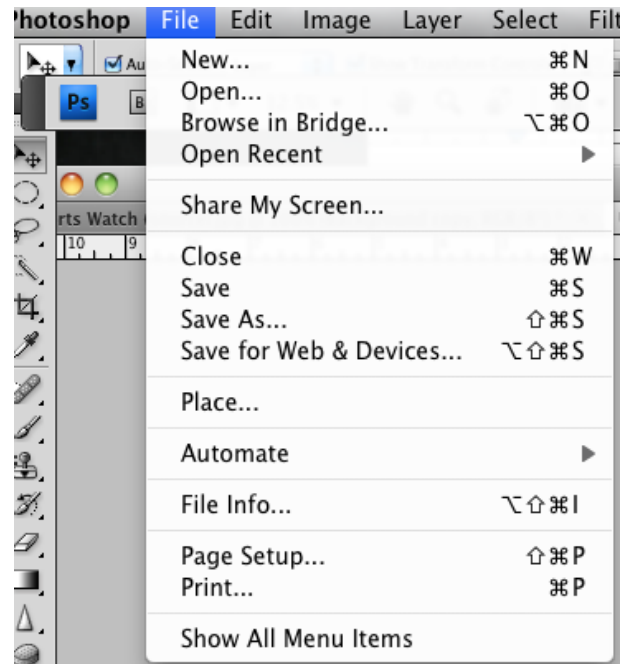
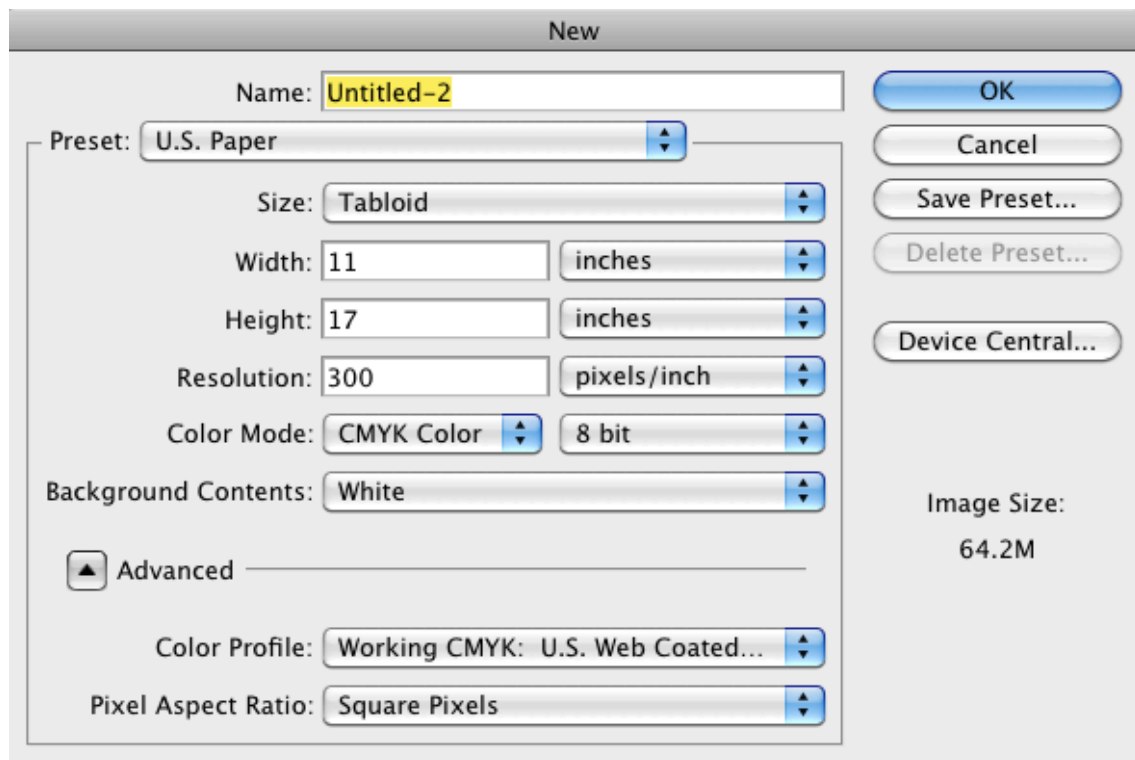


How to Create An Ad Layout With Text and Photograph In Photoshop.

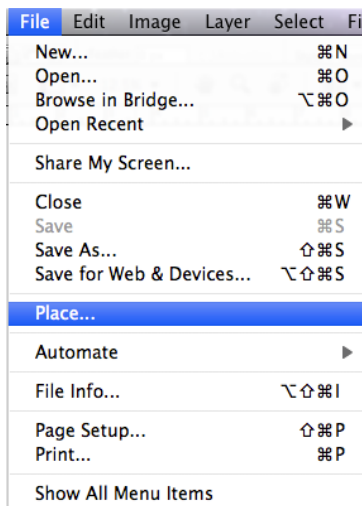
1. Open Photoshop and File>New



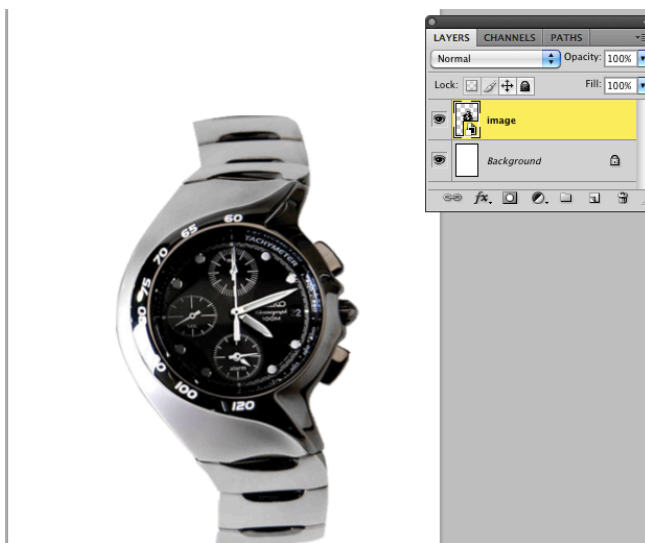
2. Use the drop down menu to U.S. Paper and choose the size of the paper you would like to use for print layout. Standard paper size is 8.5 x11 inches. Standard Poster size is called 'Tabloid' which is 11 x 17 inches.



3. Make sure the resolution is changed to 300ppi if it is for a print layout.
4. The background choices are either white, transparent or background colour. Use one that best suits your purposes.
5. Change the colour mode to CMYK if this will be a colour print ad, and grayscale if you prefer to keep the entire ad in black and white.
6. To bring your image onto the new layout, you have to go to: File> Place and then find your image and click it. A new layer will automatically open on the layout file and you can rename it by clicking on the layer. Remember to hold down the shift when you resize your image to maintain proportion. ***
*If you have been editing your original image and you have it open in Photoshop, you can just use the 'move tool' to drag it onto your new layout. ***



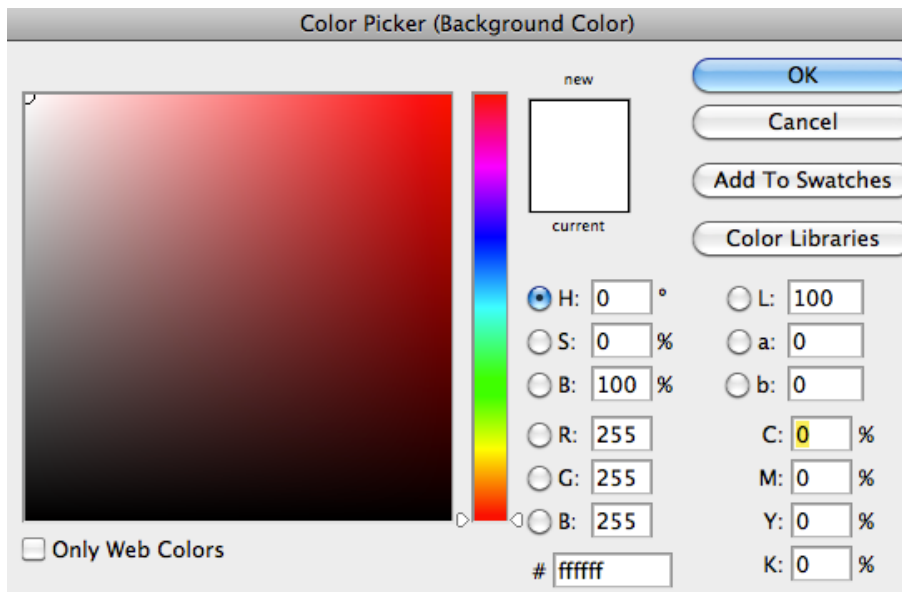
7. Now you will have two layers: an image layer and a background layer.



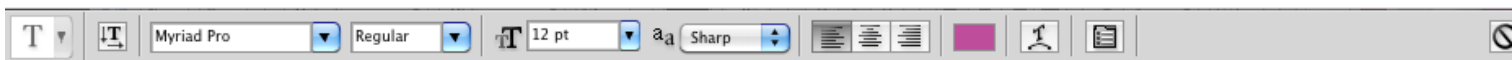
8. In order to create a different colour background, you must select the background layer. You will know it is selected because the colour will change and the selected layer is highlighted. (in our case the highlight colour is yellow). You select the background colour on the toolbar. The bottom colour indicates the background colour.



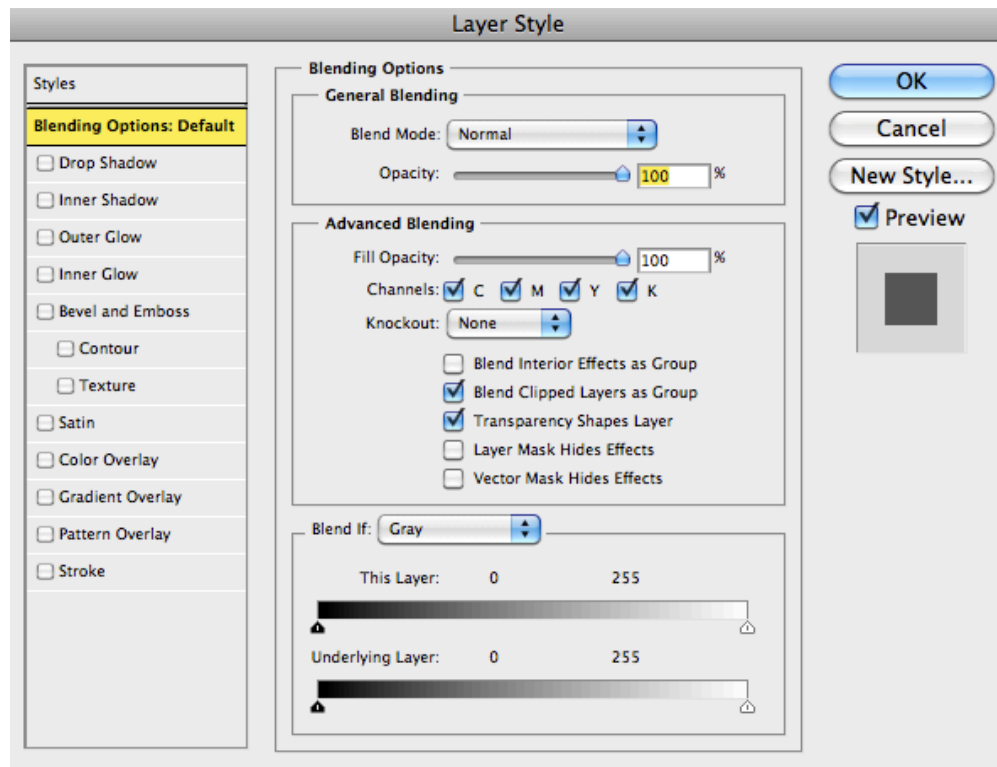
colour. If you click on the bottom colour, the Color Picker menu will appear. This is where you can choose the colour you would like for your background. In order to change the background colour, you choose your colour and then with the background layer selected you click ALT >DELETE (PC) or COMMAND> DELETE (mac) and the background colour will change.



9. Now it is time to add the text. The text tool is indicated on the toolbar by a large 'T'. Click on the T and click and drag on the layout where you want to add your text. A text box will appear and so will a new layer. When you click on a tool in the toolbar, you will notice that new options for that tool will appear across the top of the screen. This is where you can adjust the font type, size, colour and create warp text.



10. Once the text has been added, you can add effects (or fx) to the text by double clicking on the text layer. When you double click, it brings up the “Layers Style” menu and here is where you can really have some fun with text effects. Check the effect you would like to try and then double click on the name of the style to open up another menu that lets you modify that style! FYI- the “Layer Style” menu can be activated and used on any layer, by just double clicking!



11. If you need to quit working before you are finished your print ad, make sure you save it as a .psd file. This will allow you to come back and continue to make adjustments and changes. If you are all finished and want to save your work for printing or web- make sure you merge your layers (LAYERS > MERGE ALL) and save your work as a .pdf file. This will allow easy access and print-ability.