

Promotional Postcard Design

Overview and Goals

The main goal of this assignment is to start familiarizing yourself with image creation software, while using all of the skills and concepts you've learned to create an attractive Promotional Postcard. The instructions are based on www.PhotoPea.com, a free online image editing software.

Another important goal is for you to continue to learn how to work with text. So far, many students have not put forth enough effort with typography and to take advantage of the powerful effects it can have in your messaging. Type can be as important as images and colors to draw attention and communicate a message in a design. Therefore, by skimping on text treatments, a designer is losing out on opportunities for more effective communication.

Preparation

Start by planning your design. Come up with a theme for the postcard. Examples are a product, service, event, idea, etc. Just in case you're at a loss on ideas, image-search on "[design a promotional postcard](#)."

At minimum, try to include:

- 1) a background image (should be at least 1000px wide to begin with). I'm asking you to do this because a background with layers of beautiful artistic elements tend to lead to a richer design.
- 2) a semi-transparent shape such as the purple rectangle you see in the Mardi Gras example.
- 3) a blending mode, blur, or tint for the background picture.
- 4) a whole lot of text treatments! Think it through. Please don't just throw them in there perfunctorily.

The following are some popular sources of free images.

- <https://pxhere.com>
- www.pixabay.com
- www.cleanpng.com or pngghost.com
- <https://unsplash.com>
- Copyright-free Google Images "Labeled for Reuse with Modification"
- Images that you own rights to

Two Design Examples

See examples on the next page – Mardi Gras and Halloween. However, please keep in mind that you are at liberty to plan your layout with your own creative imagination.



The Mardi Gras postcard involves some special techniques, and I am providing the instructions on pages 3-7 for it.

Like I said, your design can be different, but the instructions are there simply to shed light on some techniques.



The Halloween example uses the same types of features. It includes three different backgrounds in order to add to the richness of the postcard's design.

By giving you two examples, I am trying to illustrate that you can use your own theme and layout if you prefer.

Whatever you decide to do, please remember that you are required to have the same level of complexity in the design that you will submit.

Main Steps

Phase 1: The background and semi-transparent rectangle.

1. Go to <https://www.photopoea.com>. If you see a big X in the right, simply close the X.
2. Choose FILE/Open to open your image.
3. Resize the **Width** of the image to 1000px. (IMAGE>Image Size)
Allow the software to adjust the **Height** proportionally.

On purpose, I am not giving steps in a linear fashion. I want you to learn your way around the program.

4. Draw a Rectangle shape. Use **any size** and **any color to start**.
Notice that the shape is on a new layer.

TIP: The Move tool (Gray arrow at top of tool bar) is used to manipulate objects and layers on the screen)



5. To change the size, click WINDOW>Properties to bring up the Properties panel. Then change the width to about 300px.

A more freehand method is EDIT/Free Transform. Then you can size it as desired.

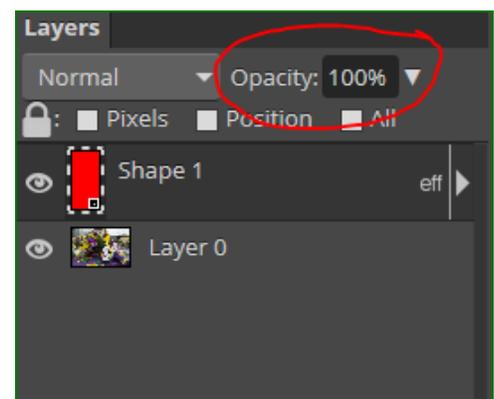
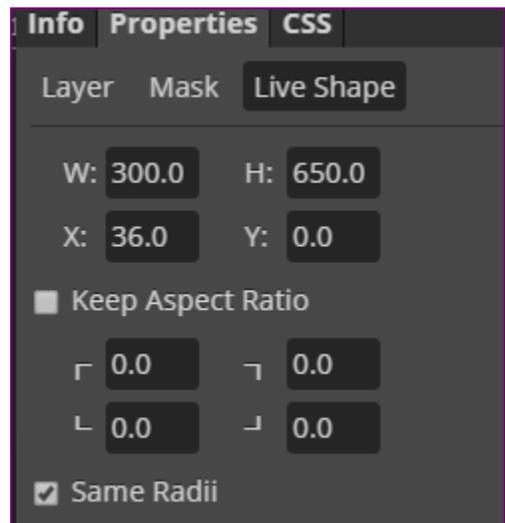
As I said, you have freedom to change your layout, and I'm not going grade with the strictness of measuring every pixel. However, when I ask you to perform a very specific skill, it will benefit you to try to at least find out how it's done so that you'll know the intricacies of a software such as this one.

6. To change color, the simplest way is to add an overlay in the layer Style dialog box.

Click LAYER/Layer Style/Cover Overlay. Then double click the color swatch.

7. To make the rectangle semi-transparent in the Layers panel, you can change the opacity as desired.

If you don't see the Layers panel, click WINDOW/Layers.

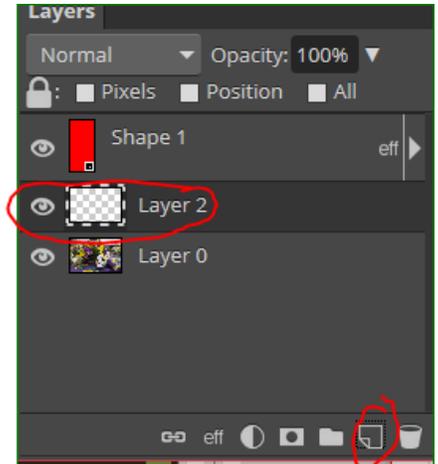


Phase 2: Layers and some special effects.

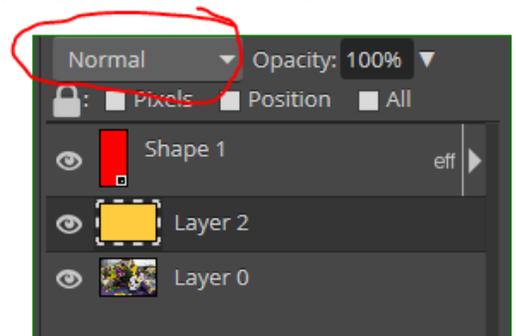
Manipulating pieces of your design with layers is critical to the use of this kind of program. Therefore, pay close attention to what's going on with the Layers panel.

1. Click on the bottom layer. It's either called **Background** or **Layer 0**. (This should be your main background image.)
2. Add a new layer by clicking the dog-eared icon. Note that the new layer is on top of your background picture as shown on the right.

*Explanation: You can barely tell in my final design, but my intent was to tint the background image by placing a colored layer on top and lowering the opacity. I chose to Tint the whole image in gold, but it was too outlandish. So, I chose to do a **Blending Mode** to subdue the effect.*



3. Fill the new layer with the color of your choice. It will cover up your image and make it disappear temporarily. Try these two techniques, and then settle on anything you'd like:
 - a. Lower the opacity to see how it looks. Then change it back to 100.
 - b. Change the Blending Mode to Soft Light. You can make a different choice if you like. If it is too outlandish, lower opacity again.



4. **TRY THIS!** Cut out a part of your design to be emphasized. In my design, I did not want to tint the mask. I wanted it to pop! Therefore, I copied it from the background layer and placed it on top of my gold layer. Therefore, the mask is the original vibrant colors. If you choose to do this:

NOTE: I created [this video](#) to explain how this is done.

<https://screencast-o-matic.com/watch/cqn3cQ0hMp>

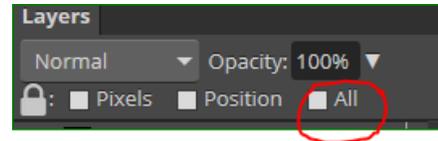
- a. Think of a part of your image that is easy to cut out (e.g. if it has hard edges).
- b. Hold down the Lasso tool and choose Magnetic Lasso Select. The way this tool works is that you click on any edge to start it, and as you hover, the selection will cling to the hard edges of the design. When the cursor gets back to the beginning, double click to complete the selection.
- c. Click EDIT>Copy.
- d. Click on Layer 2. Then EDIT>Paste. And bravo! It pastes directly on top of the original mask position.
- e. Click SELECT>Deselect.



Phase 3. The text! THE ALMIGHTY TEXT!!

Keep in mind that this is one of the main goals of the assignment. However, I don't need to bore you with step by step on this because a lot of it is intuitive once you know where the main typography tools are located.

TIP: *If you need to lock down your other layers temporarily, you click on each layer and checkmark **All**.*



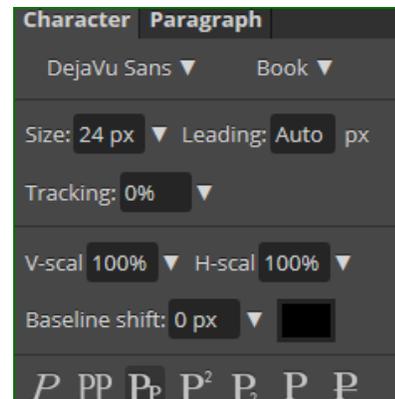
can

IMPORTANT

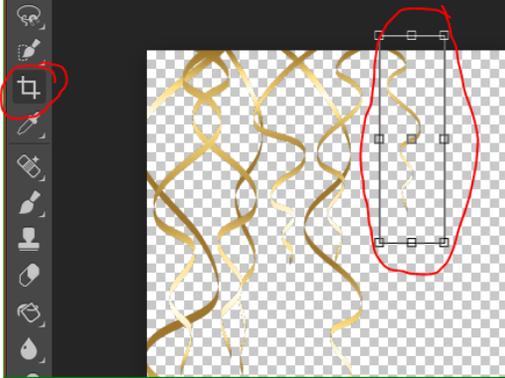
In the table below, I simply listed the features that I used. You are required to **use at least 10 text features** such as the ones listed below. They include simple features such as bold and small caps, and more advanced tools such as leading and baseline shift. Feel free to use them

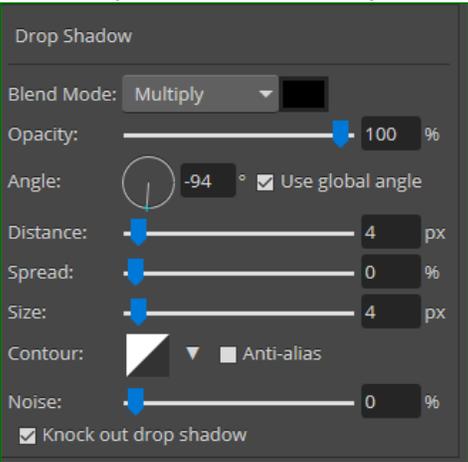
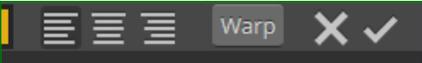
absolutely anywhere in your design.

Start by clicking WINDOW>Character to bring up the Character Paragraph panels. Keep them up for the rest of the exercise.



and

THE TEXT	TREATMENT
Yourname Production Presents	<p>Used small caps</p> 
Mardi	<p>I pushed the “ardi” up using Baseline Shift.</p> <p>The embellished and embossed style is not available as a preset. However, if you wish, you can go to LAYER>Layer Styles menu and play around with features such as: inner glow, inner shadow, gradient overlay, outer glow, drop shadow, stroke, and on and on.</p> 
Gras	<p>I used the same style for Mardi.</p> <p>The gold streamer/confetti to the left of “g” is actually a PNG image. I searched pngtree.com for the word “streamer.”</p>  <p>Then I opened the streamer.png in a separate file and cropped the part I wanted. Then I pasted it into my main file.</p> 

THE TEXT	TREATMENT
PARTY	<p>I used Tracking to spread out the letters.</p> <p>I used Drop Shadow, but manipulated it to get a “hard shadow”. Click LAYER>Layer Style, Drop Shadow. Set the Spread to 0. Control your Distance and Size also.</p> 
a Charleston Night	<p>I used the same small, barely perceptible shadow as above.</p> <p>I used Text Warp</p>  <p>When you get into the menu, you must change “None” to something else.</p>
to Remember	Same as above, but without Warp
FEATURING DJ Moore Funk	<p>For FEATURING, I used Scale Horizontal in the Character dialog box in order to increase the horizontal width of all letters.</p> <p>For DJ Moore Funk, I used Bold.</p> <p>To get the three lines I used graphic lines instead of text. Click and hold the Rectangle tool in order to see Line tool.</p>
March 5, 2022 @ 10PM 803 Front Street \$40 Admission	<p>Italic for top 2 lines.</p> <p>Bold and larger font for the 3rd line.</p> <p><i>Yes, even simple things like bold and italic help to create contrast and distinction!</i></p>

Get ready to submit:

1. Save as PSD.
2. Then also save as .JPG by clicking FILE>Export to.

Submit

- Upload both PSD and JPG file to “Photopea Postcard” dropbox in OAKS.
- No need for writeup.