



by Jenifer Juris

Secrets of Terrific Type

Lesson 02-14: Scale Homework—Photoshop Elements

This lesson's homework is going to be fun and sweet. We will be creating a cute postcard that you can print and mail to anyone you consider a friend.

As we talked about, Scale can be used with type to help us fill a space. This blank postcard will look finished and cute once we add some type to it. But before we get into the steps, I want to show you the difference using Scale can make.

Here is an image of the postcard with the phrase I plan to use. In this image, I have not altered any of the type's scale. And while it doesn't look terrible, it also doesn't feel balanced. I feel like something is missing as it is right now.



Here is an image of the postcard once I've adjusted the Scale of some of the type. There is balance and a more visually complete look with this version. The main word, Friend, really pops and is the central focus point, which is what I was going for.



Step One: Prepare the Workspace

Open the flat 4x6 jpeg version of this postcard front. It's called Scale Postcard Front in the downloads.

If you want to preserve this blank version, you'll want to duplicate this file. So in the Menu Bar, choose File > Duplicate. Click OK. Feel free to close the original now.

Step Two: Add "FRIEND,"

Get the Horizontal Type tool.

Before we do anything else, let's make sure to reset the Type tool. So, click on the Tool Options Menu icon and choose Reset Tool.

Now, in the Tool Options, set the Font to Abril Fatface.

NOTE: This is a font you can download for free from FontSquirrel.com.

Set the size to 44 pts and use Center Alignment. Click to open the Type tool Color Picker and change the color to Hex #: fecb56.

On the document, click once and type the word FRIEND followed by a comma in all caps. Click the checkmark to commit.



Press Ctrl T (Mac: Cmd T) to get the Transform options.

In the Tool Options, uncheck Constrain Proportions and change the Width to 130% and the Height to 150%. When you're done, click the checkmark to commit.

Get the Move tool.

In the Layer panel, while holding down the Shift key, click on the background layer so that both layers are active.

In the Tool Options, click Align Horizontal Centers and Align Vertical Centers.



Step Three: Add “better than a”

In the Layers panel, click on the Create a New Layer icon.

Get the Horizontal Type tool.

In the Tool Options, change the Font to Mark My Words with a Size of 30 pts and choose Left Alignment. Now, click to open the Type Color Picker and use Hex #: 83d3bd.

On the document, above the letter F, click once and type the words “better than a”. Click the checkmark to commit.

Get the Move tool. On the document, click and drag this part of the phrase into place. It should be resting above the word FRIEND.



Step Four: Add “unless it’s a”

In the Layers panel, click on the Create a New Layer icon.

Get the Horizontal Type tool. Keep all the settings the same except for the color. Click to open the Type Color Picker and use Hex #: fda8cf.

On the document, below the letter F, click once and type unless it’s a. Click the checkmark to commit.

Ugh. Do you see what just happened?



This font does not play well with apostrophes. So, click on the line of type on the word it’s and remove the apostrophe. Click the checkmark to commit.

Now, on the document, while holding down the Shift key, click once and type an apostrophe. Click the checkmark to commit.

Get the Move tool.

On the document, click and drag the apostrophe into place.

In the Layers panel, while holding down the Shift key, click on the unless its a layer so that both the words and the apostrophe layer are activated.

In the Layers panel, click on the Link Layers icon so that these two layers stay linked.

With both layers still active, on the document, click and drag the words into place so they are positioned properly under the word Friend.



Step Five: Add “nothing”

In the Layers panel, click on the Create a New Layer icon.

Get the Horizontal Type tool. In the Tool Options, change the Font to Milkshake, the Size to 48pts and use Right Alignment.

On the document, above the letter D and above the better than a part of the phrase, click once and type the word “nothing”. Click the checkmark to commit.

Get the Move tool. On the document, click and drag the word nothing in to place.



Step Six: Add “Chocolate!”

In the Layers panel, click on the Create a New Layer icon.

Now get the Horizontal Type tool. In the Tool Options, change the Alignment to Center and click to open the Type Color Picker and use Hex #: 79cfb7. Leave everything else the same.

On the document, below the words unless it's a, click once and type the word “Chocolate!” followed by an exclamation point. Click the checkmark to commit.

Get the Move tool. On the document, click and drag the word into place.



Step Seven: Add “There is”

In the Layers panel, click on the Create a New Layer icon.

Get the Horizontal Type tool. In the Tool Options, change the Font to Lumberjack Regular, set the Size to 20pts, and use Left Alignment. Click to open the Type Color Picker and use Hex #: 000000 (or black).

On the document, above the word better, click once and type “There is”. Click the checkmark to commit.

Get the Move tool. On the document, click and drag the words into place.

Press Ctrl T (Mac: Cmd T) to get the Transform options.

In the Tool Options, uncheck Constrain Proportions and change the Height to 130%. Click the checkmark to commit.



Step Eight: Add “friend”

In the Layers panel, click on the Create a New Layer icon.

Get the Horizontal Type tool. Leave all the settings the same.

On the document, just right of the words unless it's a, while holding down the Shift key, click once and type the word “friend”. Click the checkmark to commit.

Get the Move tool. On the document, click and drag the word into place.

Press Ctrl T (Mac: Cmd T) to get the Transform options.

In the Tool Options, uncheck Constrain Proportions and change the Height to 130%. Click the checkmark to commit.



Step Nine: Add “with”

In the Layers panel, click on the Create a New Layer icon.

Get the Horizontal Type tool. In the Tool Options, change the size to 12 pts. Leave everything else the same.

On the document, above the first letter O in the word chocolate, while holding down the Shift key, click once and type the word with. Click the checkmark to commit.

Get the Move tool, and click and drag the word with so that it's centered above the first O and the letter C that follows it.

Press Ctrl T (Mac: Cmd T) to get the Transform options.

In the Tool Options, uncheck Constrain Proportions and change the Height to 130%. Click the checkmark to commit.



Step Ten: Add Dingbats

Ok, we are almost done. Notice the space below the word nothing? We want to fill that so the implied rectangle is complete.

In the Layers panel, click on the Create a New Layer icon.

Get the Horizontal Type tool. In the Tool Options, change the Font to Happy Day Dingbats. This is another free font you can get from Font Squirrel.com. And change the Size to 18 pts.

On the document, while holding down the Shift key, click once and type a capital F. Click the checkmark to commit.

On the document, while holding down the Shift key, click once and type a capital I. Click the checkmark to commit.

Get the Move tool. Click and drag the loop stroke so that it connects to the flower.

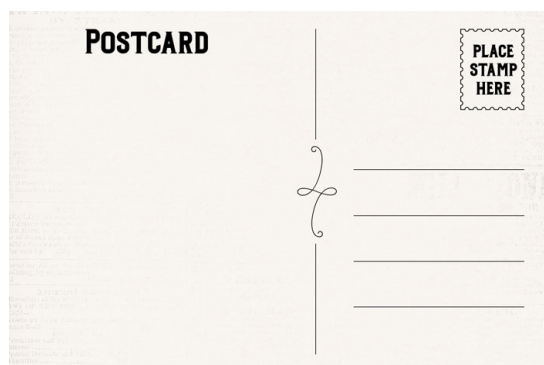
In the Layers panel, while holding down the Shift key, click on the F layer so that both the I and F layers are active.

On the document, click and drag the flower w/ the stroke over until it's resting next to the word a and fills the space under the ING of the word nothing.



Phew! We made it! So now it's time to save your progress. Feel free to save a layered version in case you want to make any changes later.

I've also included a flat jpeg of a post card back I created to compliment this post card front. Feel free to print as many of these as you wish and mail away!



Credits

Postcard Created with Spring Has Sprung by Mommyish

Postcard Back created using the following fonts: Dublin, Graduate Ornaments