

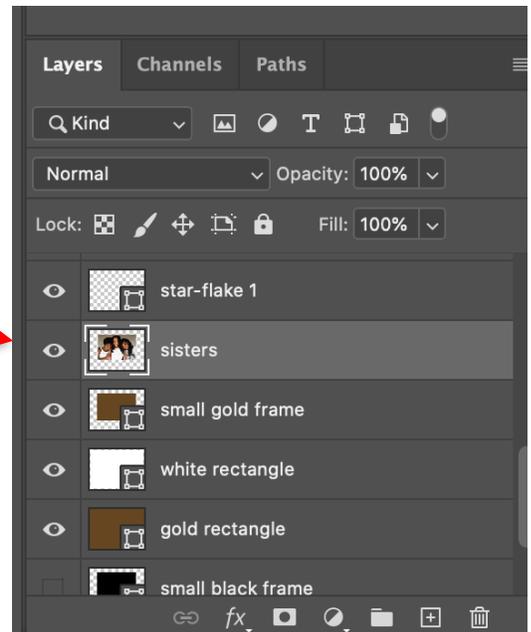


Design a Holiday Card with Photoshop

Learn basic design skills to create shapes, select colors, add text, and work with brushes.

PHOTOSHOP BEST PRACTICES

1. Before beginning, collect your images in a separate folder.
2. Save often - after every step.
3. Name the layers as you go.
4. Know what layer you are working on - the selected or “active” layer will be highlighted in the layers panel and have a white frame around its thumbnail box.
5. On a Mac you’ll use the Command and Option keys
On a PC you’ll use the Control and Alt keys.
6. Check with your print service for their requirements for document size, resolution, color mode and dpi.
7. **SAVE OFTEN**



ONLINE LEARNING RESOURCES

FOR AHML CARDHOLDERS

One-to-One Virtual Appointment: 1/2 hour phone or video appointment

- ahml.info/virtualhelp ahml.info > Services > Appointment Request

Udemy at ahml.info > Services > Online Learning

Photoshop Essentials Course | Photoshop CC 2020 Master Class | Master all of Photoshop’s Tools Easily

FOR EVERYONE

Adobe Tutorials: helpx.adobe.com/photoshop/tutorials

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CREATE A DOCUMENT

1. Create a 7" x 5" document.

- **Resolution**
 - 300 ppi (pixels/inch). If you need a digital version for sharing or posting on social media, follow the directions for exporting documents at the end.
 - Use 72 ppi if you will only need a digital version, otherwise it will be too small for printing.
- **Color Mode**
 - RGB for digital sharing and for many online print services (Shutterfly, Walgreens, Costco etc.).
 - CMYK if printing at home or sending to a print shop.

2. Keep the remaining options at the default settings and click on Create.

3. SAVE: File > Save As

ADD SHAPES

1. Draw a 7" x 5" gold rectangle.

- Select the **Rectangle Tool**.
- On the **Options Bar**, select the Fill Color. The sample card uses # 64491f.
- Set the Stroke to none.
- Drag across the canvas to draw a shape.

2. Draw a white rectangle approximately 6.75" x 4.75" and place in the center of gold rectangle.

3. Draw a gold rectangle 5" x 3.35" and place it slightly above the center of the canvas.

4. Access the Properties Panel to change the color or other attributes of an object after it is created. To open go to Window > Properties

5. SAVE

TIP: Use Free Transform [Cmd/Ctrl T] to change the size of an object after it has been created.

IMPORT THE IMAGE

1. Import your Family Photo Image: File > Place Embedded > select your Family Photo image.

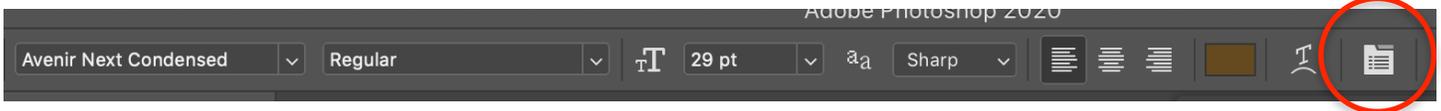
2. Resize the image and place it in the center of the small gold rectangle.

3. SAVE

ADD TEXT

1. Select the Text Tool.

Character Panel



2. On the Options bar, select your font, size and color.

3. Place the cursor on the canvas where you want to add text and type. These are the settings for the sample project:

- **PEACE:** Avenir Next Condensed, Regular, size 29 pt. In the **Character Panel**, change the tracking space between letters (VA) to 30.
- **JOY:** Avenir Next Condensed, Ultra Light, size 29 pt, tracking = 70.
- **LOVE:** Avenir Next, Medium, size 29 pt and change the tracking = -100.
- **NAME:** Marydale, size 20 pt, tracking = 0

TIP: You can also use Free Transform (Cmd/Ctrl T) to change the size of the text - experiment with stretching the letters longer or wider.

4. Select “More from Adobe Fonts” in the Font Panel to add additional fonts to your library.

CREATE A CUSTOM SHAPE

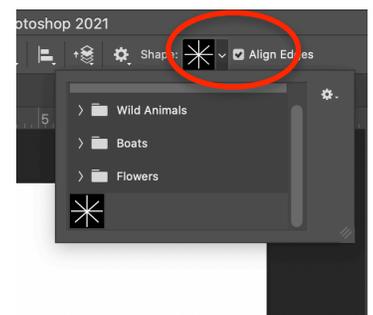
1. Create a separate document 1000 pixels x 1000 pixels, 300 dpi, RGB color mode.

2. Draw a shape. For the star-flake:

- Create a thin black rounded rectangle and place vertically in the center of the canvas.
- Duplicate the layer 3 times (right click on the layer > Duplicate) and rotate each of the new rectangles to make a star shape.
- Select all the shape layers and merge into one: Layers > Merge Shapes.
- Select the shape with the Direct Selection Tool (black arrow).
- Go to Edit > Define Custom Shape > name your shape.

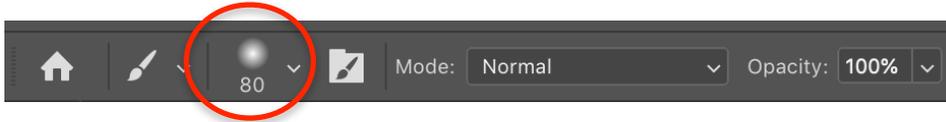
3. To access your shape: On your Holiday Card document, select the Custom Shape Tool (under the Rectangle). On the Options Bar click on the Shape dropdown arrow. Your shape will be located at the end of the list.

4. Select a Fill color and draw on the canvas to add random star-flakes. To change the color of a custom shape, double-click on its layer thumbnail to open the color picker.



WORK WITH BRUSHES

1. Add a new layer.
2. Select the Brush Tool.



3. On the Option Bar, click the Brush Preset Picker to select the brush and size. The sample project uses Special Effects Brushes > Kyle's Spatter Brushes-Pressure Control 02. Set the Brush size to about 80.
4. To select a color, use the Swatch Panel on the right (above the layers panel) to select your saved swatch color or the Color Panel to select a new color.
5. On the new layer, paint across to add scattered dots. If you add too many, switch to the Eraser Tool to remove some. You can also add paint on separate layers to build colors.

TIP: Create a new layer to experiment with brushes and colors to get the effect you like and then delete that layer.

SAVE THE FINAL PROJECT

After a final save of the Photoshop document, save the project in a format to print or share.

1. JPEG for printing: File > Save as > JPEG. Select a quality of 8-12 for the best image. Higher numbers will increase the file size.
2. PDF for printing: File > Save as > Photoshop PDF. Select high quality print and turn **OFF** preserve editing capabilities.
3. JPEG for web or social media sharing: Export > Export as JPEG > change the size to the requirements for the sharing site. The resolution will automatically decrease to 72 dpi.

ALTERNATE LAYOUTS

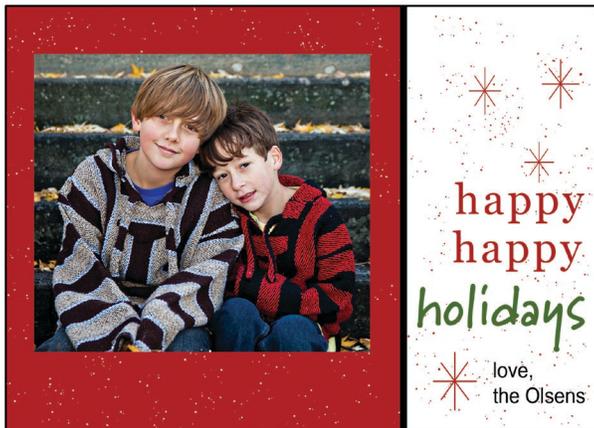
This design works great with a photo taken with a white background. Create 2 red rectangles for the top and bottom borders.

Fonts:

Joyful Holidays - Marydale, Bold, 30 pt, tracking = 65

Names - Marydale, Regular, 16 pt, no tracking

Use white or a yellow shade to paint spatters on the red background.



Offset the design. Create a rectangle about 2/3 the width of the document. Add a narrow black rectangle to separate the photo and the type areas.

Use white or a yellow shade to paint spatters on the red background.

Fonts:

Happy - Georgia, Regular, 36 pt, tracking=75

Holidays - Marydale, Bold, 48 p, tracking=10

Name- Arial, Narrow, 18 pt, no tracking

Use additional photos. The two smaller photos on the left are balanced by the larger space on the right.

This card uses the same designs as our sample project. For the star-flakes and names on the gold background change the color to #f3ede4.



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