CG2-JW-03-el-Snowflakes-Personalizing-transcript

Christmas Greetings 2 — Classic Snowflakes Card
Personalize Your Greeting (Photoshop Elements)
by Jen White

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 Expert Mode of Photoshop Elements 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. 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 on to 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 0, Cmd 0 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 0, Cmd 0 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 to 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 drop shadows. With the bow layer active in the Layers panel, in the Menu Bar, choose Layer > Layer Style > Style Settings. In the Style Settings dialog box, set the Lighting Angle to 90° and then click to check Drop Shadow. Set the Size to 20 pixels and the Distance to 10 pixels. The Opacity should be 50% and then click OK. Then we'll add a smaller drop shadow to the ribbon, so in the Layers panel, click on the ribbon layer to activate it, and again, get the Style Settings dialog box. Keep the angle at 90° and in Drop Shadow this time I'll set the Size to 10 pixels and the Distance to 5 pixels. Again, the Opacity should be 50% and 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 need to make sure that white is the foreground color, and to do that, 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. 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 liked the 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 contrasts 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, the Leading should be set to Auto, Tracking to 0, and Style to None. Then 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 & 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 layer 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, then open the dropdown menu, and choose Default Brushes. Choose a Hard Round brush. Set the Size of this brush to 200 pixels, the Opacity should be 100%, and the Mode should be Normal. 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.

Step Four: Add Drop Shadows

- In the Layers panel, the bow layer should be active.
- In the Menu Bar, choose Layer > Layer Style > Style Settings.
- In the dialog box, set the Lighting Angle to 90˚. Click to check Drop Shadow. Set the Size to 20, the Distance to 10, and the Opacity to 50%. Click OK.
- In the Layers panel, click on the ribbon layer to make it active.
- In the Menu Bar, choose Layer > Layer Style > Style Settings.
- In the dialog box, click to check Drop Shadow. Set the Size to 10 and the Distance to 5. Click OK.
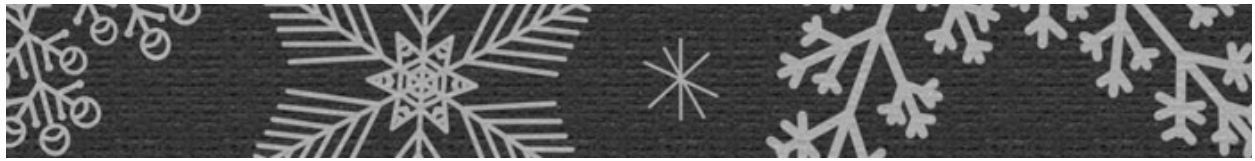

Step Five: Add Word Art

- Open a word art (File > Open) located in the Snowflakes Downloads folder you downloaded earlier.
- Get the Move tool.
- Holding down the Shift key, click and drag the word art onto the card document.

NOTE: The word art is all in black so that you can see the previews better. You will need to turn them white if using them in this project.

- In the Layers panel, click and drag the word art layer below the ribbon layer, but above the Snowflake Pattern group.
- On the document, hold down the Shift key and click and drag the word art above the ribbon and bow. See the screenshot below.
- Press the letter D to reset the Color Chips to the default of black over white.
- Press the letter X to make white the foreground color.
- Press Shift Alt Backspace (Mac: Shift Opt Delete) to fill the word art with white.
- In the Layers panel, set the Blend Mode to Exclusion.
- (Optional) Lower the Opacity to 80%.

Merry Christmas

Step Six: Add a Personal Greeting

- Get the Horizontal Type tool.
- In the Tool Options, open the Font Picker and choose a classic san serif font like Myriad Pro Light. Set the Size to 20. Click on the Left Align icon. Set the Leading to Auto, the Tracking to 0, and the Style to None.
- On the document, click to place the cursor under the word art but to the right of the bow. See the screenshot for reference.
- Type a personal greeting that sounds good with the word art, like "from the Larry & Jen." Click the checkmark to commit.
- To fine tune the placement of the greeting, get the Move tool and use your keyboard Arrow keys to nudge the title into place.
- In the Layers panel, set the Blend Mode to Exclusion.
- (Optional) Lower the Opacity to 80%.

Step Seven: Readjust the Placement of the Bow

- In the Layers panel, click on the bow layer to activate it.
- Get the Move tool.
- Use the Arrow keys to adjust the bow left or right until it lines up nicely with the Y in

Merry

Step Eight: Pinch the Ribbon

- In the Layers panel, click on the ribbon layer to activate it.
- Get the Brush tool.
- In the Tool Options, open the Brush Picker, open the dropdown menu, and choose Default Brushes. Choose a Hard Round brush.
- Set the Size to 200, the Mode to Normal, the Opacity to 100%.
- In the Layers panel, click on the Add Layer Mask icon.
- The Foreground Color Chip should be black. If it's not, press the letter X.
- On the document, click to mask away the part of the ribbon that shows above the bow tie and below the bow tie.
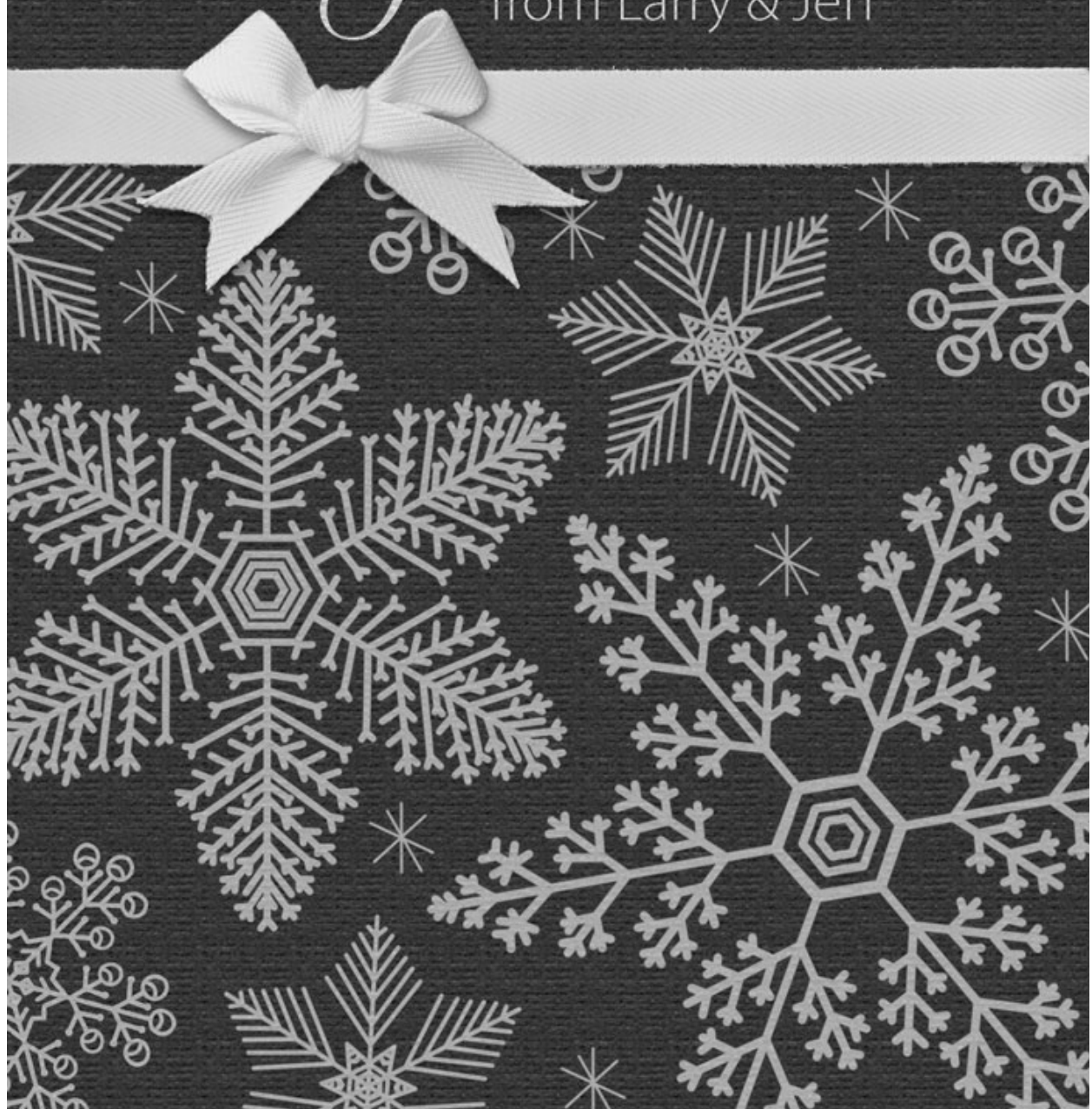

Step Eleven: Crop & Save the Document

- Press Ctrl A (Mac: Cmd A) to select the entire document.
- In the Menu Bar, choose Image > Crop.
- Press Ctrl D (Mac: Cmd D) to deselect.
- Save the document (File > Save).

Merry Christmas

from Larry & Jen

Fonts in the Download: Magnificent, Synthesia, Victoria
Personalization Font: Myriad Pro Light