

35. Select black to use for the main color.
36. Click the Paint Bucket tool icon (or press G on your keyboard).
37. Fill the selection with black.
38. Deactivate the selection (choose Edit ► Deselect All).
39. Lower the layer's opacity to 75%.

Your work should look very much like the example shown in shown in Figure 10-20. When you're finished, either close the image without saving or save it as a PXD file for future reference. *If you are a student, your teacher may instruct you to save the image with a certain name and in a certain location (such as a flash drive).*

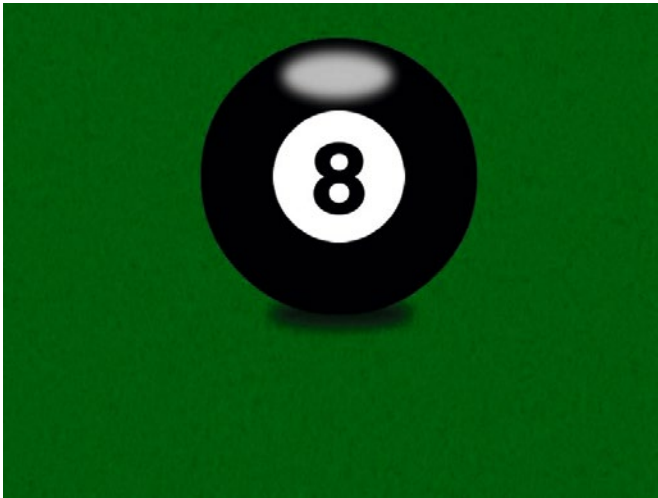


Figure 10-20. *The final result should look very much like this*

Creating a Business Card

Pixlr Editor is first and foremost an image editing application, not a page layout application. However, it can be used to create simple marketing materials such as business cards or small postcards in a pinch.

In this final tutorial, we'll design a business card for a fictitious consignment shop.

■ Note Pixlr Editor doesn't have pre-installed fonts—instead it works with the ones already installed on your computer. For the purposes of the tutorial that follows, I'll be using Times New Roman and Arial Narrow. If those fonts aren't installed on your computer, just choose the closest one(s) available.

TUTORIAL 25: CREATING A BUSINESS CARD

Using Pixlr Editor to Design a Card for Fictitious Business

To do this exercise, follow these steps:

1. Create a new image using these dimensions—Width: 1050 X Height: 600. These dimensions equal the size of a standard business card measuring 3.5" x 2" when printed at 300 DPI.

■ **Note** Printing service bureaus (both brick-and-mortar and online) usually require a slightly larger width and height to allow for trimming. When creating work you plan to have printed, check their requirements first.

2. Click the Gradient tool icon.
3. Click the Gradient icon in the Tool Options bar—after the Options window opens, select the light gray-to-white gradient (Figure 10-21).

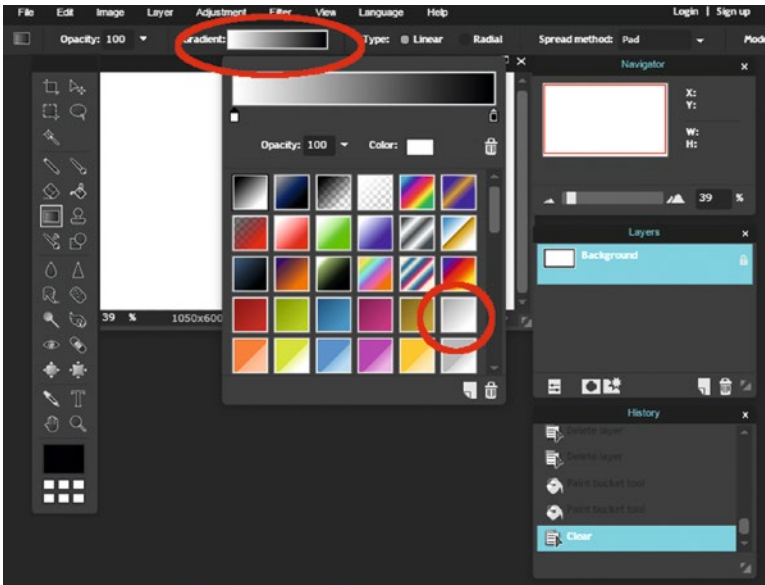


Figure 10-21. After launching the Options window, select the light gray-to-white gradient

4. Click and drag from top-left corner to the bottom-right corner on the Background layer (the same direction as shown in the swatch).
5. Next, the silhouette of the woman will be placed on the background as a separate layer. To do this, open the Ch10_Silhouette in Dress.png file (Layer ► Open Image as Layer).
6. Rename the layer Figure using the layer thumbnail's textbox.
7. Using the Free Transform tool (Edit ► Free Transform), reduce the size of the silhouette and position it in the area, as shown in Figure 10-22.

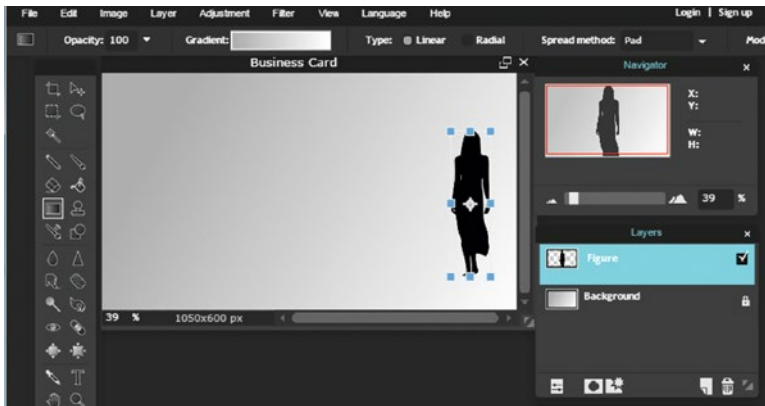


Figure 10-22. Position the silhouette as shown

8. Click in the Set Main Color swatch to open the Color Selector dialog box.
9. Select a reddish hue using the numeric inputs: R-135, G-23, and B-23 (Figure 10-23). Click OK when you're done.

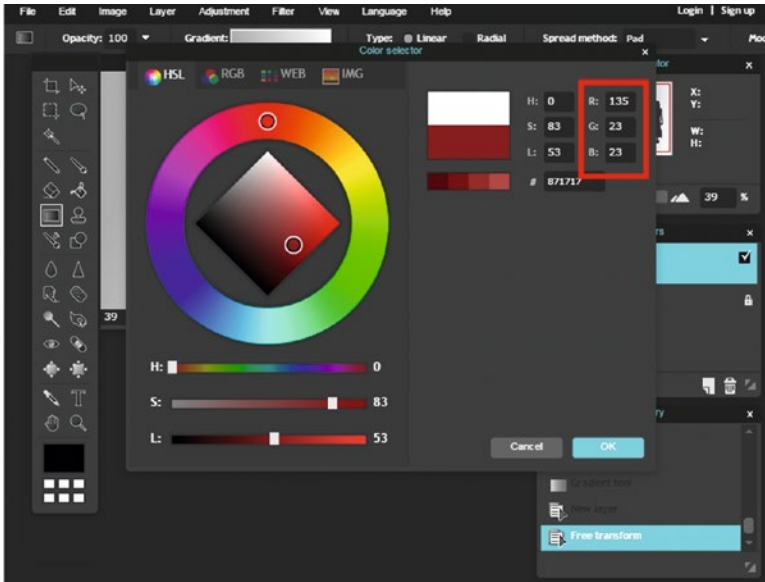


Figure 10-23. Launch the Color Selector dialog box and use the numeric settings shown to achieve the reddish hue that will be used for the text

10. Click the Type tool icon (or press T on your keyboard).
11. Type Sally's Consignment Shop, as shown in Figure 10-24. Use the Times New Roman font (or something similar if it's not installed on your computer). Make the size 80 and the style Italic. Click OK when you're done.

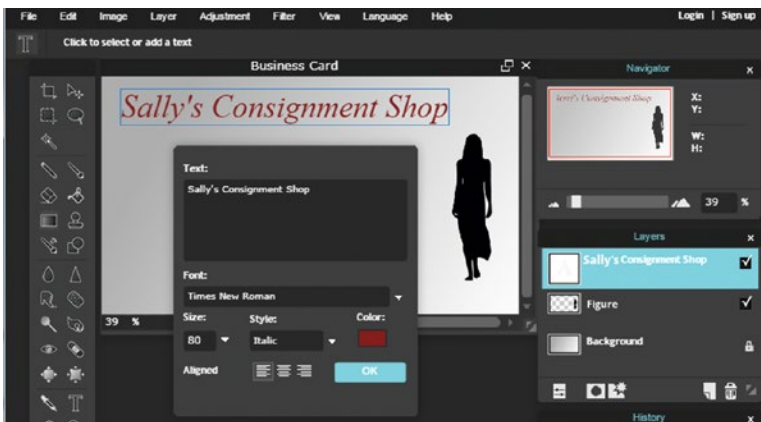


Figure 10-24. Typing the fictitious business name using the Type tool

12. Open the Layer Styles dialog box (Layer ► Layer Styles) and click the Bevels option. This will give the main text a raised, 3D effect (Figure 10-25). Click OK when you're done.

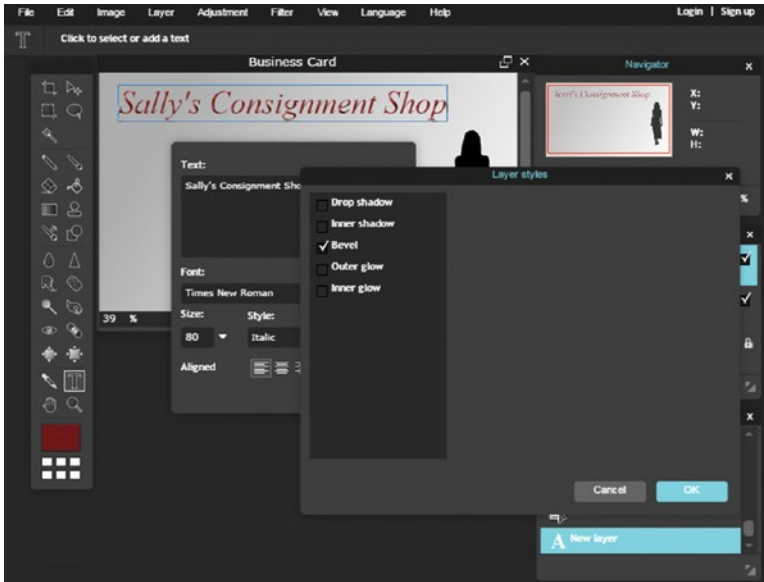


Figure 10-25. Using the Bevels style gives the text a raised, 3D effect

13. Open the Type tool again and type the company message below the name: *"Gently loved women's fashions for less"* (Figure 10-26). Use the Times New Roman (or similar) font. Make the size 40 and the style Italic. Click OK when you're done.

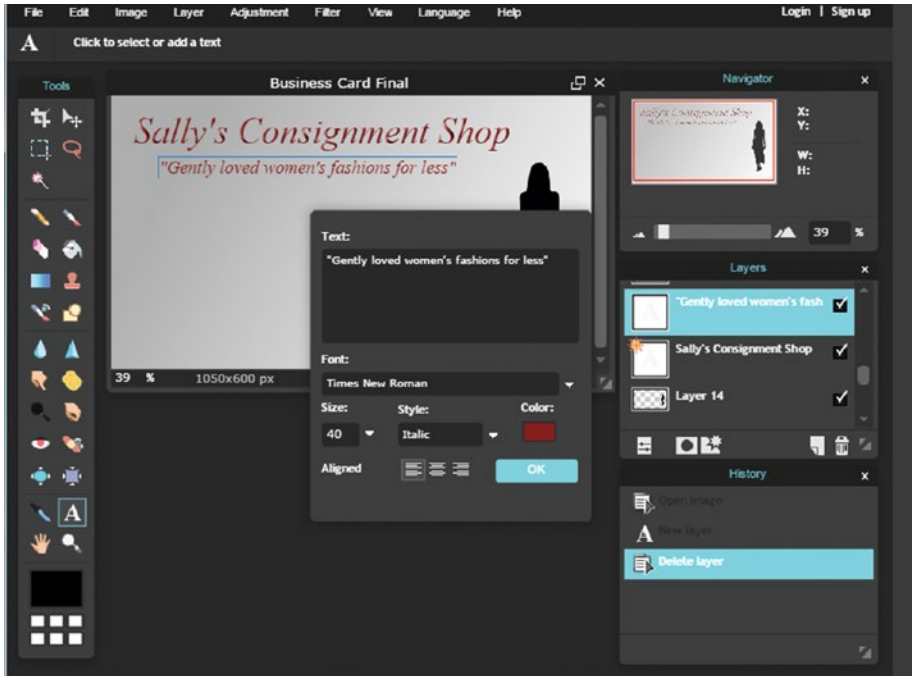


Figure 10-26. Typing the company message just under the name

14. Open the Type tool again and type the featured products in the center of the card:
 - A wide variety of top-name dresses
 - A wide variety of unique, vintage dresses
 - Gently worn shoes
 - Top name handbags
- Use the Arial Narrow (or similar) font. Make the size 28 and the style Regular (Figure 10-27). Click OK when you're done.

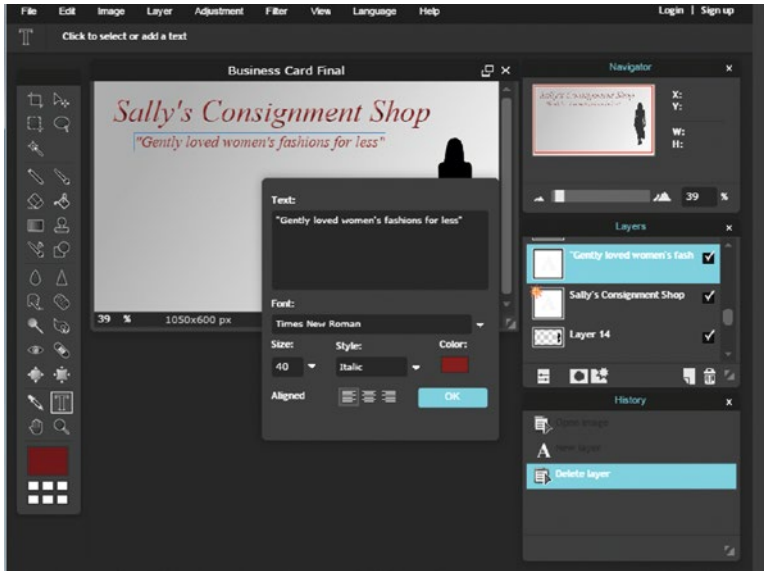


Figure 10-27. Typing the company message just under the name

15. Open the Type tool again and type this contact information along the bottom of the card:

Sally Lynn-Owner

123 Maple Lane, Suite 123 (Maple Plaza)

Anytown, USA

Phone: (123) 123-1234

Use the Times New Roman (or similar) font. Make the size 40 and the style Italic (Figure 10-28). Click OK when you're done.

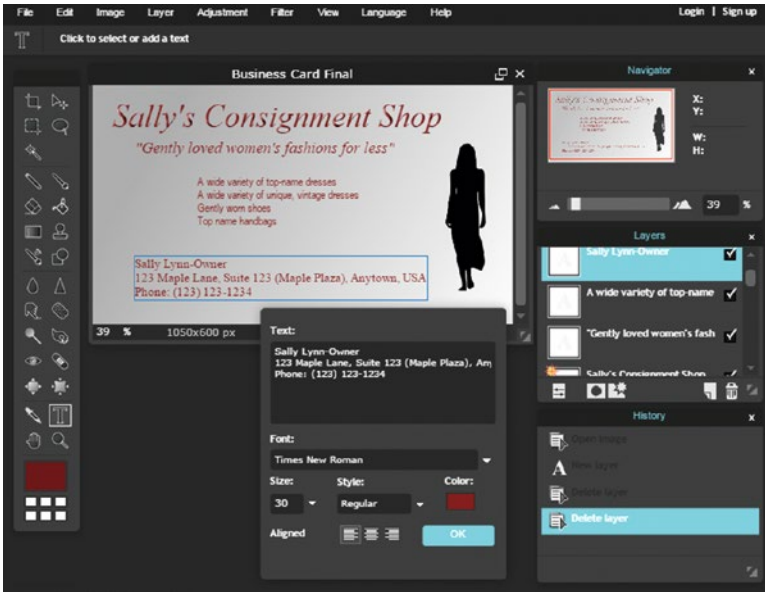


Figure 10-28. Typing the contact information along the bottom of the card

16. Use the Move tool to position each text layer as shown in Figure 10-29. The final result should be reasonably close. Of course, if font substitution was required, it will probably look somewhat different.



Figure 10-29. The completed (fictitious) business card

When you're finished, either close the image without saving or save it as a PXD file for future reference. *If you are a student, your teacher may instruct you to save the image with a certain name and in a certain location (such as a flash drive).*

Summary

Even though Pixlr Editor is designed primarily for editing photographic images, it can be used for creating pixel-based illustrations and for (to a limited degree) simple layouts such as business cards or postcards.

Conclusion

If you've completed all of the tutorials, congratulations! You did a great deal of work, and you've undoubtedly learned a great deal in the process. It's my hope that this book helped you gain some valuable knowledge and skills that you can use from now on.

Just remember, being good at photo editing takes time and practice, so keep going... and best wishes in your future endeavors.

APPENDIX A



Additional Resources for Pixlr Editor

You've seen a lot of examples in this book using the Pixlr Editor. This appendix directs you to a few sites that may be helpful in your image editing pursuits.

Additional Image Editing Applications

This section lists a couple of other free applications offered by Autodesk that are fun and easy to use.

Pixlr Express

www.pixlr.com/express/

Pixlr Express is excellent for basic editing tasks (such as cropping or adjusting contrast). It also has tons of effects, overlays, borders, and more (see Figure A-1).

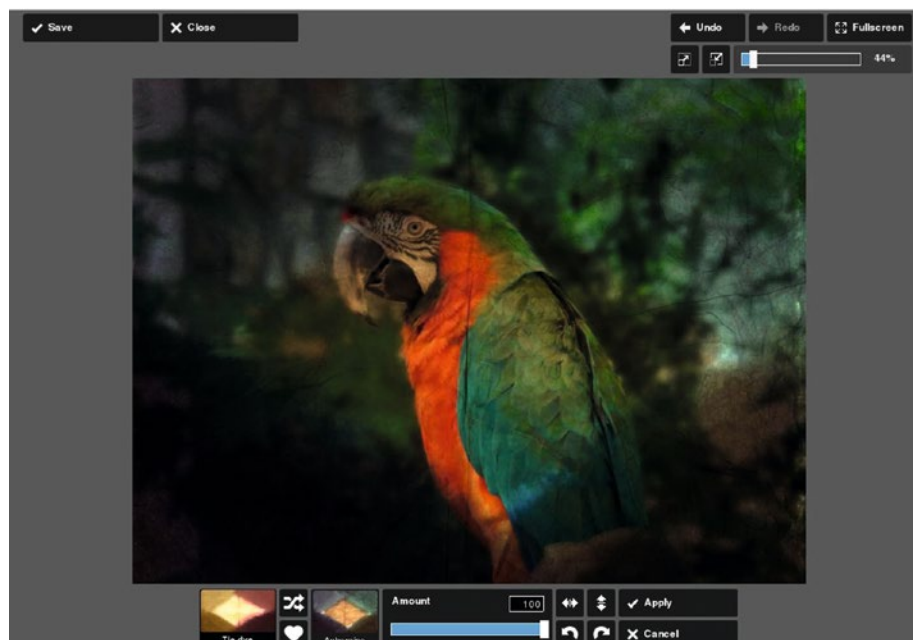


Figure A-1. *Pixlr Express offers basic editing functions, and lots of effects, overlays, and other fun options*

Pixlr Mobile

www.pixlr.com/mobile

With Pixlr Mobile, you can crop, rotate, and fine-tune your pictures on your mobile device. It's available from the App Store and Google Play.

Image Editing and Free Stock Images

If you've mastered the tutorials in this book, here are a few web sites that can provide you with images to help you hone your skills.

Retouch Pro

www.retouchpro.com

This web site (Figure A-2) contains tutorials on retouching and restoration. You must sign up for full access to the site, but it's free to join. There are various challenges you can take part in to test your skills. Retouch Pro also has a friendly and supportive community.

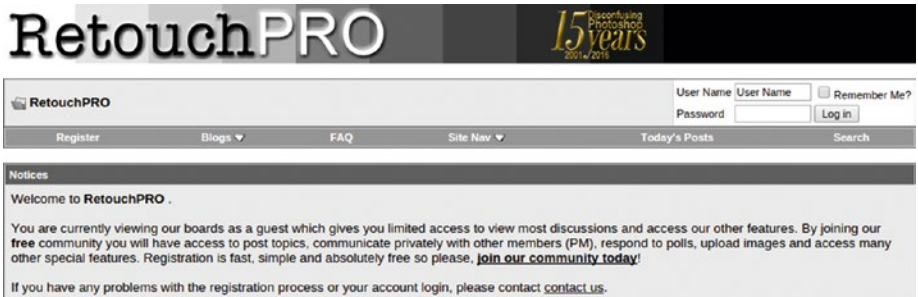


Figure A-2. Retouch Pro is a useful web site to help hone your image editing skills

Pexels

www.pexels.com

This web site (Figure A-3) offers free stock images that can be used for just about any purpose (even commercial use) without attribution. The only limitation is that people in the photos should not be portrayed in a bad light.



Figure A-3. Pexels is an excellent source for free stock images

Whitt's Image Works Free Digital Portrait Backgrounds

www.whittartworks.com/backgrounds/id14.html

This web site sells digital portrait backgrounds as digital downloads. There are several free examples available for download throughout the site (see Figure A-4). These backgrounds are useful in image editing and restoration work and graphic design (be sure to read the terms of use on the homepage).

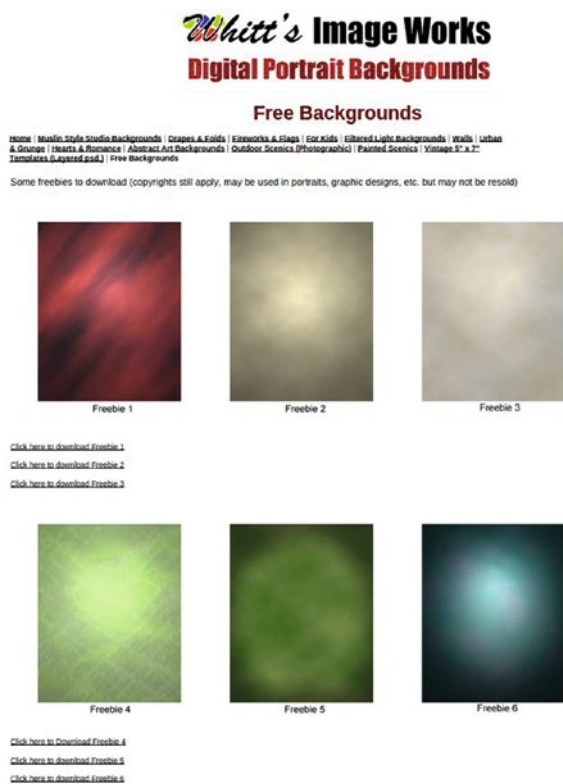


Figure A-4. There are several free digital backgrounds available from this web site