

# PrintHints

IDEAS AND INSPIRATION  
FOR PEOPLE WHO BUY PRINTING  
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## PRINT TRICKS: IMAGE STRETCHERS

# SHIPPING NEWS

**Here's a way to boost your mileage:** transform a single image into several. By selecting areas of interest within one image and cropping each into its own frame, you gain more flexibility in your layout and can alter the relative scale of the parts to suit your needs – focusing on one detail and de-emphasizing others, for example. Also, each part of the de-constructed image can be reproduced larger than would be possible if the original image was displayed intact.

Using this approach, you can work type into your layout easily in cases where your chosen image might not include any copy space. When faced with a strongly oriented image this technique allows you to adapt it to fit just about any page format.

Layouts created this way are automatically cohesive because the components all share consistent color, lighting and texture.

*More inside...*



The original image is rich in detail, and becomes even more dynamic with this horizontal frieze treatment.

The frieze was made by duplicating the image onto several new layers, then creating a layer mask to reveal each section. The cropped portions could then be fine tuned with the transform and move tools.



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