

Hello! I'm Jess Petrella

A web designer & developer

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Hours I've Spent On Photoshop:



The Software We're Using Today



What's the difference?



Photoshop is...

For screen graphics

RGB colour

Low-res, 72 dpi

Raster Images

Measured in Pixels



Illustrator is...

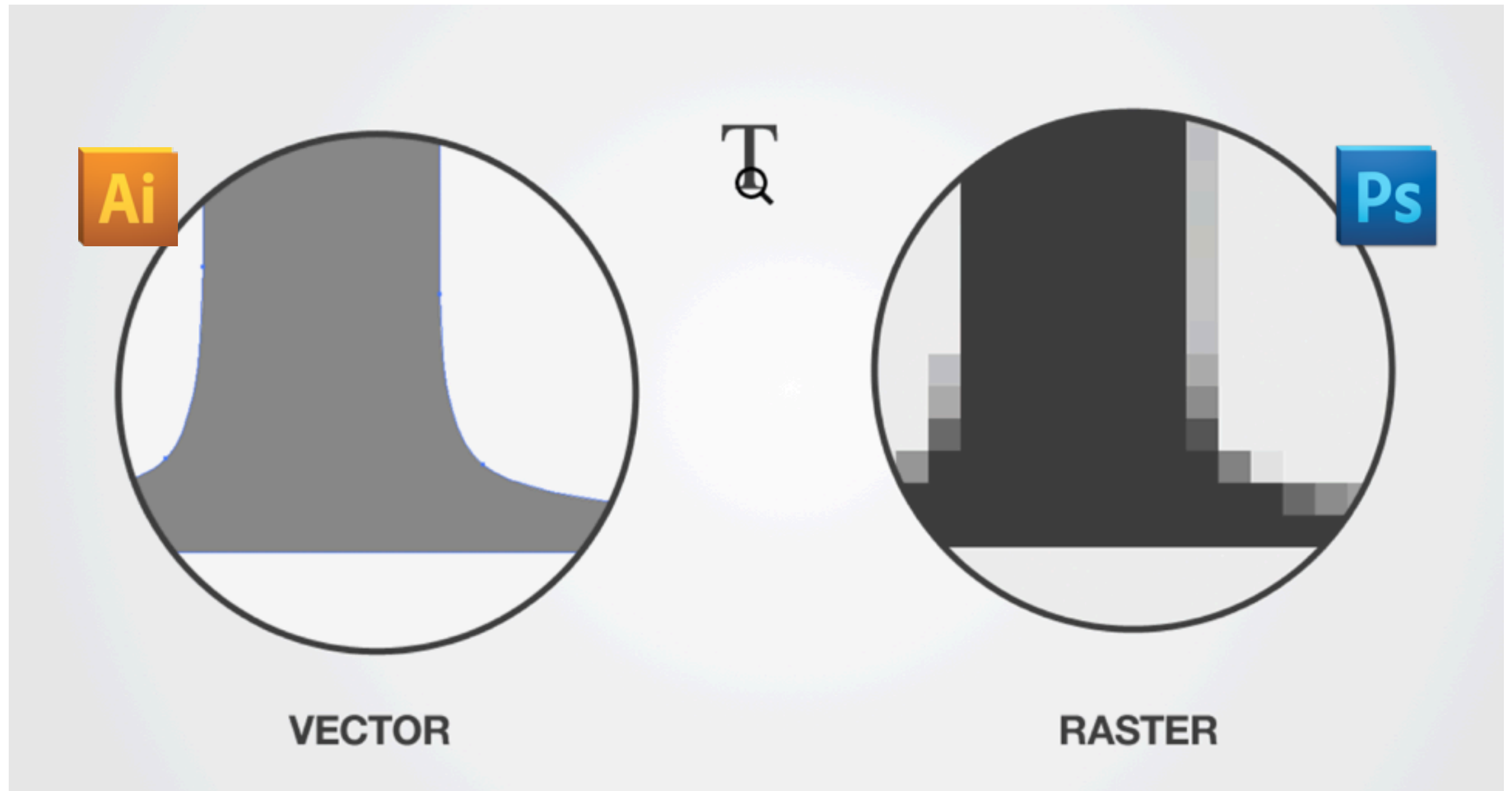
For print graphics

CMYK colour

High-res, 300 dpi

Vector Images

Measured in Inches



What We're Making Today



Mood board
Facebook Cover
Twitter Header



Personal Logo
Business Cards

Let's make a mood board!

Design Decisions



FONT

font

font

font

font

font

font

font

font

font

FONT

FONT

FONT

font

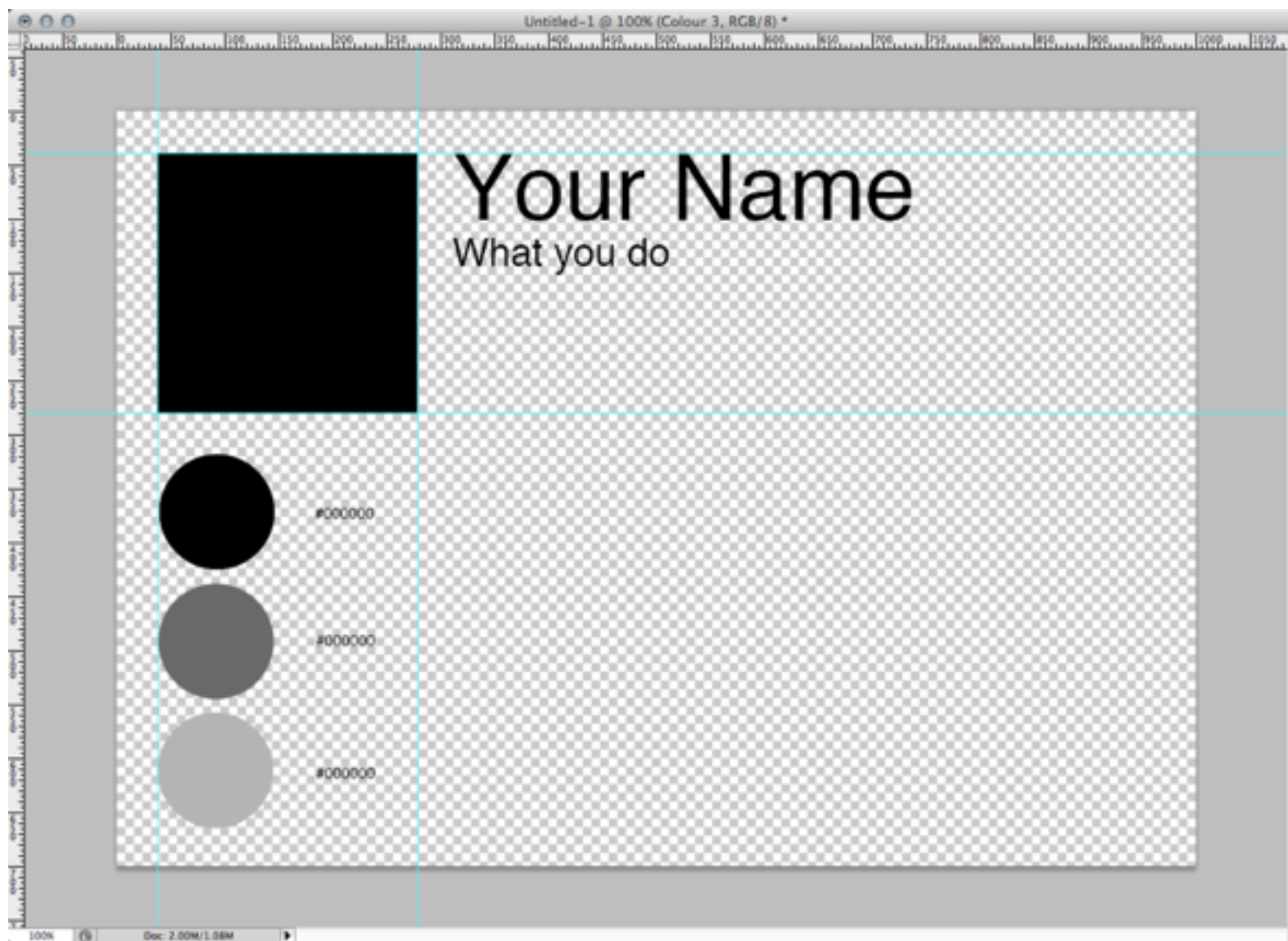
font

FONT

font

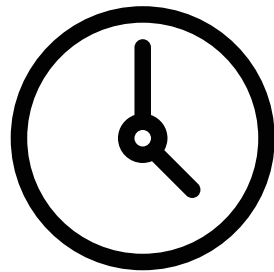
FONT

Open *moodboard.psd*



Some things we'll do:

- Choose fonts
- Choose colour palette
- Add background
- Insert logo
- Use clipping masks
& layer styles



**Spend some time working
on your mood board!**

Ask your mentor for assistance :)

Creating a **logo** that represents you.

A **logo** is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote **instant public recognition.**



Mittens
FOR KITTENS

A black mitten icon with a pink paw print inside, positioned to the right of the word "Mittens".

SENTA
COUNSELLING SERVICES

A stylized logo consisting of three overlapping leaf-like shapes in shades of brown and grey.

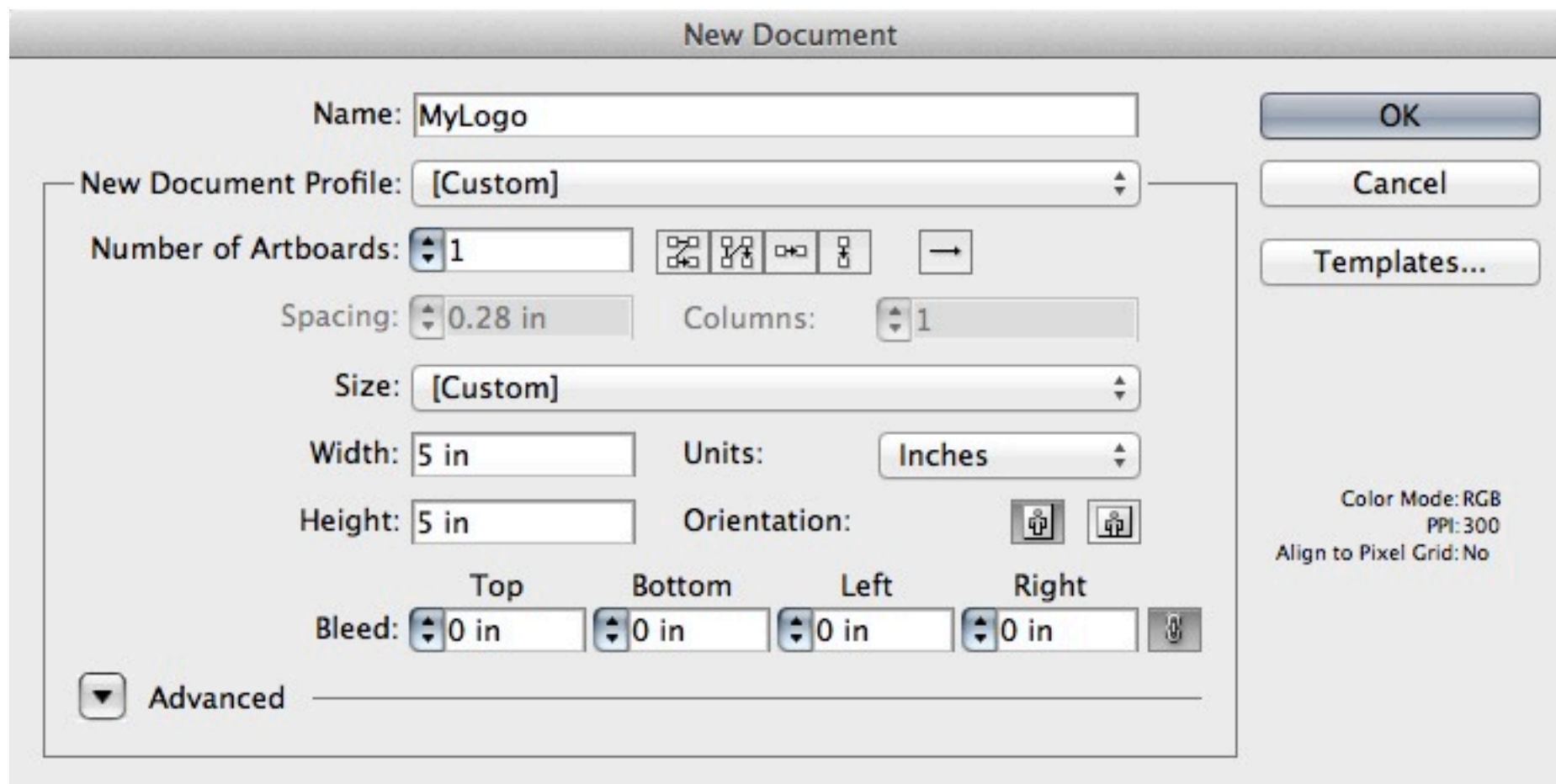
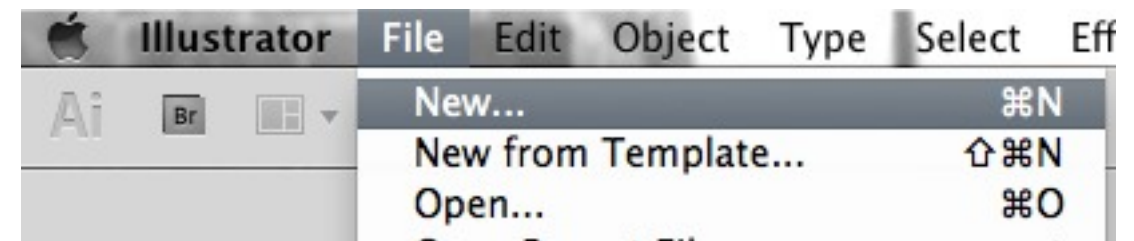
OTTAWA
CONDO
NETWORK

PTSD
CANADA

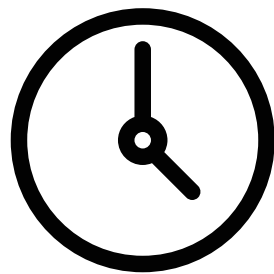
A purple logo featuring a stylized ribbon or knot design.

1. Open Illustrator

2. New File



3. Create New Doc

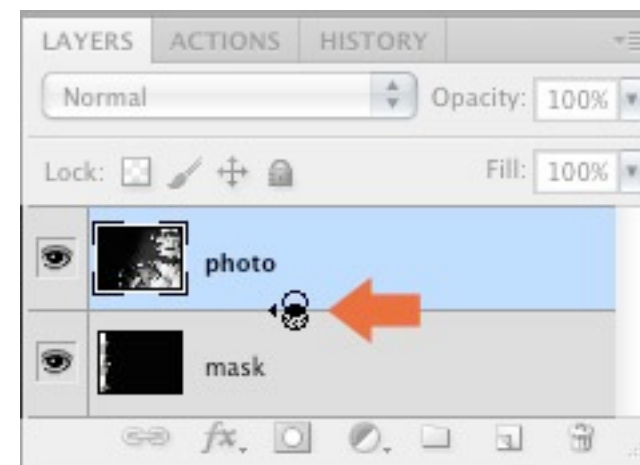


Spend some time working on your **logo!**

Ask your mentor for assistance :)

Adding your **logo** to your **mood board**

1. Save logo as a .jpeg
2. Open .jpeg in Photoshop
3. Drag into mood board document
4. Move layer above logo square
5. Create clipping mask
6. Resize logo using constraints



Break time!



Creating a **business card!**



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Commercial & Residential Services

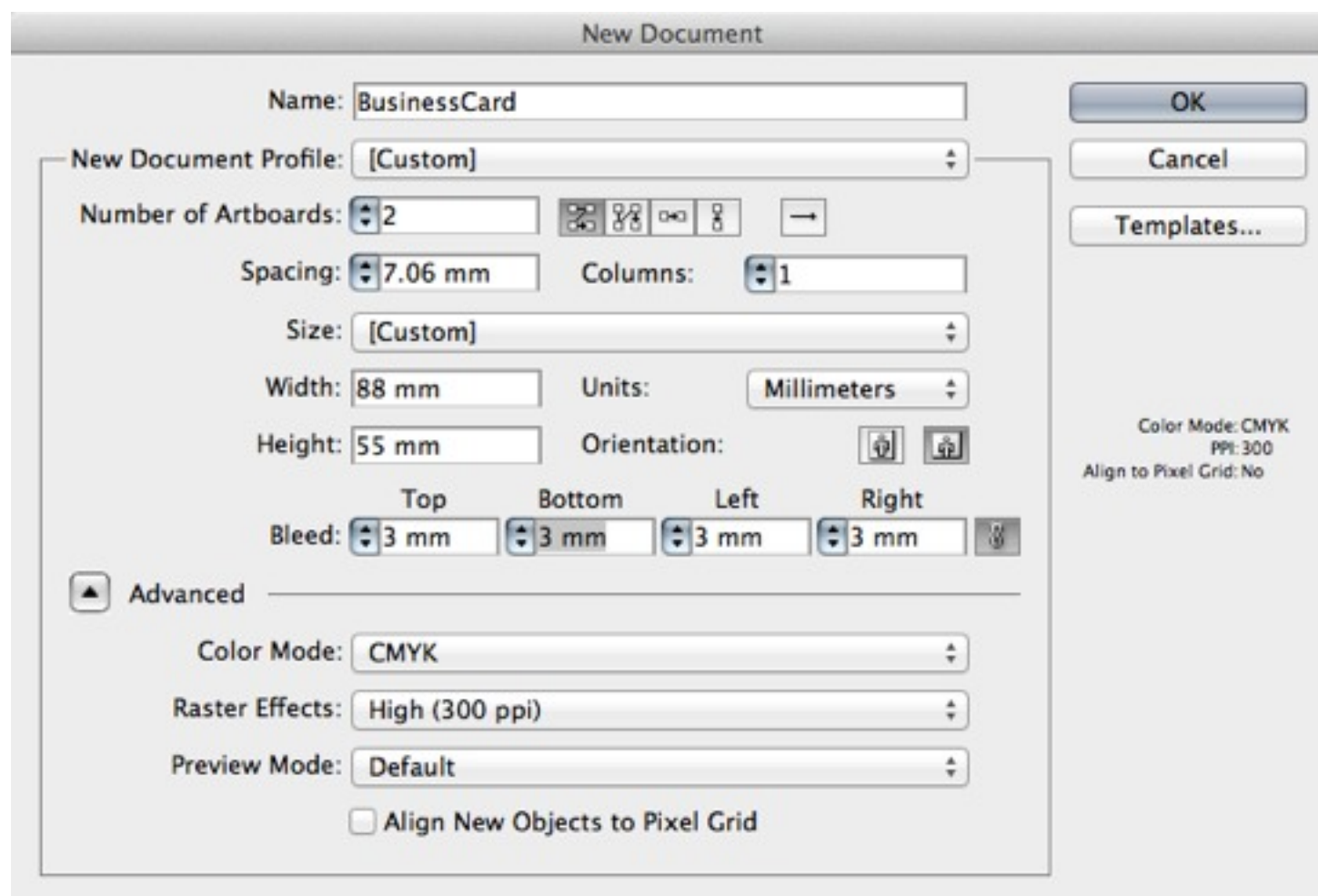
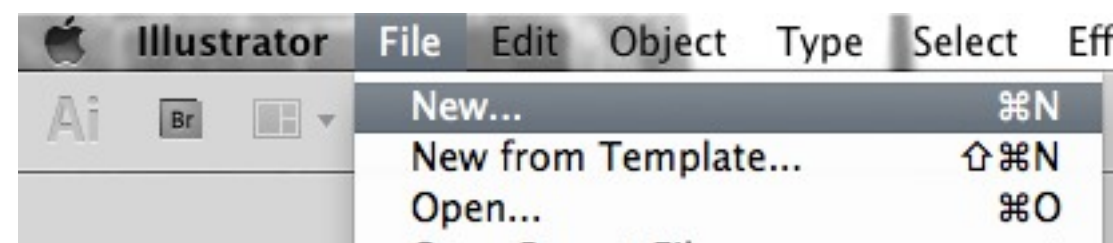
Johnny Barone

613-762-2625
info@broadrangeottawa.com

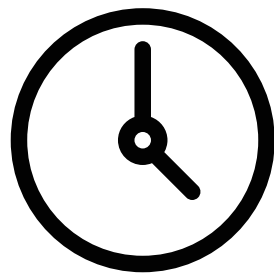
www.BroadrangeOttawa.com

1. Open Illustrator

2. New File



3. Create New Doc



**Spend some time working
on your business card!**

Ask your mentor for assistance :)

Adding your business card to your mood board

1. Save front and back of business card as a .jpeg
2. Import into your mood board

Let's make a Facebook “cover photo”









Dimensions

851 pixels x 315 pixels

File Size

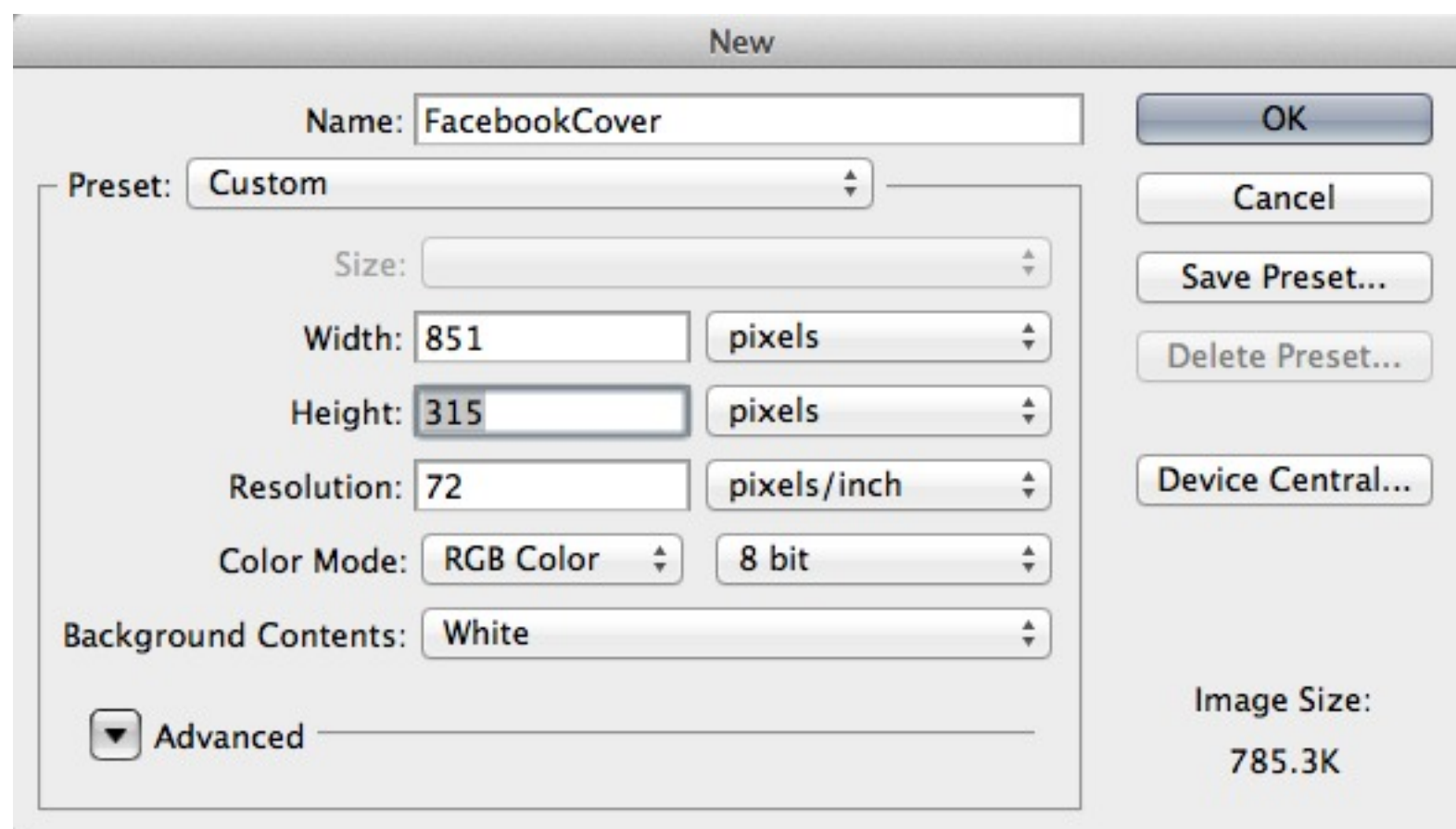
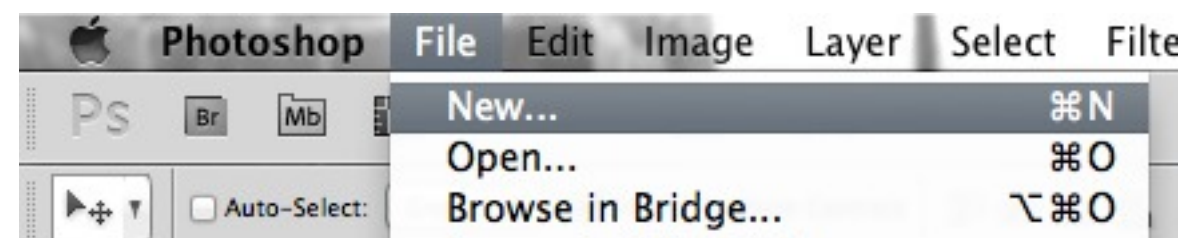
less than 100 KB

File Type

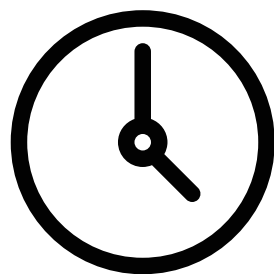
.jpeg or .png

1. Open Photoshop

2. New File



3. Create New Doc



**Spend some time working
on your cover photo!**

Ask your mentor for assistance :)

Let's make a **Twitter Header!**







Dimensions

1252 pixels x 626 pixels

File Size

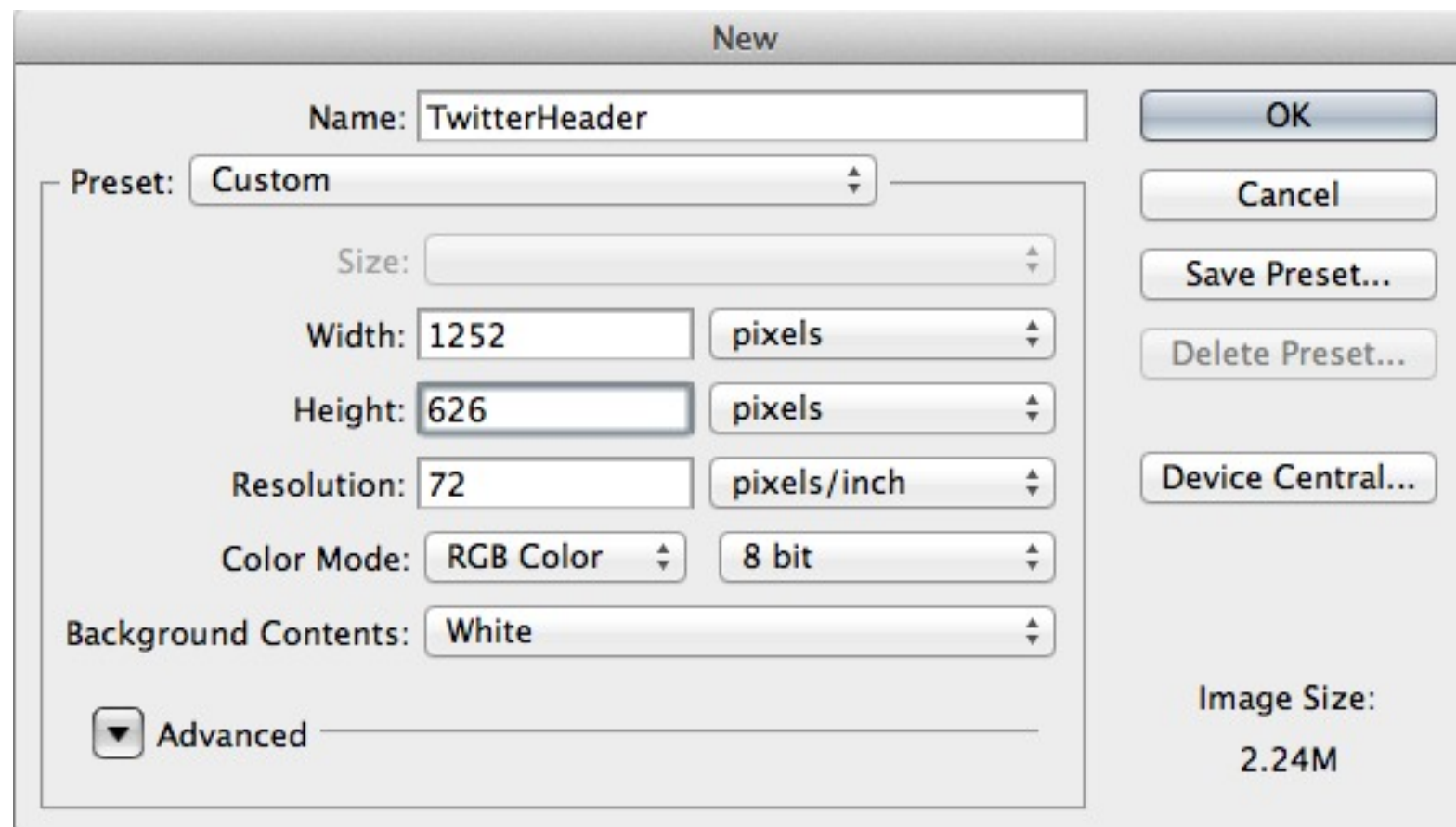
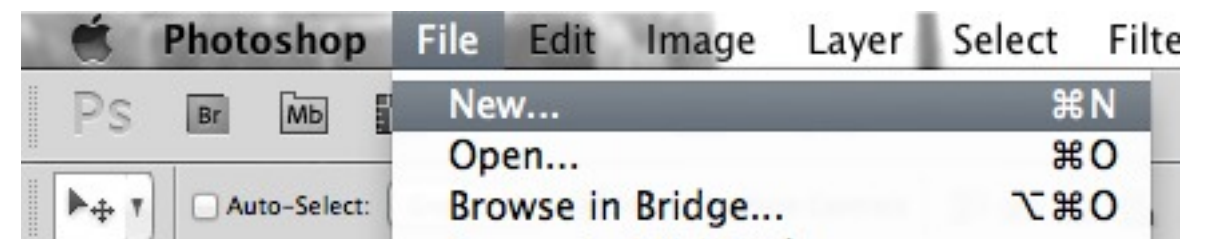
less than 5 MB

File Type

.jpeg or .png

1. Open Photoshop

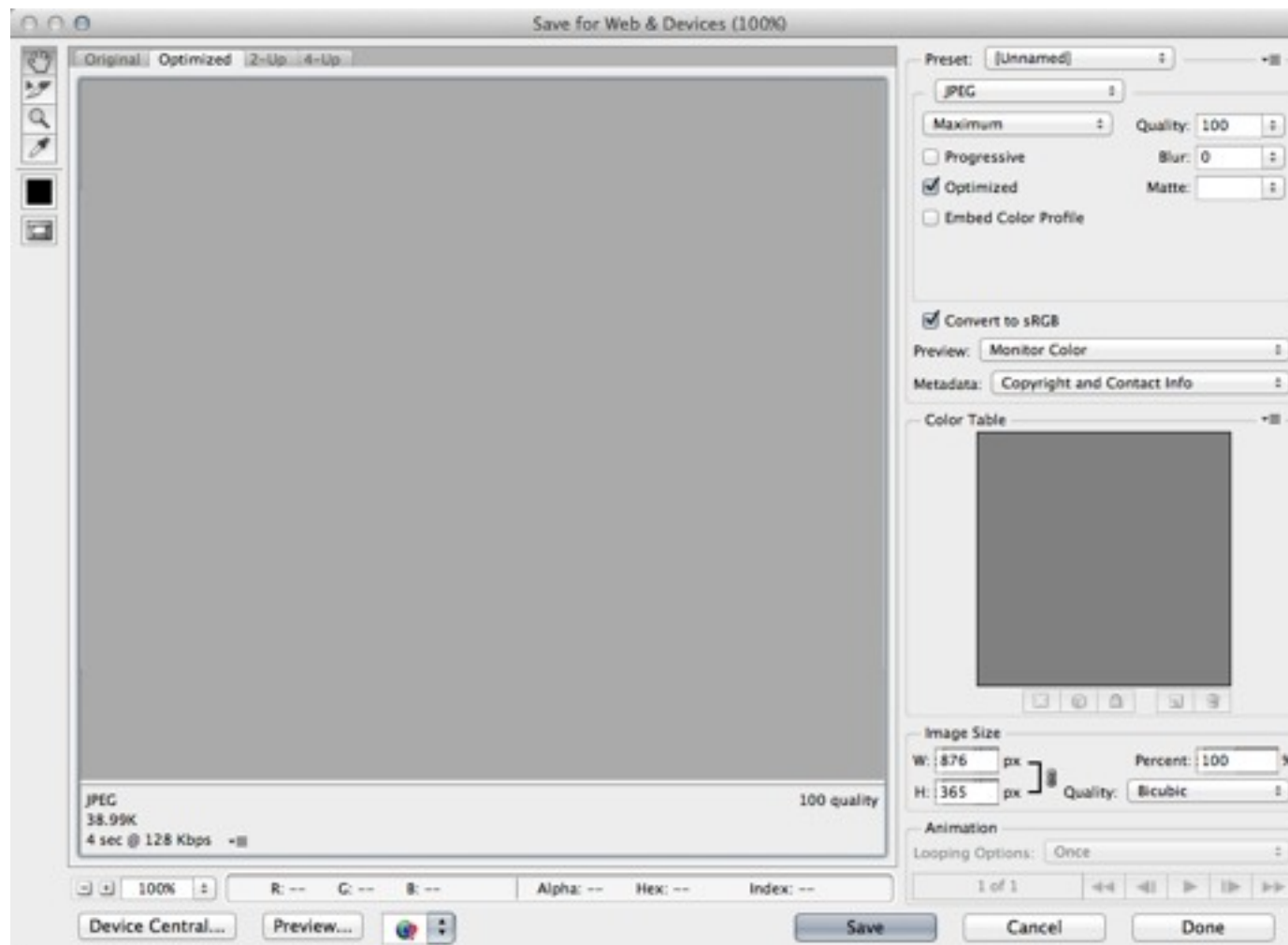
2. New File



3. Create New Doc



Saving for web



**Compresses your
images & graphics**

Reduces File Size
Maintains Quality
Increases Upload Speed
Decreases Download
Time



**Spend the rest of the day finishing
and uploading your new Facebook
and Twitter **graphics!****

Ask your mentor for assistance :)