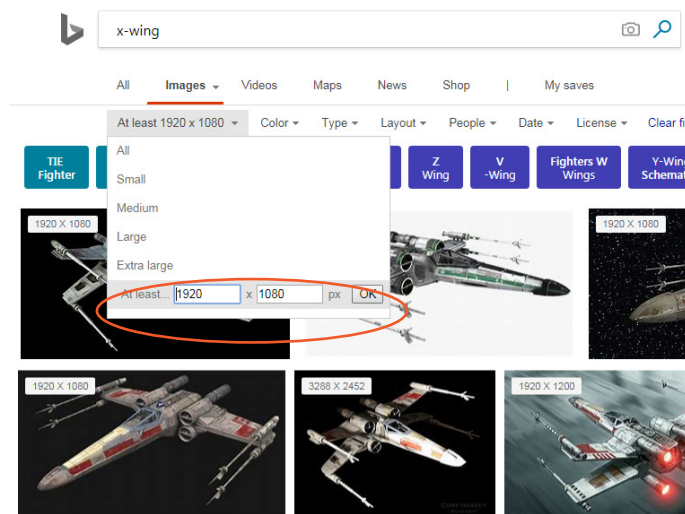
## > requirements:

- file dimensions are correct (1920 pixels by 1080 pixels)
- background image
  - image is full bleed (occupies entire design space) and is fully desaturated
- gradient overlay
  - applied through a separate layer which is set to a desired Layer Blending Mode
- name text
  - size occupies approximately 50% of the width of the document
  - text that appears as if it is supposed to be centered horizontally is done so precisely using Transform Coordinates
    - select layer and press Ctrl + T (Free Transform)
    - go to the Option Bar at the top and set the X value to 960 px
  - text is creatively embellished using Layer Styles
    - minimum 2 different layer styles
    - may use Styles preset (such as a selection from Wow styles)
    - at least two options of the preset must be manually altered

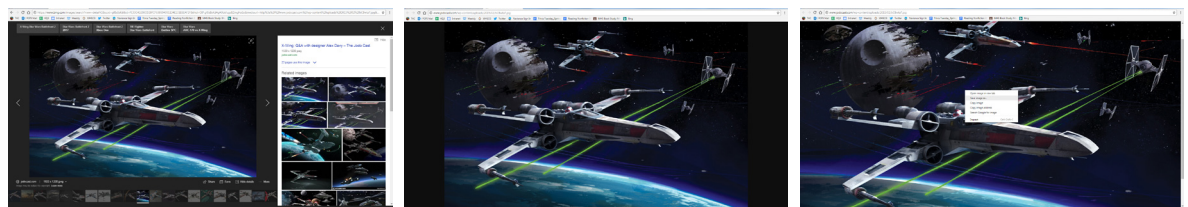
# > step one

## > select background image:

- decide on your subject matter
  - select something that...
    - reflects an interest
    - reflects your personality
    - simply makes you happy
- perform an image search
  - go to [bing.com](https://www.bing.com)
  - select Images from the top menu
  - enter your search topic
  - select large format images
    - click on Filter (far right)
    - select Image Size menu (far left)
    - select "At Least" by typing in the values 1920 x 1080 and click OK



- select desired image
  - click on image thumbnail to open in separate view pane
    - you may find that the website is blocked and be forced to select a different image
  - right-click on image and select Open Image in New Tab
  - click on image again to enlarge to actual size



- save to your Projects folder
  - right click on full-sized image and select Save Image As
  - save to your Projects folder as Nameplate Original\_LastnameF

# > step two

## > crop image:

- open image in Photoshop
- select the Crop Tool
- set the Preset to W x H x Resolution
- set dimensions in the Options Bar (at the top)
  - W: 1920 px | H: 1080 px | 72 dpi
  - **important!**- make sure you enter "px" for pixels after the number or it will default to inches!
- click and drag to create selection marquee of desired area
  - to adjust the size: click and hold on the corner tabs and drag
  - to adjust the location: place your mouse inside the selection then click and hold to move
  - make sure none of your selection area is outside the edges of your original image
- **warning!**- do not crop too small of an area or the resolution will plummet (making your image blurry)



- hit enter to accept selection

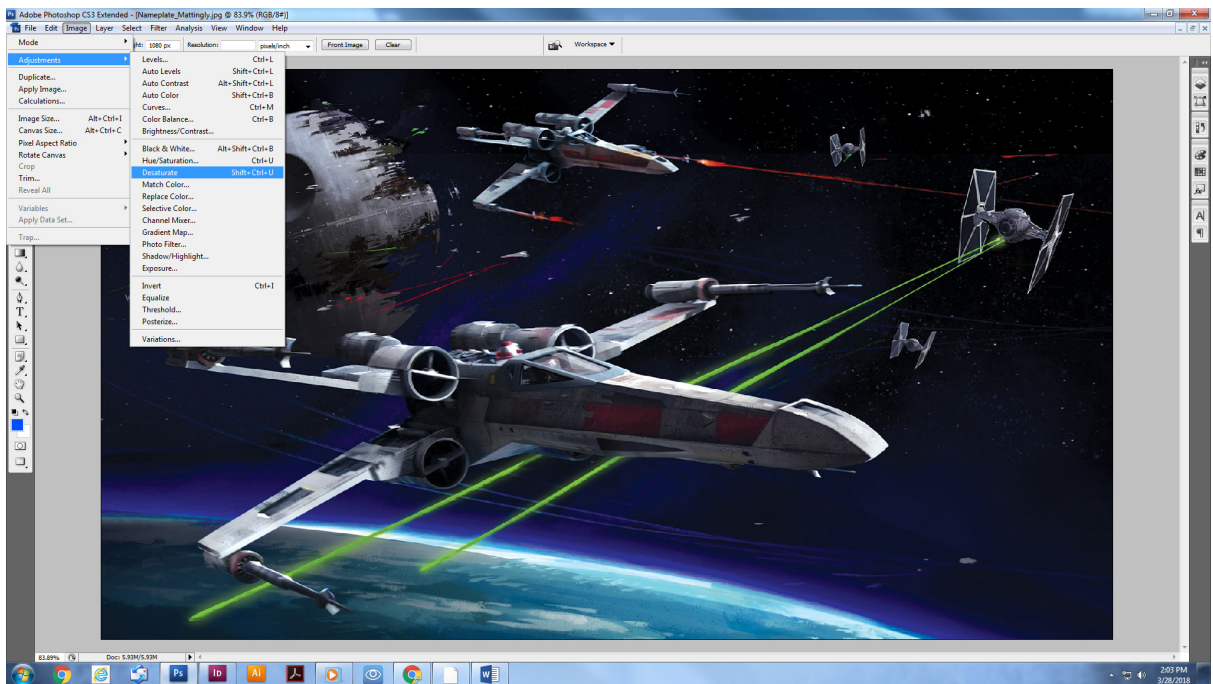




# > step three

## > desaturate image:

- rename layer as "Image"
  - double-click on Background layer
  - change name to Image and click Okay
- save as Photoshop file
  - go to File: Save and save as Nameplate\_LastnameF
 it will automatically change the file format to Photoshop since you just unlocked the Background layer
- go to Image: Adjustments: Desaturate (Shift + Ctrl + U)



# > step four

## > select gradient colors:

- what colors will look best?

- use only 2-3

- choices include...

analogous (colors adjacent on the color wheel)



emotive (colors that "feel" right)



temperature contrast (colors opposite on the color wheel)



favorites (colors you just like!)



- check out the official MHSCG Color Guide for help with color and their emotive qualities

go to <http://www.mhscg.com/color-resources.html>

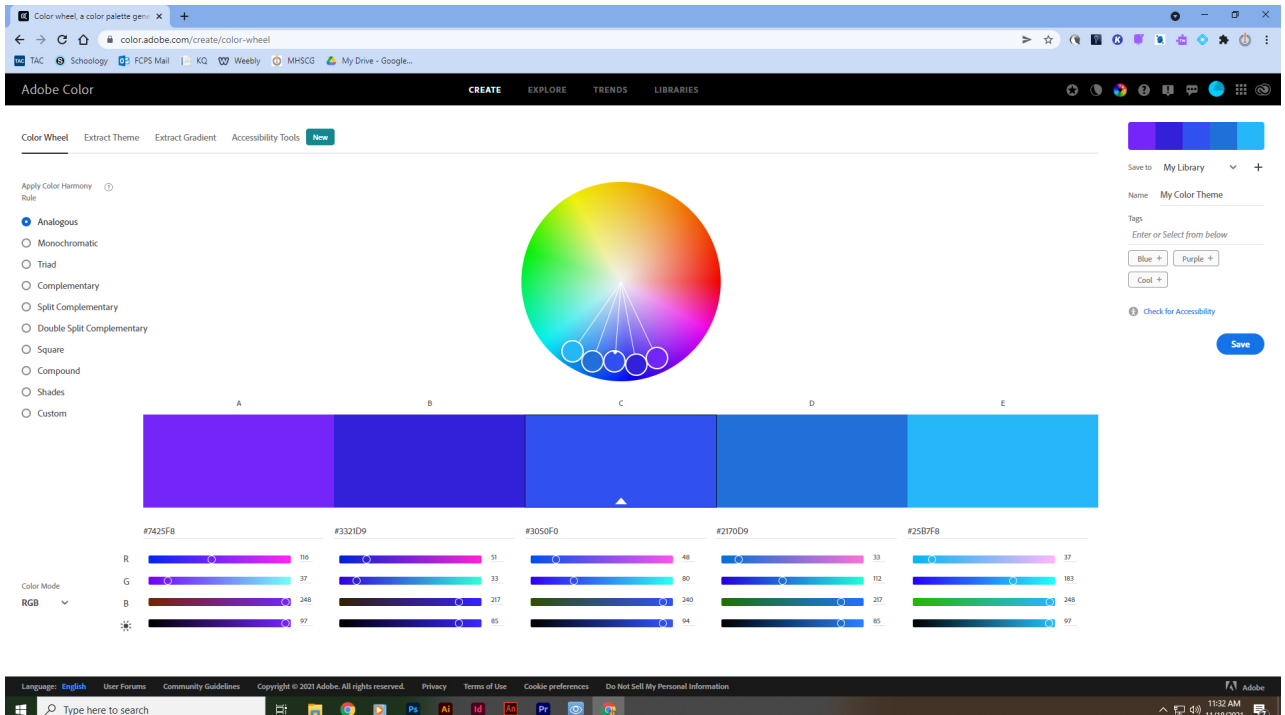
color wheel is on page 3

emotive qualities begin on page 7

(if link is bad, go to mhscg.com, select Resources in the top menu, then Color Resources)

- check out Adobe's color scheme generator

go to <https://color.adobe.com/create/color-wheel>



Adobe Color

Color Wheel Extract Theme Extract Gradient Accessibility Tools New

Apply Color Harmony Rule

- ☒ Analogous
- ☐ Monochromatic
- ☐ Triad
- ☐ Complementary
- ☐ Split Complementary
- ☐ Double Split Complementary
- ☐ Square
- ☐ Compound
- ☐ Shades
- ☐ Custom

Color Mode: RGB

Color Palette:

	A	B	C	D	E
Hex	#7425F8	#3321D9	#3050F0	#2170D9	#25B7F8
R	116	51	48	33	37
G	37	33	80	112	183
B	248	217	240	217	248
Lightness	97	85	94	85	97

Save

Language: English User Forums Community Guidelines Copyright © 2021 Adobe. All rights reserved. Privacy Terms of Use Cookie preferences Do Not Sell My Personal Information

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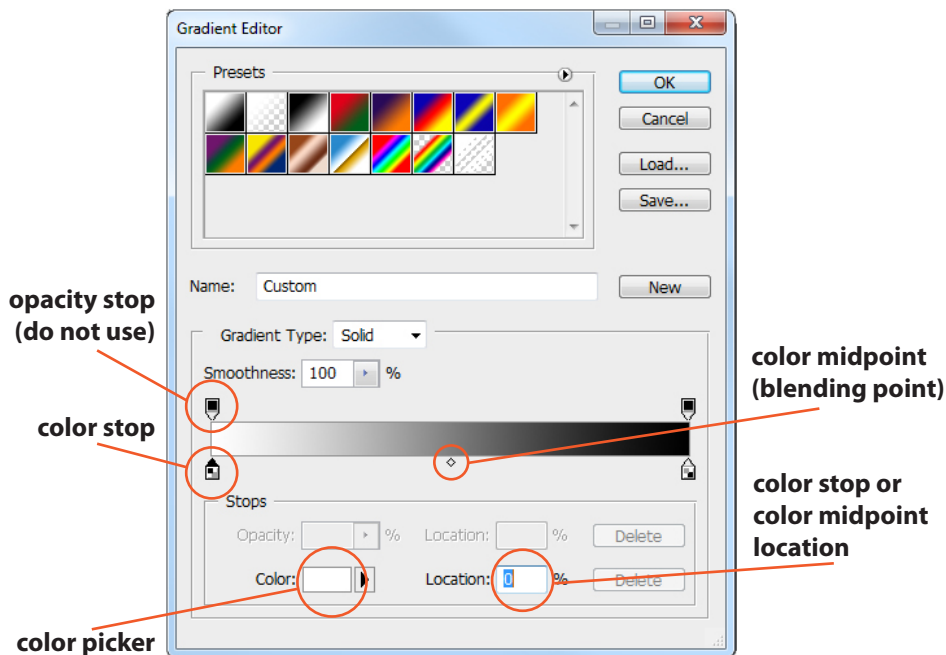
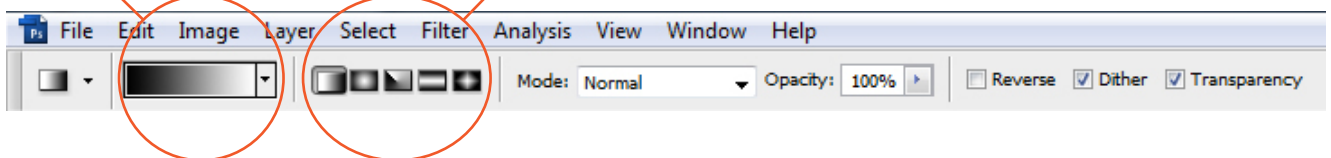
# > step five

## > set up gradient:

- select Gradient tool in the Toolbox (it may be hidden under Paint Bucket tool)
- select Gradient Editor in the Options Bar (click on the gradient bar at the top left)
- edit gradient
  - to change a color, select color stop then click on color box to open Color Picker
  - to change color midpoint select diamond and slide or enter value in Location at bottom
  - to add a color click underneath gradient bar
  - to delete a color click and hold on color stop then pull down
  - you may not use Opacity stops
    - gradient must be completely opaque
- select type of gradient
  - choices are located in the Options bar (outside of Gradient Editor)
  - you may choose Linear, Radial or Reflected (do not use Angle or Diamond)

access Gradient Editor

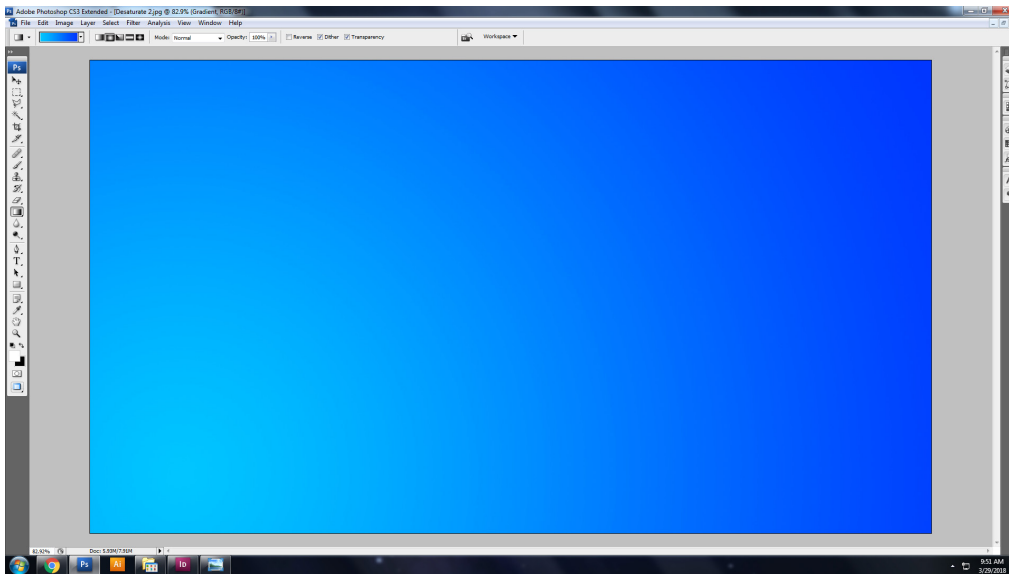
select gradient type



# > step six

## > apply gradient:

- create a new layer, name it "Gradient", and move it above Image layer
- move mouse into document at location where you want the gradient to begin
- click and drag the mouse to determine the distance and angle of the gradient
  - note: if you want the colors in the opposite order, simply select "Reverse" in the top Options Bar
  - the longer you click and drag the mouse the more stretched the color transitions will be  
you can even drag beyond the document into the pasteboard
  - the shorter you click and drag the mouse the more compact the color transitions will be
  - gradient must cover entire layer



- set Layer Blending Mode of Gradient layer
  - select Blend Mode (top left of Layer palette)
  - double click on the pull-down arrow or the word "Normal" to highlight it in blue
  - scroll through list (use up and down keyboard arrows) until you find the interaction you like best



lower opacity to taste (if needed)

if the color is too strong you can try lowering the opacity of the Gradient layer  
if the image is too strong you can try lowering the opacity of the Image layer



- you may only use an Adobe font
  - watch the How to Use Adobe Fonts (<https://youtu.be/sWHOWH9434c>)
- go to <https://fonts.adobe.com/fonts>
  - select All Fonts (top left menu) or Browse All Fonts (top middle button)
- search for appropriate fonts
  - enter your text into the Sample Text field
  - use the Filters to help narrow your search effectively



- open each font possibility in a separate tab
  - right click on View Family and select Open Link in New Tab
- narrow selections down to your top 2-3 choices
- approve with instructor
  - call instructor over to discuss final selection of font family and specific individual fonts within the family
- activate your selected font for use in your Photoshop or Illustrator file



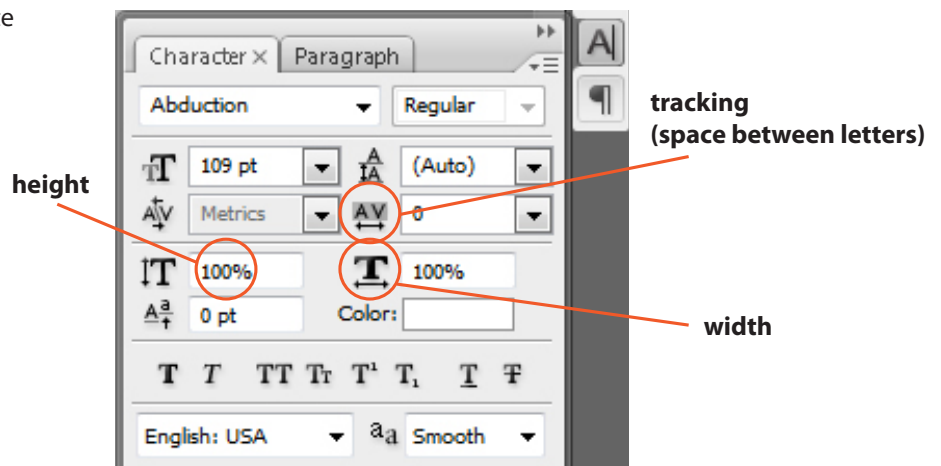
# > step eight

## > create name text:

- enter text in Photoshop file
  - select the Type tool and click near the center of your document
    - do NOT click and drag to create a text box
  - select center align in the top Options Bar
  - type your name in the font and case you previously selected
    - your name may be a single deck (line) or double (first name on top of last name)
  - change size
    - make text fill approximately 50% of document width (as a starting point)
    - manually type in value rather than using a preset from the pull down menu
  - change style (if wanted)
    - set to bold, italic or bold italic if desired
      - if your text does not have these features we can do this manually
      - to set bold manually
        - go to Layer: Layer Style and select Stroke
        - set desired thickness
        - set color to match that of font
      - to set italics manually
        - go to Edit: Transform: Skew
        - select top middle tab and slide to desired angle
  - set Anti-Alias to Smooth
    - select Type tool
    - go to Options bar at the top
    - select 'Smooth' from the menu



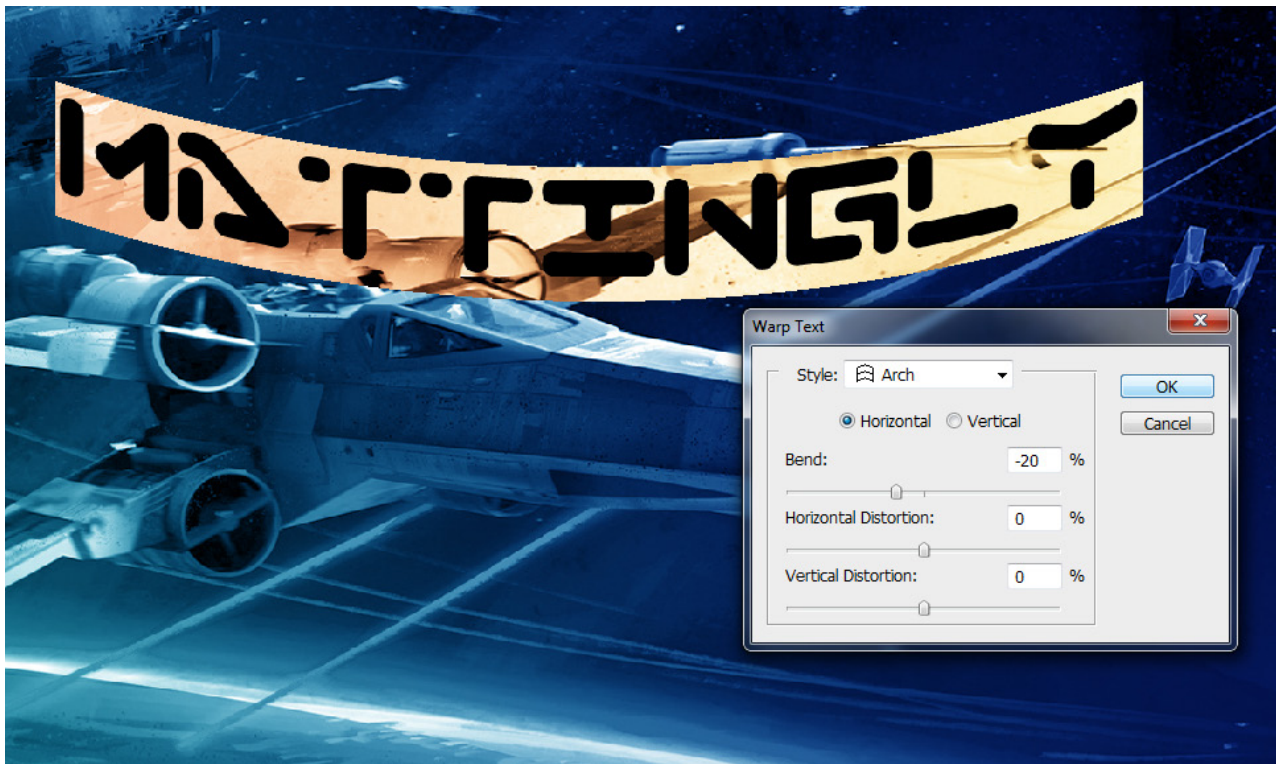
- adjust text height, width, or tracking (if wanted)
  - go to Window: Character
  - adjust settings to taste



## > step nine

### > explore text warp:

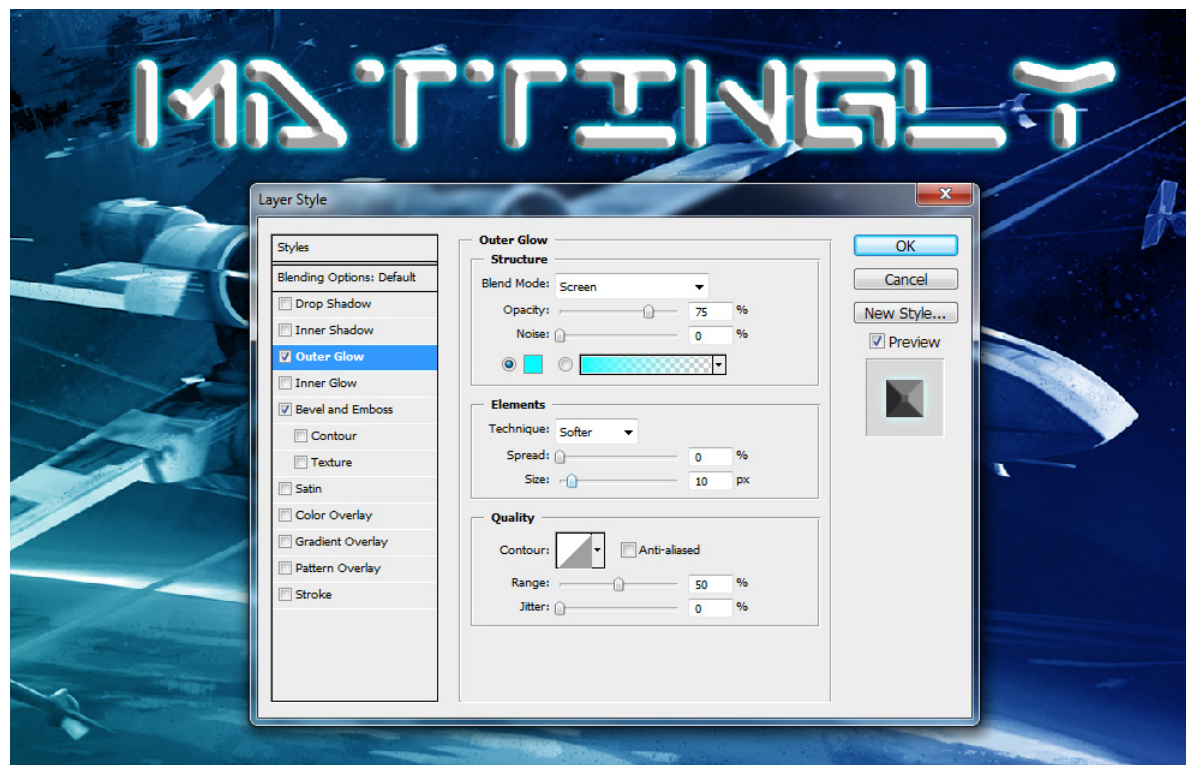
- note: you are not required to include Text Warp  
just experiment with it to see if you like any of the options better than just straight text
- select Type tool from the Toolbox and highlight your text
- select Create Warped Text in the Options Bar  
located to the right of Color; button appears as a "T" above a curved arrow
- select desired Warp and adjust settings to taste  
default 50% is usually way too strong



# > step ten

## > create text embellishments:

- stylize text using Layer Styles
  - you must use a minimum of two styles
    - create these manually or edit a selected Style preset
  - to manually set styles
    - go to Layer: Layer Styles
    - select individual style (such as Bevel and Emboss, Drop Shadow, Outer Glow, etc.)
    - adjust style to taste using the settings in the Layer Style window
  - to select and edit a Styles preset
    - go to Styles window/palette
    - if it does not appear on the right with other palettes go to Window: Styles
    - go to the pull-down menu located in the top right corner of the palette window
    - select a desired Styles Preset
    - for example: Wow Glass or Wow Chrome
- edit by double clicking on a particular effect and alter to taste
  - for example: change the color of Color Overlay or the depth and opacity of a Drop Shadow
- remember!**- you must manually alter two individual styles





# > step eleven

## > locate text:

- begin by perfectly centering your text using coordinates
  - go to Edit: Transform: Free Transform (or Ctrl + T) then enter appropriate X and Y coordinates  
X: 960 px | Y: 540 px
  - important!** - make sure you type "px" after the number to be in pixels
  - if you like it, leave it here and save



- try alternative location along the Y axis
  - note: do not manually move with mouse
    - it is already centered along the X axis and we do not want that to change
  - go to Edit: Transform: Free Transform (or Ctrl + T)
  - use the up and down arrows on your keyboard to slide along Y axis
    - arrow keys move one pixel at a time
    - holding down Shift while using arrow keys moves it 10 pixels at a time





# > step twelve

## > finalize text:

- explore other locations for text if you do not like perfectly centered or centered along X axis
- adjust text scale to taste
  - select Type tool in the toolbox
  - highlight text
  - adjust size to taste
    - highlight the Size number and manually type in value
    - (preset sizes in the drop down menu will not provide the exact scale you want)
- make any other last minute adjustments
  - adjust Layer Styles to taste
    - double click on desired Layer Style in Layer window
    - adjust to taste
  - adjust gradient Layer Blending Mode to taste (if necessary)



- save and make JPG
  - go to File: Save As (do not save!)
  - change Format to JPG and click save
  - set JPG Quality to 12
- set as Desktop Background
  - go to Projects folder and double click on JPG file to open in Windows Photo Viewer
  - right click on image and select Set As Desktop Background

# > typography basics

## > what is a font?

A font is set of glyphs (or images) that represent a complete series of alphabetic and numeric characters, punctuations and symbols in a particular size and style (such as bold, italic or bold italic).

## > what is a point?

Font size is measured in points, which equal 1/72".

## > what are the categories of fonts?

**serif:** fonts that have counterstrokes, or "feet," on the ends of main strokes of text

Times New Roman (ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

**sans serif:** fonts that do not have serifs, or "feet," on the ends of main strokes of text

Arial (ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)

**script:** fonts that resemble hand-written text and can be formal or informal

*Formal: Script MT Bold (ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)*

*Casual: Script MT Bold (ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)*

**decorative:** fonts that are graphically enhanced for visual impact; should *never* be used in small sizes (body copy)

**Jokerman (ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz)**

## > what is body copy?

Body copy is informational text comprised of sentences, paragraphs or more. It is presented in smaller font sizes. Due to its extended length and smaller size, body copy requires clean, easily readable fonts such as Arial or Times New Roman.

All fonts work fine in large sizes, but only body copy fonts should be used in small sizes. But some deco fonts have serifs while others have only slight graphic enhancement. It can often be hard to tell the difference between deco and body copy fonts. So how do you know the difference? Simply answer this question: "Can I imagine reading an entire novel in this font with ease?" If the answer is no, it is a **deco** font. See the examples below...

Body Copy (Times New Roman)

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

Deco (**Aardvark**)

Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal. Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

## > what are the parts of a font?

**size:** the total height of the text, measured in points, from the highest part of any character to the lowest

**baseline:** the imaginary line on which text seems to rest upon [the distance between baselines is known as "leading"]

**capline:** the imaginary line uppercase letters seem to reach

**mean line:** the imaginary line lowercase letters seem to reach

**x-height:** the height of lowercase letters (without ascenders) measured from the baseline to the mean line

**ascender:** the part of lowercase letters that rise above the x-height (meanline)

**descender:** the part of lowercase letters that drop below the baseline



# > creating your text

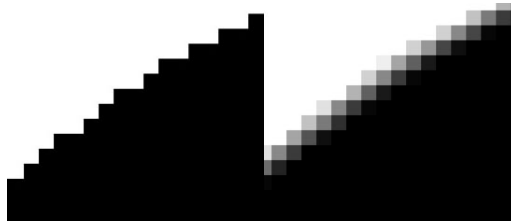
## > how to start entering text

Simply select the Type tool, move the cursor into your document and press once, then start typing. Photoshop will create the text block automatically for you in the smallest possible size.

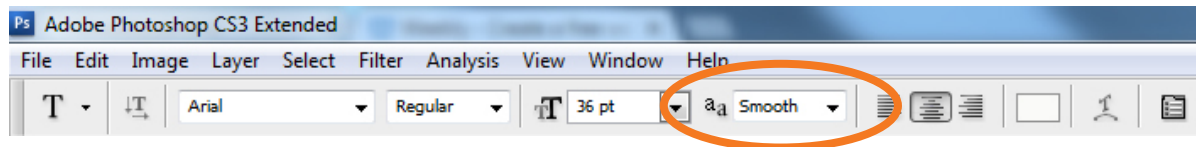
Do NOT click and drag a text block. It will be unnecessarily big and may potentially hide text.

## > set your anti-alias to smooth

"Alias" refers to the jagged edge of a curve or diagonal line in a raster image. Anti-aliasing is the process where these aliased (or jagged) edges are smoothed through blurring. Below, the left arc is aliased. To the right is anti-aliased.



All text in your project must be set to Smooth anti-alias. Select Smooth from the Anti-Alias menu in the Option Bar.



## > how to stack text (leading)

The distance between lines of text is known as leading (pronounced ledding). It is a measurement from one baseline (the imaginary line text seems to rest upon) to another baseline. When you type a line of text, then hit Enter on your keyboard to start the next line of text, the leading value is usually too big. You will most likely need to tighten up the leading distance.

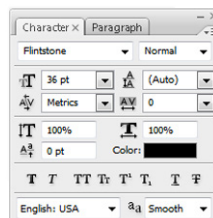
**Middletown  
Knights**

**Middletown  
Knights**

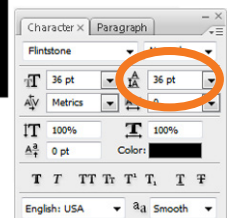
**Option 1:** Use individual text layers for each line of text so you can use the Move tool to manually place each element.

**Option 2:** Use only one text layer but adjust the Leading value to change the distance between baselines of text. A good place to start is making your Leading value the same as your text Size.

**Computer  
Graphics**



**Computer  
Graphics**



## > how fonts impact mood



# > loading layer styles

## > initial install:

*Instructions for how to initially install Styles and Brushes to the C: drive (hard drive) of your computer.*

**step one:** Software Center

- go to the Search window in the bottom task bar
- type "Soft"
- click on Software Center
- wait for items to load

**step two:** Install Photoshop Styles 2021

- click Install and wait to properly install
- if you see a repair button, do not click

## > loading styles

**step one:** Open Styles window

- go to the Window: Styles if your Styles window is not already showing on the right of the workspace

**step two:** load Styles

- go to the sub menu in the Styles window
  - this is the three horizontal lines in the top right corner of the window
- select Import Styles
- navigate to folder
  - select This PC on the left
  - select C: drive
  - open Program Files folder
  - open Adobe folder
  - open Photoshop 2022 folder (or current year folder)
  - open Presets
  - open Styles

**step three:** select desired Wow Style group

- you may not be able to select more than one
  - they may must be loaded one at a time