



Shapes & Copy: Introducing Design Elements Into Your Photography

with

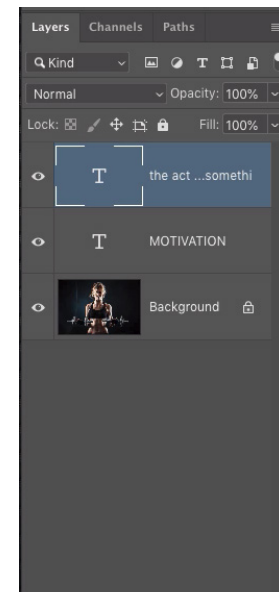
Corey Barker

Design Effects Using Text Formatting

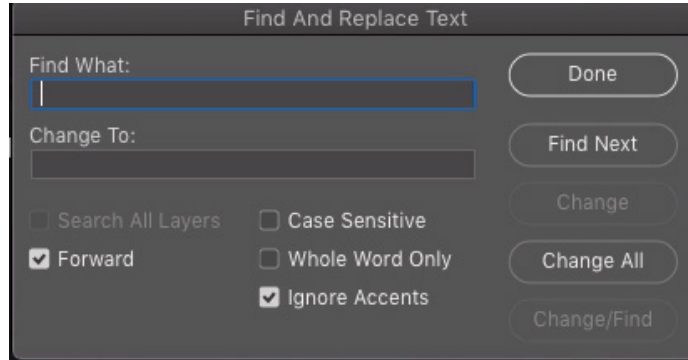
STEP ONE: Start with an image you want to overlay the effect on. I am going with a sports workout look here as this effect works really, and is seen in some variation on sports posters and graphics.



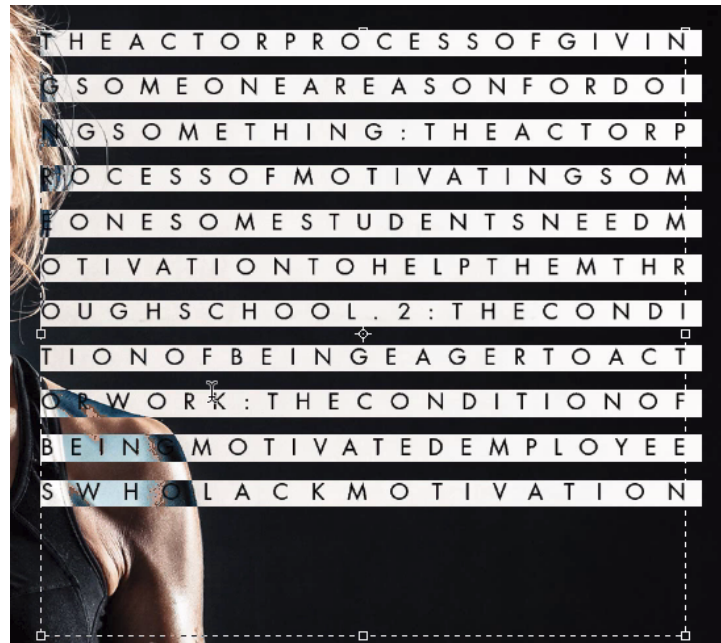
STEP TWO: Start by setting a couple of text elements with the Text tool. One will need to be created as a text box which will be filled with lorem ipsum text by default. Allowing you to replace with any text of your choice.



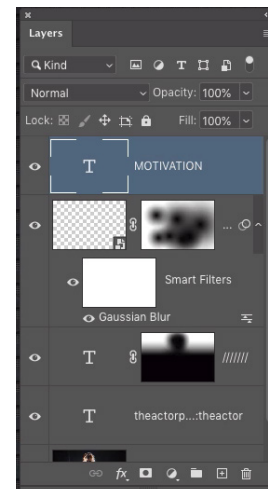
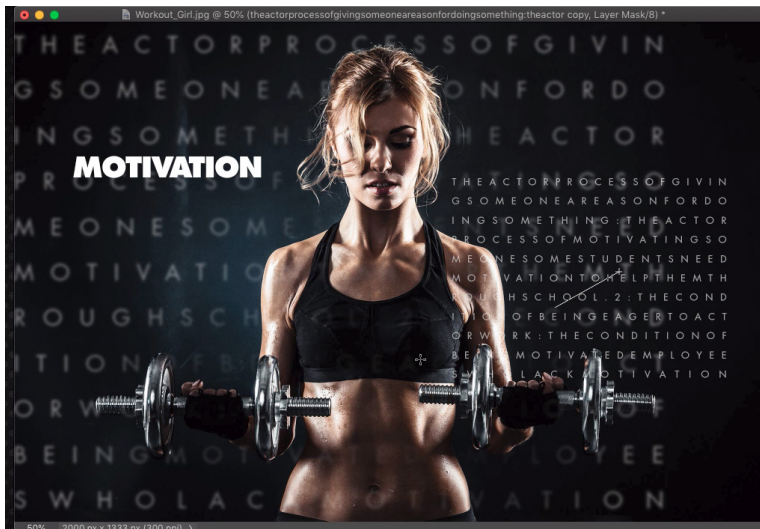
STEP THREE: Use the Find and Replace Text to eliminate all the spaces in the block of text quick and easy.



STEP FOUR: Use the character formatting tools to adjust the character and line spacing to fit the copy in the block in stylish way.



STEP FIVE: By making a duplicate of the text black layer and then containing that duplicate in smart object gives you a secondary design element. Here I scaled it and applied a blur and this gives a sense of depth in the design. Remember also the text inside smart object is still editable.



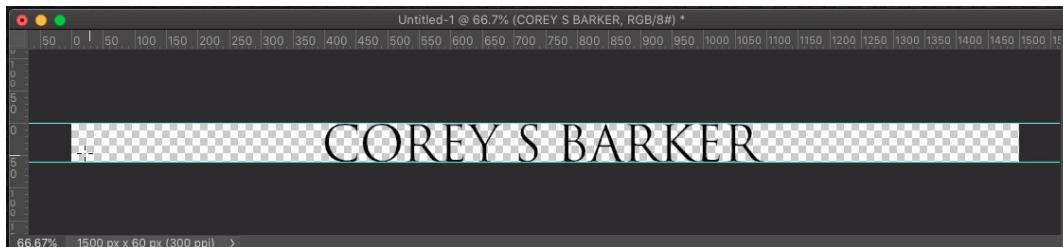
STEP SIX: Remember also with the forward slash design elements. They can be evenly spaced by default or you can use the formatting to offset them a little. By adjust the kerning at different settings between each you can randomize the distance between each.



Text Pattern Effects with Layer Styles

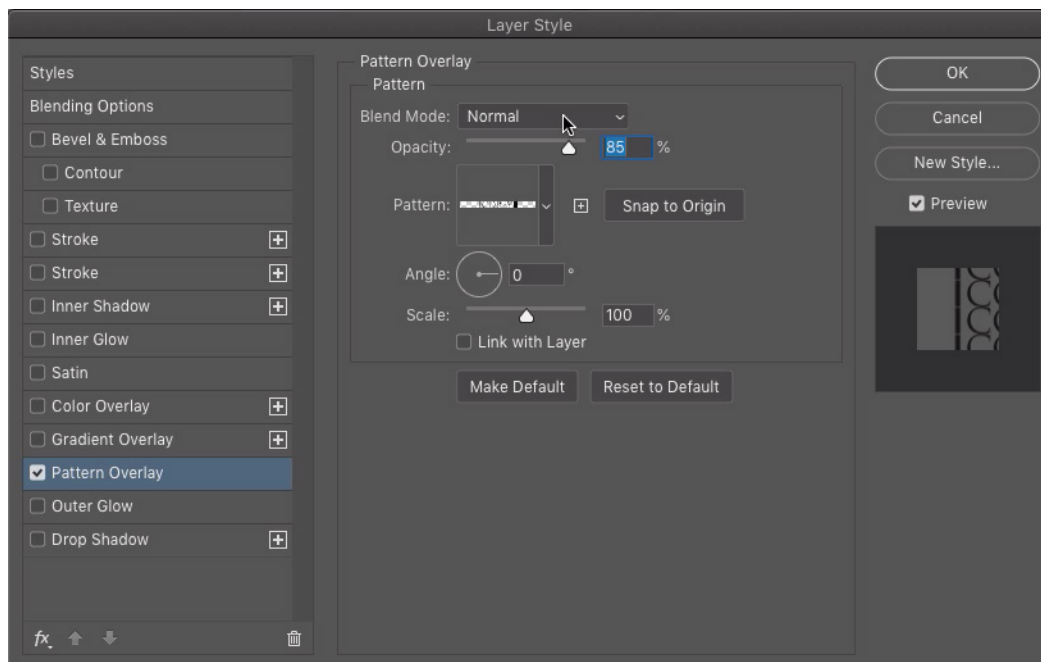
STEP ONE: When creating text you want to define as a pattern you have to factor in the canvas size. For instance, here I want it to tile close vertically but have some space on the sides. Cropping the canvas this way will leave the space based on the canvas width.

Remember to turn off background layer to maintain transparency in pattern.

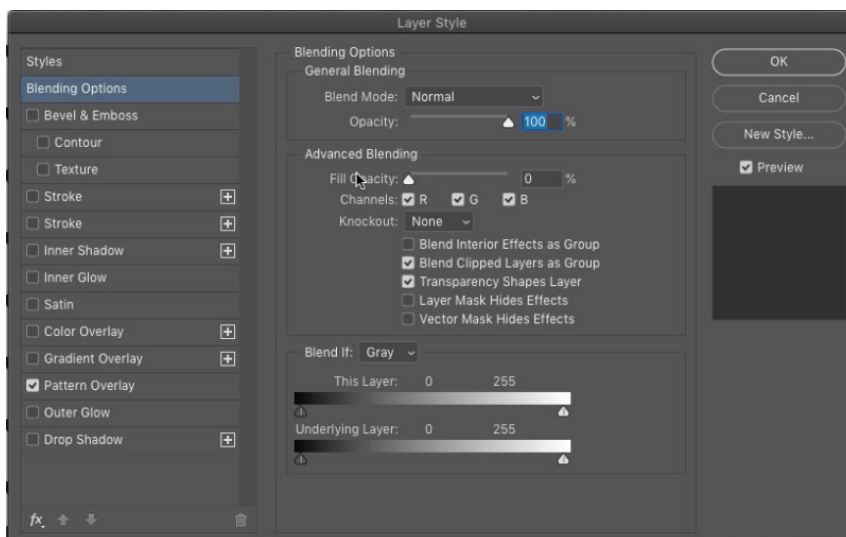


STEP TWO: Once the pattern is defined, go to the layer style menu and choose Pattern Overlay. Click the Pattern menu thumbnail to locate your defined pattern. Modify the settings as needed.

Remember, you can move the pattern around manually by clicking on the canvas directly and dragging around.



STEP THREE: To get back the transparency, click on Blending Options, then go to the Advanced Blending section and lower the Fill Opacity to 0. Click OK, when done.



Placing Text Inside a Custom Shape to Create Text Wrap

STEP ONE: Using the pen tool set in path mode, draw a path around the area you want to add the text, here I have all the negative space around the subject.



STEP TWO: With the text tool selected, move cursor over shape area and click set text inside shape. It will fill the shape with lorem ipsum text. Proceed to use the text formatting tools to fit the copy in the shape as some may fall out of shape area.



STEP THREE: Once you have the text set, you can utilize blend modes and layer masking to blend the text element in the image.



Create Shape Effects Using Pathfinder and Vector Masks

STEP ONE: Start by setting a text object using a large bold font.



STEP TWO: Convert the a duplicate of the text layer to a Shape by right-clicking the layer and choosing Convert to Shape.

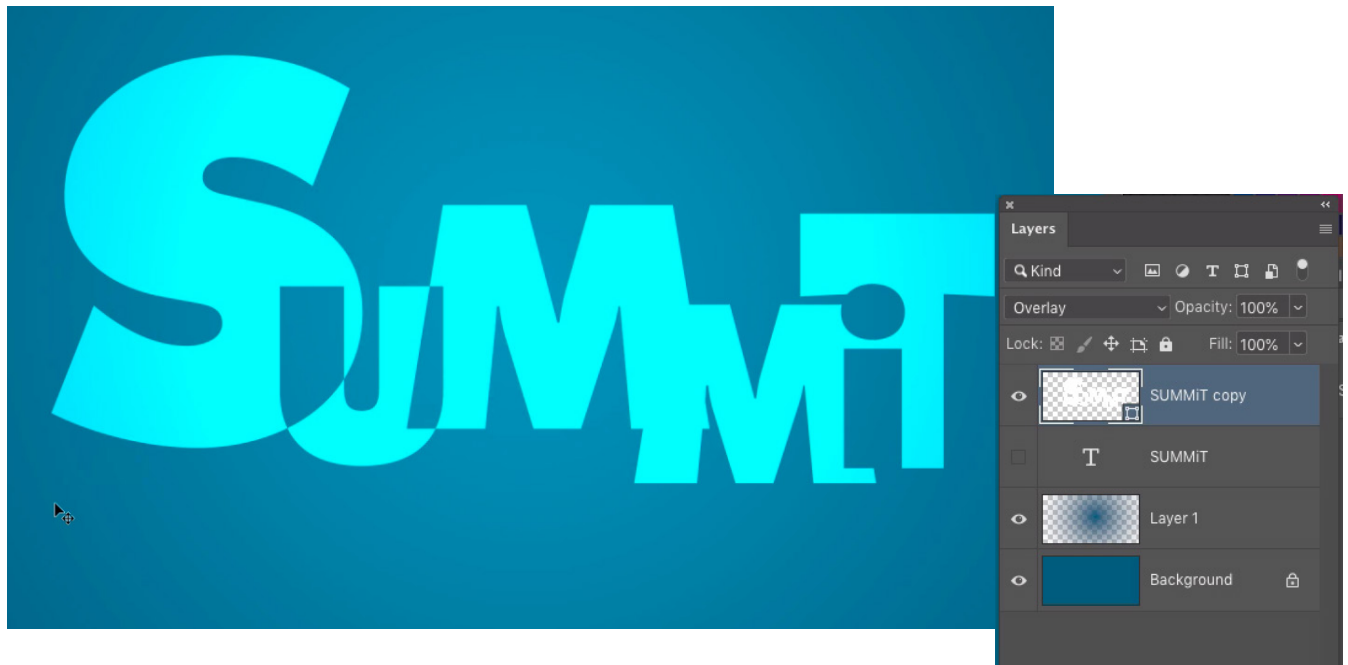


STEP THREE: Now use the Path select tools to move each letter around in a more interesting way. Then use the pathfinder menu in the toolbar to knock out certain shapes. Utilizing negative space within the other letters.



Use the other Pathfinder settings to get interesting blends in areas where the shapes overlap.

STEP FOUR: Finally blend it with the background layer by changing the layer blend mode. Overlay is always a good one to start with.



Blend Text Elements within a Photo with Mask and Shadow Effects

STEP ONE: With the image open, begin by selecting the main subject using the Select>Subject feature in the Select menu.

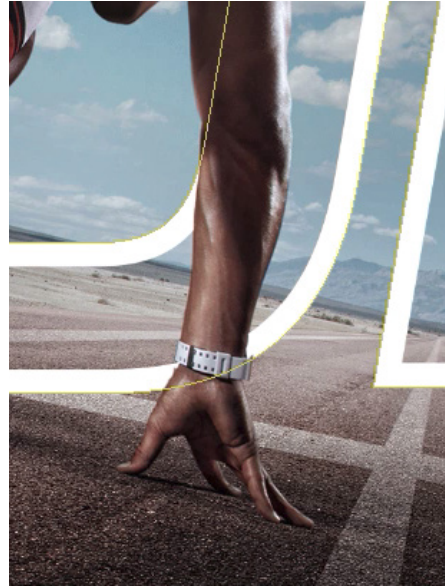


STEP TWO: On the text stroke shape layer, hold down the Option key and click the layer mask icon to hide the text in the area of the subject.



Shapes & Copy: Introducing Design Elements Into Your Photography

STEP THREE: If any area of the subject is missing and revealing the text where it shouldn't you can paint with black or white directly on the layer mask with the brush tool to hide or reveal the layer.



STEP FOUR: For shadows, add a darker shadow layer on top. Then create a clipping group with the shape layer below by pressing Option-Command-G. Then apply a Hide All layer mask to the shadow layer and then use the a radial gradient or the brush tool to reveal shadows in areas where the subject would appear to be close enough to the subject to cast a shadow.

