

## Creating a clipping mask

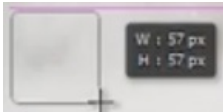
The hero area is important because it makes the first impression.

- Draw a rectangle as wide as the one pixel grey line. Make the height decent, so most photos will fit.
- Get a high quality photo and drag it on into the canvas above the rectangular layer you just made.
- Press **Ctrl+Alt+G** to create a clipping mask.
- Use **Ctrl+T** to resize the picture if needed.

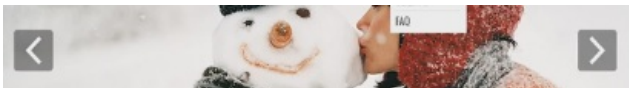
## Designing the hero area

For the controllers, the arrows, and boxes:

- Make a round rectangle.



- Draw a shape.
- Lower its opacity.
- Then get an arrow either from IconFinder or from your custom shapes.
- If you draw an arrow and it doesn't go onto a separate layer, hit **Ctrl+Shift+H** or just select another layer that isn't a shape.
- Group the element and use **Ctrl+J** to duplicate it or use **Alt+Shift** and drag it to the other side.
- Hit **Ctrl+T** and flip horizontally.



For the top right squares:

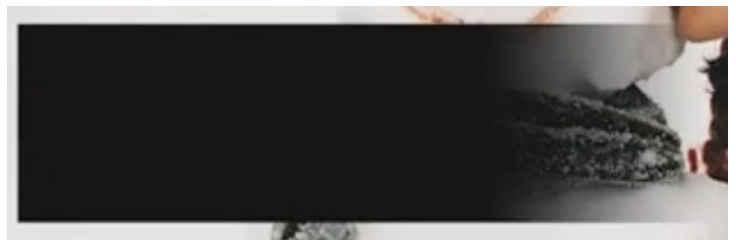
- Hit the **U** key and drag a white square.
- Add a 1 pixel stroke from the fx panel.
- Set the fill to 0%.
- Copy them with **Alt+Shift+drag**.
- For the active one, just make the stroke orange, plus add a smaller square in the middle.
- Group and rename as always.



## Designing the message

Messages and slideshows:

- Drag a rectangle.
- Make sure it has 100% opacity and fill.
- Clear layer styles if it has any.
- Press the mask button and select gradient.
- The colors will be black and white. Set the settings like this



- Hold **Shift** and drag. Do it multiple times until you see it fading away.
- Add the text by pressing **T** and writing. Make sure you don't click inside a shape.
- For a short description use dummy text from [lipsum.com](http://lipsum.com).

## Adding a caption

Finally let's add a big caption in the center of the screen. Here you can usually put a call to action which means you guide the user to do something: for example, a button inviting to sign-up.

- Put some words in orange to show they are links.
- Add grey horizontal lines and space them out using **Shift**.

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