

# PrintHints

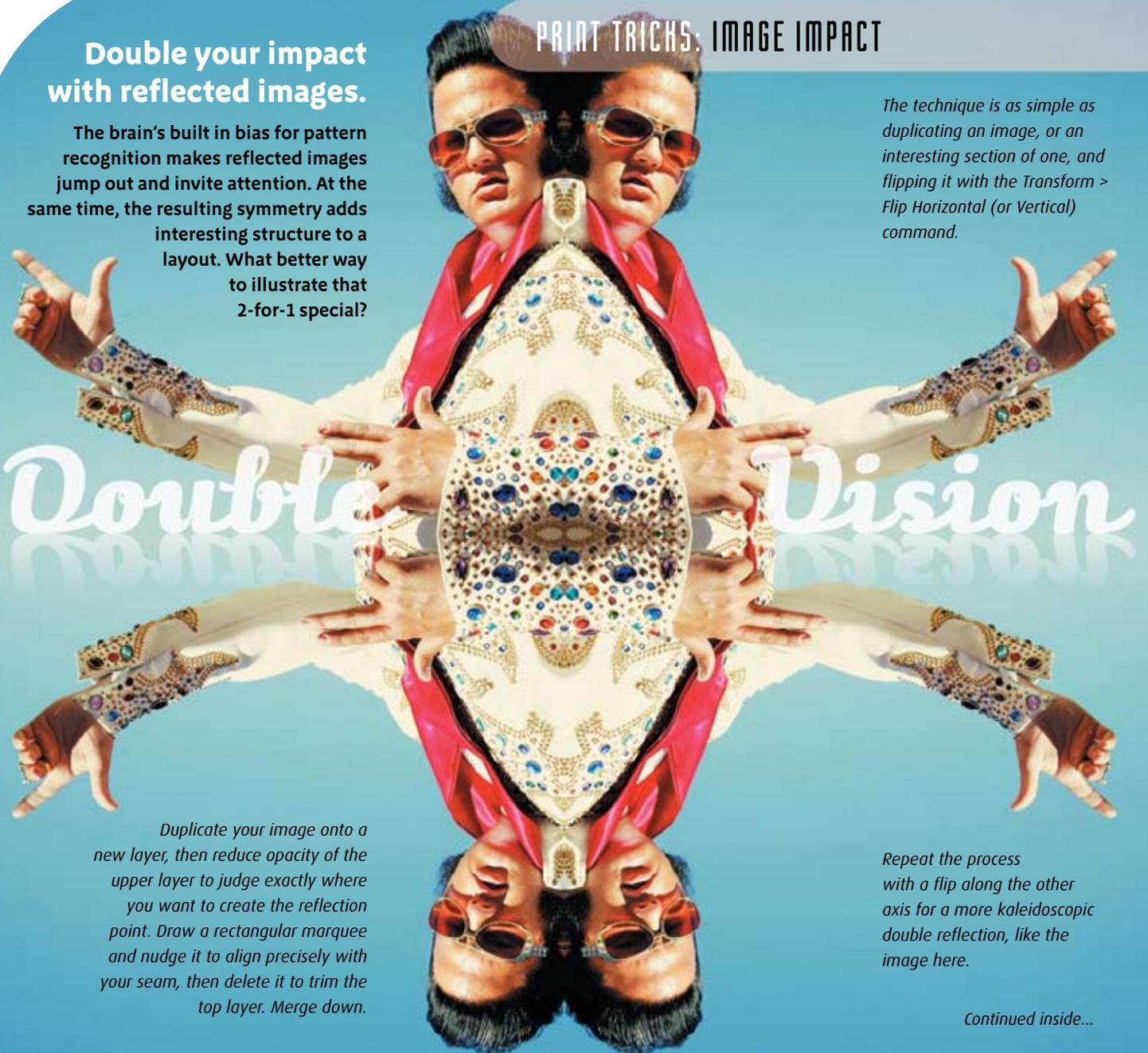
IDEAS AND INSPIRATION  
FOR PEOPLE WHO BUY PRINTING  
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## Double your impact with reflected images.

The brain's built in bias for pattern recognition makes reflected images jump out and invite attention. At the same time, the resulting symmetry adds interesting structure to a layout. What better way to illustrate that 2-for-1 special?

## PRINT TRICKS: IMAGE IMPACT

*The technique is as simple as duplicating an image, or an interesting section of one, and flipping it with the Transform > Flip Horizontal (or Vertical) command.*



Double Vision

*Duplicate your image onto a new layer, then reduce opacity of the upper layer to judge exactly where you want to create the reflection point. Draw a rectangular marquee and nudge it to align precisely with your seam, then delete it to trim the top layer. Merge down.*

*Repeat the process with a flip along the other axis for a more kaleidoscopic double reflection, like the image here.*

*Continued inside...*



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## PRINT TRICKS: IMAGE IMPACT

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The web 2.0 look makes wide use of smooth graduated reflections. While not exactly original, this technique can add an up-to-date, high-tech appearance by association.

Just about any image can be a starting point for reflection, but you will get the most compelling results from images with strong shapes and contrasts. Try rotating or silhouetting the subject first.

To create this kind of reflection, leave the duplicate you plan to fade on its own layer. Use the Layer > Add Mask > Hide All command. The duplicate will not be visible until you use the gradient tool. Press the shift key to keep the gradient perpendicular.

Undo and adjust as necessary to get the effect you want. Add a solid color fill layer under the faded reflection. In this composition a dark fill contrasts with a white fill to show how the illusion of different surface materials is created.



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