

INSTRUCTIONS FOR THE WEDDING SCHOOL

PHOTOSHOP TEMPLATES

DESIGN OPTION #3 MODERN STYLE

As you get started working on your marketing especially your magazine you should start gathering the images you want to use and place copies of all of them into a single folder so you have a central location to work from. So, if you want or need to make changes later they are easy to find. It will also help you if you need to make adjustments such as making your images lighter (for print), extending backgrounds, and for adjusting color or tone.

Note: *That all your color correcting needs to be done to the images ONLY, not the entire template because it will affect everything including the colors of your text and any other graphics too—which will lead to unwanted color shifts on every page. So always edit images separately and replace any image used in the template with the altered or corrected one.*

FONTS: Some of the Fonts used in these templates are copyrighted so they have to be purchased separately from a font website. I use MyFonts.com and a list of fonts that was used in these templates is below. They are fairly affordable BUT you can use any font you have on your computer instead if you wish. Open Sans is available for free, Google this to download what you need.

NOTE: *If you want to keep in line with your existing logo or brand stick with those fonts for brand continuity.*

Purchased form MyFonts.com:

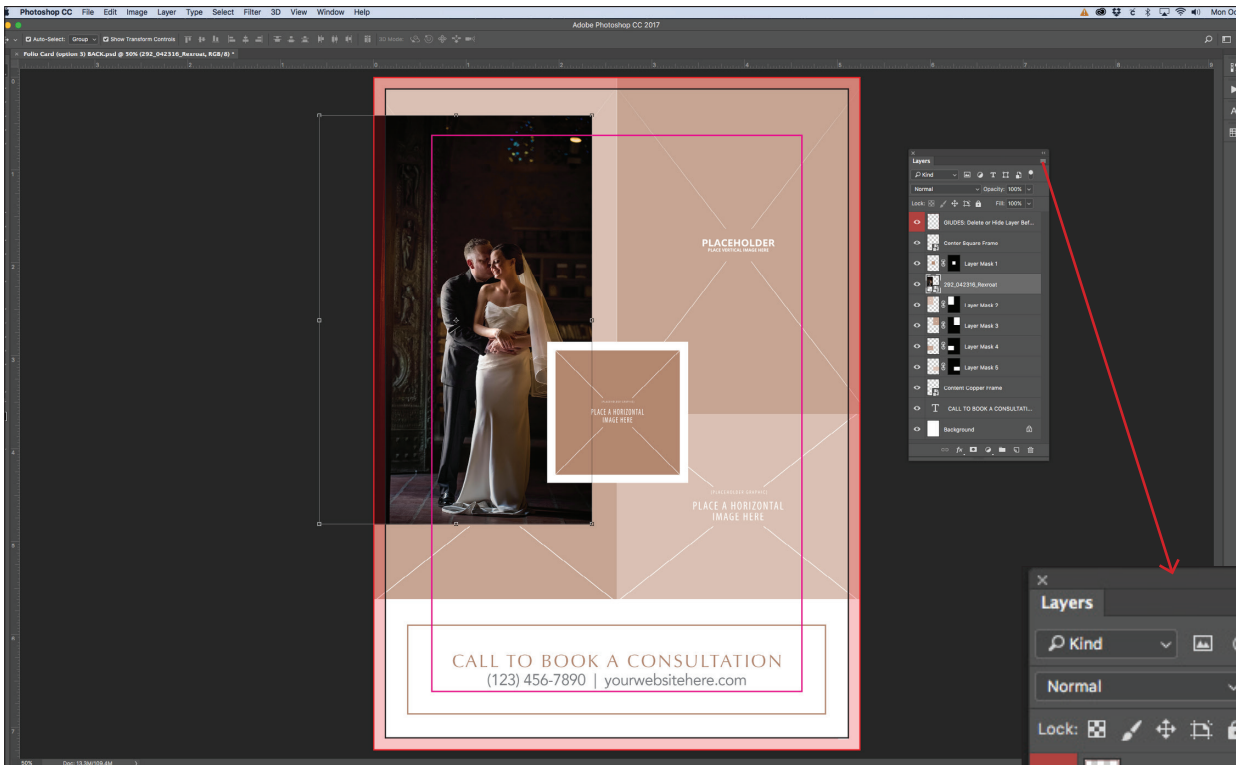
OPTIMA Regular
OPTIMA Italic
OPTIMA Bold

Free Fonts from Google.com:

Open Sans Regular
Open Sans Italic
Open Sans Semibold
Open Sans Bold

RECOMMENDED PRINTERS:

1. **Magcloud.com** or **Blurb.com** for the magazine.
Minimum order of 1, fully-assembled magazine.
2. **MillersLab.com** for the 5x7 Folio Cards, 5.5 x 8.5 Pricing Card, 5x5 Product Care Card, with minimum order of 25 for each.
3. I also use **GotPrint.com** to print larger quantities of Folio Cards as needed for events and Trade Shows for orders of 100 or more.
4. **Moo.com** for the Business Cards. Minimum order of 50 cards with different back side options per batch.



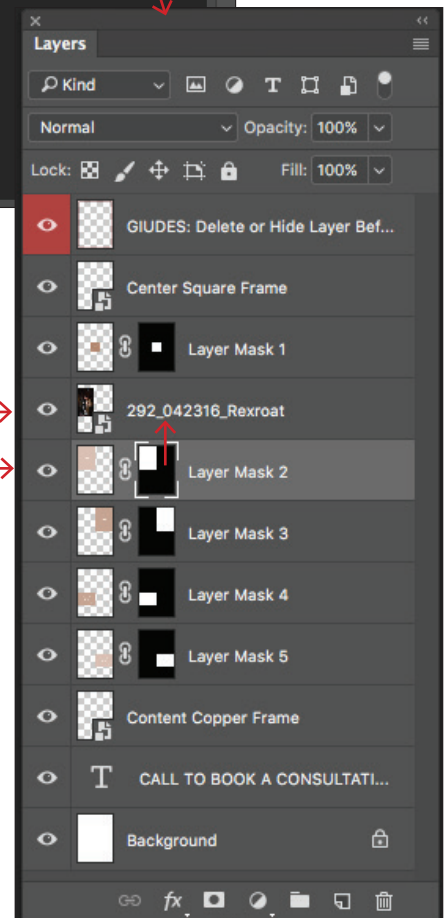
Adding Your Images:

Images should be as large as the image placeholder. I recommend no smaller than 5x7 for small images and for full page images use a 7x10 with a resolution no smaller than 300dpi. You will have to open each image file separately. At the top of the Photoshop menu and go to **FILE>OPEN** located the image and click open. Your image will open in its own tab or separate file. Go to **SELECT>ALL** or use the keyboard shortcut (*Command A for Mac*) or (*Option A for PC*) this will select the entire image. Then, go to **EDIT>COPY** (*Command C or Option C*) then go to the tab with the template and **EDIT>PASTE** (*Command V or Option V*).

Image Layer —→

Placeholder Image with layer mask

Click & drag the layer mask into the image layer.



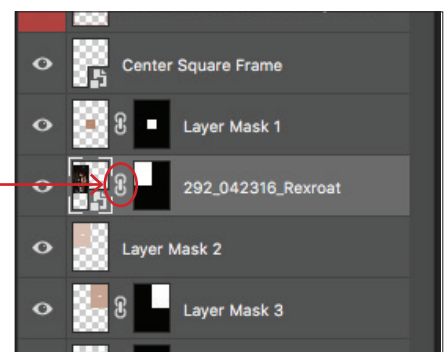
Transferring Layer Masks:

There are placeholder images through the templates that you will need to replace with your images. Once you have pasted a photo onto the template you will need to choose a layer mask to put it in. Move the layer with your image above the placeholder image layer you want to replace. Click on the Layer Mask icon and drag it into the image layer. Then, select the placeholder image layer and delete it. Now click the icon that looks like a chain off to unlock the layer mask from the image and click the image icon on the layer to activate the image within the layer mask so you can move the image and place it into position. Once you have moved the image click the chain icon on to lock it in place.

***Repeat these steps to add all images to the templates.**

Click to Unlink Image from Layer Mask

Then click the image on the layer to move image.



Changing Fonts:

To open the Character Panel at the top of the Photoshop menu go to **WINDOW>CHARACTER**. Select and highlight word, line, or paragraph of text then on the character panel click the drop down menu to scroll through the fonts to find the one you want and click to select that font. The text will automatically change to the new font.

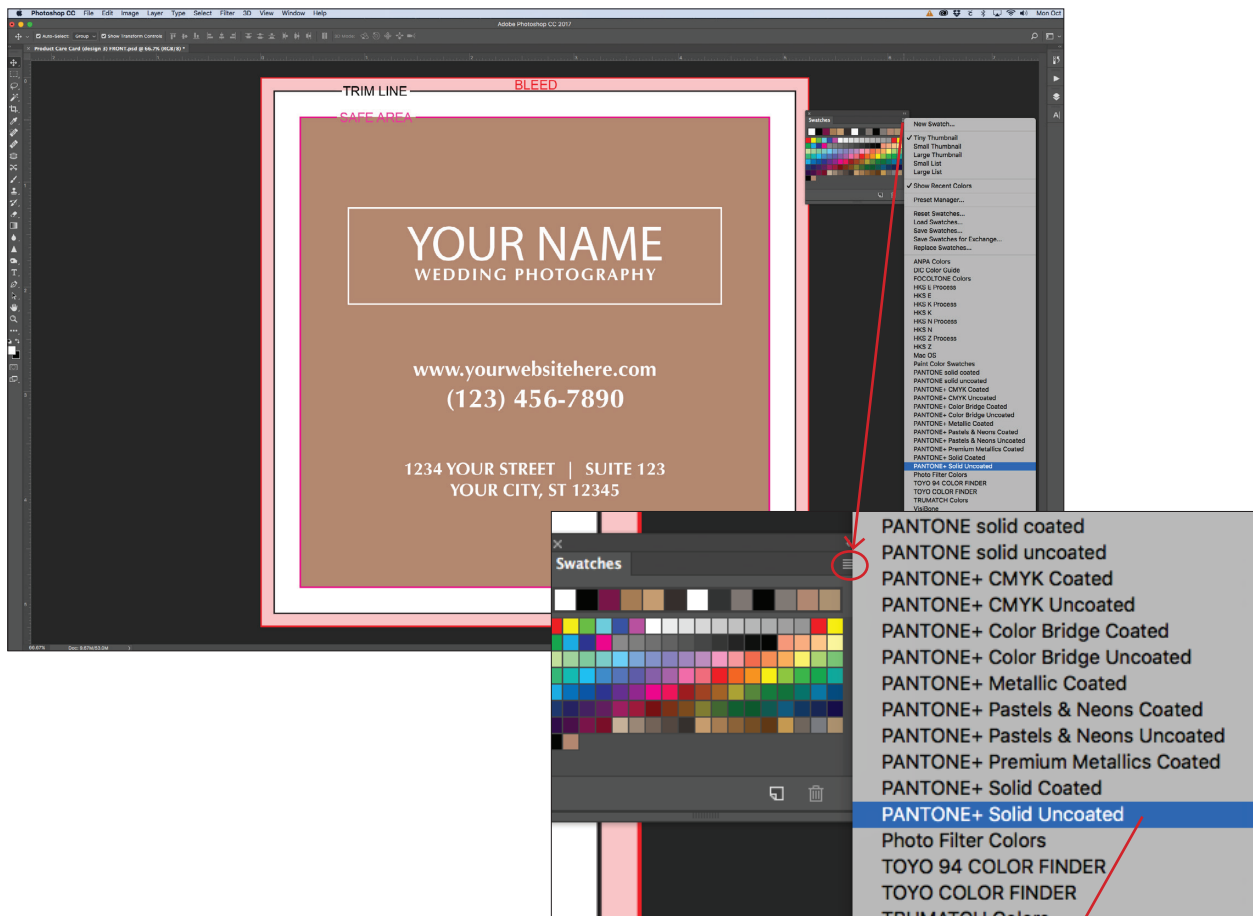
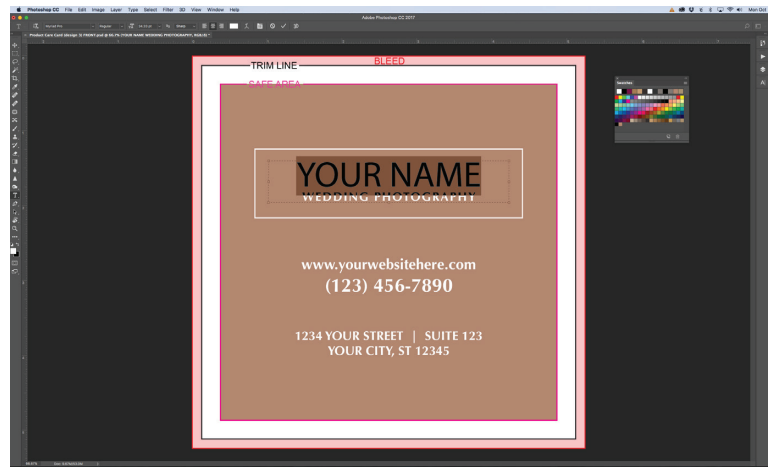
**Repeat everywhere you want to change the font.*

Adding or Changing Text:

Using the type tool (looks like a T in the tools panel) click this icon to select it then move the cursor onto the text you want to change. Select and highlight the word, line or paragraph and paste new text in its place or start typing.

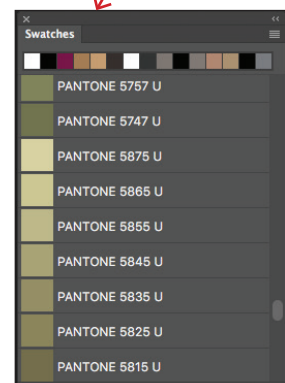
Changing Text Color:

First you need to open the swatch panel. In the top of the Photoshop menu go to **WINDOW>SWATCHES**. Using the type tool select and highlight the word, line or paragraph of text you want to change color. Then click a color of the swatch panel.



Adding a custom color to the swatch panel:

Click the layer options icon at the top right of the swatch panel. Select Pantone Solid Uncoated, then click the panel options icon again and select large list view and choose the Pantone color you want to use and click the swatch to select it.



Getting files ready for the printer.

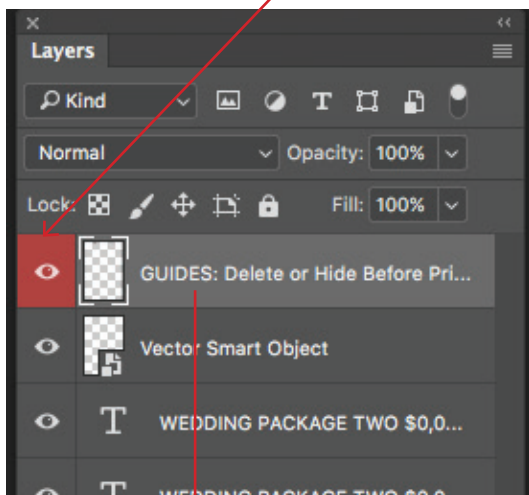
Always save a working copy of your templates with layers in Photoshop **.psd format** so you can go back and make changes if you ever need to.

Also, all the templates have a **Guides Layer** this is to keep while you are designing but once you are ready to go to print you need to **turn this layer OFF** so it won't print with your marketing piece.

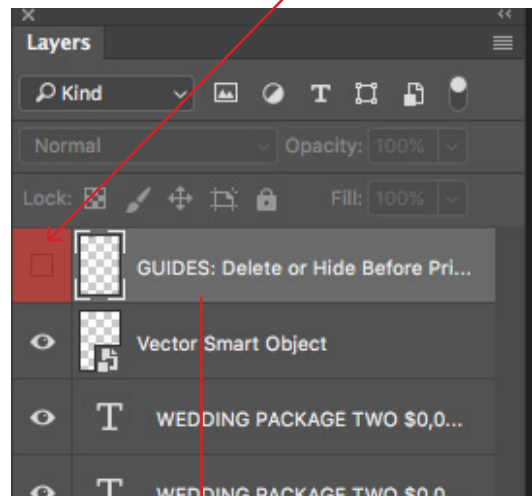
To turn on the guides layer click the icon on the layer that looks like a little eye.

Next, you will need to flatten all layers and save as a jpeg. At the top of the Photoshop menu go to **LAYER>FLATTEN** and then **FILE>SAVE AS** choose **file format .jpeg**. Save all flattened jpeg files of your templates into a Printer folder each template's files in their own printer folder. The 5.5 x 8.5 Product Card, 10-panel Accordion Card, and 5x7 Gift Voucher need to be saved as individual files to upload to the printer. The Gold Gift Card templates need to be saved as **.pdf file format** to upload to Moo.com and the magazine needs to be converted into a multi-page PDF file to upload to MagCloud.com

Visible Guides Layer



Invisible Guides Layer



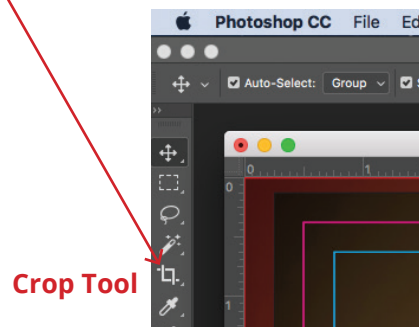
Converting the Magazine files into a Multi-page PDF.

Before you flatten the layers and turn off the guides you need to crop each 11x17 magazine spread into two separate pages.

Using the guide and the crop tool click and drag the middle crop anchor to the center of the document (zoom in so you can see you've moved the anchor exactly to 8.5" and hit enter on your keyboard to select the crop).

Turn off the guides and flatten the layers, and save the page and the page number to keep track and keep in order. For example, **SpringMagazine_page02.jpg**

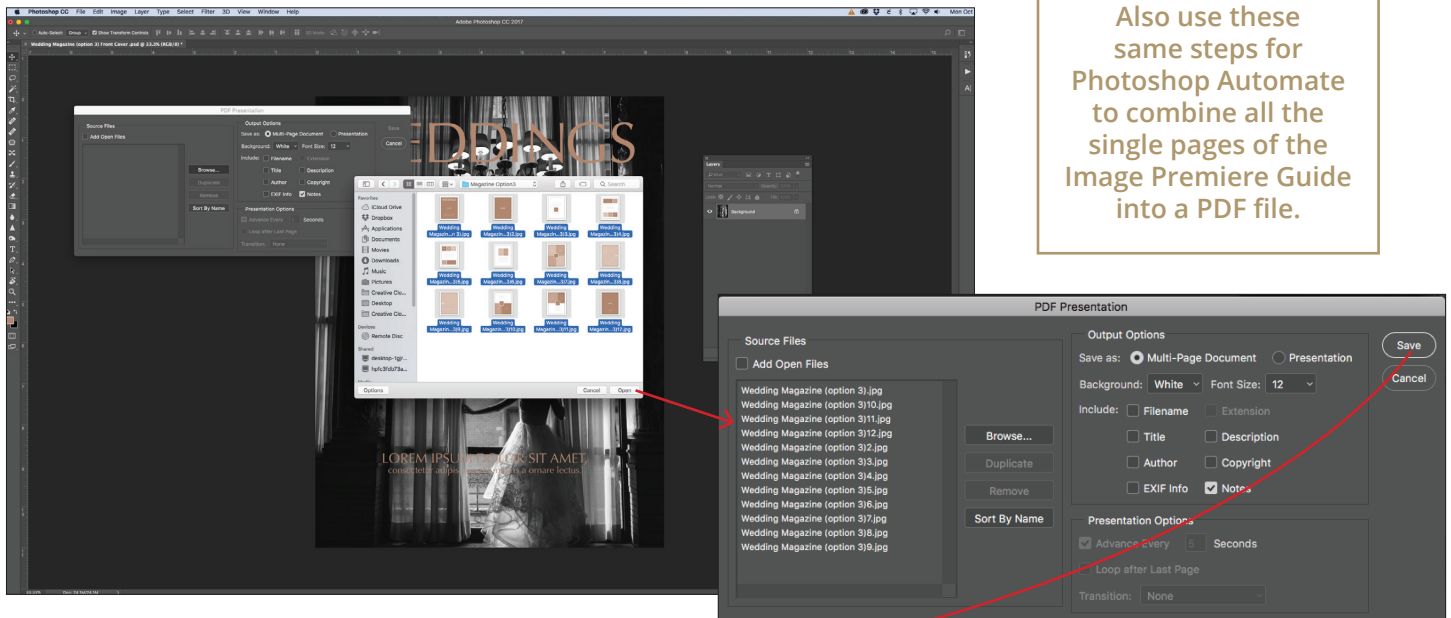
Don't close the file, instead go to your history panel and go back a few steps to the full spread, and repeat the process to crop the other side of the spread and save that page by page number. Open each spread and repeat this process until all the spreads have been cropped into pages



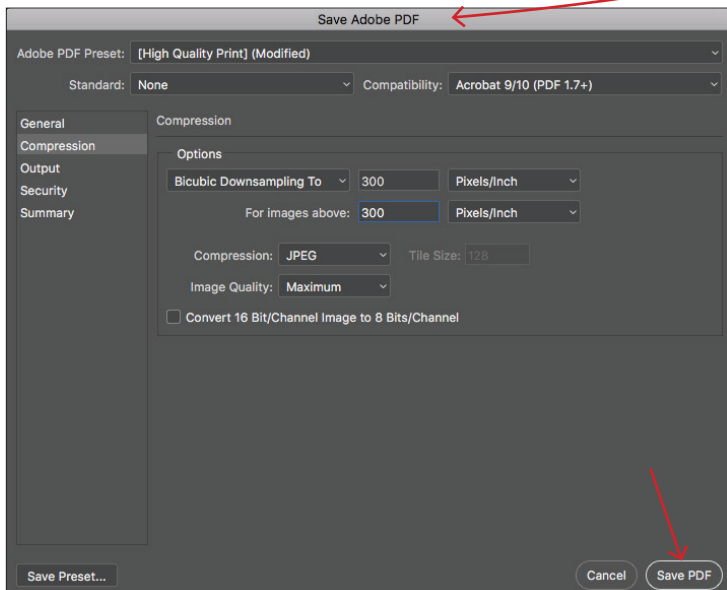
Use Photoshop's Automate feature to combine all the jpegs into one multi-page PDF file.

Now that all your magazine spreads have been cropped and saved as flattened jpegs into one folder at the top pf the Photoshop menu go to:

1. **FILE>AUTOMATE>PDF Presentation** The PDF Presentation dialogue box with open now click **Browse**.
2. Find the folder with all your jpeg pages, click **OPEN**, click and drag to select all the files and **click OPEN again**.
3. Under Output options select **Multi-Page Document**.
4. Then, click **SAVE** and name your document for example SpringMagazine(Pages).pdf and click **SAVE**.
5. In the Adobe Save PDF dialogue box, under the **GENERAL** tab select the highest Compatibility option Acrobat 9/10... Adobe PDF Preset to [High Quality Print]
6. Under the **COMPRESSION** tab, over to **Options** select **Bicubic Downsampling** default of 300 for images of 450, **Compression: JPEG, Quality: Maximum**, and click **SAVE PDF**.



Also use these same steps for Photoshop Automate to combine all the single pages of the Image Premiere Guide into a PDF file.



Once it's done go to the folder to open your PDF and review it. You can now upload this PDF to MagCloud.com for printing. And, if you prefer an online digital version of your magazine you can upload this PDF file to ISSUU.com too!

IF, you want to email a PDF to a client and want to show your magazine in spreads.

1. Go Back to your working Photoshop files and turn off the guides and flatten all layers go to **LAYER>FLATTEN**.
2. Then go to **IMAGE>CANVAS SIZE** and change the horizontal to 17 and vertical to 11 to remove the .25" bleed (*you only need this for print*).
3. Save all your spread and covers into their own folder and follow the steps for creating a multi-page PDF using the Photoshop Automate feature. Name your file for example **SpringMagazine(spreads).pdf**