



IDEAS AND INSPIRATION
FOR PEOPLE WHO BUY PRINTING
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PrintHints

PRINT TRICKS: IMAGE IMPACT



Recapture the soul of the cheap, cheerful printing of yesteryear.

While we strive for the sharpest, most faithful reproduction possible, sometimes a project calls for the texture and spirit that came for free with cheaply produced offset printing in bygone times.

With a few Photoshop filters you can transport your images through the way-back machine to a place somewhere between comics and match book covers, and turn them into something vivid, fun and eye-catching.

The ingredients for this recipe include high contrast and mis-registered colors with light leaks all around, and coarse halftone screens.

This composition gains from its trip through the time machine — the color tweaks, shifted screens and texture give it new energy and movement.

More inside...



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1 Bottom layer: original image unaltered



2 Middle layer: coarsely screened channels shifted



3 Top layer: duplicated, find edges filter applied



4 Inverted to create highlighted edges



Make a copy for safe keeping, then duplicate your image onto a new layer. Leaving the base layer untouched, boost contrast on the duplicated layer a lot, and brightness a little: Image > Adjustments > Contrast/Brightness. Now apply a coarse halftone appearance: Filter > Pixelate > Color Halftone. Try a Max. Radius setting of 6 pixels.

With the duplicate layer still active, go to the channels palette, and select one of the CMYK channels. Adjust curves to deepen dark tones and lighten the high end. Introducing a color cast is a good side effect. Use the Transform command to rotate and drag one or two

of the channels slightly, to create an obvious misalignment between channels. Now activate all the channels and return to the layers palette. Set the layer you just manipulated to blend in Overlay mode.

Move a second copy of the base layer to the top. Run the Filter > Stylize > Find Edges filter, then Select All and apply Image > Adjustments > Invert, so that the edges show light against the dark background. Set blending to Overlay for a dramatic shift in colors. This page shows the unaltered original, left, and a high key variation, right, with top layer blended in Screen mode to lighten the image.



How to be a superhero.

Bring your print job to us and you get dependable, expert service as well as beautiful printing. We can help you save time and money, and get better results, so you meet your goals with better return from your investment. Looks mighty impressive to the mere mortals around you!

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*This job was printed on our
Presstek 5634 DI @ 300 line screen.*