TOOLS FOR TELEVISION

Power Tip 1

Using the Design Elements on the CD in your own images

This CD includes over 50 different design elements that can be incorporated into your designs. These images are 720 x 540 and are a variety of textures that can be a great starting point for your images. The design elements are located in the CD Extras folder.

When using the design elements included on this CD, it is best to place the images into a new image file created with the actions on this CD. This can be accomplished by either copying and pasting the design elements into your files, or by dragging the open design elements into your graphic with the move tool. Either dragging the texture layer in the layer palette or the image itself from the canvas achieves this. TIP: By holding down the shift key when dragging images into your design files, the image will automatically be centered on your canvas.
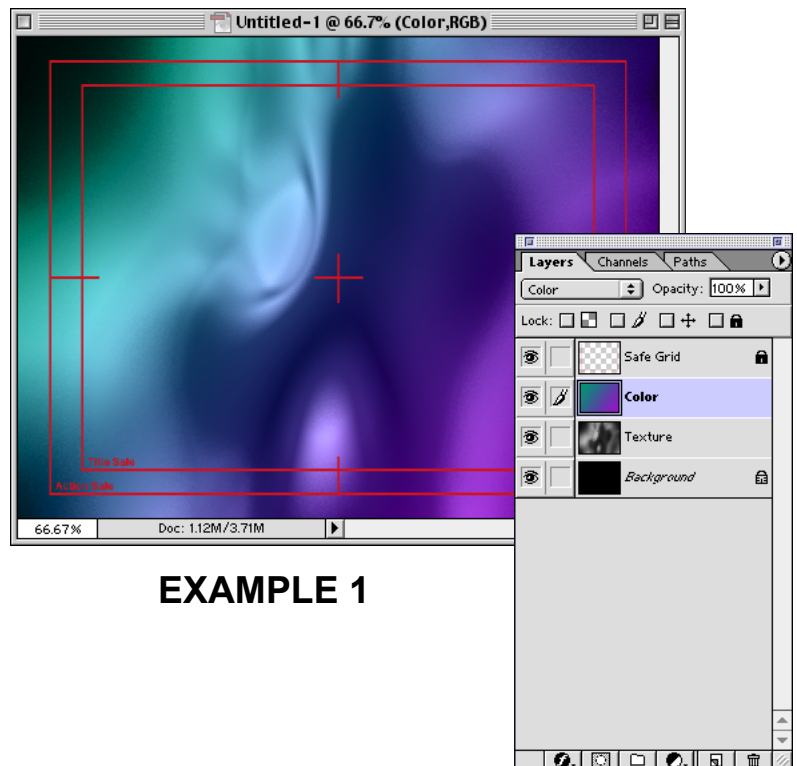
Colorizing the Textures

The majority of the texture files included on the CD are black and white images. It is much easier to use textures that are black and white, and then color them with a separate layer in Photoshop. There are two primary ways to do this.

1. The first is to create an empty layer above your texture layer and fill it with a color. Then set the color layer to a "Color" blend mode. The benefit of this method is the ability to use more than one color in the layer. You can use gradients to fill the layer, or paint in the layer with a variety of colors. (see Example 1)

2. The second is to use a Hue/Saturation Adjustment layer above your texture layer. Check the "Colorize" box, and then use the Hue, Saturation, and Lightness sliders to get the color you wish to use. This method is quick and gives real time feedback on your color choice (if the preview box is checked), but you are limited to a single color for that texture. (see Example 2)

These techniques gives a great deal of creative control, because you are never committing to a specific color for your texture.
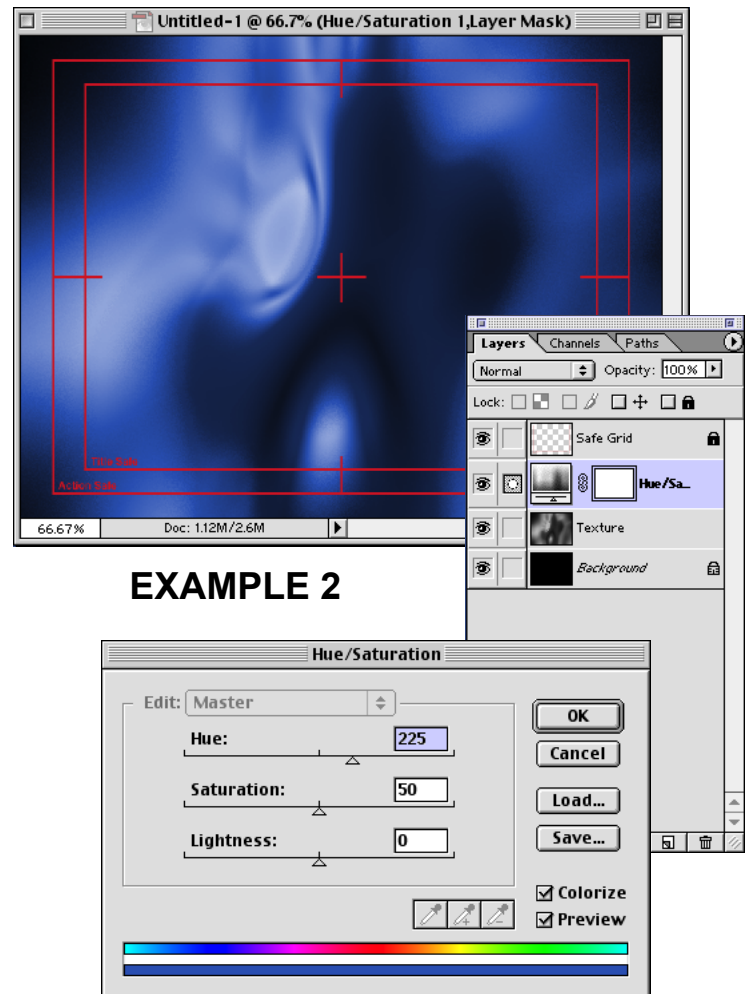

EXAMPLE 1

There are a few colored textures included on the CD to give you some ideas on how you can blend colors to achieve a variety of looks. If you wish to strip the color from these images, you can use the Hue/Saturation option and turn the saturation all the way down.

You may also want to further blur these textures depending on the look that you are trying to achieve. You also can use the Levels command to adjust the white, gray and black point of the images to vary the intensity of the texture. It is easier to adjust the levels of the texture after a color layer has been applied.

NOTE: All of the design elements on this CD are 720 x 540 images. If you are designing for other video formats, the "Image" actions can be used to resize these files for the format that you require.

EXAMPLE 2