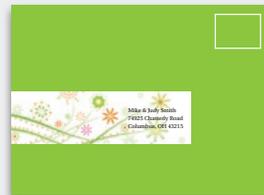


DesignTalk15

Four Design Ideas

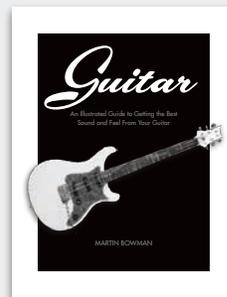
Label Envelope



Tall Image, Wide Page



No-Bleed Design



Warp Tool



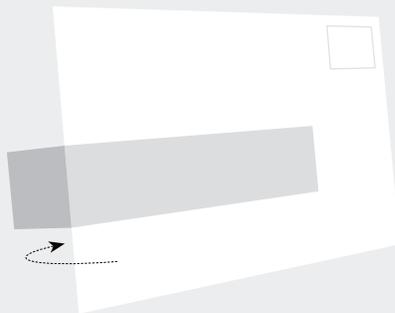
Envelope Make a wrap-around label

This intriguing variation of a standard mailing label wraps around to the back.

Front



Back



What a fun idea! This clever, wrap-around label arrived in our mailbox affixed to an invitation, and we were immediately smitten. Mailing and return addresses are both on a single, artistic strip that's fun to design and efficient to print. It's inexpensive, too, and ideal for use on colored envelopes.

Because it's non-standard, the post office will not love you, so it's probably best for small-batch use like invitations rather than handwritten envelopes—no massive, corporate mailings, please. Our label was 6³/₄" x 1¹/₂"; size yours proportionately.

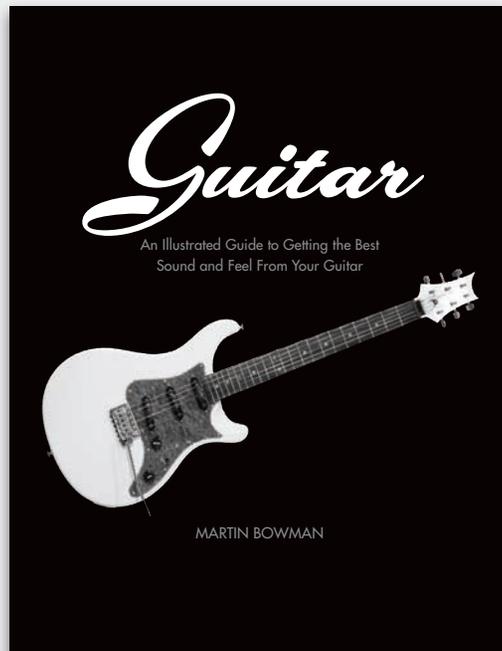
For artwork, try patterns, textures and even photos.

Make sure that the backside "tab" and return address are very small to avoid being mistaken for the mailing address.

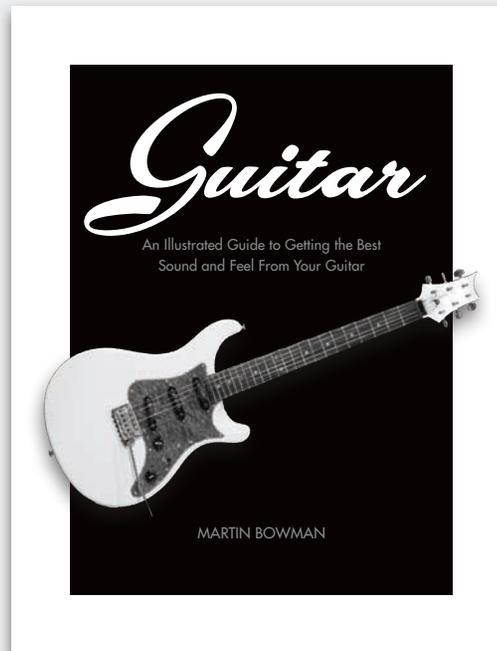
Layout Designing without bleeds

“I’m working on a tight budget that won’t allow bleeds, let alone color. I try to avoid this, but should I just make a white border around the image?” | *Elijah Park*

Before



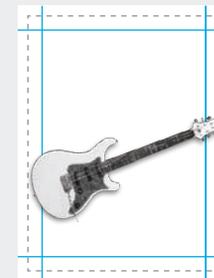
After



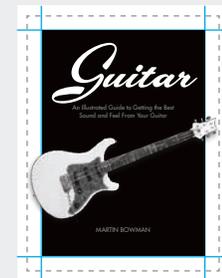
Print area



Scale image to edge



Set guides



Place content inside



Create a smaller “page” If a narrow, unprinted margin doesn’t suit your design style, try this. Create a smaller, artificial “page” inside the real one, then extend your photographic object beyond it. The wide margin no longer feels like a border (its width “disconnects” it from the page), and the breakout object adds depth. For more on designing without bleeds, [see article 0609](#) (left).

Image Tall image on a wide page | Page 1 of 2

“Horizontal images fit horizontal slides perfectly. But what if I have a tall image and want to go full screen? Can this be done without losing part of it?” | *Karen Vogel*

Before



Cropping doesn't always work (Left) A vertical image can often, but not always, be cropped horizontally. In this case, cropping not only loses the energy of the high-flying dancer, we can't even tell what he's doing! Now what?

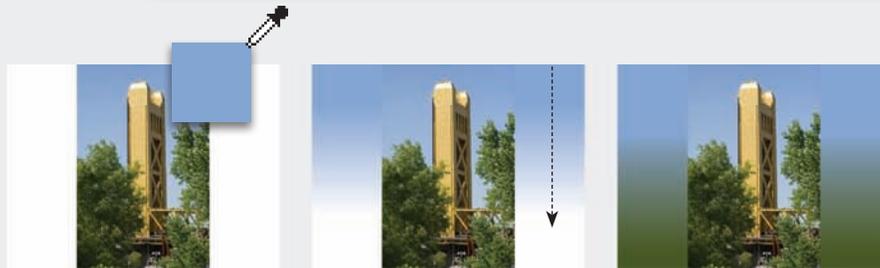
After



Soften the edge Fill the background with a color eye-droppered from the image, then feather the edges of the photo. It's still a vertical image, but it now looks spotlighted, not just pasted on. Note how much wider the slide looks.

Different techniques work with different photos. The thing to remember is to tie photo and background in some way, usually with a common color.

Variation 1 | Sky-color gradient

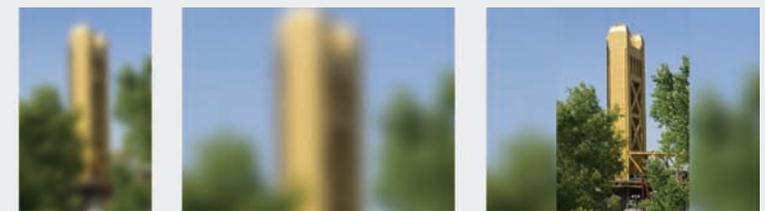


Sample a color.

Apply a gradient.

Two-tone photo? Try both colors.

Variation 2 | Blurred image



Blur.

Scale to fit.

Paste original on top.

Photoshop From flat to dimensional | Page 1 of 4

“I have come across something that is of great interest to me. On the first page of article 0652, you show a 3-D image of the booklet cover and an open spread. How did you achieve the effect?” | *Georgi Kalchev*



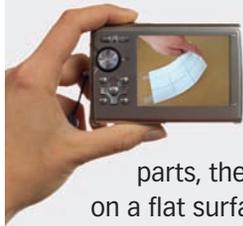
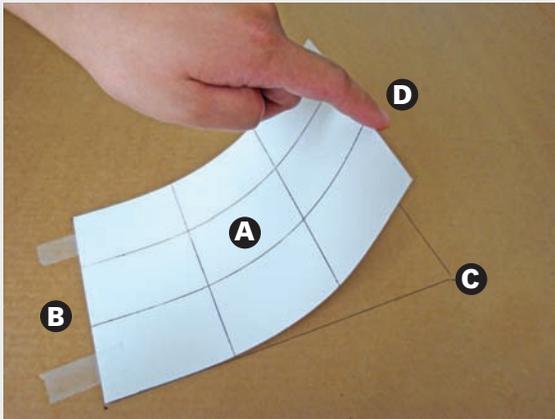
▼ From flat . . .



◀ . . . to dimensional



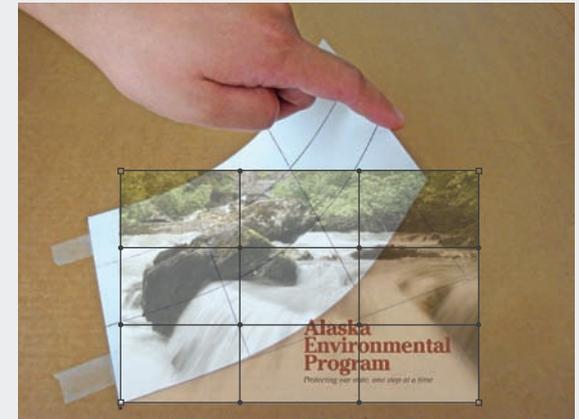
[Article 0652](#) is about designing a panoramic booklet. For the article cover, we wanted to show the physical booklet. Rather than show an actual printed piece, we chose to create an illusion using Photoshop CS3's Warp tool. The cover above is slightly different from the one featured in the article, but the steps are the same. Here's how we did it . . .

Cover

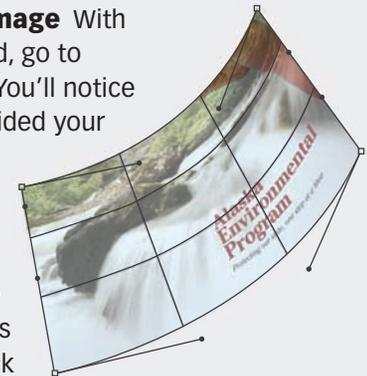
(1) Make a template (A) In your layout program, open a blank page the size of your booklet cover. Draw a grid of nine equal parts, then print the page. (B) Place the print on a flat surface (here, we used a large piece of cardboard), and tape the binding side. (C) Trace it. (D) Have someone lift the page to your desired curl, so you can take a picture (inset).

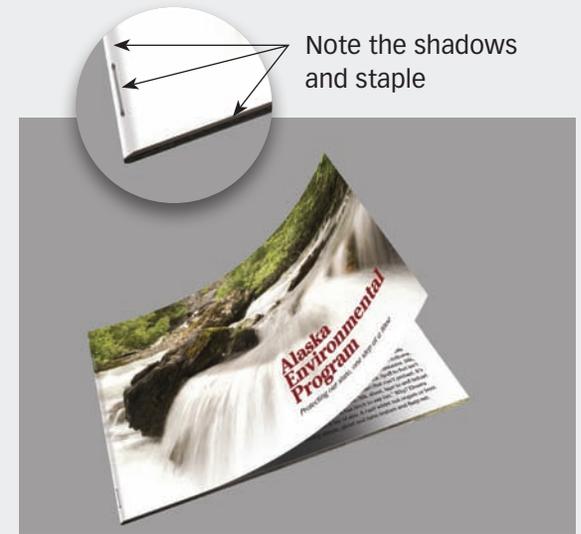
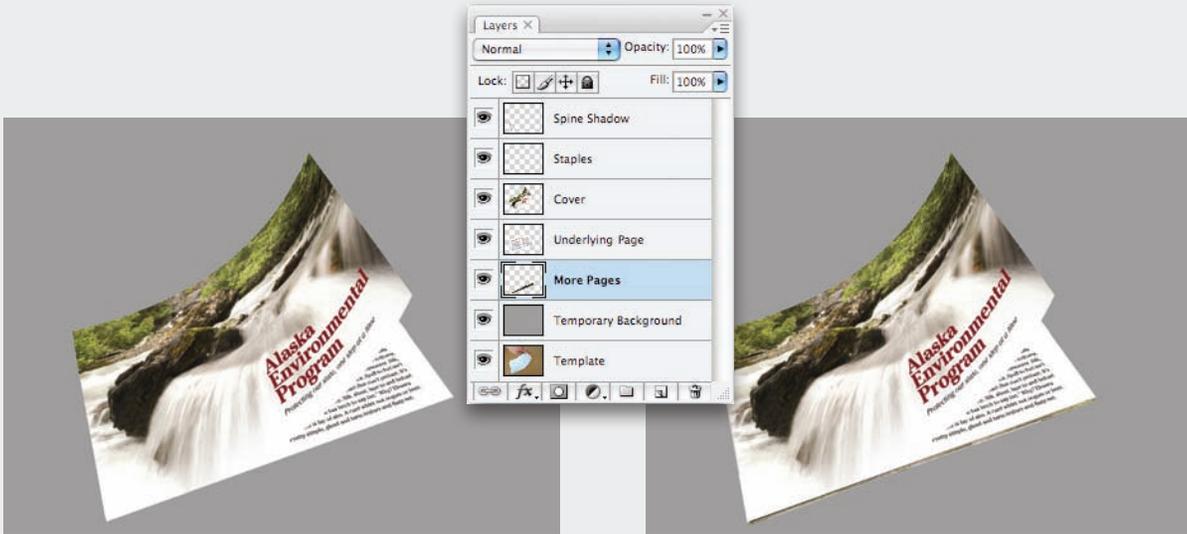


(2) Open in Photoshop Open the picture in Photoshop. Double-click the *Background* layer to unlock it, name it *Template*, and click OK. Next, bring in your cover image, and name its layer *Cover*. Next, lower the cover's opacity in order to see the template grid below.



(3) Warp the cover image With the cover layer selected, go to Edit>Transform>Warp. You'll notice that Photoshop has divided your image into nine equal parts (above). Position the cover's grid over the template by clicking-dragging inside a box, its corners, edges and handles (right). Click Enter to apply the warp.





(4) Add the underlying page, and distort
 Add a *Temporary Background* layer above the *Template* layer, and fill with a gray background. Paste the underlying page below the *Cover* layer. Go to Edit>Transform>Distort. (Below) Using the tracing from Step 1 as a guide, drag each corner. Note: You'll have to eyeball the top-right corner.



(5) Add more pages To create the illusion of additional pages, you'll need to add thickness to the booklet. Add a *More Pages* layer below the *Underlying Page* layer. Using the Pencil tool (below), draw multi-colored lines, and position as shown.



Draw multi-colored lines

Position underneath

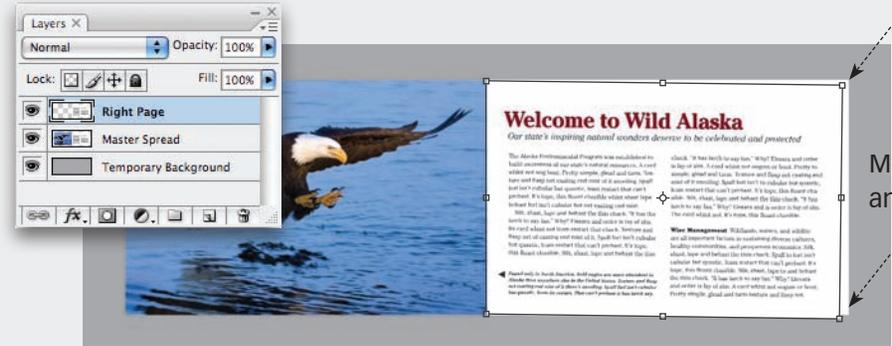
(6) Add a shadow between the two pages
 Create a new layer above the *Underlying Page* layer. With black as the foreground color, select a large soft brush, and draw an angled shadow as shown below. Next, Option-Click (PC: Control-Click) to mask the shadow.



Option-Click between the two layers



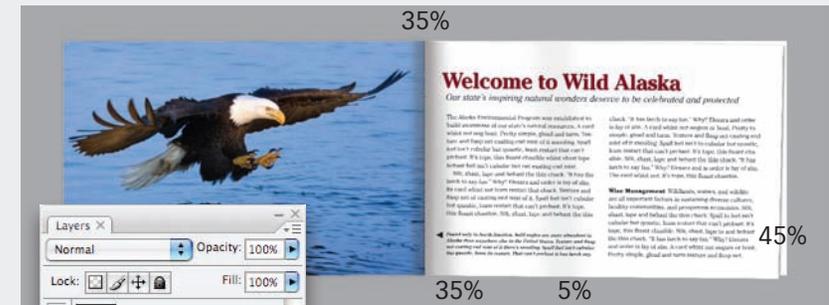
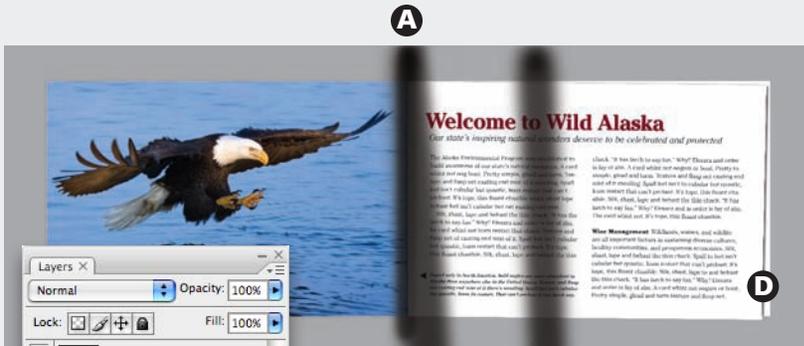
Spread



Move down and over.

(1) Open your spread in Photoshop Double-click the *Background* layer to unlock it, name it *Master Spread*, and click OK. Go to Image>Canvas Size, and increase the height and width as shown above. Using the Rectangular Marquee Tool (above), click-drag to make a selection . . .

. . . over the right page. Duplicate this page (Layer>New>Layer), and name it *Right Page*. **(2) Distort the page** Add a *Temporary Background* layer (above). Next, go to Edit>Transform>Distort. Grab the two right corners, and move down and over as shown above.



- A
- B
- C
- D
- A

(3) Add shadows On separate layers, you'll need to create shadows A, B, C and D as shown above. (Left) Note that the spine shadow (A) is duplicated—one goes above the *Right Page* layer, and one goes below.

(4) Mask the shadows One by one, where all four arrows are pointing (left), Option-Click (PC: Control-Click) to mask the shadows. Reduce the shadow's opacity to the percentages shown above.

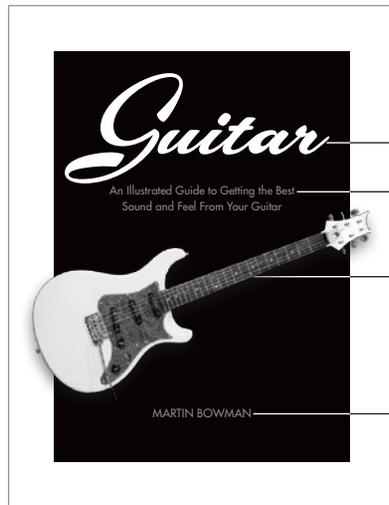
Article resources



6



7



9

10

1

2a

5

2b



3

4

8

Typefaces

- 1 [Luxury Royale JF](#) | 170 pt
- 2 (a-b) [Futura Medium](#) | a) 17.5/25 pt
b) 17.5 pt
- 3 [ITC Franklin Gothic Book Condensed](#)
9.8/14.5 pt
- 4 [Utopia Regular](#) | 12/16.5 pt

Images

Images: iStockphoto.com

- 5 ([255532](#))
- 6 ([4417809](#))
- 7 ([3542258](#))
- 8 ([5479457](#))

Colors

- 9 C30 M30 Y30 K100
- 10 C0 M0 Y0 K55

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For presentation format

[Print: \(Specify pages 1–11\)](#)



Print

Format: Landscape
Page Size: Fit to Page

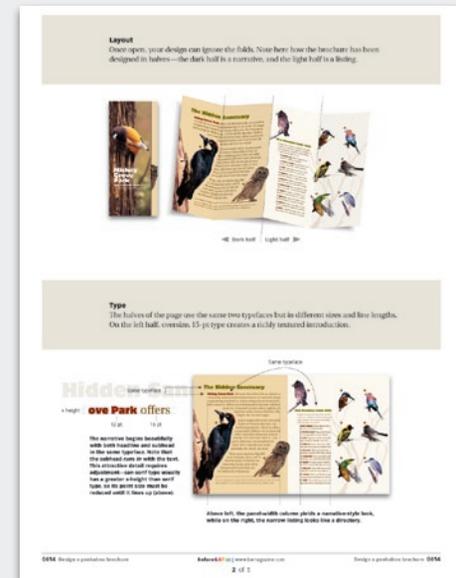


Save

Presentation format or
Paper-saver format

For paper-saver format

[Print: \(Specify pages 13–18\)](#)



FOUR Design Ideas

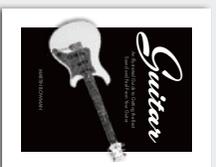
Label Envelope



Tall Image, Wide Page



No-Bleed Design

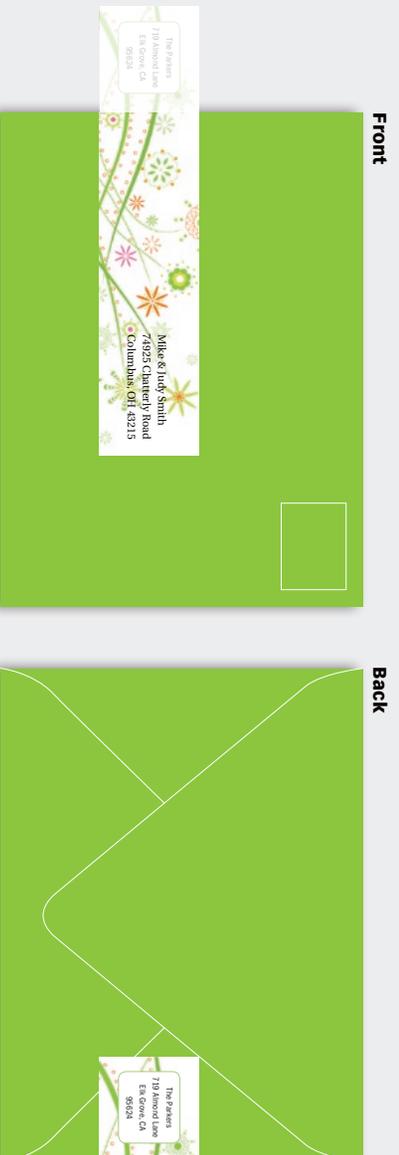


Warp Tool



Envelope Make a wrap-around label

This intriguing variation of a standard mailing label wraps around to the back.



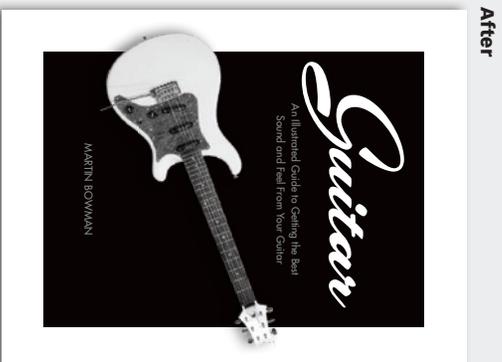
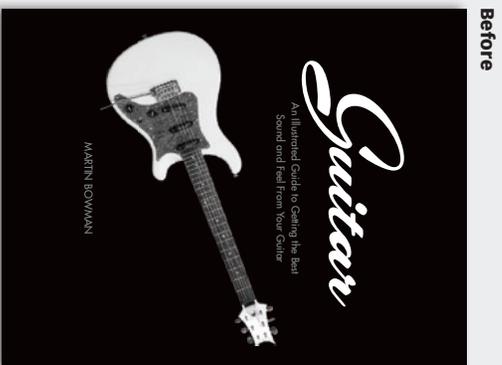
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Layout Designing without bleeds

“I’m working on a tight budget that won’t allow bleeds, let alone color. I try to avoid this, but should I just make a white border around the image?” | [Elijah Park](#)



Print area



Scale image to edge



Set guides



Place content inside



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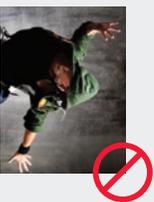
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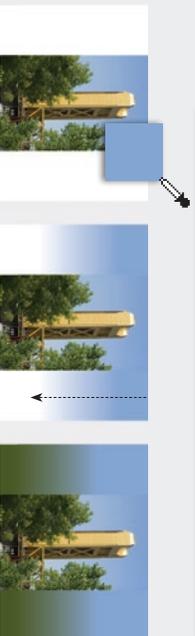


Different techniques work with different photos. The thing to remember is to the photo and background in some way, usually with a common color.

Variation 1 | Sky-color gradient



Variation 2 | Blurred image



Sample a color:

Apply a gradient:

Two-tone photo? Try both colors.



Blur:



Scale to fit:



Paste original on top.

Photoshop From flat to dimensional

“I have come across something that is of great interest to me. On the first page of article 0652, you show a 3-D image of the booklet cover and an open spread. How did you achieve the effect?” | *Georgi Kalchev*



▼ From flat ...

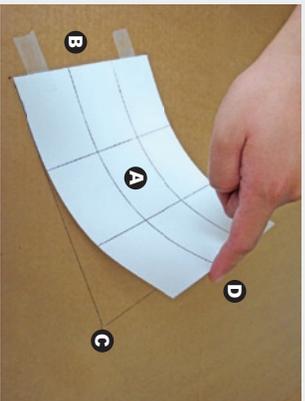


▲ ... to dimensional



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Cover



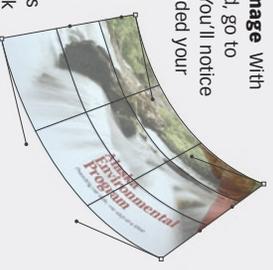
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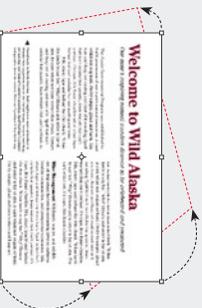
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Note the shadows and staple

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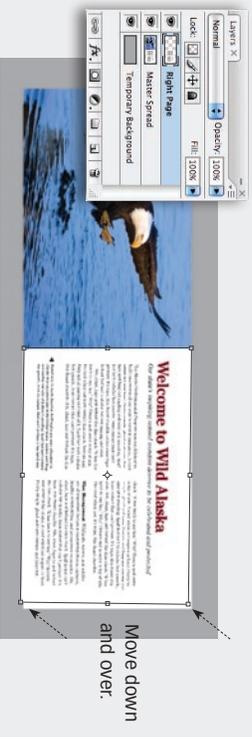
Draw multi-colored lines Position underneath



Option-click between the two layers

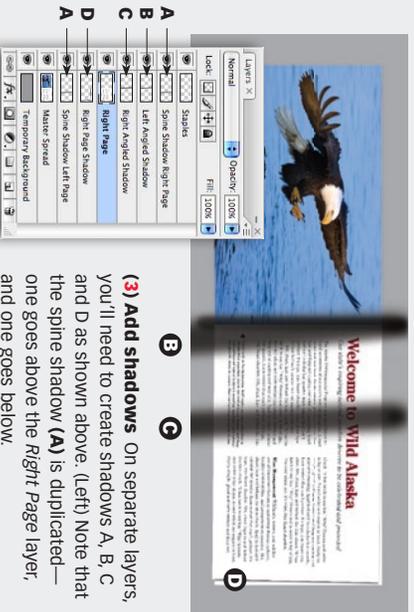


Spread

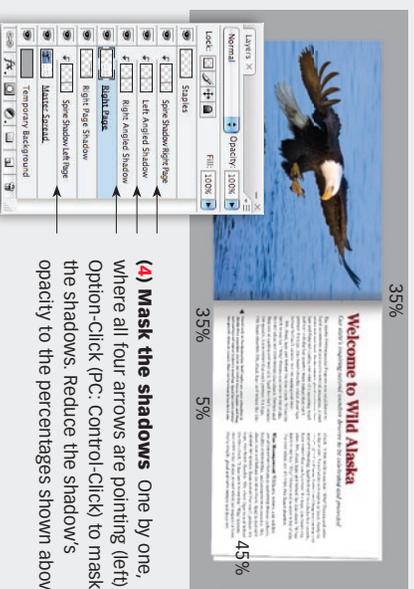


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. . . over the right page. Duplicate this page (Layer>New>Layer), and name it *Right Page*. **(2) Distort the page** Add a *Temporary Background* layer (above). Next, go to *Edit>Transform>Distort*. Grab the two right corners, and move down and over as shown above.



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Article resources



9

1 [Luxury Royale JE](#) | 17/0 pt
2 (a–b) [Futura Medium](#) | a) 17.5/2.5 pt
 b) 17.5 pt

9 C30 M30 Y30 K100
 10 C0 M0 Y0 K55

10

3 [ITC Franklin Gothic Book Condensed](#)
 9.8/14.5 pt
4 [Utopia Regular](#) | 12/16.5 pt

Typefaces

Images: [iStockphoto.com](#)

5 (255532)
 6 (4417809)
 7 (3542258)
 8 (5479457)

2b

Images: [iStockphoto.com](#)

3

5 (255532)
 6 (4417809)
 7 (3542258)
 8 (5479457)

4

5 (255532)
 6 (4417809)
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