

Sell Your Work

Create Basic Mat Canvas(s)

Great presentation is 90% of your marketing and sales battle...

Preparing a Presentation Style

Okay, you worked your booty off. Now, you've finally got your image ready to show!

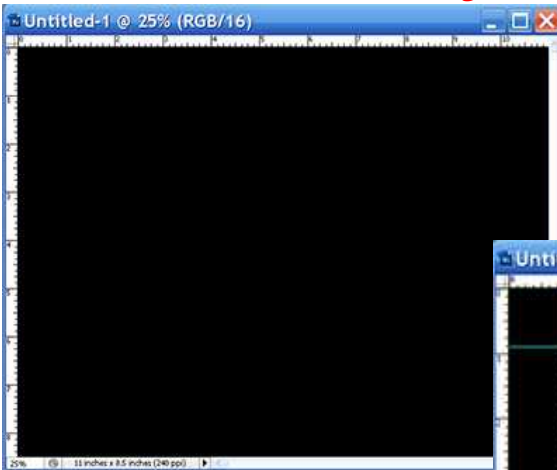
Is there anything *else* you can do to enhance your marketing style?

Yes...

You can mat the image, create a provocative title, and copyright the results! If you choose, you can also tell people how to contact you.

We're going to create 11 x 8.5 images with a black outer mat. The inner mat will reflect a subordinate color from an interesting part of the image. Then, we insert an image and add a title. Copyright and contact information will remain the same.

Define Solid Color Black Image at 240 Dpi for Outer Mat



First, we define a new image at 240 dpi. Then, with Layer>New Fill Layer>Solid Color, we put a layer on top as our outer mat. Initially, we choose black; perhaps, later, we might wish to use a gray.

Define Solid Color Gold Image at 240 Dpi for Inner Mat

Then, we repeat a New Fill Layer as an inner mat.



This step is slightly more complicated. We know the maximum image size will be 9 x 7 inches. We can use View>New Guide> to set horizontal guides at 0.9 and 7.1 inches. We repeat this process for vertical guides at 0.9 and 10.1 inches.

Now, we carefully put a Rectangular Marquee rectangle in place, starting at the upper left-hand intersection of these guides, then dragging to lower right intersection.

With this rectangle still selected, we did Layer>New Fill Layer>Solid Color again, then select a slightly subdued interior color to create the inner mat.

Notice the small circle inside the 'Pick a solid Color' dialog box - that's our subdued fill color.

Creating a Title/Contact using Text

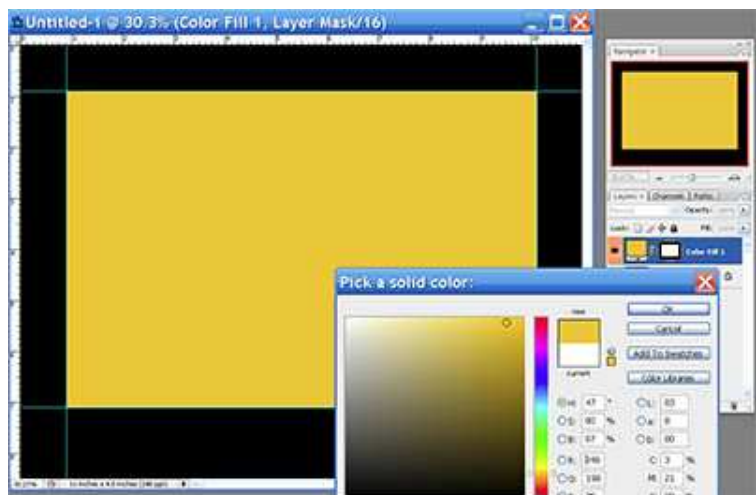
A title is really quite an important part of an image. Each title should be an evocative conclusion to emotions created by the image. But, knowing who created the image and how to get in touch with them is equally important.

So, we choose a font, style, size, and color - then write a title on the page.

To place the title, we do a vertical new guide at 5.5 inches.

After this formality, we include e-mail address, website address, and a contact phone number. Don't forget to lower the opacity on the contact information so that it does not detract from the image.

As a final step, we choose a personal brush, and imprint a copyrighted signature on the outer mat. You can size the brush with the bracket keys [] and lower the opacity as well. Sometimes, after you've chosen the brush, you may need to tap the brush on the top of the window to activate it.



The Piece de Resistance - Our Image

Our last step is to carefully put an image within the center of the inner mat.

When the image comes in, using the File>Place command, it's going to be bigger than the Smart object window. Simply grab the upper left-hand corner and move it within the inner mat space at 1, 1. Then grab the lower right-hand corner and move it to 10, 7. When you click the check mark at the top of the window, you've successfully placed your image.

Are We Done?

We could be... if we were never going to use this process again.

But, that's simply not the case. This is a prototype designed with care for many other uses. In effect, it's going to help us create a full and continuing panoply of our images in a photographers portfolio.



Use Smart Objects to Replace Images, Titles, and Filters on Images!

We can finish with several creative steps which will allow us to much more easily make future changes in the. To accomplish these future changes, first, let's select two text lines as layers. When we Ctrl-G, these two layers are now included as a group.

If we right-click on the group layer, we can change this layer Convert to a Smart Object. The Smart Object will allow us to change our future image names easily.

As a final step, choose image, right-click, and Convert to Smart Object as well.



Think About the Future!

There are essentially three kinds of images.

1. The image whose major axis is horizontal (landscape).
2. The vertical image (portrait).
3. Images which reflect a panorama (landscape).

We suggest - when you've successfully created a

matted portfolio in the horizontal landscape mode, then start again and quickly create the vertical mode.

It's going to be more difficult to work with panoramas, so re-think your matting concept, then create them at will.

Voilà...



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