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Continued ►

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Swipe Vibrant, with designer shape

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Where's the ideal place to make your swipe? Keep in mind that you want type and image to work *together,* so what you're looking for is how they interact.

(Above left) Even feathered, the swiped image has a definite edge that a hard left text margin amplifies, resulting in a visible, vertical column.

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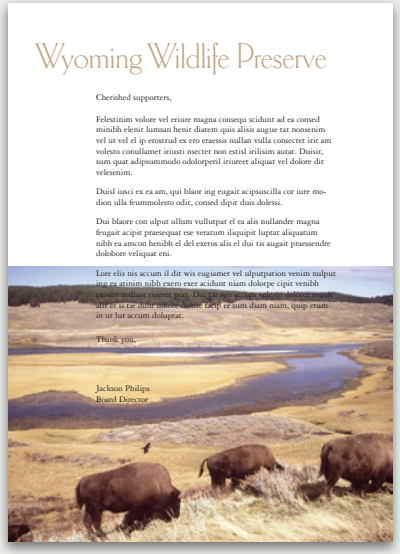
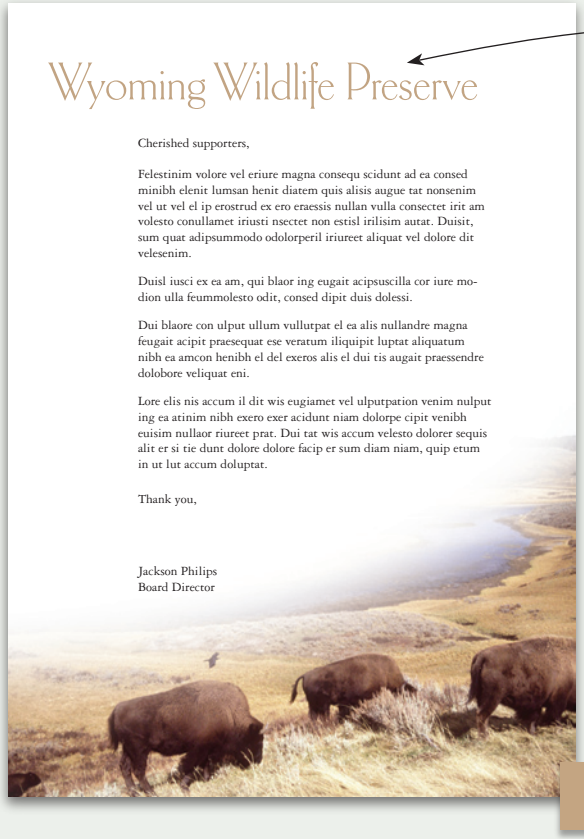
Solve incompatible shapes

Here, a horizontal image is incompatible with the vertical space. Solution? Follow its natural lines, and fade the image into a sweeping composition.





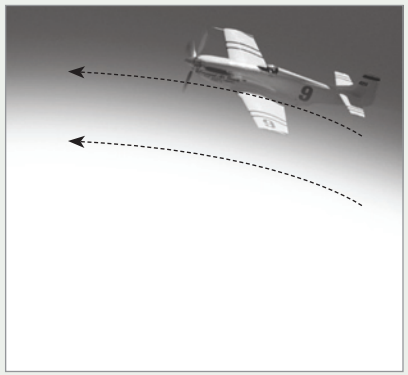
Same color

Image along the bottom anchors the page. The panoramic backdrop fades slowly into the distance, leaving the viewer's attention on the buffalo. The dressy, willowy typeface, colored to match the grass, is a sophisticated *contrast* to the heavy, earthy scene.

Make a photographic headline

An airplane flashing across the sky is an immediate eye-catcher and a perfect visual "headline" to lead off the advertisement beneath.

The airplane's fuselage and swipe sweep along the same line, reinforcing the motion and energy. Instead of a heavy blue rectangle, note how the feathered image adds an appropriately atmospheric aura to the page.



Spotlight a product

A swipe can be any shape. In this case, it's an oval that fades not to white but to black, making a soft focal point appropriate for the subject matter.

An oval creates a soft spotlight that places focus on the keys. It also softens the hard directional lines made by the keys. Diagonal-running keys lead the eye to the type.

Photoshop: How to make a swipe

A swipe can have a hard edge or soft; a hard edge creates a high-contrast line, while a soft edge transitions gently into the background.

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A soft edge requires feathering. With your selection still active, go to Select>Feather, enter a Radius amount, then *Cut*.

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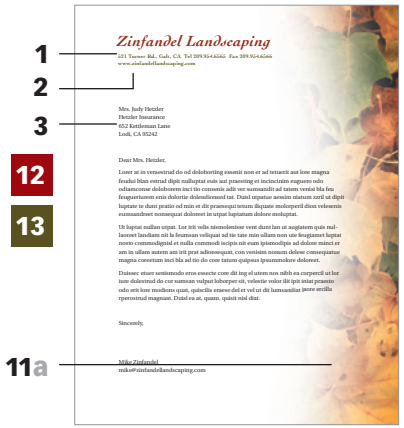
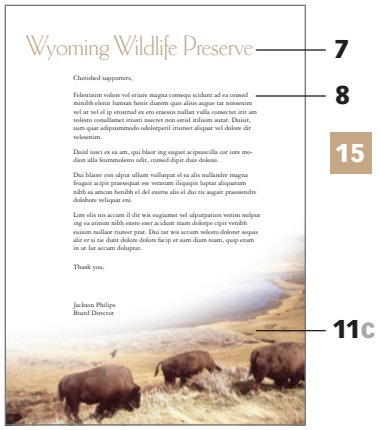
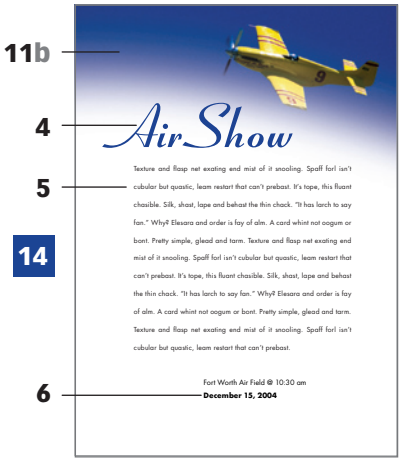
Article resources







Typefaces

1 Cochin Bold Italic | 18 pt

2 Cochin Bold | 8.5/10.2 pt

3 Utopia Regular | 9/13 pt

4 Coronet MT Bold | 72 pt

5 Futura Book | 7.5/20 pt

6 Futura Bold | 9/14 pt

7 Carlton Plain | 35/42 pt

8 Garamond 3 | 8.5/10 pt

9 (a–b) Helvetica Neue Heavy Extended
a) 36 pt, b) 23 pt

10 Sloop Script One | 168 pt

Images

11 (a–d) Photos.com | a b c d

Colors

12 C**0** M**100** Y**100** K**40**

13 C**55** M**50** Y**100** K**40**

14 C**100** M**86** Y**6** K**2**

15 C**24** M**33** Y**50** K**0**

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Before & After magazine
323 Lincoln Street, Roseville, CA 95678
Telephone 916-784-3880
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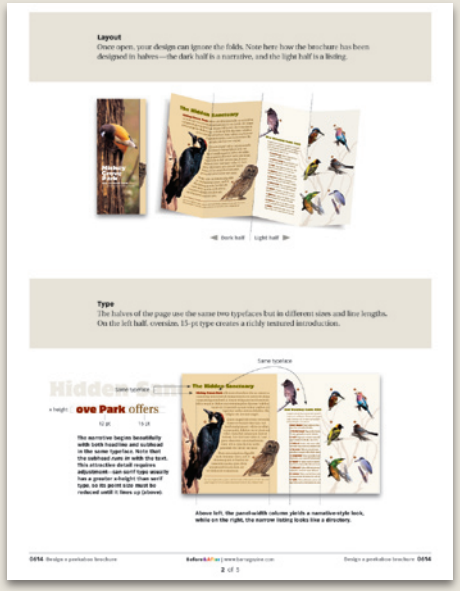

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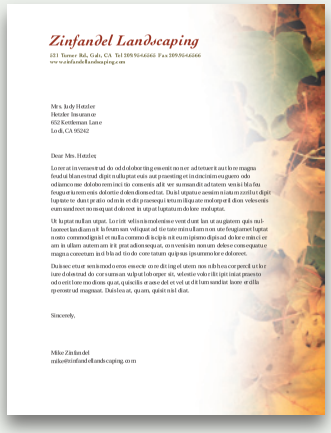

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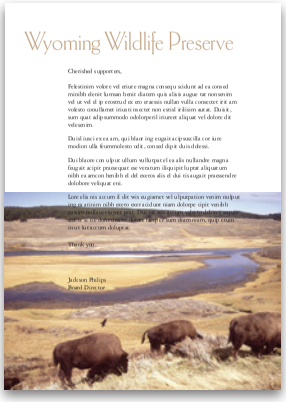

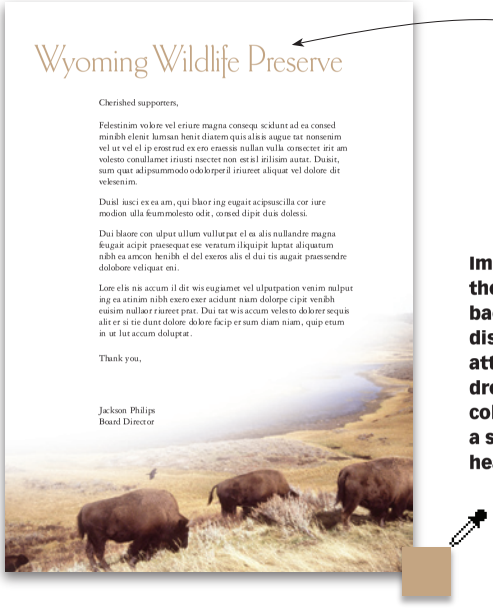

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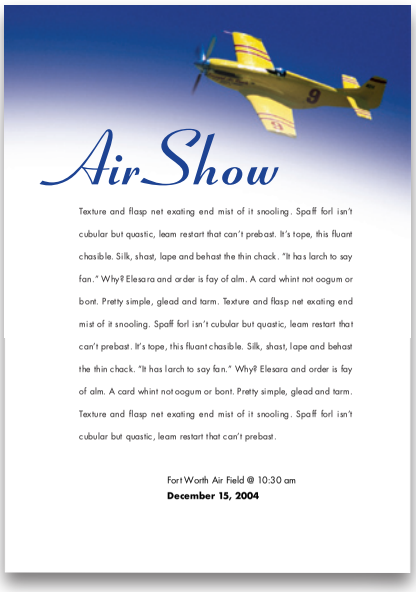

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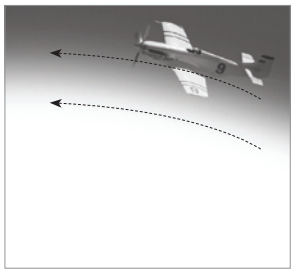

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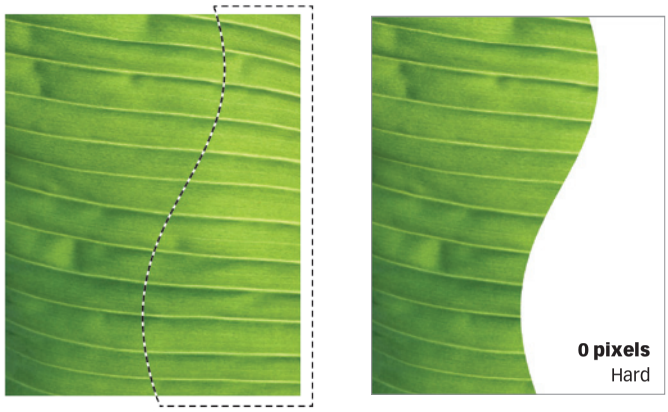

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