



DOSCH DESIGN TUTORIAL

Using *Dosch LayerFX* Images





How *Dosch LayerFX* can help you ...

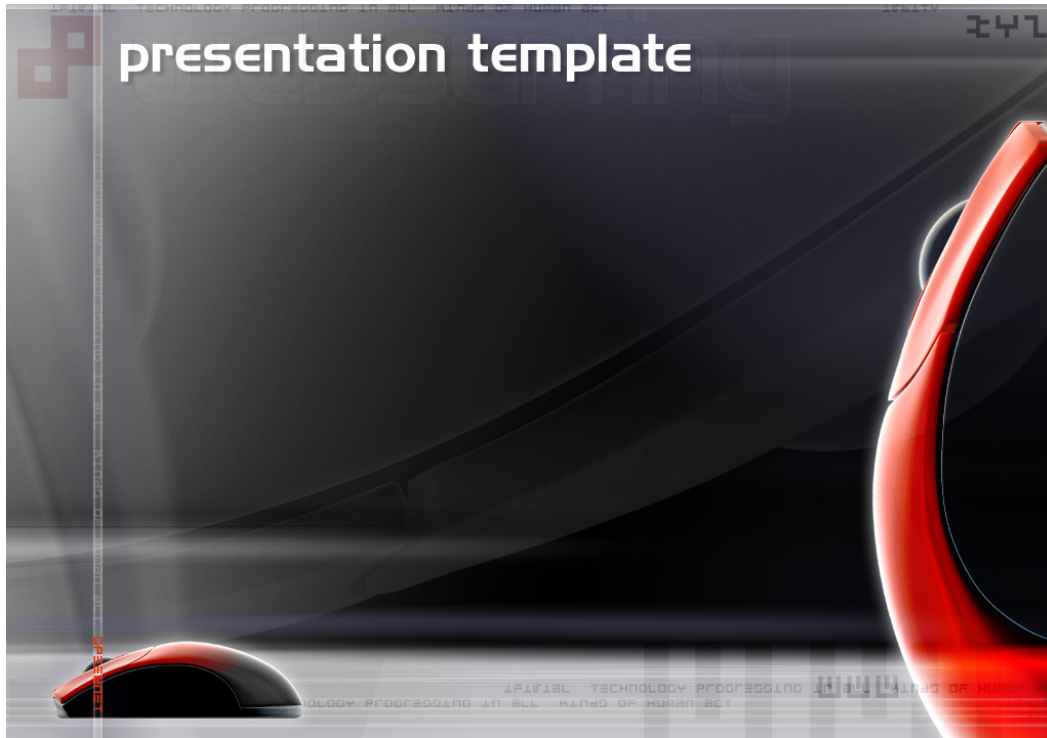
Dosch LayerFX images help you with creating projects with different media types and all kinds of styles, like:

- High-quality **DTP media** (advertisements, folders, print backgrounds, covers, business and commercial reports, illustrations, letterheads, graphic elements, and others)





- **presentation backdrops**, templates and elements for visually attractive and convincing PowerPoint video/slide projector presentations



- **video backdrops and animated elements** (ads, TV-spots, illustrations, backgrounds, animations, enhancing graphics elements)

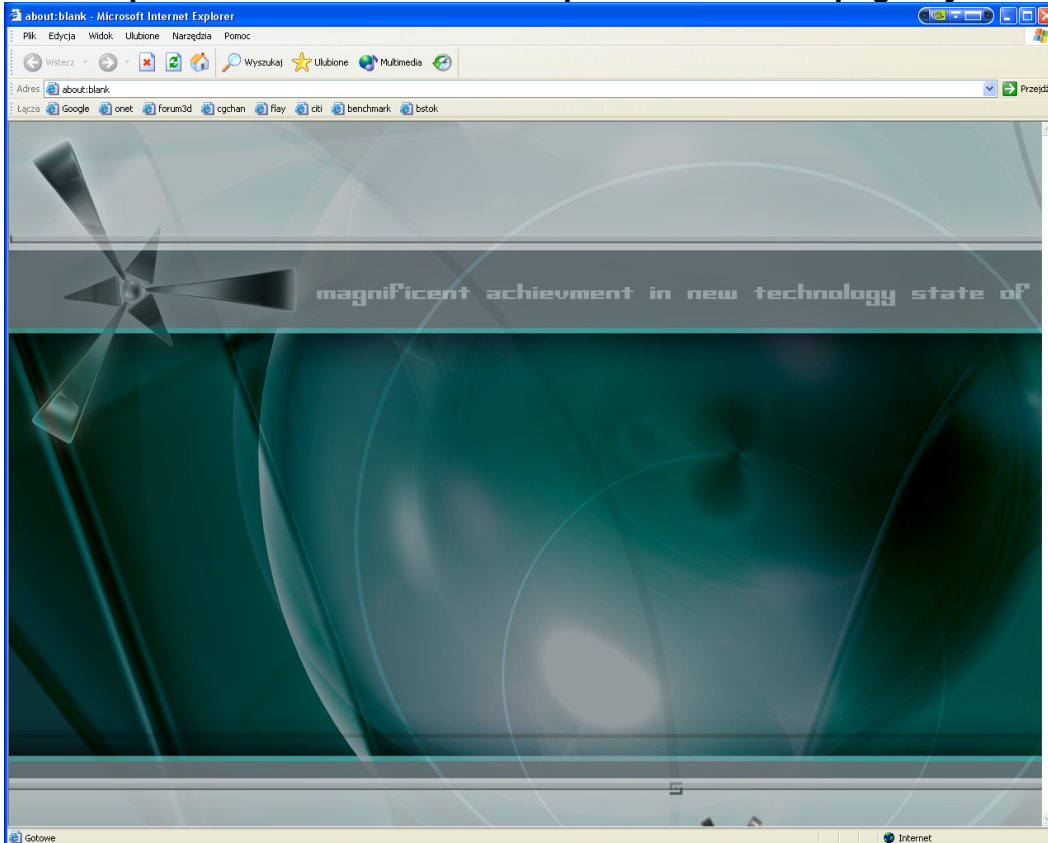




- **textures and backgrounds for 3D applications**



- **backdrops and various elements for professional web page layouts**



Note: Dosch LayerFX products allow to reuse not only the image as a whole, but almost any single element of an image. This is described in the following.



Technical information

The *Dosch LayerFX* images are saved as PSD files and are compatible with Photoshop version 5.5 and higher.

To provide maximum compatibility all “Layer Styles” are “rasterized” and mostly put into separate standard layers.

All text layers are rendered, and all blending modes reduced to the functions of PS 5.5.

All images are saved in Photoshop PSD RGB format.

Resolution of images is set to 4700*3300 pixels, nearly full A3 300 DPI.

Most of the images have 20 or more layers.

Note:

PSD images can be used in some other 2D/3D/print/video/presentation/web graphics applications, like Adobe After Effects, Premiere, Illustrator, ACDSee, Paint Shop Pro, Corel Draw, Painter, PowerPoint, Lightwave3D, 3D Max and the like, but functionality and compatibility could be limited !

Due to size and systems resources considerations it is sometimes preferable to rescale an image to video/presentation resolution before importing it to a specific application.



Using Dosch LayerFX images

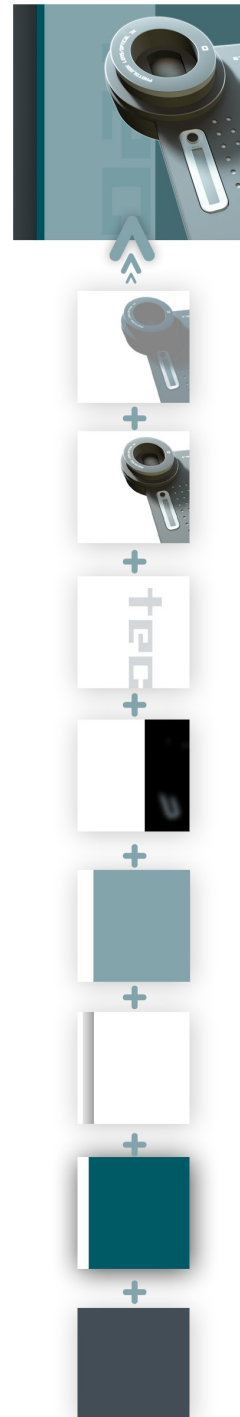
Introduction

One of the biggest advantages of this product is that you can

easily change, adapt & extract to your very specific needs & ideas almost any graphical elements from any image. This is possible because images have been designed and prepared and saved with distinct layers, thereby opening up a vast variety of creative design opportunities.

Almost any single element of a project file is placed on a separate image called "layer". With layers you have almost unlimited possibilities to adjust projects to your needs.

Dosch LayerFX products improve workflow and make professional results quickly achievable, while being clean, organized and easily accessible for future changes.

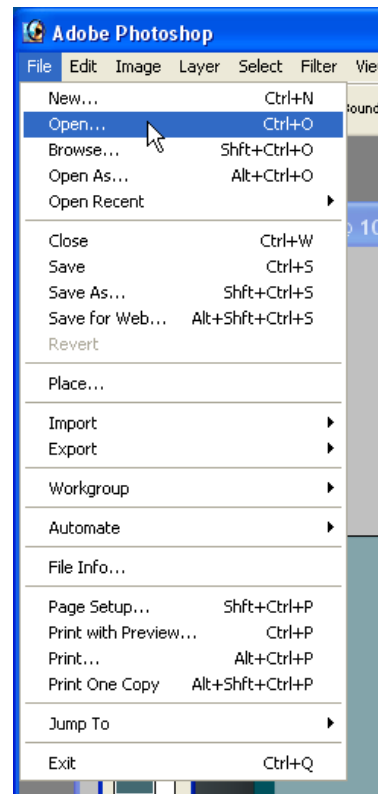




Getting familiar with Layers in Adobe Photoshop.

Note: You can always refer to internal Photoshop Help (choose Help>Photoshop Help) when you need more detailed information about something that is mentioned here.

In order to access images, a PSD-file has to be loaded into Photoshop, by using the *File>Open* command.



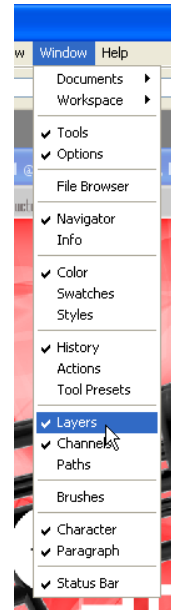
Loading these types of files might take some time as the images are provided in print resolution and therefore rather sizable and memory-intensive.

If your computer does not have enough free RAM it is possible that it could use virtual memory on the hard-drive which will result in slower response time in program & other hard-drive activity. Remember: working with many layers at print-image quality requires a computer with plenty of RAM-memory as well as a fast processor.

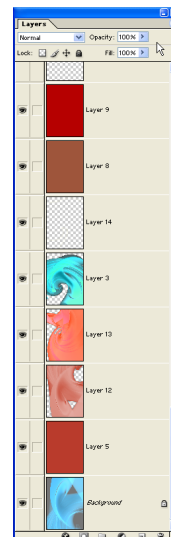
Note: Changing resolution (and therefore size of image) to your specific needs will be discussed later.



To access layers, open Layers Panel using *Window >Layers*



Now you can see a vertical list of the available layers. Every layer is symbolized graphically by a small image (thumbnail). With each thumbnail you can see the content of each layer, which makes it easier to find the needed effect-layer.



In order to better access each layer, the size of the thumbnails can be chosen (choice of 3 sizes) by changing the Layers Palette size by clicking on small triangle in left-top of Layers Panel, then choosing Palette Options >Thumbnail Size and lastly selecting the desired size).



Note:

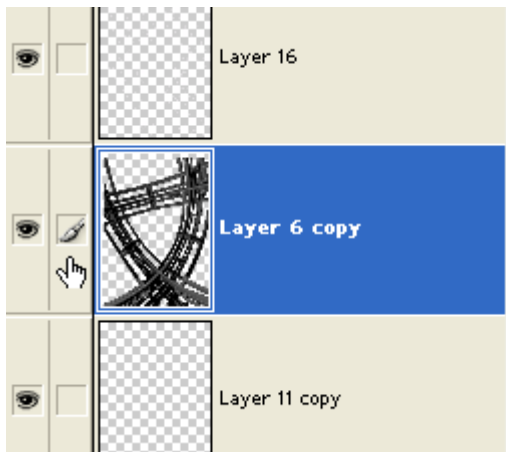
If the thumbnail is still too small for sufficiently assessing image-design, you can locate the layer by ctrl-click on its name in Layers Panel (selection marks will appear indicating the layer) or by simply pressing on/off button and observing which layer appears/disappears on main window.



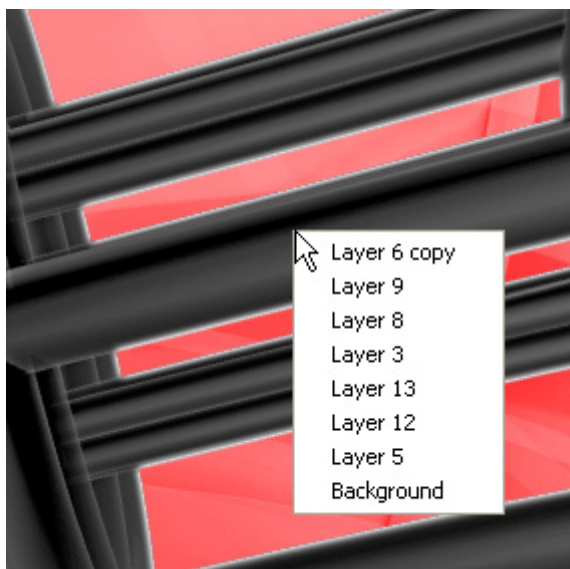
Basic operation with layers:

Note: In most cases the main project window will provide immediate feedback on the changes in the respective layer's appearance in relation to the other layers.

1. **Pick** – In order to choose the layer you wish to work with, simply click on name of layer or thumbnail in Layers Panel. A brush-symbol will appear in a small box to the left of the name, thereby informing you that the layer you clicked on is now the “active layer” and you can make changes to it.



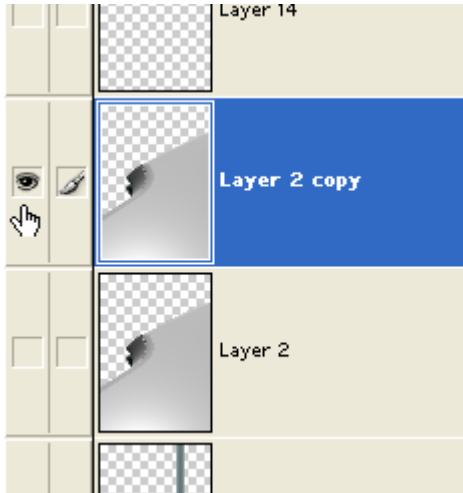
If your project is complex (has lots of layers), and you do not want to scroll and search a long list, you can also pick a layer straight from the main project window using the *move tool*. When right-clicking the main window a list of layers will appear allowing you to pick the one you desire.



In PhotoShop 7 you can also use sub-option “*Autoselect*” which will automatically pick a layer when you click on it.

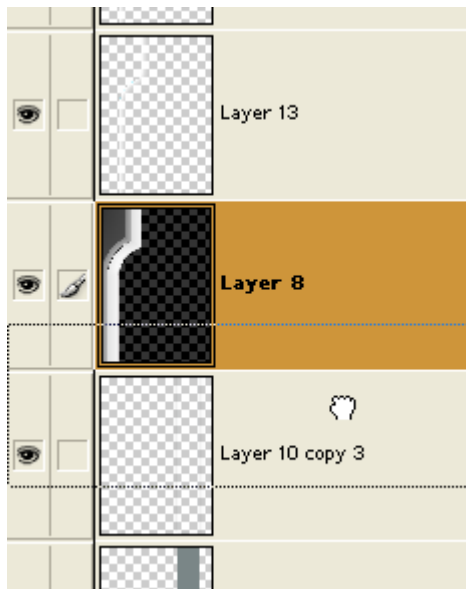


- You can turn any layer **on** or **off** by simply clicking on the eye-icon to the left of the thumbnail (Layers Panel).



Turning off a layer is not the same as deleting - you can reveal it at any time by clicking the eye-icon again! Some images have “hidden” layers (default “off”) that allow you to create additional compositions.

- Arranging** any layer in front of or behind other elements of the image can be done by dragging layers up and down in the Layers Panel (the image below shows the hand dragging a layer ...)



... or by choosing *Layer>Arrange* from top menus. Imagine this process like shuffling a number of transparencies with some graphic elements written on them. Some elements (layers) can cover others, as you put one sheet above or below other sheets.



4. In order to **move** any layer within an image click on the *Move Tool* icon in the Toolbox,



then select a layer, and simply change position of the chosen element in the main project window.

5. **Change size, rotate & distort** can be performed on a layer by using one complex tool called “Free Transform”, located in *Edit>Free Transform* menu. Choose the layer and then Free Transform command, and the assistant square covering selected layer will appear.



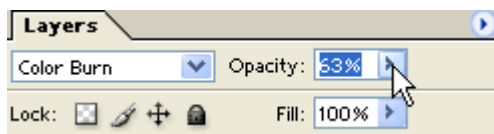
Drag small squares on sides and corners in order to change shape of graphic. Also if you click and then drag outside a square you can double-click for accepting changes. Alternatively if you press the right mouse button a short list of specific basic options will appear. Experiment with them, they can give you rather surprising effects.



6. Experimenting with **blending modes** is maybe the most enjoyable part of creating digital media in Photoshop. A few clicks can substantially change the look and feel of your compositions. Any layer can change the way it affects the appearance of pixels in layers lying above or below it. The degree of “inter(layer)action” is controlled by many interesting “blending modes” which are accessible at the list in Layers Panel.



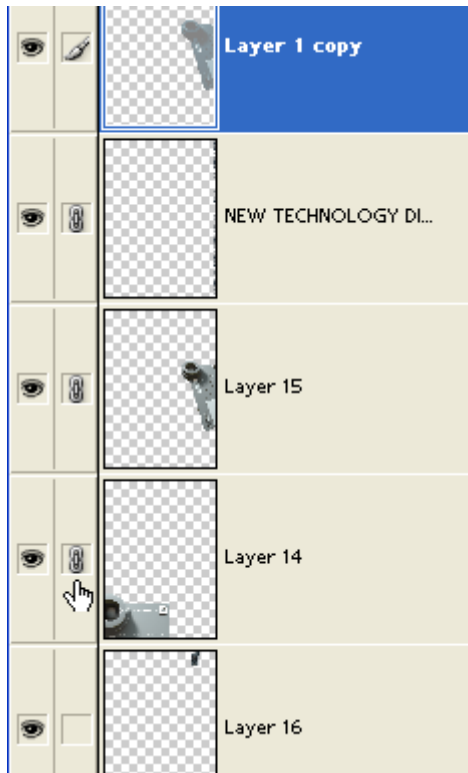
Also, just to the right of blending modes there is a useful option to adjust the opacity of a layer to your needs and personal preference.



These changes are non-destructive, i.e. changing blending mode to “normal” and opacity to “100%” is restoring the initial look of layer without any worries. Play around with blending settings already set on CD-ROM-provided images, this should be great fun.



7. **Grouping** layers is a function which helps to execute certain changes on a multitude of layers. It can be helpful in moving, rotating or scaling groups of layers. Linking is easily performed by clicking on empty box near thumbnail or layer's name in Layer Panel.



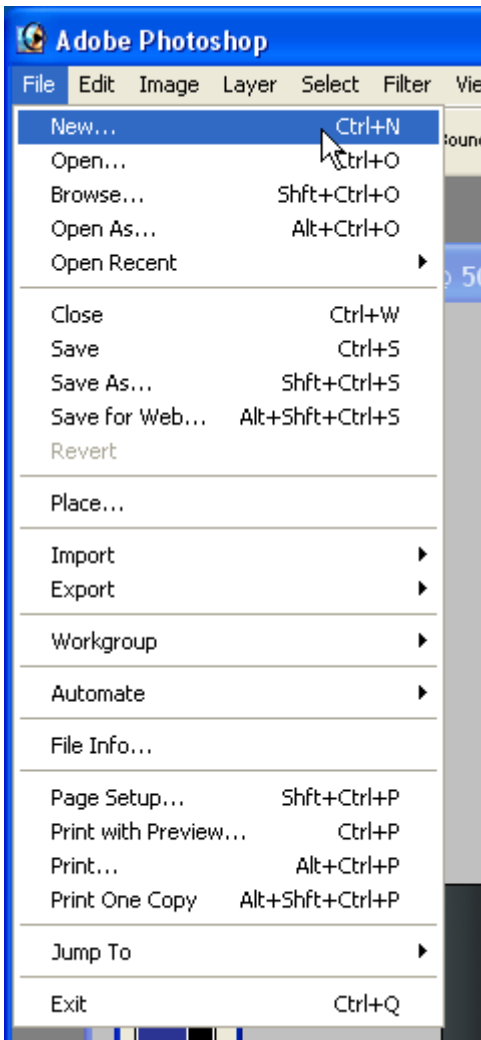
A small chain will indicate that this layer is linked to another one. Then move any of the layers and see how linked layers follow. Unlinking is done by clicking the respective chain-box(es) again.

Note:

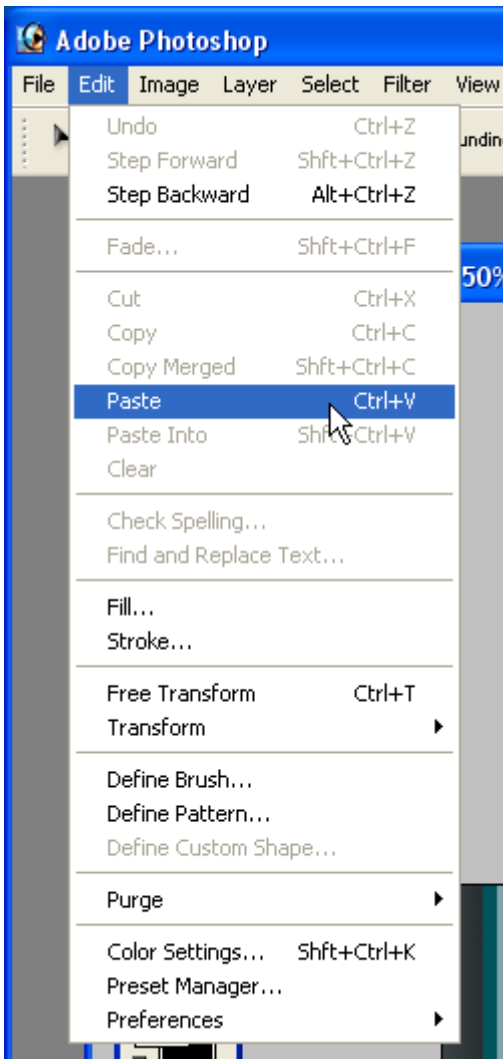
In Photoshop 7 you have more advanced and convenient grouping, which lets you bundle, organize and indicate layers in logical groups (Layer Sets). This makes work with large groups of layers easier and quicker. This option is accessible in Layer Panel menu >New Layer Set.



8. In order to perform **exporting** to other project in Photoshop just open another document (File>New) ...



... and drag layer from Layers Panel into a new project. If you want to make one or more layers a base of another project, which might be useful for making variations and starting a new project using existing elements, choose the layer(s) you want, select elements you want using selection tools (like pressing "ctrl" on layers name), copy it to the clipboard (*Edit>Copy*), open a new document (*File>New*) and paste the copied data into it (*Edit>Paste*).



Dimensions of the copied layer in clipboard will be automatically called during new document creation. Also Copy/Paste scheme will work with many external programs. Just copy in Photoshop and paste in another application.

If you want to export files for use with other applications, prepare project with desired layers/effects, choose *File>Save As* and pick file format supported by your program (that file is to be imported in). Sometimes you will have to flatten the image, depending on the application in which you want to use it.



9. **Editing text in** layers with text is not possible due to requirement of proper font installation on your system. To provide maximum compatibility these layers were “rendered” using “*rasterize layer*” command. You can perform any other operation on these layers, but you can not change text.
If you want to add text layers that are editable just pick any of the Type Tools.



Click on image and then type what you want with any font installed on your system. You are able to reedit the text later according to your needs.

10. **Resizing** overall **project** resolution would require several additional explanations. Images that you find on the CDs are saved in the higher print resolution. This means that they are ready to print on a full A3 page in excellent quality (300 DPI). What is an optimal resolution for print media is however not necessary for web or video purposes and vice versa. Due to the high resolution required for print media (as compared to video media), an image which looks great on a print poster because of its high print resolution would needlessly overburden web (download) or presentation applications. For the latter speed is more important, and reproduction quality is limited anyway by hardware constrictions (screens, projectors etc).



Thus, if you want to work for example on a presentation project, it would be wise to rescale the images from the starting 4700*3300 pixels to 800*600. This will free up computer resources and help avoid possible technical (capacity) problems.

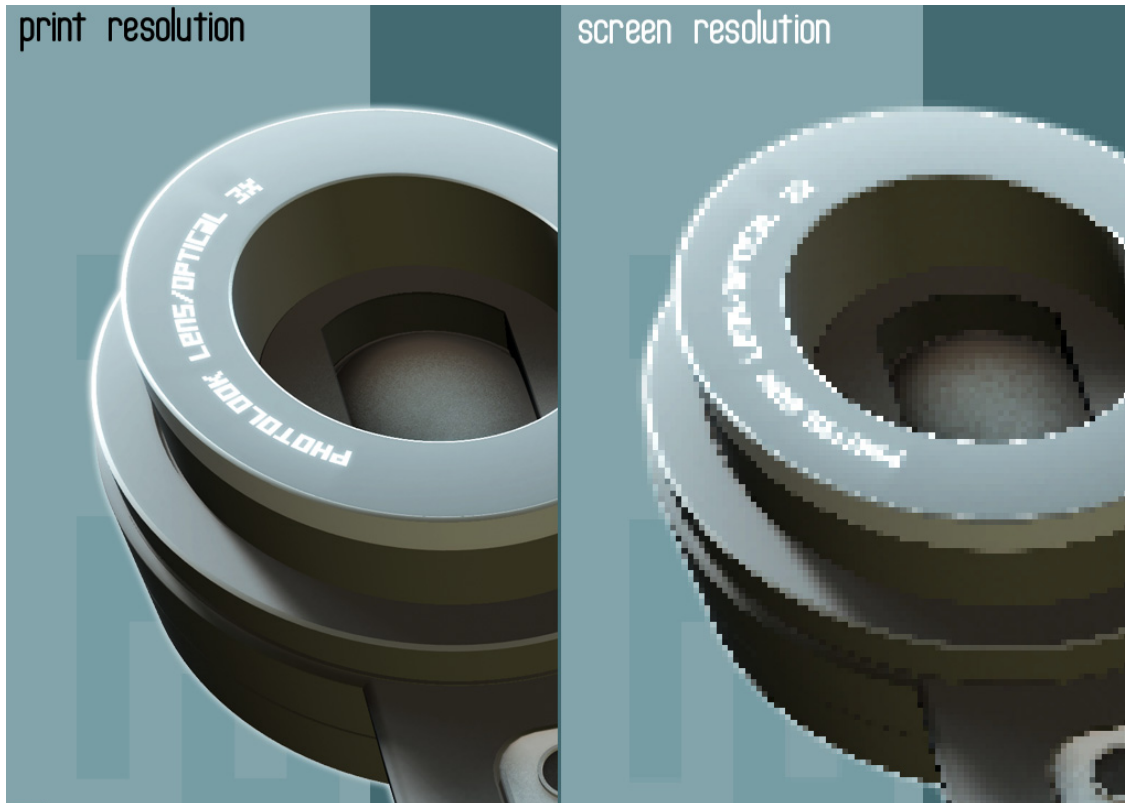
Dosch LayerFX lets you work with almost any media type with good result, because the resolution of images provided on CDs is high and **scaling down is safe**.

While “scaling down” works perfectly, “scaling up”, where images were published (provided) in low web or video resolution and are then “enlarged” to higher pixel count, would not produce good results at all.





Here a relative comparison between print & screen resolution. The screen resolution will of course look just fine when actually being used with your design on a screen ... yet print is noticeably sharper (as shown below on the left) with high-quality papers being able to maximize the crisp clarity & depth.



To set the size of image choose *Image>Image Size* and pick resolution you want.
Usual resolution (in pixels):

Video: 768*576 (PAL) / 720*540 (NTSC)

Presentations: 800*600/ 1024*768.

Note: In PS7/AE5 you can find many media size presets.

Well – we hope this intro to the fabulous possibilities provided by Dosch LayerFX products will help you to achieve the desired results, while spending as little time as possible to get there. **Experimentation is key**, and creativity can run wild for endless new looks, designs, messages!

Stay tuned for additional Dosch LayerFX releases and don't forget to check out the complementing product line Dosch Graphics.