> desktop wallpaper

> objective(s):

Students will create a thematic desktop wallpaper that incorporates a cut-out of a person and title text that is supported by vector graphics as well as raster images to create a modern, stylistic look

> curricular focus:

This lesson emphasizes using graphics and imagery to reinforce the overall mood of a subject image. It also focuses on creating graphic enhancements using brushes, filters, effects and layer styles.

> specifications:

save subject COB as: Desktop Wallpaper COB_LastnameF.psd
save project as: Desktop Wallpaper_LastnameF.psd
dimensions: 1920 pixels by 1080 pixels
    if you want to use this on a home device, ask for permission then obtain the exact pixel dimensions
resolution: 72 dpi
mode: RGB
contents: Transparent

> instruction:

- review the fundamentals of thematic wallpaper design
    - see *Anatomy of Success* on page 4
    - slideshow of desktop wallpaper examples and examples of those with concerns relative to our requirements
- review how to COB a person
    - watch and follow **How to COB a Person** video tutorial (https://youtu.be/YjLHI2CFUl0)
- review how to COB a logo
    - watch and follow **How to COB a Logo** video tutorial (https://youtu.be/d18QmvF35jk)
- review how to color and contrast correct an image
    - see *Contrast Correction* on page 15
    - see *Color Correction* on page 16
- introduction to feathered edges
    - select a large Eraser brush and set hardness to 0%
            brush size is often much larger than you would expect
    - wipe *outside* the edge of the image to create the desired fade
            the effect of the Eraser extends beyond the edge of the brush circle
- review the Type tool and Character palette (see *Creating Your Text* on page 18)
    - to create new text always just click in the document to get a blinking cursor
            never create a text block (clicking and dragging a box to contain text within)
    - use the Control window at the top to change font, style, anti-alias (Smooth), alignment, color and warp
    - use the Character palette to leading, kerning, tracking, vertical scale and horizontal scale (among other basics)
    - text centered in your composition should always be set to center align
            that way if you change size you won't have to reposition the text
    - set Leading (the distance between baselines of text)
            option 1: place each line of text in separate text layers so you can manually adjust for leading
            option 2: set Leading in the Character palette
    - text warping located in the Control Panel at the top (designated with a T and a curved arrow underneath)
- review how to select Adobe fonts
    - watch the **How to Use Adobe Fonts** (https://youtu.be/sWHOWH9434c)
    - access Adobe fonts
            go to https://fonts.adobe.com/fonts

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• review the emotive qualities of color
    - review your Emotive Qualities of Color notes
    - go to http://www.mhscomputergraphics.com/uploads/1/5/1/3/1513764/_mhscg_color_guide.pdf
• review the emotive qualities of line
    vertical- strength, support, formal
    horizontal- rest, death, peace
    diagonal- direction, motion
    curve- soft, gentle, serene
    zigzag- confusion, chaos, havoc
• review how to use Pen tool to create vectors with Beziers (curves)
    - watch and follow the *Master the Pen Tool in 30 Minutes* video tutorial (https://youtu.be/5kAQUNFZJXY)
        make sure the Pen Tool Mode is set to Path
            located at the top in the Options Bar just under the Image and Layer drop-down menus
• review how to save paths
    - watch the *How to Save Paths in Photoshop* video tutorial (https://youtu.be/XxoMiwb-4Lw)
        IMPORTANT!- all paths created the Pen or Curvature Pen tools must be saved for all projects in this class
• review hot to use the Shape tool
    - watch and follow the *Shape Tool Explained* video tutorial (https://youtu.be/GjwnLLCTx8o)
        important!- stop at 25:12
        make sure the Shape Tool Mode is set to Path
            located at the top in the Options Bar just under the Image and Layer drop-down menus
• review Layer Styles
    - go to Layer: Layer Style for manual treatments like Outer Glow, Bevel and Emboss, Drop Shadow, Stroke, etc.
    - go to Window: Styles for presets like Chrome, Glass, Wood, etc.
    - to scale Effects
        right click on the word "Effects" in the Layer palette, select Scale Effects and change percentage
    - to copy and paste Effects
        right click on the word "Effects" in the Layer palette, select Copy Layer Style
        right click on the other layer and select Paste Layer Style
• review the use of Opacity and Fill
    - Opacity lowers everything in the Layer
    - Fill lowers painted brushes, fills and gradients but does not change Effects
• 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

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> requirements: [Desktop Wallpaper COB_LastnameF.psd]
[this file is turned in prior to beginning the final artwork file]
- file specifications are adhered to
- unnecessary composition has been cropped to minimize file size
- cut-out of subject must be clean and accurate (no background color pixels evident at all)

> requirements: [Desktop Wallpaper_Lastname.psd]
[this file is the final artwork with COB, artistic background and text]
- file specifications are adhered to
    - dimensions are 1920 pixels by 1080 pixels (unless approved for alternate size)
    - layers are named and no hidden layers (paths do not have to be named)
- subject COB
    - subject COB is clearly dominant and is the first noticeable design aspect
    - placement of COB is not centered nor is "leaving" the frame
- text
    - person's name (first and last) is the second most noticeable element in the artwork (after subject COB)
    - font selection reinforces overall mood of subject image and artwork
    - creative use of text (cannot be simply a color or gradient fill)
    - all text is set to Smooth anti-alias
        - some effects require the rasterization of text; this may be done only with permission so that it can be verified that the anti-alias was set to smooth
    - informational text (not required) is clearly subordinate to name and uses a highly legible body copy font
- foreground vector graphics set
    - vectors force the viewer's eye to the subject COB
    - minimum three separate vectors that work together as a single graphic set
    - raster treatment of vector graphics is contemporary and sophisticated
- middleground
    - comprised of multiple vector graphics
    - vectors trap the viewer's eye in the composition and help create circular eyeflow
- background
    - employs complete edge-to-edge design and is *not simply color or gradient fill*
    - can be raster or vector treatment
    - should be subtle (or even very subtle) so it does not compete with subject COB, middleground or text
- color
    - utilizes limited palette of no more than two colors
    - colors match the emotive quality of the image or pull color (using colors in the subject's clothing)
    - color is a unifying element and does not add chaos
- overall composition
    - subject COB and text are the first to things noticed in the artwork
    - artwork reinforces the overall mood of the subject photo
    - artwork is unifying and creates circular eyeflow
        - graphics circulate the viewers eye around the design and does not lead you out of the frame
    - use of brushes (or other pure raster elements) is secondary in visual importance to use of vector graphics

> anatomy of success

limited color palette
monochromatic; red avoided because two drastically different color temps are difficult to work with; dark blue pulled from uniform with eyedropper

font selection
hockey is aggressive and requires strength; this font is thick with bold slab serifs

COB placement
subject is moving left so he is placed in the right vertical rule of thirds line

subject contrast
white outer glow added to separate dark areas of subject against dark background; helps subject "pop"

foreground vector graphic set
main foreground vector graphic set (luminescent lines and orbs) combine and function as a single graphic unit

Calder Memorial Trophy
Art Ross Trophy
Hart Memorial Trophy (2x)
Ted Lindsay Award (3x)
Maurice Richard Trophy (8x)
Hart Memorial Trophy
Stanley Cup Champion

ALEXANDER OVECHKIN

creative text treatment
text is not just color fill; bevel added to show strength and depth

additional image
logo supports mood; does not visually compete with subject COB or name

middleground graphics
gradient swooshes drive the eye back into the COB, countering his movement

background graphics
background is filled with vector and/ or raster graphic treatments; it is not simply a color or gradient fill

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> **procedure:**
>   STAGE 1: IDEATION
>   • **step one:** select subject
>   - go to Bing.com and click on Images in the menu then type in your query
>   click on Filters (top right) then select Size (top left) and select Extra Large
>   remember, the subject must be large within the large overall image
>   a small subject in a large image is the same thing as just finding a small image of your subject
>   - select appropriate image
>   image must be 100% complete from the knees up
>   no part of the body can be cut off in any way above the knees
>   image must be sharp and in focus
>   select a pose that will not become awkward once you erase his/her surroundings
>   - approve with instructor and download to your personal folder
>   save as Desktop Wallpaper Original_LastnameF
>   • **step two:** download potential supporting images
>   - related logo(s)
>   images must have a plain, one-color background for easy COBbing with selection tools
>   see How to COB a Logo video (link in Instructions section)
>   - other images that you may want to use as background images
>   this would include other images of your subject, locations/environments or objects
>   - *remember...* additional COBs are not required
>   background images may just feather (fade out) into another image or element
>   you may need extra time outside of class time to COB additional images you want to include
>   • **step three:** plan your design approach
>   - *design has purpose and function so it is important to plan every detail for maximum impact*
>   - determine the overall mood of your subject
>   carefully examine your subject's facial expression, body position and attire
>   modern or old-fashioned? aggressive or passive? classy or casual? clean or grungy?
>   this 'mood' will drive all decisions regarding font selection, graphic choices, color usage, etc.
>   - determine your color palette
>   will you use pull color or an emotive color?
>   use pull color if your subject is wearing a uniform
>   potential colors and lines based on emotive qualities
>   see *Instruction: Review the Emotive Qualities of Color* on page 1
>   see *Instruction: Review the Emotive Qualities of Line* on page 1
>   - review professional and student examples for various design ideas that may be helpful
>   • **step four:** choose your title text
>   - can be person's name or affiliation or both
>   example: if your subject is a video game character, it can be his/her name or the game's title
>   - title text font must reflect the overall mood of your subject's image (which you determined in step three)
>   - search for potential font choices
>   go to https://fonts.adobe.com/fonts to access Adobe fonts
>   utilize the filters on the left to narrow your search
>   consider which category of font you should use
>   serif? sans serif? formal script? casual script? deco? deco serif?
>   consider font weight (thickness) and angle (regular or italicized)
>   consider ascenders and descenders (if potentially using any lowercase letters)
>   - approve your font selection with instructor before activating font(s)
>   when you find a potential font, right click on View Family and select Open Link in New Tab
>   narrow down to your top 2-3 choices then discuss with instructor

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STAGE 2: THUMBNAIL SKETCH
your goal is to create a *clear visual hierarchy* through gradual reduction of opacity of each element
     1. subject COB and primary text (subject's name)
          - should be the first thing the viewer sees
          - 100% opacity
     2. foreground vector graphic set
          - supports the overall mood of the subject
          - leads the viewer's eye to the subject
          - less opacity than subject COB and primary text so it does not visually compete with them
     3. middleground vector graphic set
          - visually supports the foreground vector graphic set and/or leads the viewer's eye to the subject COB
          - less opacity than foreground vector graphic set so it does not visually compete with it
     4. background
          - very low contrast so it does not compete with any other part of the design
   - **constantly refer back to *Anatomy of Success* on page 4 through the ideation process**

• **step one:** decide on the optimum placement for your COB
     - go to *Placing Your COB* on page 11 for more details
     - determine which side your subject will go in the frame based on their body position and where they are looking
          make sure subject is not "leaving the frame" (does not lead you off your composition)
     - should be on or near a rule of thirds vertical guide
• **step two:** determine how you will handle your subjects legs
     - go to *Placing Your COB* on page 11 for more details
          keep it full body?
          will they bleed off the bottom edge?
          fade out with a feathered edge?
• **step three:** sketch subject COB
     - carefully review *Thumbnail Sketch Example* on page 13
     - open and print the Desktop Wallpaper Thumbnail.pdf from the lesson plan folder
     - pencil only
          draw lightly so it is easier to erase
     - draw a *silhouette* of your subject on/near the appropriate rule of thirds line
          drawing interior details is unnecessary and time consuming
          must be to scale
               full body subjects should be centered vertically in the frame
     - approve with instructor
• **step four:** place your primary text (subject's name)
     - decide on text capitalization, layout and placement
          see *Text Style and Placement* on page 12
     - text typically falls on or near one of the horizontal rule of thirds lines
          use this as a starting point and then adjust as needed according to your subject's pose
     - text should be close to your subject COB so they work in tandem
          refer to *Anatomy of Success* on page 4 for an example
          when drawing, start with the letter closest to your subject COB then continue in opposite direction
     - draw the subject's name in the style of the font
          go to https://fonts.adobe.com/fonts
          click on Manage Fonts (upper right corner) to see fonts you have activated
          find your selected font from the list and click on View Family
          type your subject's name on the Sample text field
               use the capitalization style your previously determined
     - approve with instructor

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• **step five:** create your dominant foreground vector graphic set
- *this is the most important decision you make in this composition*
- *graphics must reinforce the overall mood of the subject COB's facial expression, body language and attire*
     review the emotive qualities of line in Instruction on page 1
- *must be comprised of multiple vector graphic elements (min. 3) that function together as a single graphic unit*
     for example: instead of a single gradient swoosh use multiple overlapping gradient swooshes
     fractals are an exception to this rule since they are multiple lines
- *must lead the viewer's eye to the subject COB*
- *make sure you label all treatments (color, opacity, layer styles, effects, etc.)*
- approve with instructor
• **step six:** create your middleground vector graphics
- must be comprised of multiple vector graphic elements and reinforce the over mood of the composition
- should trap the viewer's eye and lead them back into the composition
- graphics will be faded to separate them from the foreground COB, text and vector graphic set
- approve with instructor
• **step seven:** create your background
- *entire background must be full bleed (no empty space at all)*
     cannot be just a color or gradient fill
          gradient should be monochromatic or analogous
               monochromatic- two different values of the same color
               analogous- two colors adjacent on the color wheel
          see *Pushing Your Design* on page 19 and *Anatomy of Success* on page 4 for options
- can be raster images or vector graphics or both
     raster ideas include photo(s), textures, brush work
          photos of people or logos should be drawn as silhouettes only
     vector ideas include lines, bars, shapes, etc.
- images/graphics should trap the viewer's eye in the composition and lead back to the subject COB
     most common need is to lead the eye back to the left
- images/graphics must be very low contrast so as not to compete with foreground or middleground
     images must be fully desaturated, utilize a layer blend mode and be very low in opacity
          see *Background Images* on page 14 for more details
- approve with instructor
• **step eight:** add finishing touches (not required)
- secondary text will be smaller and in a highly readable body copy font (like Arial, Myriad Pro or Calibri)
     examples include affliliations, stats, nicknames, awards/distinctions, etc.
     usually goes near the primary name text
- additional logos
     if in the foreground it must be small and full opacity
          most commonly located near/under the primary name text or in the bottom right corner
     if in the background it can be any size as long as it is significantly faded and blends into background
- approve with instructor (if you did anything for this step)

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STAGE 3: CREATE COB
note: to review this process re-watch *How to COB a Person* video tutorial (https://youtu.be/YjLHI2CFUl0)

• **step one:** crop subject COB
    - open image in Photoshop
    - select Crop tool from the toolbar
    - change the Crop Preset to Ratio (located in the Options Bar at the top)
        make sure both dimension fields are BLANK
            this is extremely important so that you do not alter the resolution of the image
    - crop close (but not touching) the person on all four sides
• **step two:** set up COB file
    - create background layer
        create a new layer, name it Background and move it under the image layer
        fill with a high intensity color that does *not* exist in the image
    - create Layer Mask
        select image layer and rename it COB
        go to Layer: Layer Mask: Reveal All
    - set your foreground and background colors
        when you select Layer: Layer Mask it *should* automatically reset your colors to white (FG) and black (BG)
        if it does not automatically reset you can do this manually
            select Foreground Color and set the R, G and B values to 255 each then press Okay
            select Background Color and set the R, G and B values to 0 each then press Okay
    - set your Eraser brush
        Size will vary depending on source image
        Hardness must be 100%
• **step three:** begin COB
    - use Shift + Click technique
        ZOOM IN, slow down and *be precise*!
            this is 'digital surgery' and requires close, careful erasing
    - make sure that the Layer Mask is activated at all times!
        click on the Layer Mask thumbnail to activate the mask
            there should be a highlight outline around the layer mask box
        if correct, your Layer Mask thumbnail should be a white silhouette with a black background
    - for specific areas of concern (like hair), check with instructor on what to keep/get rid of
• **step four:** submit for grading
    - make sure the file is named Desktop Wallpaper COB_LastnameF
    - make sure your entire cutout was completed using the Layer Mask
        right click on the Layer Mask rectangle in the layer window and select Disable Layer Mask
        if there are any erased areas showing, then you need to redo your COB
    - do NOT apply the Layer Mask
        otherwise there will be no way to compare it to the original for grading
    - save, close, then copy and paste the file from your Personal folder into the Dropbox folder

STAGE 4: ADJUST SUBJECT COB
• **step one:** prepare file
  - open your file from your Personal window
  - set Default colors to black foreground and white background
    press D on the keyboard or by click on the black/white thumbnail above Foreground Color in the toolbar
  - select Paint Bucket (may be hiding inside Gradient tool)
  - change background color to pure white or pure black
    use the opposite color of your subject image
      if your subject is primarily bright, use a black background
      if your subject is primarily dark, use a white background
    this will make it easier to adjust contrast and color accurately
• **step two:** apply the Layer Mask
  - right click on the layer mask thumbnail and select "Apply Layer Mask"
    corrections to contrast and color do not work in a Layer Mask
• **step three:** adjust contrast
  - please see *Contrast Correction* on page 15 for details
  - go to Image: Adjustments: Auto Levels (Shift+Ctrl+L)
    toggle this step in your History palette to decide if this is an improvement or not
  - if Auto Levels does not work, do this manually by going to Levels (Ctrl + L)
    try moving black and white pyramids to base of the "mountain"
    adjust gray pyramid (midtones) accordingly
  - if you have taken Digital Photo you may try custom adjustments if you remember how
• **step four:** adjust color balance
  - please see *Color Correction* on page 16 for details
  - change the background color layer to white or black
  - go to Image: Adjustments: Auto Color (Shift+Ctrl+B)
    toggle this step in your History palette to decide if this is an improvement or not
  - if Auto Color does not work, do this manually by going to Color Balance (Ctrl + B)
    adjust sliders until image color looking realistic
• **step five:** approve with instructor

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STAGE 5: CREATE ARTWORK
- **step one:** review creation process
  - carefully review *Creation Process* on page 17 before beginning in Photoshop
- **step two:** create document
  - open Photoshop and select Create New
  - set Units to Pixels and enter dimensions and resolution (see *Specifications* on page 1)
- **step three:** place COB
  - place, locate and scale subject COB according to sketch
    - remember- all COBs placed in final art document should have their Layer Mask applied
- **step four:** create primary text
  - select the Type tool from the Toolbar
  - select the Character window
    - if it is not showing on the right, go to the Window menu and select Character
  - select your approved font
  - create your text
    - click and let go with the Type tool on the document to begin entering text
      - do NOT click and drag to create a text box
  - edit text
    - change Size, Leading, Color, etc. to match approved sketch
    - if using two decks, you may adjust Leading or simply create separate text layers for first and last name
  - locate text according to approved sketch
  - approve with instructor
- **step five:** create foreground vector graphic set
  - save all paths
    - to save a path you must rename it to anything other than Work Path
      - to review this process re-watch *How to Save Paths in Photoshop* (https://youtu.be/XxoMiwb-4Lw)
  - remember: pull colors should be sampled directly from the clothing using the Eyedropper tool
  - you may want to create a background color layer so it is easier to see than on transparent checkerboard
  - approve with instructor
- **step six:** create middleground vector graphic set
  - remember to save all paths
  - these must be a lower opacity than foreground vector graphics set
    - it should support, but not compete with, foreground vector graphic set
  - remember: pull colors should be sampled directly from the clothing using the Eyedropper tool
- **step seven:** create background
  - important reminders
    - entire background must be full bleed (no empty space at all) and very low contrast
    - for images
      - use up to 3 additional *supporting* images (of subject, logo, environment)
        - should contribute to eye flow and trapping the viewer's eye in the composition
      - images must be *very low contrast* so they don't compete with foreground/middleground
        - fully desaturate image(s)
        - place color fill/gradient layer underneatth background image(s)
        - utilize a layer blend mode
          - most common modes are Multiply and Overlay (but many others work as well)
        - drop opacity of images to fade into the background color fill/gradient
    - for vector graphics
      - remember to save all paths for any vectors you may create
      - graphics must be very low contrast so they don't compete with foreground/middleground
        - same process as images (see above)
- **step eight:** push design
  - see *Pushing Your Design* on page 19 to see how you can take your design to the next level

> placing your COB

> placement within the frame

entering the frame (good)
the player is running to the right, so when placed on the left of the frame, he is considered "entering the frame"; ideally, this image should be to the left of center

centered in the frame (bad)
the center is the least effective place to locate your subject; it is too neatly packaged for the brain so it is able to process the image more quickly, and thus wanting new stimuli

leaving the frame (very bad)
the player is running to the right, so when placed on the right side of the frame, he is considered "leaving the frame"; this causes the viewer's eye to move out of the composition

RULE OF THIRDS
the rule of thirds states that if you divide a frame into equal thirds (like a tic tac toe board), the best place to put your subject is either where these lines intersect, or along one of the two vertical lines

optimum placement (required)
the optimum placement for this specific image is left of center; in this case, it is located in the left "rule of thirds" vertical line

> planning the bottom of your COB

full body
you may include the entire body; beware of your subject's feet though, especially if he/she is running in grass- how are you going to COB a foot hidden by grass?

bleed
a bleed is when part of an image is cut off by the edge of the frame; effective when you do not have a full body image or if a foot is pressed into grass or is difficult to COB for any reason

feathered edge
this is when the bottom of the image is faded out; this is accomplished using a large airbrush eraser (0% hardness) and wiping underneath your image to gradually fade the edge

> text style and placement

> capitalization

Consider what letter cases you should use for your subject's name. Which name is more important? Typically, this is the last name. The more important name is usually treated in a way to be noticed more than the other.

lowercase
first last

uppercase
FIRST LAST

upstyle (first letter capitalized)
First Last

mixed
first LAST | First LAST

> layout

Consider the best way to lay out your subject's name. If using more than one deck you must strongly consider leading (the distance between baselines of text). Do not use the auto setting. Reduce the leading value manually, or you two separate text layers so you can move them independently.

single deck
First Last

double deck
First
Last

offset stack
First
Last

> graphic treatment

Your subject text cannot just be a color. It must be treated graphically through Layer Styles, Warping, etc. that reinforces the overall mood of the subject COB. This only applies to the subject name and does not include secondary text.

> text placement

Your subject text should be placed near your subject COB so they work together as a single visual unit. See *Anatomy of Success* on page 4 and the Desktop Wallpaper Projects folder for examples of how the name should be placed in conjunction with the COB.

> **thumbnail sketch example**

Follow the step-by-step instructions on how to create your sketch on pages 6 and 7. Make sure you only draw a silhouette for your subject COB and other images. Label all graphics as foreground (FG), middleground (MG) and background (BG). Include color, opacity and layer styles for each element.

over entire BG vertical lines (white & transparent)

white with bevel & drop shadow

MG gradient swooshes (white, trans)

FG vector set (luminescent lines & light orbs (white)

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bottom

BG Capitol image (low opacity)

BG image of Ovie lifting Stanley cup (low opacity)
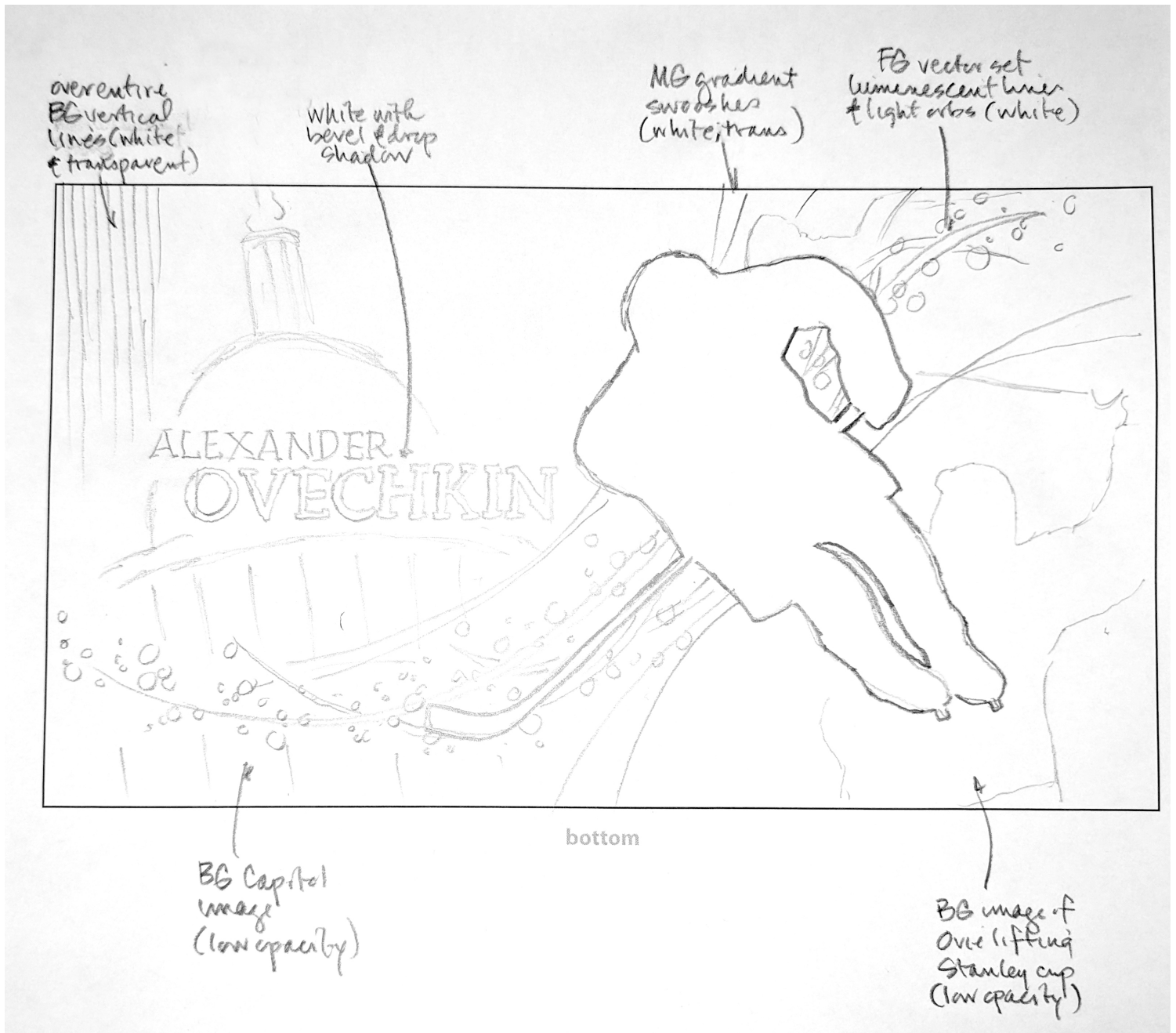
> background images

> repeat subject image in the background

notice how the duplicate image was de-emphasized so that it doesn't compete with the main COB image

image was partially desaturated then a Layer Blending Mode was used to let the other design elements blend with it; finally, the opacity was lowered

> use new images of subject in the background

notice how the duplicate images were de-emphasized so that they don't compete with the main COB image

in this design the duplicate image was partially desaturated then a Layer Blending Mode was used to let the other design elements blend with it; finally, the opacity was lowered

> use a related image in the background

in this design the artist used an image of the athlete's home stadium

the stadium image is fully desaturated and dropped in opacity so as not to compete with the subject COB

> use a logo

a logo associated with your subject can be used

logo can be used as a background image or can be used in the foreground (usually small) if it does not compete with your subject COB

> contrast correction

## > adjust image contrast

- first try auto correcting
  - go to Image: Adjustments: Auto Levels (Shift + Ctrl + L)
  - evalaute the result by comparing before and after by pressing Undo (Ctrl +Z)
    - if it is a drastic improvement, Save (Ctrl +S) and move on to Color Balance
    - if it is not a drastic improvement, Undo and perform manually (see below)
- manual contrast correction
  - go to Image: Adjustments: Levels (Ctrl + L)
  - evaluate the Histogram
    - a histogram is a bar graph showing the amount of darks, midtones and highlights
    - move the black and white "pyramids" to the "base of the mountain"
      - place them where the bar graph starts to ascend (see below)
    - move the gray (midtone) pyramid (most likely left) to adjust the overall lightness
      - do not overadjust (see below)
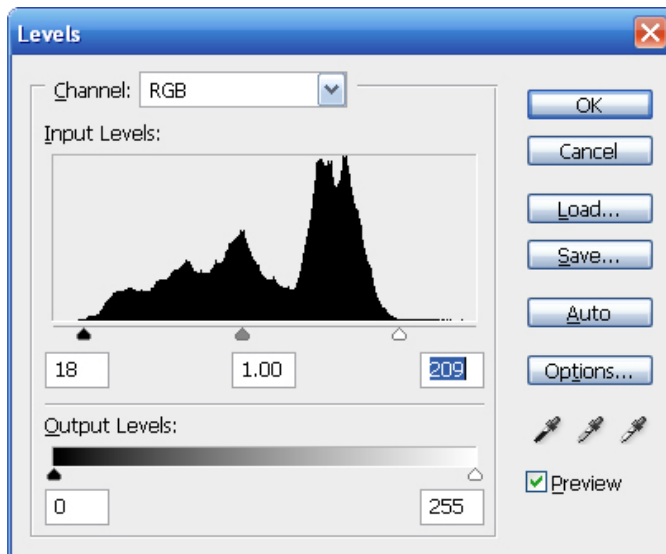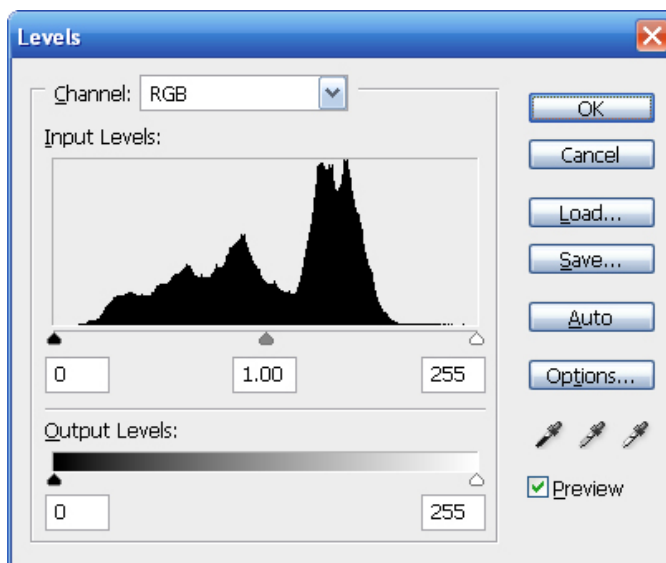
> **color correction**

> **adjust image color**

- first try auto correcting
    - go to Image: Adjustments: Auto Color (Shift +Ctrl + B)
    - evalaute the result by comparing before and after by pressing Undo (Ctrl +Z)
        - if it is a drastic improvement, approve with instructor and Save (Ctrl +S)
        - if it is not a drastic improvement, Undo and perform manually (see below)
            - remember, you are trying to get the color as realistic as possible
            - Auto Color usually overcorrects so expect to have to do this manually
- manual color correction
    - evaluate your image
        - is it too yellow?
        - too pink?
        - too green
        - too blue?
    - go to Image: Adjustments: Color Balance (Ctrl + B)
    - use the Color Balance slider to compensate for incorrect color cast
        - Cyan, Magenta and Yellow (left) are opposite Red, Green and Blue (right)
        - example: if your image is too pink, move the middle slider slightly toward green
            - most adjustments are minor (rarely more than +/-20 either way)
        - remember to check and uncheck Preview to compare before and after
        - do not overcorrect!
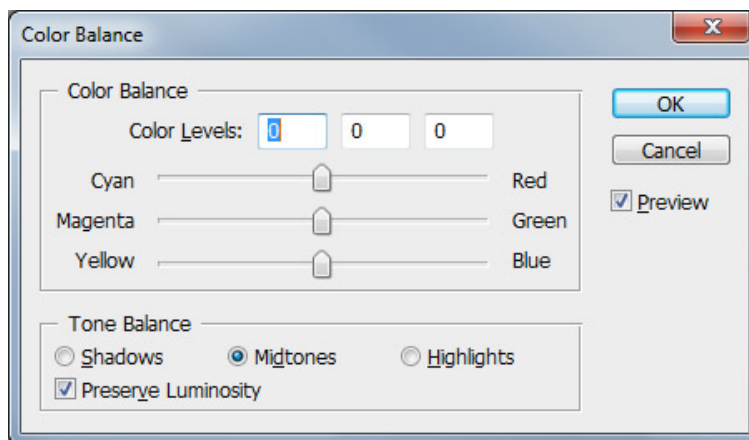
> creation process
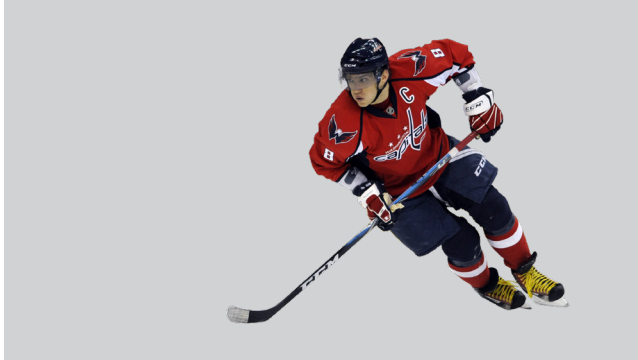
> 1: place your subject COB
  • make sure they are entering the frame

> 2: add your title text
  • add graphic treatment (cannot be just color fill)
  • typically achieved through layer styles and warping

> 3: add foreground vector graphic set
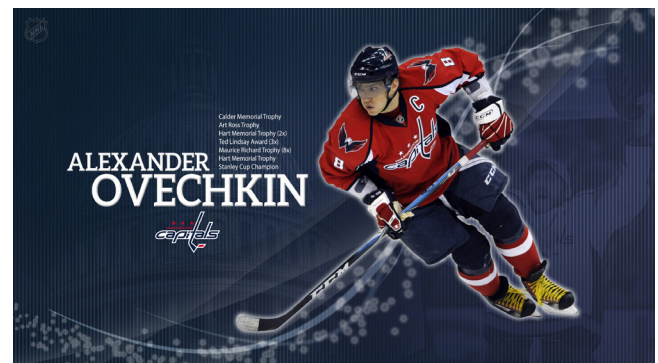 • must be a group of graphics that work together as a single unit

> 4: add middleground vector graphics
  • must be less opaque than foreground set so it does not compete with it

> 5: add background
  • can be raster or vector (or both)
  • must be very low contrast so it does not compete with middleground, foreground vector graphics set, text or subject COB

> 6: push your design
  • look for ways to add small details to take your art to the next level

> 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 automically 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.
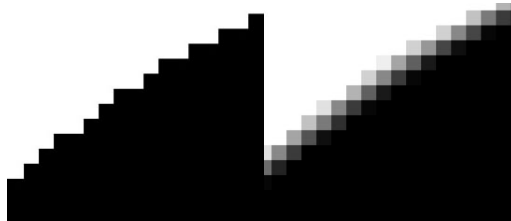
All text in your project must be set to Smooth anti-alias. Select Smooth from the Anti-Alias menu in the Option Bar.
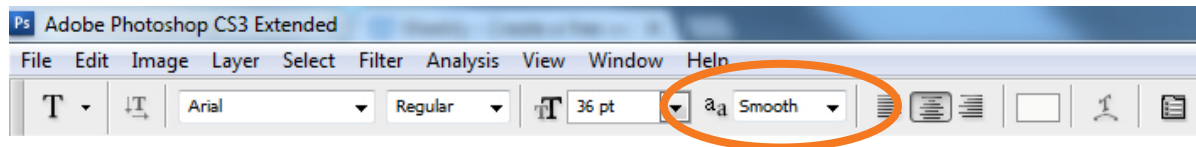
> how to stack text (leading)

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.
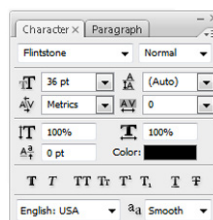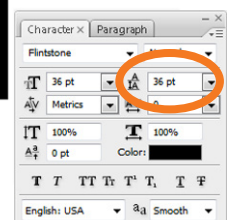

Option 1: Use individual text layers for each line of text so you can use the Move tool to manually place each element.
Option 2: Use only one text layer but adjust the Leading value to change the distance between baselines of text. A good place to start is making your Leading value the same as your text Size.

> pushing your design

foreground logo
using a logo in the foreground is a nice touch, just make sure if it is full opacity that it is kept very small so it doesn't compete with your COB

background logo
the bigger you want your logo in the background, the more you need to fade it so it doesn't compete (it does not have to be as faded as it is in this example)

background pattern
a subtle, faded background pattern is a great touch that can help unify your entire design (you have to zoom in to see the horizontal lines used in this example)

repeated subject
take your subject COB, duplicate the layer, scale it up HUGE, then fade it and voila!

related photo
use an image in the background that relates to your subject COB; often it is not a COB but merely fades out with a feathered edge

text as graphic
many designers will take the person's name, make it big and fade it into the background, much like a repeated photo; and it doesn't have to be the person's name- it can be related text

additional text
common with wallpapers for athletes, designers will incorporate text like statistics or acheievements; keep this text small so it does not compete with the subject's name

reflection
take your COB or subject's name, duplicate the layer, flip the layer, then fade it out

subject color overlay
for a nice effect, try a soft color overlay on top of your subject COB that ties in with the rest of your color palette

> **common mistakes**

> **chaotic composition**
  • no dominant image
  • images seem wrecklessly thrown down with no real plan

> **background competes**
  • background graphics too strong and high contrast
  • COB should be most dominant element, not background

> **lack of vector artwork**
  • no vector created graphics appear in composition
  • fantastic design but all graphic elements are raster effects

> **interference with desktop icons**
  • high contrast graphics and text along left edge would compete with icons and their readability; could have been corrected by dropping the opacity so it became a background element