

CG2-JW-03-ps-Snowflakes-Personalizing-transcript



Christmas Greetings 2 — Classic Snowflakes Card

Personalize Your Greeting (Adobe Photoshop)

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Personalize your Classic Snowflakes Card with word art, elements, and a greeting. This is part three of a three part video series. In this video, I'll show you exactly how to apply the remaining class extras to your snowflake card, and then we'll give it a touch of personalization.

Begin in Adobe Photoshop by opening the file that you ended with in the last lecture. In the Layers panel, the Snowflake Pattern group should be active and closed. Press the letter D to reset the Color Chips to the default of black over white, and then press the letter X to make white the foreground color.

The next thing we'll do is to add a ribbon to the card. Open the ribbon that's included in the class downloads, then get the Move Tool and click and drag the ribbon onto the document. The size of the ribbon is likely going to be way too big, so we'll resize it by getting the Transform options. Press Ctrl T, Cmd T on a Mac, to get the Transform options. Then press Ctrl O, Cmd O on a Mac, to fit the bounding box to your screen. Click and drag inward from a corner handle of the bounding box until the ribbon is about the size that you are wanting it to show on your card. I'll transform the size of my ribbon down to around 55%. Then click and drag inside the bounding box to reposition the ribbon so that it's directly under the guide. Make sure that the edge of the ribbon is outside both the right and the left edges of the card. Then click the checkmark to commit. Then we'll set the viewing area back to full size by pressing Ctrl O, Cmd O on a Mac, and now we can clear the guide. In the Menu Bar, choose View > Clear Guides.

The next step is to add a bow to the card. Open the bow that's in the downloads and with the Move Tool, click and drag the bow onto the card. Get the Transform options to resize and click drag inward from a corner handle of the bounding box. Here, your goal should be to get

the width of the ribbon in the bow to equal approximately the width of the ribbon that's already on the card. So I'll scoot this down a little bit more, maybe two about 55%, and then to reposition, click and drag inside the bounding box. I'll position the bow on the left side of the card so that it is vertically centered on the ribbon that's already there. Then click the checkmark to commit.

Next we'll add a couple of drop shadows. With the bow layer active in the panel, in the Menu Bar, choose Layer > Layer Style > Drop Shadow. In the dialog box, set the Blend Mode to Multiply, the Opacity to 50%, the Angle to 90 degrees. I'll set the Distance to 10, and the Size to 20 and then click OK. Then I'll activate the ribbon layer and get a drop shadow again, but for the drop shadow of the ribbon, I will set it to about half the size, so a Distance of 5 and a Size of 10, then click OK.

Next I'll add some Christmas word art. There are three word art for you to choose from in the download or you should feel free to create your own sentiment using a font. The word art provided is black, so that's easily preview-able on your computer, but we'll make it white after adding it to the card. I'll be using this word art, which is Word Art 1. So after you have opened the word art that you like, get the Move Tool and then holding down the Shift key, click and drag the word art on to the card document. In the Layers panel, click and drag that word art layer directly above the Snowflake Pattern group. You want the word art to be below the ribbon and the bow in the Layers panel. Now on the document, you'll still have the Move Tool, hold down the Shift key, and click and drag the word art up so that the Y in Merry is not being hidden by the ribbon. Next we'll fill the word art with white by pressing Shift, Alt, Backspace in Windows or Shift, Opt, Delete on a Mac, and then so that the word art matches the snowflakes, I used a Blending Mode of Exclusion on the snowflake pattern, so on the word art, I'm also going to change the Blend Mode to Exclusion. If you'd like to look to be a little bit softer, you can always lower the Opacity.

For the next step we'll add a personal greeting. Get the Horizontal Type Tool and in the Tool options, open the Font Picker and choose a font that contrast well with your word art. I'd recommend a Sans Serif font similar to Myriad Pro. I'll use Myriad Pro Light. Set the Size of the font to around 20 points and then click on the Left Align icon. The Color Chip should already be white. In the Character panel, you want to make sure that the Tracking is set to 0, on the document. Click once to the right of the top of that bow. We'll put the personalization right here in this trapped space between the ribbon and the word Christmas. Type in your personalization. I'll use, "from Larry and Jen." I could also say, "from the Whites." If you don't want to include your name, you could just say, "with love." And then, click the checkmark to commit. If you need to fine tune the placement of the phrase you just typed, get the Move Tool and then use your keyboard arrow keys to nudge it into place. Again, I will change the Blending Mode of this type player from Normal to Exclusion. And now, everything is matchy matchy.

And now that you have the title and the personalization exactly where you want it, you may need to adjust the position of the bow to the left or to the right so that the Y is hanging right down here in the crook of the bow. To do that, you'll need to activate the bow layer, and then with the Move Tool, you can use your keyboard arrow keys to nudge it into place.

And now that you know exactly where you want your title and bow in comparison with each other, let's make the bow look like it's tied to the ribbon below it. In the Layers panel, click on the ribbon layer to activate it, and then get the Brush tool. In the Tool Options, open the Brush Picker and choose a Hard Round brush from the General Brushes. Set the Size of this brush to 200 pixels, the Mode to Normal, and the Opacity to 100%. Also, set the Flow to 100% and the Smoothing to 0. In the Layers panel, click on the Add Layer Mask icon. We'll need black to be the Foreground Color Chip. If it's not, press the letter X. Now on the document, click to mask away the part of the ribbon that shows above the bow tie and below the bow tie.

Then you'll want to make sure and save your document as both a layered PSD file for archiving and a flat JPG file for printing and sharing. So that's how you create a Classic Snowflakes Greeting Card. This has been Jen White with Christmas Greetings 2.