

# 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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This image has strong contrasts of color and shape and several points of interest, which makes it a good candidate for rearrangement into multiple images.



The key to this rearrangement is the contrast in scale between the newly cropped sections, which creates the hierarchy that guides eye movement. Areas of visual interest and strong color are emphasized, and the layout is unified by using tones found in the image for type and background.

**Easy, editable crops:** Identify useful areas with the Crop tool in Photoshop. With the rest of the image darkened you can evaluate the composition, clarity and content of each cropped section. Copy the image, then use the Marquee tool to select the area of the crop. Use Edit > Paste Into to paste the image into the selection, which creates a new layer at the same time. You can now use the Move and Transform tools to fine tune your crops non-destructively, so you can return and revise repeatedly.

*You may set out only to create a more interesting layout, but sometimes you can use the parts to reveal a story that was hidden in the original image.*



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