



# PrintHints

IDEAS AND INSPIRATION  
FOR PEOPLE WHO BUY PRINTING  
APRIL 2008

THINK PRINT: IMAGE IMPACT

## Fun with fills

Make a picture tell a new story by replacing one element with another, creating a meaning that was not present before.

Find out how inside...

TELL ME WHAT

YOU EAT AND

WHO YOU ARE.

I'LL TELL YOU

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## THINK PRINT: IMAGE IMPACT

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**It's surprisingly easy to create expressive and eye catching masking effects.**

### THE FINE ART OF NEGOTIATION



**This technique can help you create a striking image to dramatize the benefits of your product, or communicate a concept in a memorable way.**

*Start with an object which is clearly separated from its background by color or tone, and is not too intricate.*

*Switch among channels to find the greatest contrast in the image, which makes selection easier. Press command/alt and the 1, 2, 3 or 4 key to select each of the CMYK channels, and command/alt- to return to full color.*

*Click on the color/tone you want to select with Photoshop's magic wand tool, and trace the magnetic lasso along the boundary of the object, clicking to fix the line in place. Repeat to build the selection.*

*Press the shift key as you work to add to the selection, and the option/alt key to subtract from it. When you are happy with it, go to Select>Save Selection and give it a name.*

*Go to Select>Load Selection to make your selection active, then copy your new image and use Edit>Paste Into to paste it inside your selection. You can resize, reposition and transform it independently of the mask.*

*If the transition from object to background is too abrupt you can soften it by painting in the edge. Create a new layer and go to Select>Load Selection with the Invert checkbox checked. Now go to Select>Feather. Try a value of 16 pixels. Use Edit>Fill and select black. Now reload the saved selection with the Invert checkbox checked, and hit delete. This leaves the feathered black fill inside the edge of your mask. Reduce the opacity to a level that looks right.*

**Knowing that we have the expertise to find the right solution, the technology to deliver the results you need, and the systems to ensure timely completion of your job makes it a safe choice: bring your next print project to us.**

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