

Photoshop

Probably the most famous design softwareAdobe

- yet another software monster (brought Macromedia)
- Dremeweaver, Fireworks, Flash, Illustrator, InDesign, After Effects...
- There are other software
 - CorelDRAW, <u>GIMP</u>, Painter, Paint Shop Pro, PhotoImpact...



this class does not teach you the details (I am not capable either) but aims to make you not afraid of them

Various design software

- Have different advantages
 - vector graphics, visual effects (filters), web
 - choose the right/familiar one, somehow like choosing the programming languages
- More hateful, different architectures/design logics
 - layer vs. object, gradient tool vs. gradient object...
 - it is harder than expectation to switch from one to another
 - the experts can do anything with their favorite tool, such as <u>Illustrator</u> vs. <u>Photoshop</u>, so choosing a few you like to dig is enough



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Preparation

- Create a new file (Ctrl+N) with 1024 x 384 px and white background
- Set guides (Alt+V \rightarrow E)
 - horizontal: 0 and 90px for the top and bottom of both banner and wrap color
 - vertical: 0, 148=(1024-728)/2, 512=1024/2, 876=1024-148 and 1024 for the left, right and center of banner and wrap color

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The wrap color

- Add a solid color fill layer (Alt+L → W → O) with name "wrap color" and black color
- Remove layer mask (Alt+L \rightarrow M \rightarrow E)
- Add path (U → Options Path → drag wrap color according to guides)
- Add vector mask (Alt+L \rightarrow V \rightarrow U)
 - the working path can be discarded since it is no longer needed (Delete when the path is selected)

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The banner

The gradient

- Add a layer group (Alt+L → N → G) with name "banner"
 - a good practice rather than a necessary step
- Add a layer (Shift+Ctrl+N) with name "light"
- Add layer mask (Alt+L \rightarrow M \rightarrow R)
- Choose gradient tool (G, sometimes Shift+G is required)
 - set gradient from white center to black flanks
 - make boundary controllable

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The banner

The light

- Select banner ($M \rightarrow$ drag banner according to guides)
- Fill with white ($D \rightarrow Ctrl+Backspace$)
- Lock transparency (/)
 - this operation is useful when the light is re-creating
- Light (Alt+T \rightarrow Render \rightarrow Lighting Effects...)
 - try play with the options, which are much easier to understand than expectation

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The banner

The text

- Choose horizontal type tool (T)
 - set font, this tutorial uses white 48pt Georgia font and small caps
 - type text
- Layer style
 - drop shadow (Alt+L \rightarrow Y \rightarrow D)
 - inner shadow (Alt+L \rightarrow Y \rightarrow I)

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Adjustment

- Try adjust the wrap color
- Adjust the blending mode
 - Photoshop Blending Modes: Beginner's Tips and Tricks
- Adjust the inner shadow
- Add an adjustment layer (Alt+L \rightarrow J \rightarrow H)

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Techniques in this example

- Fill layer
- Layer mask (raster vs. vector)
- Vector objects
- Layer group
- Gradient tool
- Lock transparency
- Filter

Layer style

Text

- Blending mode
- Adjustment layer

 Many techniques are not necessary but make you easy to adjust

- A good start point
- Layers, Got to Love Them
- Blending is Fun
- The Lifesaver Adjustment Layers

 There are astronomical tutorials for Photoshop, where <u>Basix</u> is a very good series



about Photoshop

Illustrator

It's better to generate new shapes

- (Photoshop processes images)
- Vector/向量 vs. raster/點陣
- But now has many effects
- Its philosophy is completely different to
 Photoshop, but they are getting similar in practice

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The wrap color

- Create a new file (Ctrl+N) with 1024 x 384 px
- Add a rectangle ($M \rightarrow$ click the canvas) with 728 x 90 px
 - easier in Illustrator
- Transparent stoke and black fill (Shift+F6)
 - tricky for rookies
 - watch out if the object is selected
- Align horizontally center and top (Shift+F7) relatively to the canvas
 - no guides are needed



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The gradient

- Select the rectangle object
- Add a fill (Shift+F6 \rightarrow New Fill)
 - select radiative gradient (Ctrl+F9)
 - from 100% opacity white (center) to 0% white
 - make boundary controllable
 - use gradient tool (G) to adjust the range



The text

Add text (T)

- set font, this tutorial uses white 36pt Georgia font and small caps
- type text
- Effect
 - drop shadow (Alt+C \rightarrow S \rightarrow D)
 - inner shadow (Alt+C \rightarrow S \rightarrow I)

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Adjustment

- Easier in Photoshop
- Use an extra object
 - select the rectangle object \rightarrow Ctrl+C \rightarrow Ctrl+F
 - use Vivid Light blending mode



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about Illustrator

Today's assignment 今天的任務

Design a logo

- Design the logo(s) for your site/team by design software
- Reference
 - <u>Basix</u>
- Your web site (<u>http://merry.ee.ncku.edu.tw/~xxx/cur/</u>, ex11) will be checked not before 23:59 12/24 (Tue). You may send a report (such as some important modifications) to <u>me</u> in case I did not notice your features. Or, even better, just explain your modifications in the homepage.