

# Design a Movie Poster in Photoshop

## Welcome to the Design Lab

Jennie Goforth  
jgoforth@unc.edu  
919.962.4194

## Get Help with Photoshop

- Ask at the front desk of the UL
- Do some Lynda tutorials: [software.sites.unc.edu/lynda](http://software.sites.unc.edu/lynda)
- Sign up for a design consultation on our webpage [library.unc.edu/house/designlab](http://library.unc.edu/house/designlab)
- Sign up for the Design Lab's listserv to get email alerts for our programs: <https://goo.gl/SIbR5Q>

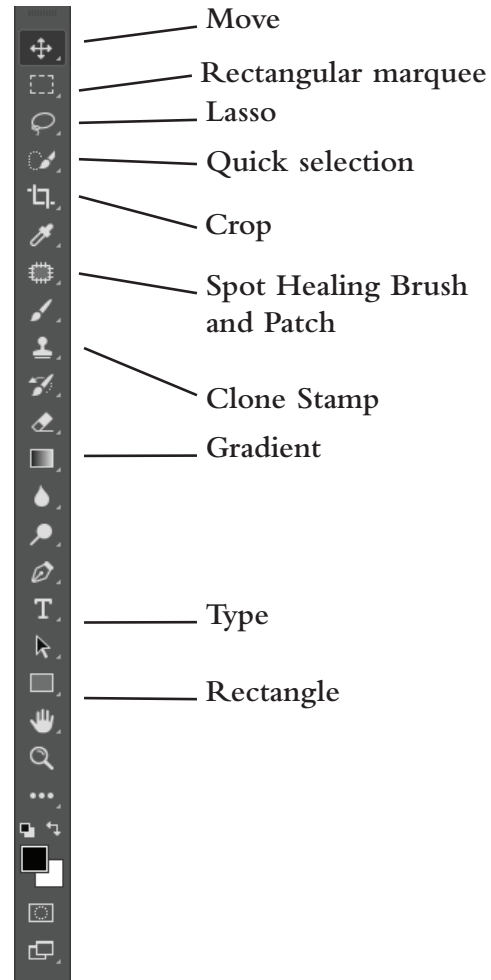
## File Formats

- PSD To create an editable Photoshop file
- JPEG Compressed file format, good for sharing and uploading to the web (small file size)
- TIFF Uncompressed format, good for maintaining high resolution (larger file size)
- PDF Good for printing and sharing

## Resolution Best Practices

- 72ppi for web  
300 ppi for print

## Tools We'll Use Today



## Keyboard Shortcuts

**\*\*Use Control on PCs, Command on Macs**

- Ctrl z Undo
- Ctrl + Zoom in
- Ctrl - Zoom out
- Ctrl c Copy
- Ctrl v Paste
- Ctrl t Free transform (also hold shift down to constrain proportions)
- Ctrl d Deselect

# Design a Movie Poster in Photoshop

## Lesson Outline

---

Navigate to: [skillful.web.unc.edu/photoshop-movie-poster](http://skillful.web.unc.edu/photoshop-movie-poster) to download the images needed for this workshop

### Create a new document

24"x36", 300 ppi

### Add background image

File>Place Embedded simpletallbackground.jpg. Resize.  
Use Spot Healing Brush tool to remove the moon.

### Add woman image

Open womanclosedeyes.jpg

Retouch image using Spot Healing Brush, Patch, and Clone Stamp Tools.

Select woman from background using Quick Selection Tool (refine edge by going to Select>Select and Mask)

Copy and paste selection onto the poster.

Right-click on woman layer and choose "Convert to Smart Object." Double-click on Smart Object thumbnail, and image will open in new tab. Use adjustment layers to lower brightness and change hue/saturation. Save and close tab.

Add layer mask. Use Gradient Tool to fade away top edge of woman's head.

### Add texture

File>Place Embedded glass\_cracks\_texture.jpg. Resize and rotate. Change blending mode to Overlay and lower opacity.

### Add text

Add title text. Arial Black 250pt with 150% vertical space

File>Place Embedded shatteredglasssmall.jpg and move over the title. Copy and paste the layer until you have several images that completely cover the title. Select all the layer, right-click, and choose "Merge Layers."

Right-click on shatteredglass layer and choose "Create Clipping Mask"

Add actors' names across the top.

### Create rectangle

Use Rectangle Tool to drag out rectangle.

Double-click on layer to add a Layer Style. Choose Drop-shadow and change angle of shadow.

