

PrintHints

IDEAS AND INSPIRATION
FOR PEOPLE WHO BUY PRINTING
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THINK PRINT: IMAGE IMPACT



Are silhouettes of dancing people so **cool** because of the iPod's success, or is iPod so **hot** because of those dancing people?

Whatever your preference for musical enjoyment, you have to agree that Apple's distinctive advertising has played a big role in making the iPod so successful.



The strong contrasts and vibrant colors command attention, while the dark silhouettes put the emphasis on the action rather than the personality of the figure.

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Use simple silhouette techniques to jazz up your own campaigns. The impact of a well crafted “iPod” silhouette image is far out of proportion with the effort involved in making it – it’s EASY, and it can help you look cool, catch attention and get your point across quickly!



The strong, active poses in the original image, top left, make it a good choice for the silhouette treatment. The uncluttered background also makes it simple to isolate the foreground figures. The intermediate stage, middle left, magnifies the emotional impact and removes the beach context, but still says “summer.” Adding the dark silhouettes makes the image transferable to completely different situations.

it could be loaded again. The shadows thrown by the boys on the sand were also selected and set up on their own layer, to be blended in at reduced opacity.

The isolated figures were copied onto two new layers. The topmost selection was filled with the background color, black, by clicking option-delete (alt-backspace on PC). The eraser tool was set to a broad brush and low opacity, and portions of the black fill were carefully erased to reveal hints of the unchanged image on the layer below. This enhancement looks best when it is subtle.

An accurate selection was built for each figure using the magic wand and lasso tools. By switching between the cmyk channels, bottom left, you can maximize contrast between subject and background, and make silhouettes more easily.

A variety of vector elements and color fills was used to build the backgrounds for each of the figures. The layers were overlaid and knocked out using various blending modes to build expressive effects that still allow the silhouetted figures to be prominent.

The edges were softened slightly by feathering at 2 pixels. You could also try a Gaussian blur of .2 pixels radius. The selection was then saved so that



Your printed communications set the stage for everything else you do – they must look their best to generate the results you need. You can rely on our top quality imaging to reflect your professionalism, while our friendly, efficient service makes your job easier.

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