Perfectly Personal Word Art
Negative Space Mask 01 – Photoshop Elements Transcript
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Negative space is a simple concept that can be applied differently to different art forms. We're going to briefly discuss what negative space means and then we're going to jump right in and start working on our first negative space mask.

So before we start creating, let's quickly discuss the concept of negative space. As I said before, negative space is slightly different depending on the type of thing you're doing. In photography, negative space is leaving much of the photograph area blank or empty and having only one main subject. These photos are perfect examples of negative space in photography. In design, however, negative space is slightly different. It's the concept of using what's not there to showcase a design. So one way we can use that artistically is to add custom words to complex masks. The steps are simple, but the effect is wonderful. And as with our big letter masks, we have many options on how to use them. In this example, I clipped a photo to it, but you can also recolor the masks and use them as anchors or decorative accents. There are so many options between using any complex mask you might have, all the different fonts on your computer, all the different words you could use, and then how you choose to use your negative space masks. Now that you better understand the concept, let's get creating.

So here we are in Photoshop elements. I've already created a new document that is 12 inches by 12 inches at 300 pixels per inch with a white background. Press the letter D to reset the color chips. Then in the downloads for this section of the class, I've included seven complex masks for you to use. I've already opened mask zero one dot PNG so go ahead and open that mask now. Then get the move tool and on the document while holding down the shift key, click and drag the mask onto your working document. Then let go. And now because of the extra paint splats that are part of this mask, the bulk of the mask isn't centered on the document. So while holding down the shift key, click and drag the mask to the left until the main part of the mask appears centered. So about there.

Next, click on the foreground color chip to open the color picker and choose a medium gray color. I'm using hex number nine five nine five nine five and then click okay. Just know that the exact shade doesn't really matter as we're only using this to create our negative space. Next, get the horizontal type tool and in the tool options click to open the font picker and choose a script font. I'll be using the font Battshion. As of the taping of this video, it is a font you can find for free in the freebie section of the font bundles.net website. So if you want to follow along exactly you can go there and download and install it.

Now then in the tool options, set the size to 80 points and the alignment to center. On the document, click once anywhere that there is white, and type the word that you wish to use as negative space within the complex mask. I'm using the word thankful and I'm just going to click here so I can see it more easily and then once you're done, click the checkmark to commit.

Now get the move tool and on the document click and drag the type layer to place it within the complex mask. Also at this point, if you need to use the arrow keys to nudge things into place, now is a great time to do that. Now in the layers panel control click in windows or command click on a Mac on the thumbnail of the type layer to get a selection outline. Then in the menu bar, choose select, inverse. Then in the layers panel, click on the mask layer to activate it. And then in the layers panel, click on the add layer mask icon. In the layers panel, drag the type layer to the trash.

At this point, if you're happy with the placement of your custom negative space word, your mask is ready to be used. But let's say you're like me and you want to play around with the position of the word. Here's how you can do that. In the layers panel, click on the link layers icon that is between the complex mask thumbnail and the layer mask thumbnail to unlink the two parts of the layer. Then in the layers panel, click on the layer mask thumbnail to make sure that's the active part of the layer. On the document, click and drag the word around until you're happy with it's placement. Or you could press control T in windows or command T on a Mac to get the transform options. And then just make sure you click and drag from a corner handle so that you maintain proportions. I'm going to make my word just a tiny bit bigger and then center it along the bottom part of the complex mask. So again, if you need to use arrow keys here to nudge things into place, now is a great time for that. And then once you're done, click the checkmark to commit.

Then in the layers panel, click on the space between the complex mask thumbnail and the layer mask thumbnail to re-link these two parts of the layer together. Now in the layers panel, drag the white background layer to the trash. Then in the layers panel control click in windows or command click on the thumbnail of the complex mask to get a selection outline. Next in the menu bar, choose image, crop. Then press control D in windows or command D on a Mac to de-select. Since this technique isn't something that allows us to create a template with adjustable layers, we're just going to have to save this as a flat, transparent file. So in the menu bar, choose file save as and save this file with a unique name following the same folder structure we've been using throughout the class. I'm going to save this as negative space mask one dot PNG. This will save it as a flat, transparent file so that I can use it on any project I wish. So now that we have finished our first negative space mask, let's quickly review the folder structure we've been using.

So just like with all the other sections of this class, let's create a new folder for a negative space masks within the same folder as the others. Save all of your negative space masks here so they will be easy to find. And before we move on, here is how I decided to use my mask in a project. I wanted to make a simple but beautiful thank you card and this negative space mass works really well for clipping a photo to it. I let the photo clipped to my custom negative space mask be the design focus and it worked well for this artsy card design. Next up, we're going to create a second negative space mask together. I'll see you there. This is Jenifer Juris with perfectly personal word art.