



PrintHints

IDEAS AND INSPIRATION
FOR PEOPLE WHO BUY PRINTING
JULY 2008

THINK PRINT: IMAGE IMPACT

Could you use nostalgia to
get your point across? Try
taking your audience on

**A quick and easy
trip down**

*Memory
Lane*



*What could be more nostalgic
than old, worn family pictures?
It's quite simple to recreate this
effect – check it out and see
how you can apply this idea to
your own communications.*

Continued...

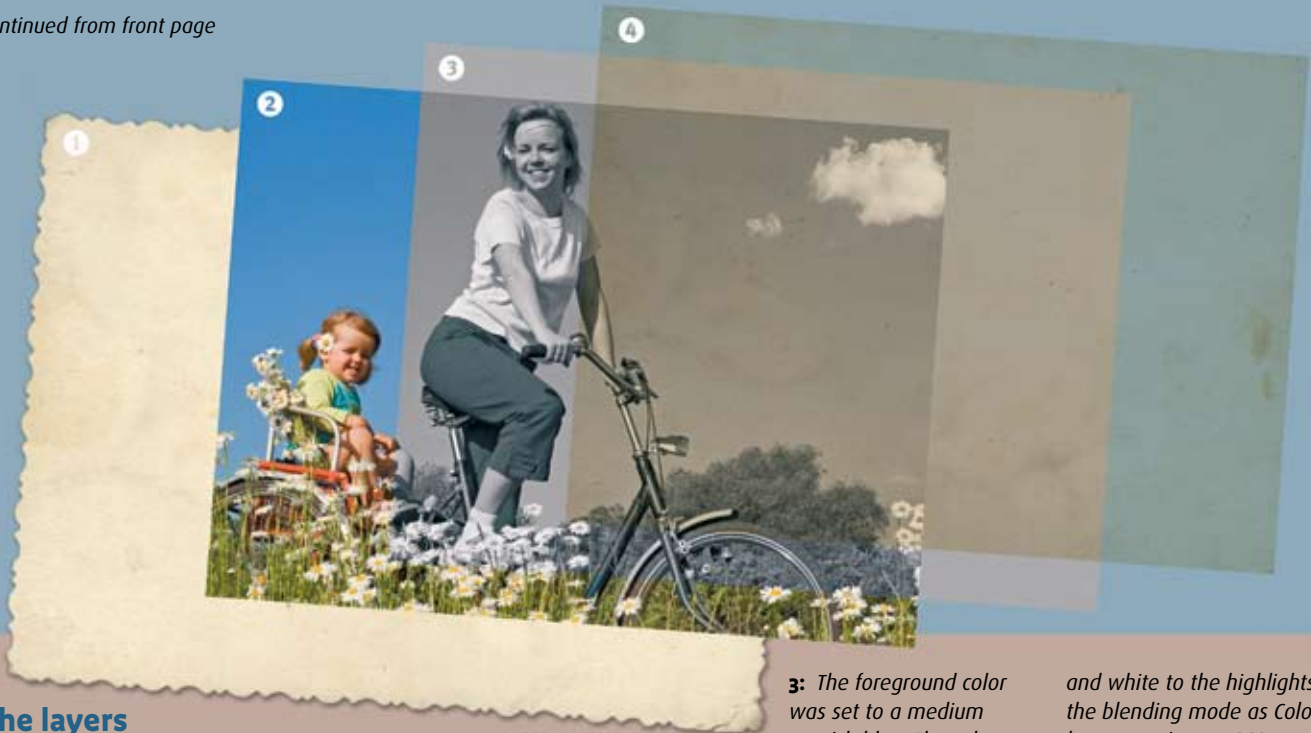


Bart Nay Printing
1270 Conrad Sauer, Suite 101
Houston, Texas 77043

713-468-8602
www.BartNayPrinting.com
printit@bartnayprinting.com

THINK PRINT: IMAGE IMPACT

Continued from front page



The layers

- 1:** A scan of the back of an old, worn photo.
- 2:** A suitable image, ready for an antique touch.
- 3:** An overlaid fill to colorize the image.
- 4:** A duplicate of the back of the old photo, blended to add instant antique patina.

The Steps

- 1:** The bottom layer is a stock image of the back of an antique photograph, in this case silhou-

etted and with drop shadow added. If you have any well worn photos in your old family albums try scanning the back of one, rips, stains and all.

- 2:** The main image was sized, cropped and positioned over the base layer to show an even border all the way around.

Once the main image is positioned, use the magic wand tool to select the area around it, and save the selection: Select > Save Selection > New Channel, giving it a descriptive name.

- 3:** The foreground color was set to a medium grayish blue. The color you select here will determine the overall color cast of the final image. For a sepia look you might select a color between olive green and burnt orange.

The saved selection was loaded as the inverse, equivalent to selecting the image itself: Select > Load Selection, with "New Selection" and "Invert" checked.

A new fill layer was created: Layer > New Adjustment Layer > Gradient Map. By default, this maps the current foreground color to the darkest tones in your main image,

and white to the highlights. Set the blending mode as Color, and leave opacity at 100%.

- 4:** The layer containing the back of the photo on layer 1 was duplicated and moved above the others. The saved selection was loaded into this layer, this time without inversion, then the selection deleted. This left the back of the photo covering only the main image. Blending was set to Linear Burn. This added all the blemishes and stains to the image, and matched the background in the border for a seamless finish.

Experiment with colors and blending to achieve an effect you like.



When you entrust your printing to us you can relax, and expect a beautifully crafted job delivered on time.

Our team of professionals is dedicated to producing the highest quality, along with friendly, efficient service.

**Bart Nay Printing
713-468-8602**