



Swipe it!

Artistically erase part of an image, shaping it to fit the space. *Continued* ▶

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Artistically erase part of an image, shaping it to fit the space



Original Vibrant, impossible to read



Ghost Functional but dull and busy



Swipe Vibrant, with designer shape

Here's your problem: You have photo and type competing for the same space, and something has to give. One possibility is to *ghost* the photo and overlay the type, but this drains its vibrancy, the very thing you like. An alternative? Try erasing some of the photo, and turn it into a design element. A feathered edge will soften its transition to the page.



Watch for interaction

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.

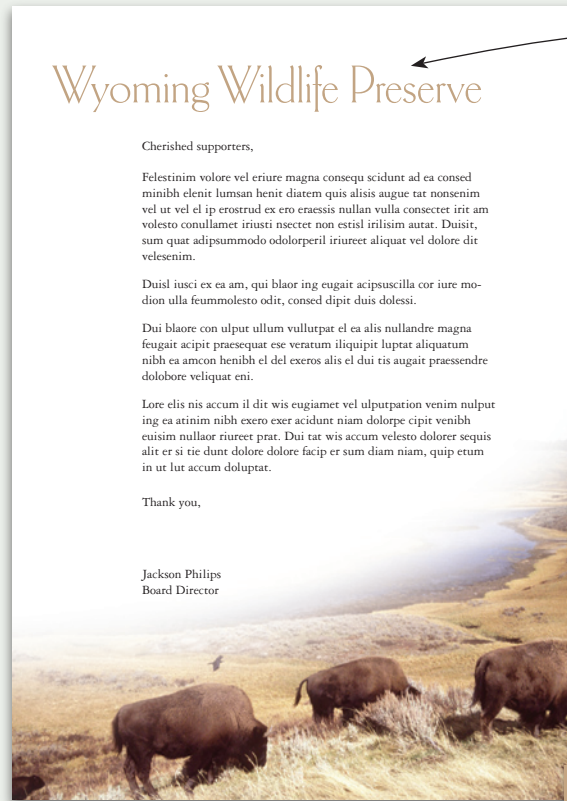
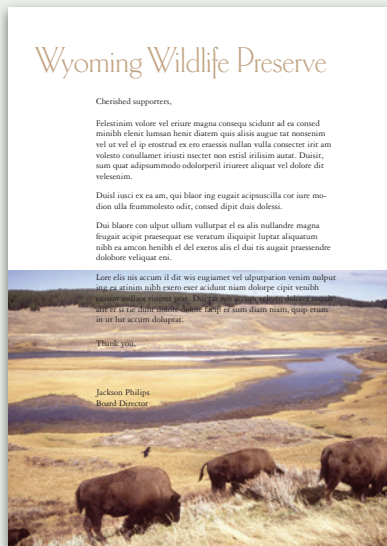
(Above right) A better solution puts the swipe on the right, where it feathers naturally into the ragged text.





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.

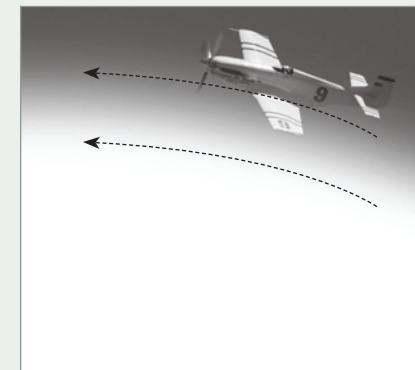



Air Show

Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, leam restart that can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast the thin chack. "It has larch to say fan." Why? Elesara and order is fay of alm. A card whint not oogum or bont. Pretty simple, glead and tarm. Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, leam restart that can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast the thin chack. "It has larch to say fan." Why? Elesara and order is fay of alm. A card whint not oogum or bont. Pretty simple, glead and tarm. Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, leam restart that can't prebast.

Fort Worth Air Field @ 10:30 am
December 15, 2004

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.

For a hard edge, just define your shape with the either the Marquee, Lasso or Pen tools, then *Cut*.



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



Note: Pixel amounts will vary with image resolution; the higher the resolution, the more pixels you'll specify. Our results are with a 300 ppi image.



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Gaye McWade Associate publisher

Vincent Pascual Staff designer

Dexter Mark Abellera Staff designer

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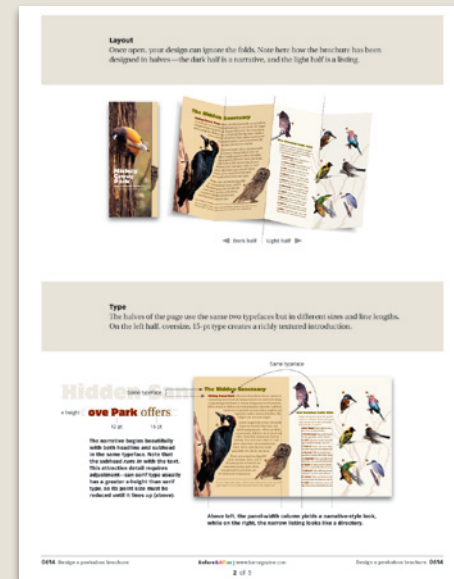


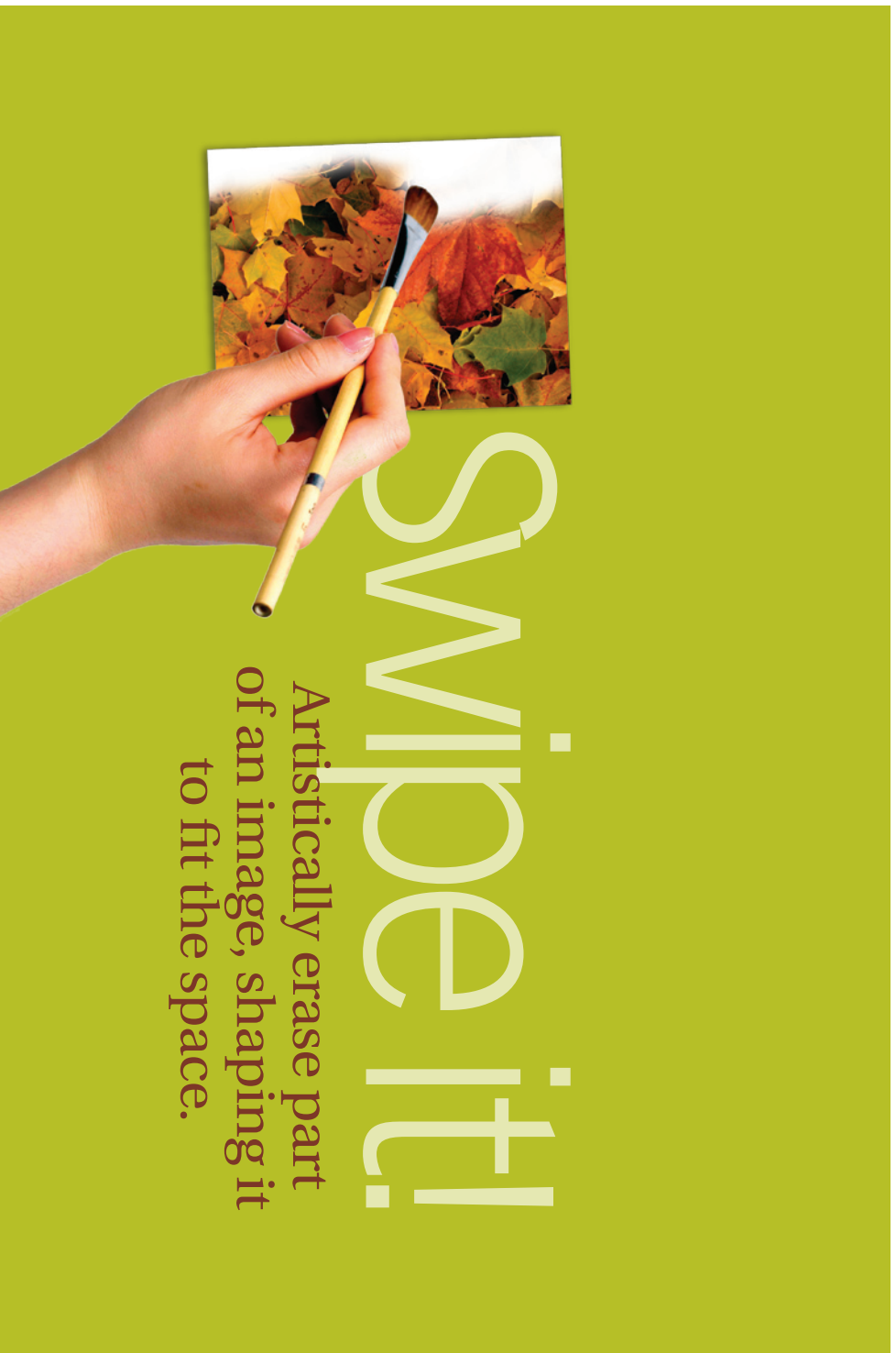
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For paper-saver format

[Print: \(Specify pages 11–15\)](#)





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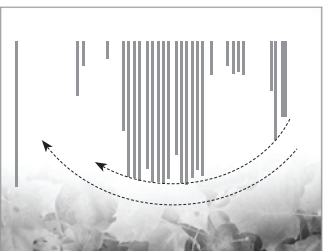


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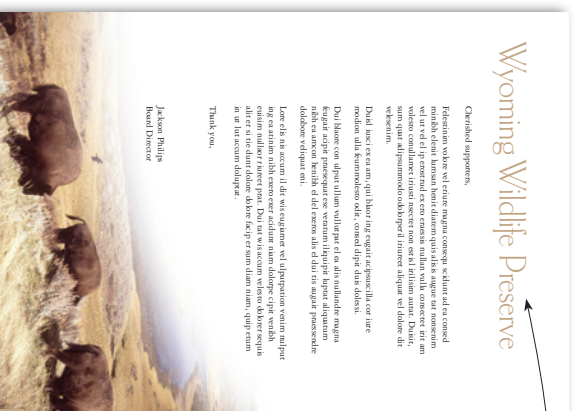
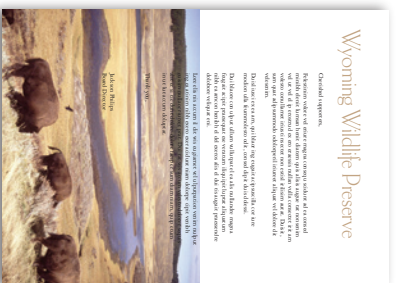
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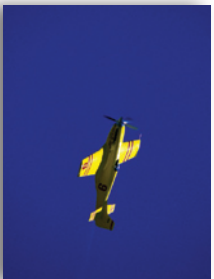


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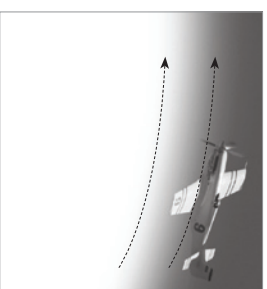


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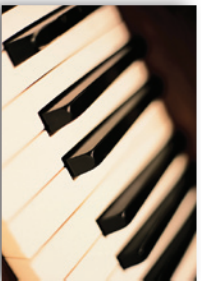
Earl Wark, Air Field @ 10:30 am
December 15, 2004

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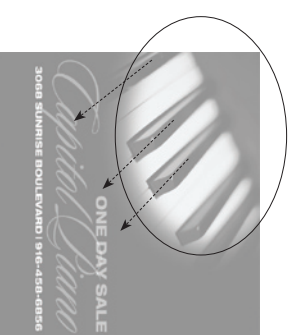


Capital Piano

ONE DAY SALE

3068 SUNRISE BOULEVARD | 916-458-6856

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Article resources

1 [Zigzag! Landscaping](#)
The Zigzag! Landscaping team has a new look for their website. The new design is a modern, clean, and professional look that is easy to navigate and use. The new design is a modern, clean, and professional look that is easy to navigate and use.

2 [The Zigzag! Landscaping team has a new look for their website.](#)

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12 [The Zigzag! Landscaping team has a new look for their website.](#)

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11b [The Zigzag! Landscaping team has a new look for their website.](#)

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7 [Wyoming Wildlife Preserve](#)
The Wyoming Wildlife Preserve is a beautiful area with a variety of wildlife. The preserve is a beautiful area with a variety of wildlife. The preserve is a beautiful area with a variety of wildlife.

8 [The Wyoming Wildlife Preserve is a beautiful area with a variety of wildlife.](#)

15 [The Wyoming Wildlife Preserve is a beautiful area with a variety of wildlife.](#)

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9a [The Wyoming Wildlife Preserve is a beautiful area with a variety of wildlife.](#)

10 [The Wyoming Wildlife Preserve is a beautiful area with a variety of wildlife.](#)

9b [The Wyoming Wildlife Preserve is a beautiful area with a variety of wildlife.](#)



Typesfaces

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

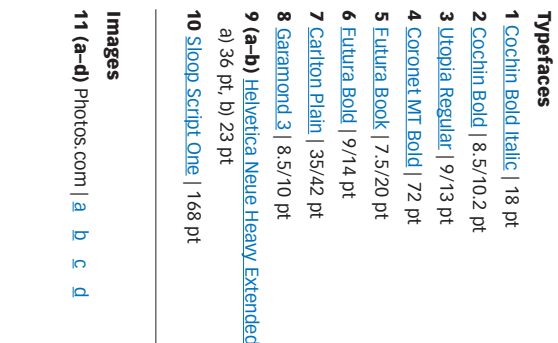
8 [Garamond 3](#) | 8.5/10 pt

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 [C0 M100 Y100 K40](#)

13 [C55 M50 Y100 K40](#)

14 [C100 M86 Y6 K2](#)

15 [C24 M33 Y50 K0](#)

16 [C30 M25 Y55 K10](#)

17 [C32 M42 Y50 K32](#)

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