

Text Effects

Drop Shadow

Stroke

Gradient

Bevel and Emboss



Imaginative and eye-catching text design is everywhere we look on the Internet, on TV and in printed materials. We can create some cool text effects with features like *Word Art* but they are limited, and we can't use them outside of Microsoft programs easily. In this tutorial we will use **Photoshop** to create some great text effects suitable for banners, logos & websites...

Crazy Frog K-BOOM!

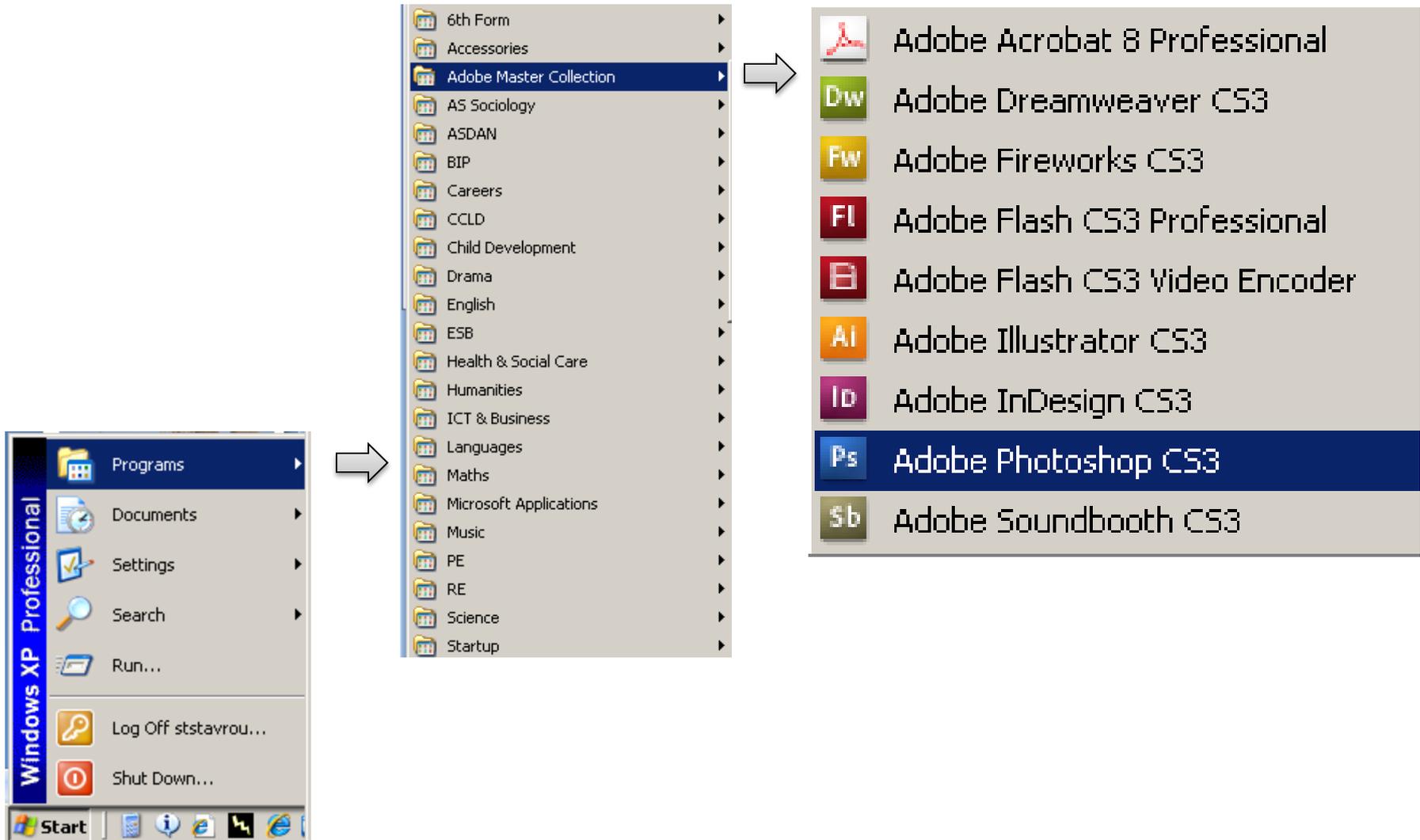
Cloudy Day Pink My World

Diverse Idea Litte Magic

Destroyer Ye!!! WOW DigiTa

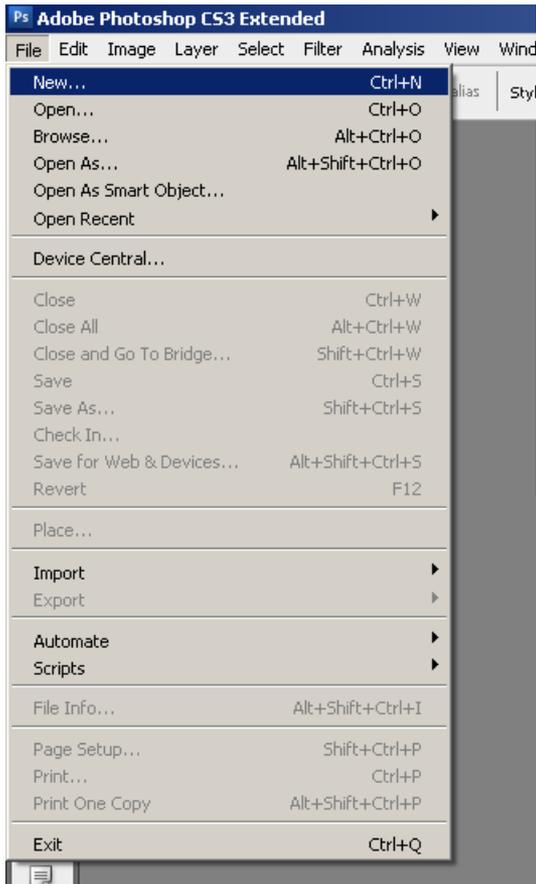
Let's create some text effects!

Start **Adobe Photoshop** (use your most recent version, CS5, CS6 etc.)

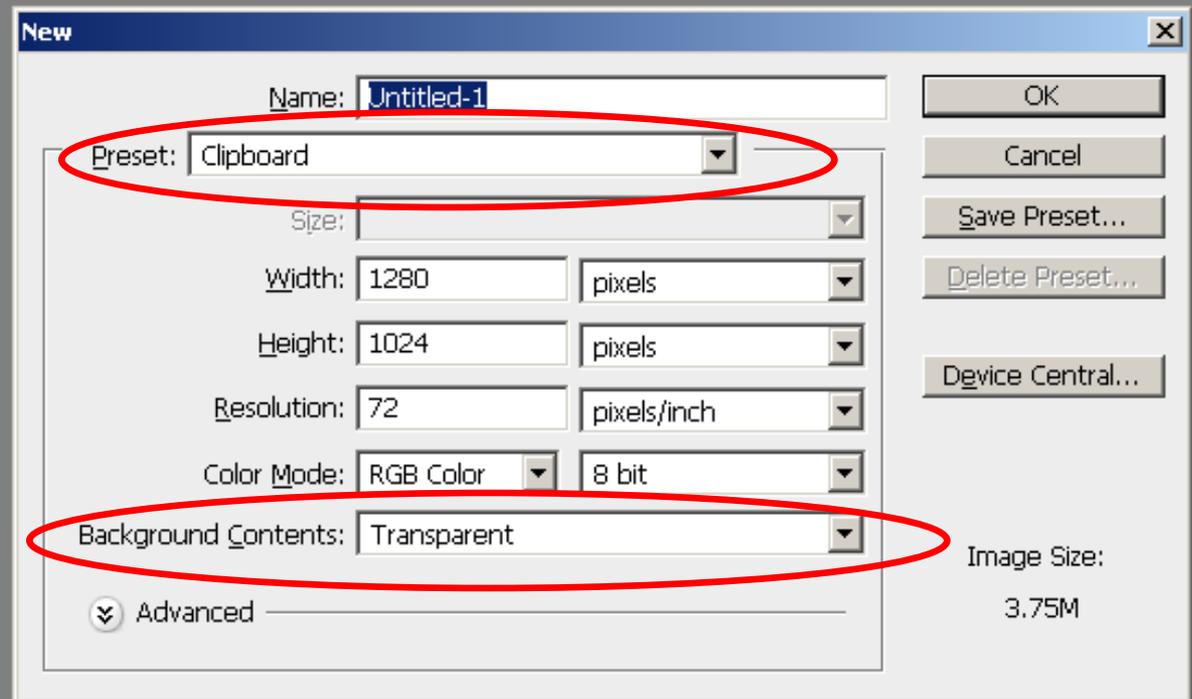


This is the background image. Open the file Sand.jpg and copy it .

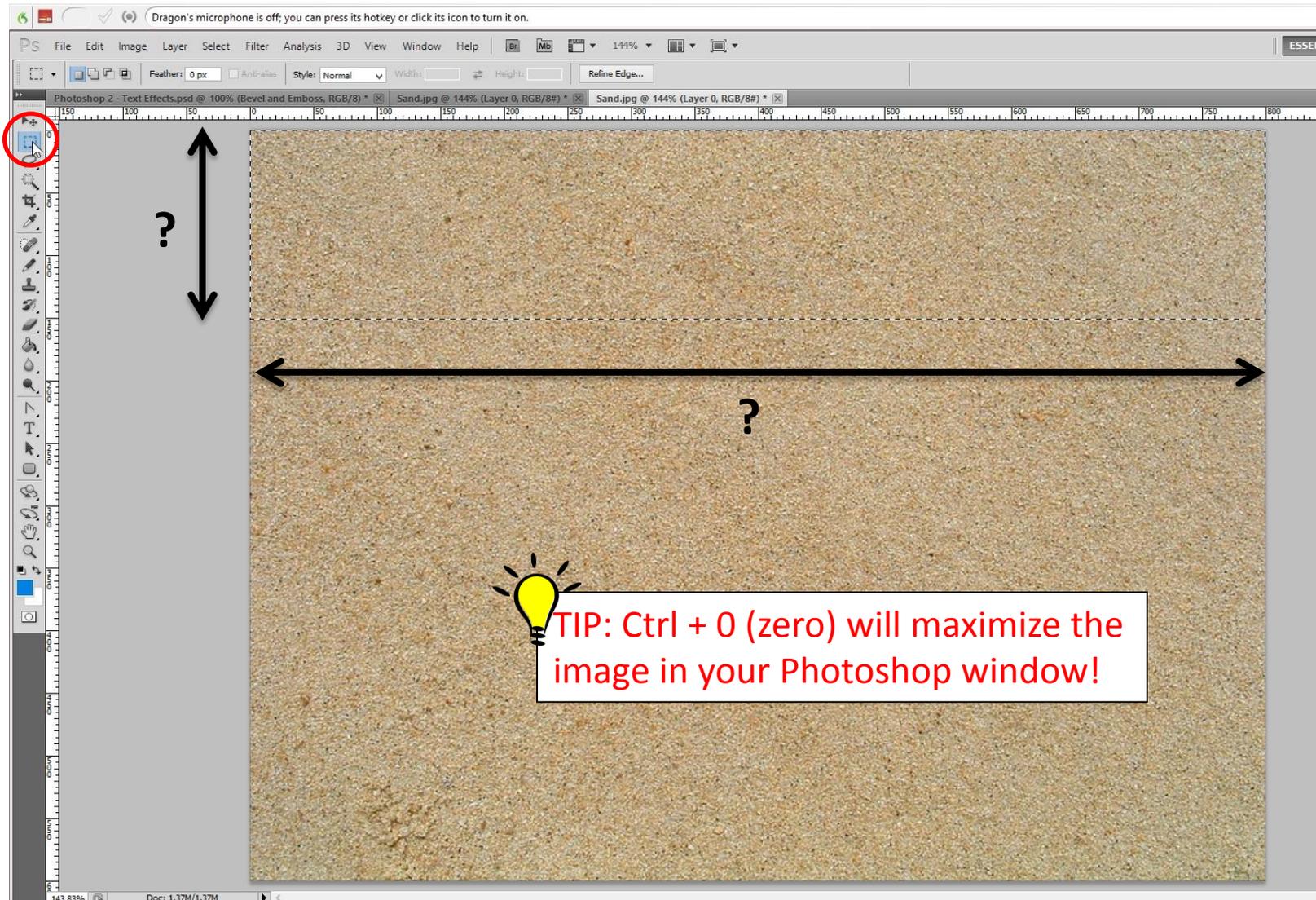




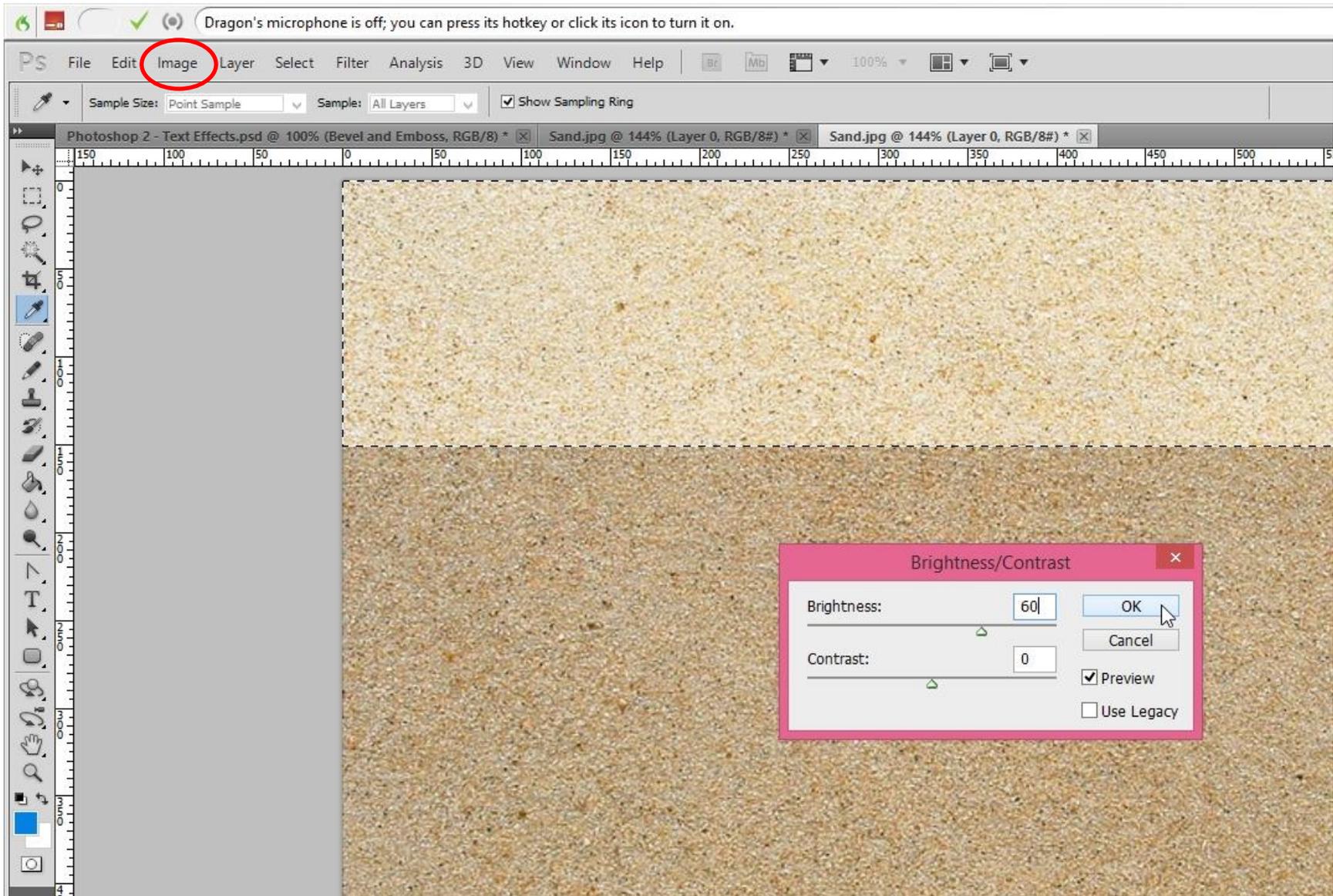
1. Create a new document in **Photoshop**.
2. Change the Preset to *Clipboard* and the Background to *Transparent*.
3. Click 'OK' and your background image should appear. If not, just paste it in anyway (Ctrl + V).



The background image is **800 px wide** by **600 px high**. First, use the rectangular marquee tool to select the top quarter of your background image. How big is your selected area? _____ X _____



From the top menu select *Image* → *Adjustments* → *Brightness/Contrast*, and increase the brightness to 60.



Repeat the last two steps to complete 4 equal-sized rectangles of increasing darkness. Now save your work – call it **Text Effects**.



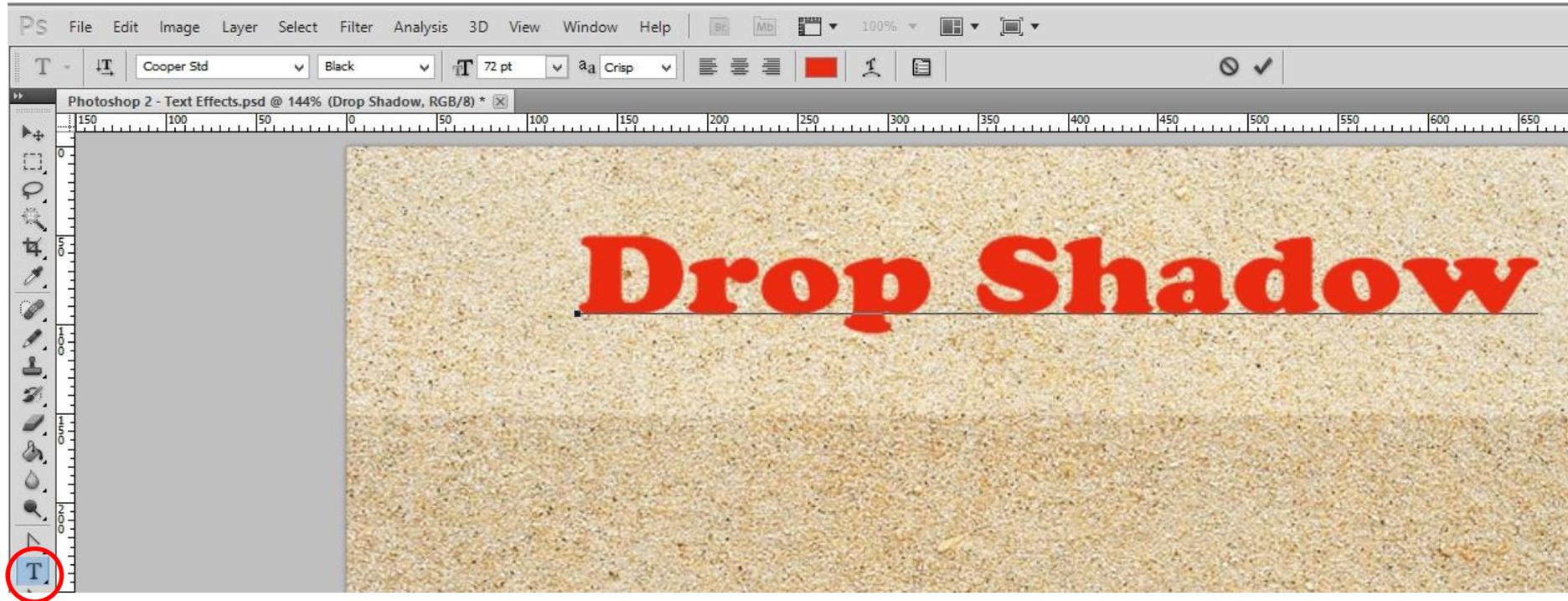
Brightness: +60

Brightness: +30

Brightness: 0

Brightness: -30

Select the Text Tool and type the word 'Drop Shadow'.
Change the font to **Cooper Std, 72 pt, Crisp**, as shown below.

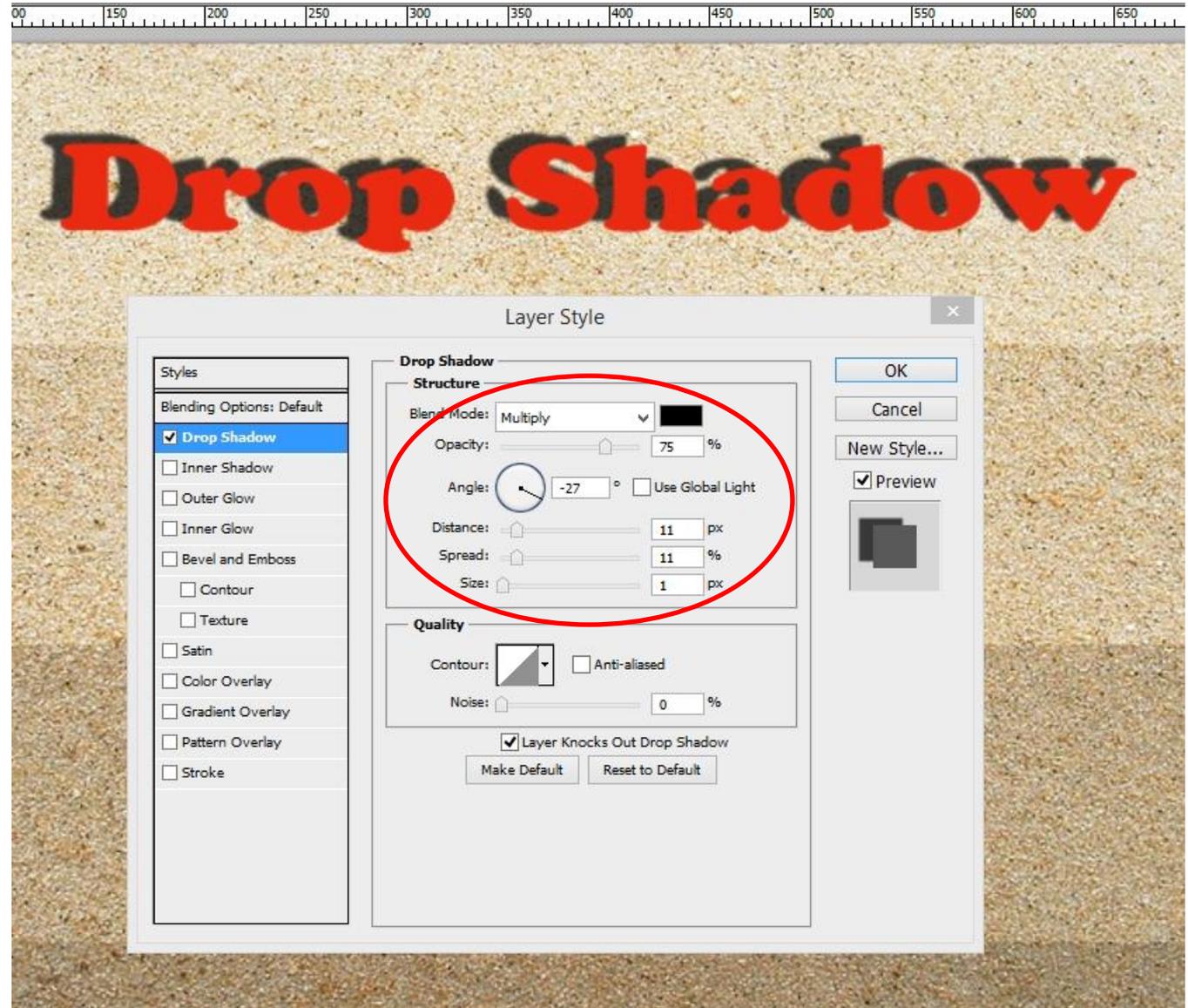
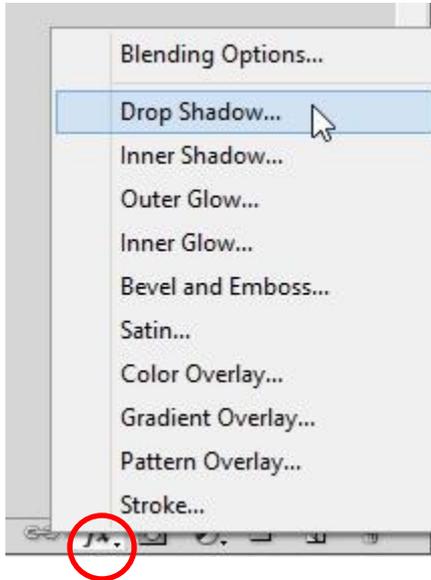


If you don't have **Cooper Std** installed on your computer, then use a similar font with a heavy ('chunky') appearance.

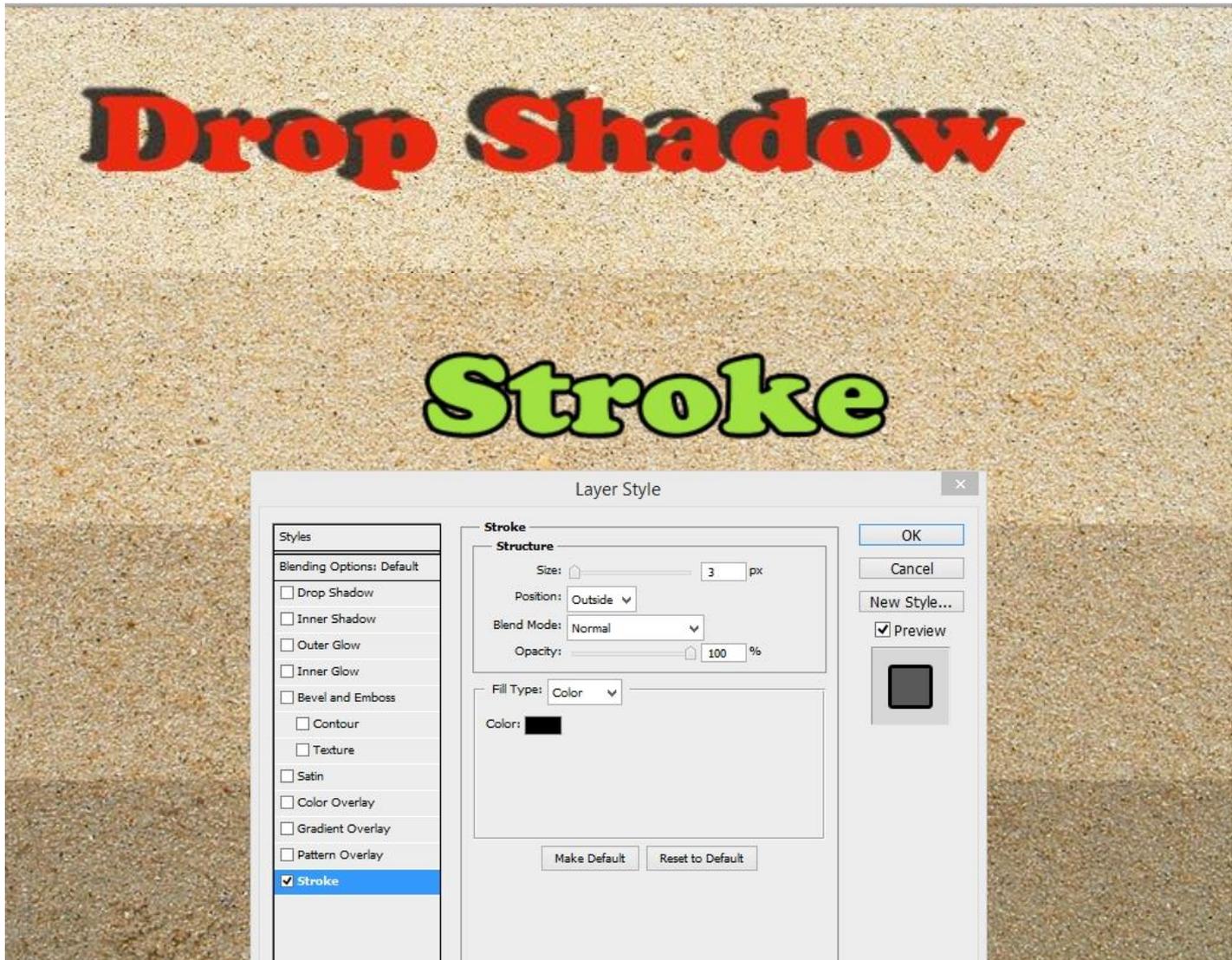
You don't have use **red**, but choose a colour that's easily visible.

Q. The difference between 2 colours is called what? **C**_____

In the bottom of the *Layers* panel click on **fx** and select **Drop Shadow**. This will open up the *Layer Style* menu. Use the settings shown below.



Now repeat the process with another effect. I've used **Stroke**, but there are plenty to choose from. Think about what colours work best against the darker backgrounds. *Ask yourself why?*



Here are my text effects – I'm sure yours will be much more impressive!
Once you've finished, have a go at combining different effects together.

