

Logos, Lower Thirds and More – Text for Video Inside of Photoshop

11/15/07-Thur- 10:00 AM-11:15 AM

When working with video, Photoshop can often be one of the most useful and versatile tools in your arsenal. But there are definite dos and don'ts when it comes to using text in video. Find out which basics you should be paying more attention to, and learn important techniques to improve the readability and style of your text. This class will help you rediscover the obvious, and make sure that your graphics don't just look good, but communicate the right message to your audience.

Audience: This class is suitable to all levels of designers.

Setting up your system:

- Lots of RAM
- S-Video Out
- NTSC Monitor
- Tablet

Font overload – Don't have way too many fonts installed in your system or use a font management program (Font Suitcase, MainType)

Preferences:

- Adobe Color Picker
- Bicubic Interpolation
- History States
- Show Tool Tips
- Keyboard Zoom Resizes Windows
- Dynamic Color Sliders
- Save Palette locations

File Handling:

- Save Icon and Thumbnail
- Maximize PSD compatibility

Display and cursors:

- Uncheck all of the display ones
- Painting cursors to brush size
- Other cursors to Precise

Units and Rulers:

- Change Rulers to Pixels
- Set Type to Points
- Screen resolution at 72 ppi

Good text:

- Limit how many different fonts you use
- Use heavy, readable font
- Do not use templates
- Don't be too 'wordy'
- Design for the "back of the room"
- Be consistent with capitalization and punctuation
- Use transparencies
- Make your file easy to change if need be
- Balance legibility with style, fitting enough information on the screen

Selecting the right font:

- Serif fonts have small strokes at the end on the larger strokes that make up the text
Sans Serif Fonts are more modern
- Font height
- Weight
- Appearance
- Good fonts for video include:
 - Georgia
 - Verdana
 - Myriad
 - Impact
 - Trebuchet
 - Gill Sans
 - Helvetica
 - Futura
 - Any font that has been optimized for the web should also look good on video

Talk to your client, fonts should reflect the message that they are trying to convey. Different messages need to be delivered in different ways.

Font Style – try to use the actual bold or italic rather than the Faux

Font size – should be readable

Leading – Space between the lines

Kerning – You need to develop a sense of visual balance. Move cursor using the arrow keys, press ALT and continue to press the arrow keys, this will affect the kerning

Tracking - the same as kerning but for the whole word.

Baseline shift – How far the characters are from the baseline

Paragraph palette

- Alignment
- Indent Fields
- Spacing Fields
- Enable Hyphenation

Font Color

- Only a few colors actually look good for text on video
- White and Black
- Light Blue, yellow and tan
- Navy and forest green
- Clients expect consistent color throughout different media, so that the color that they used in their print ad match the color that you use in your video. If they are using pantone colors ask for the number and 'dial it in' using the color swatch
- If you are using small type, use some kind of contrast. Make sure that it can be read comfortably farther away than where you are sitting when editing – viewers typically do not sit that close to their TVs

Read the text using a true NTSC monitor and '**design for the back of the room**'

Esthetics

- If the text is to be used on top of moving video, make sure that it is contrasting and maybe add a contrasting edge so that it is easy to read.
- Try to avoid different lines of text that 'mix' with one another

Making a lower third

- Place a still in there just for reference
- Draw with the rectangular marquee tool
- Select the gradient tool and make a semi-transparent gradient
- Apply Gaussian blur to soften the image
- Add text – make it a block text, easy to read
- If using 2 lines, duplicate the first one, move it down, change the size and type in the new words
- Add bevel, emboss, whatever..
- When you are ready to save, do so as a flattened file (tiff, pic or targa) with an Alpha Channel.
- Hold down the ALT key and choose merge visible
- Turn Layer 'off' by clicking on the eye icon
- Hold down CONTROL and click on the layer thumbnail to load selection
- Go to channels palette and click on Save Selection as Channel Button
- Save as PICT or Targa with an Alpha included
- Do not save any more than 1 alpha channel per file

Reflections – Duplicate text, flip, blur Distort, add lights

Multiple Blurs – Duplicate text several times and change color – add Motion blur to these change blending mode of the top one until it 'pops' out (maybe screen???)

Layer Styles - Flatten the layer before saving this way you will be sure that your NLE will be able to read the layer style.

Type Effects:

- 1- Start document
- 2- Type text
- 3- Create an alpha channel
- 4- Apply noise to the alpha channel (filter>noise – to about 80%)
- 5- Apply motion blur to alpha channel (horizontal blur)
- 6- Magnify the stripes (Control + t to resize)
- 7- Image >Adjustment> auto levels
- 8- Filter>texture>grain
- 9- CONTROL click on this alpha's thumbnail to load as a selection
- 10- Add layer mask to the text layer
- 11- Copy this layer
- 12- Invert mask of the copied layer
- 13- 'unlock' the bottom layer from its mask

- 14- Move the layer mask a little bit
- 15- Change color of the top text layer
- 16- Click on bottom text layer and change the color to the same as above, but darker
- 17- Copy text layer again, and delete layer mask
- 18- Go to channels palette and select the alpha, make more 'contrasty'
- 19- Blur this alpha a little bit
- 20- Add layer mask to the top layer
- 21- Change text color to white
- 22- Select top layer and add glow to it
- 23- Add drop shadow and change blending mode of shadow to linear dodge
- 24- Add black to transparent gradient – change opacity of gradient to 60% and change blending mode to color burn
- 25- Create gradient background layer
- 26- Slant the text

"Grungy" text with clouds

- 1 Create text
- 2 Make Clouds Texture
- 3 Add noise to the clouds
- 4 Copy cloud image as a mask for the text layer
- 5 Rasterize text
- 6 Add lights with "mountainous" to the clouds layer
- 7 Link both layers, and distort at an 'angle'
- 8 Add different image and place in between the images
- 9 Change blending mode until it looks good

Text on "bark"

- 1- Create tree bark (Filter> Render> Fiber)
- 2- Colorize with Hue and saturation
- 3- Save file
- 4- Write text
- 5- Filter>Distort> Displace
- 6- Choose the file you saved earlier
- 7- Add 'vignetting', etc, etc

'Stone Text'

- 1- Type text
- 2- Blur text
- 3- Add clouds
- 4- DO clipping mask so that the text is made up clouds
- 5- Add lighting, "mountainous"
- 6- Color the text
- 7- Add gray background

Texturized

- 1- Type text, rasterize it and change its perspective so that it is big and at an angle
- 2- Filter> Distort> Ripple
- 3- Filter> Distort> Glass
- 4- Load this as a selection
- 5- Gaussian Blur
- 6- Load selection again and expand Select > Modify > Expand
- 7- Create new layer and fill selection with black, place under type layer
- 8- Gaussian Blur
- 9- Add noise to the background layer
- 10- Gaussian blur
- 11- Flatten image
- 12- Lights "mountainous"



Luisa Winters is an Adobe Certified Instructor in Macromedia Flash, After Effects, Photoshop, Premiere Pro, Encore DVD and Audition.

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