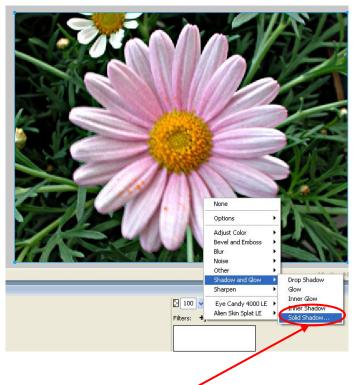
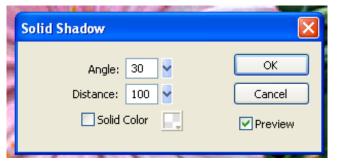
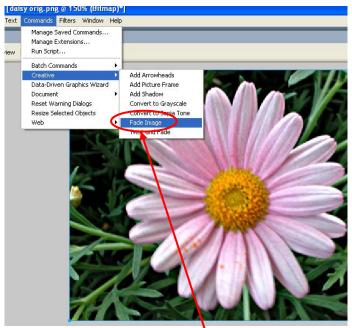
1. Open the Daisy picture in Macromedia Fireworks and select 'Create New Fireworks File'



2. Select the filter Shadow and Glow > Solid Shadow



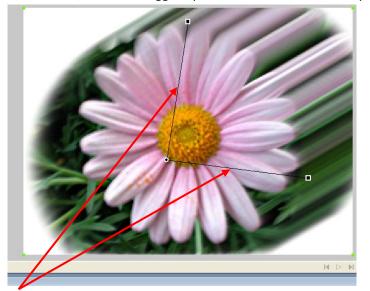
3. Set the Solid Shadow effect distance to 100 and set the angle to between 30 & 60. Make sure "Solid Colour" is not selected.



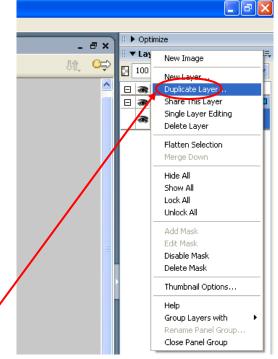
4. From the menu select **Commands>Creative>Fade Image**.



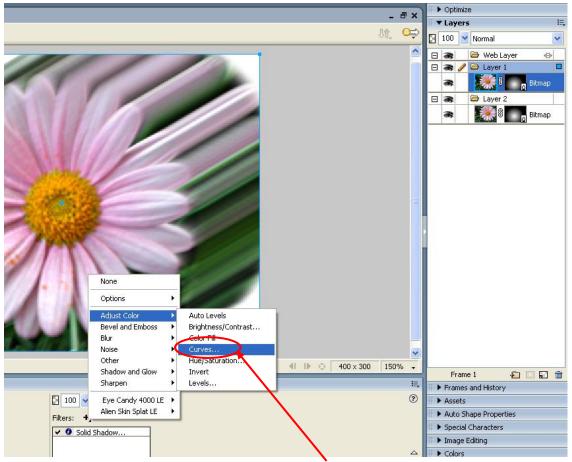
5. Select the desired fade effect; I used the egg shaped as indicated above and press OK.



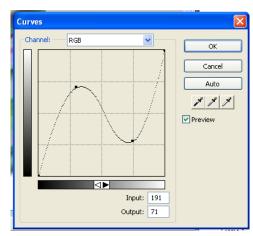
6. Now adjust the black lines until you get the desired zoom effect. You can change the position, angle and length of these lines to get the desired zoom/blur effect.



7. From the layers menu copy the layer by selecting **Duplicate Layer** 



8. With the original layer selected from the filters select Adjust Colour>Curves



9. In the colour curves popup create a double curve "big dipper" effect similar to above



10. Now select a suitable blend method. Saturation, Freeze, or Reflect seem to produce acceptable results (in my opinion)



