

# How to Use the New Mexico Reads Photoshop Templates

These directions and the templates were developed with the assumption that user would have a basic working knowledge of Adobe Photoshop.

## 1. Choose a photo

Try to choose or take a photograph with the following attributes:

- 300dpi at 11"x17" or use a digital camera with at least 6 megapixels. The more megapixels the better.
- JPEG or TIFF
- Vertical or portrait orientation
- Space above or below the author with enough space for the "New Mexico Reads" logo
- Space to the left or right of the author so there is an area for biographical information

## 2. Choose a template

All of the templates are designed to be used with Photoshop and contain transparent elements.

- Consider the orientation of the photograph. There is one horizontal or landscape oriented template.
- Pick a template that has colors that compliment the contents of the photo.

## 3. Open the template file in Photoshop

All of the templates are designed to be used with Photoshop and contain transparent elements.

1. Open the template in Photoshop.
2. Choose the LAYERS palette.
3. Select the layer labeled "Insert Photo in this layer" and place the photo.
4. If you want to, you can,
  - resize and change position of the New Mexico Reads logo
  - change the size, color, drop shadow effect, and location of the author-related text
  - make adjustments to the photograph
5. Save a .psd or Photoshop version of the file so you can make future edits to the poster document.
6. Flatten and save a second copy as a .pdf

## 4. Print the file

Whether you are printing in-house or sending your poster out to be printed, using a .pdf file will help with color matching and ensuring that all elements in the file, including fonts, render or print correctly. Here are a few tricks to help solve some common printing challenges.

- Sometimes a printer will consistently add too much of a color. For example, when you print people, the skin tone might always look jaundiced or yellowed. To solve this, open the .pdf file in Photoshop. From the IMAGE>ADJUSTMENT dropdown menus, find and choose SELECTIVE COLOR. This palette will let you choose to make edits to a specific color range. In the case of the jaundiced skin tones, choose YELLOWS and then use the YELLOW slide bar to remove excess yellow from the picture. This technique will work for blues, reds, magenta, etc.
- If your fonts don't look right, make sure that you flattened the Photoshop file. You can find this option in the LAYERS dropdown menu.
- If your printer does not have the ability to print 11"x17" or to the edge of the paper, find the PRINT OPTIONS or PAGE SET-UP for your computer and turn on SCALE TO FIT MEDIA. This option is located in different places for every computer and printer system.

The SAMPLE FILE.psd is an unflattened Photoshop file you can use to get ideas about how to further enhance your poster. If you selectively turn on and off the layers, you will see the use of gradients, transparency, trimming a part of the head to place it in front of the logo, and on the author photo layer, content was replicated to extend the image to the top of the page.