



Perfectly Personal Word Art Negative Space Mask 01 – Photoshop 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. 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 just about there.

In the tool options, click to open the font picker and choose a script font. I'll be using the font Batshion. 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 that font. Now then, in the tool options, set the size to 80 points and the alignment to center. Click to

open the type tool color picker and choose a medium gray color. The exact color doesn't really matter here as we're simply using this layer to create the negative space.

On the document, just click once anywhere there is white so you can easily see what you're typing and type the word that you wish to use. I'm using the word thankful in all lower case 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 and place it within the complex mask. I'm putting mine in the bottom left corner of the main portion of the complex mask. And if you need to use the arrow keys to nudge it into place, you can do that now. 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. And then in the layers panel, click on the mask layer to activate it. Now in the layers panel, click on the add layer mask icon. And in the layers panel drag the type layer to the trash.

Now 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 layers. Then in the layers panel, click on the layer mask thumbnail to make sure that's the part of the layer that's active. On the document, click and drag the word around until you're happy with this placement. Or you could also press control T in windows or command T on a Mac to get the transform options. And at this point 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. Let me do that now. And again, if you need to use the arrow keys to nudge things into place, this is a great time to do that. And then once you're done and you're happy with how it is, click the checkmark to commit. Then in the layers panel in the space between the mask thumbnail and the layer mask thumbnail, click once again to link those layers again.

Now in the layers panel, drag the white background layer to the trash. And now we can get this file ready for saving. So in the menu bar, choose image, trim. And in the dialog box set the based on to transparent pixels. Set the trim away to top, bottom left and right and then click okay.

Since this technique isn't something that allows us to create a template with adjustable layers, we're just going to save this as a flat transparent PNG 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 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've 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 the 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 mask 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.