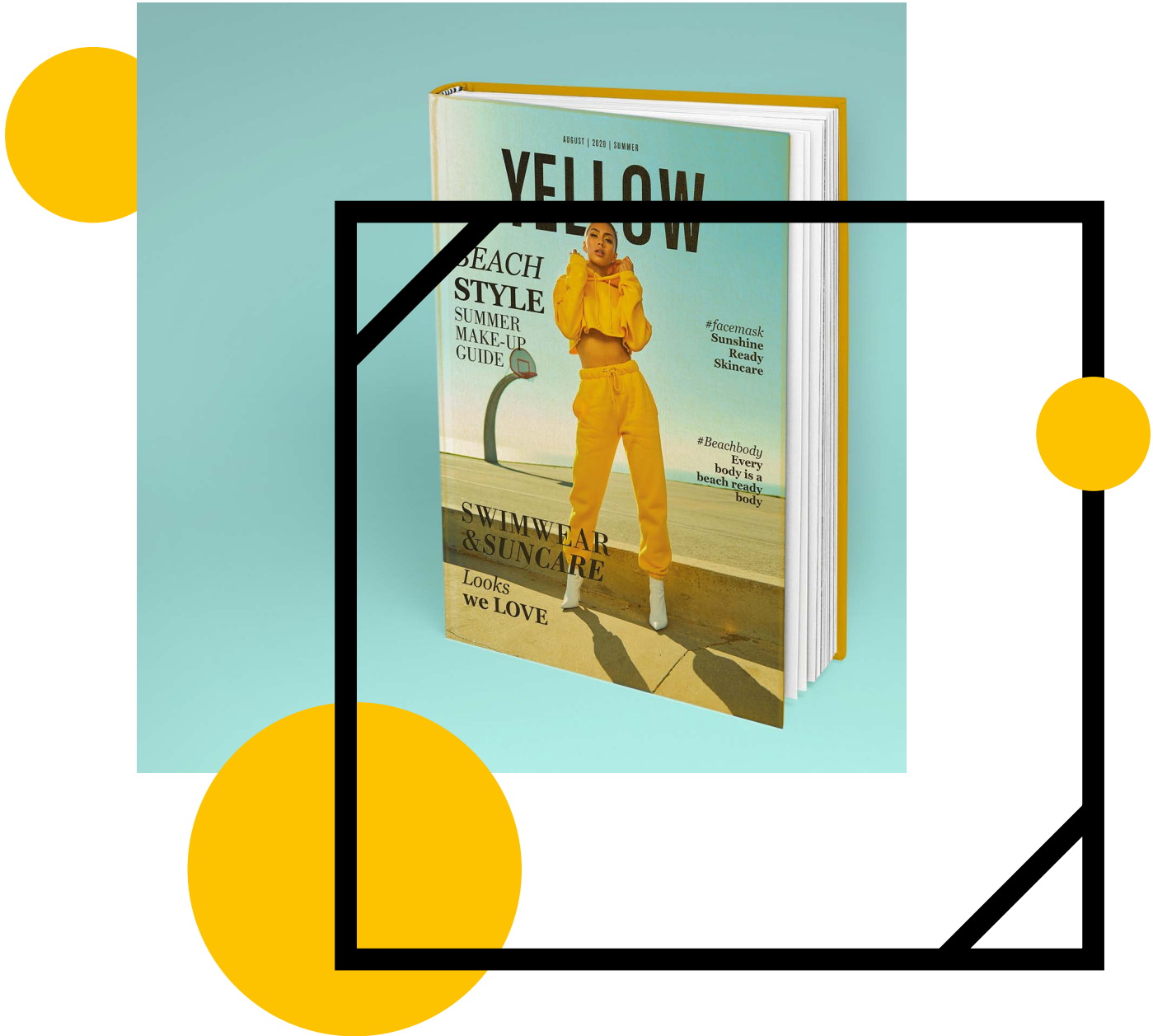


Fashion Magazine Cover

Using Adobe Photoshop and Adobe Illustrator



Fashion Promotion
2-3 hours
Digital skills, Editorial Design.

The Plan

This workshop is creating a professional looking fashion magazine front cover

It's split up into 5 parts, each part has a basic overview in this document as well as detailed step by step video linked at the bottom of the pages.

1. Finding an Image and Using Content Aware Scale
2. Image Adjustments
3. Typesetting InDesign
4. Editing the Image and Layout
5. Exporting, uploading and sharing our work

By the end of this workshop you should have a better understanding of how to set type in design as well as tools like the content aware scale tool in Photoshop

What you'll need

images can
go here

A computer or laptop

Internet Connection

Adobe Photoshop

Adobe Indesign

images can
go here

You can download Adobe software for free for a month from here: adobe.com/uk/products/photoshop. (Make the most of the month, there's a bunch of tutorials from We'll Make It Together Creative projects page as well as others online you can get stuck into after this one)

images can
go here

Finding An Image & Content Aware Scale.

We'll be creating a fashion magazine cover, first you're need to find some high-res images. There's a great website called 'unsplash' which you can look through to find a good front cover image



A great resource for free high resolution photography and textures.

unsplash.com

- Save the image. Open up a new A4 document in photoshop
- File > Place > Place in your image
Right click on the image, choose 'rasterize layer'
- Edit > Content Aware Scale > then scale the background of the image to fit the page.



Full Video Tutorial here

<https://youtu.be/K2K7HP8ns90>

8mins

Image Adjustments

Consider the lighting and editing. Window > Adjustments and open the adjustments panel, here you can edit and review lighting and adjustments options for your photograph. Explore what looks best on your image.

Ones to explore: Hue and Saturation, Brightness and Contrast and Photo filter

You can delete the adjustment layer from your layers panel to remove them.

File > Save As > and save as a photo-shop file



Full Video Tutorial here

<https://youtu.be/3a28sNsZiaY>

3 mins

Typesetting and InDesign

Open up InDesign > File > Create New > A4 page

File > Place > and place in your Photoshop file

Using the type tool add in a Masthead, the name of the magazine, as we additional headings, subheading and front cover information.

Consider the typeface choice and style of your magazine at this stage. Look at existing magazine covers for inspiration.



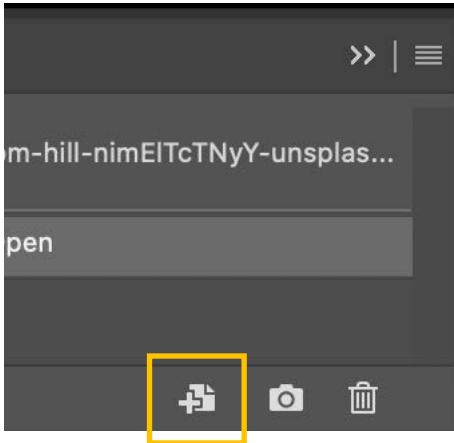
Full Video Tutorial here

<https://youtu.be/BoyT1d1LVx8>

8 mins

Editing the Image and Layout

For my cover, I want the figure to be in front of the masthead and some of the other text elements. To do this we need to revisit Photoshop



Open up your existing document, Window > History and click the duplicate button to create a duplicated version of it.

Using the lasso tools, select the bit you want to keep (in this case the figure)

Once you've selected it, right click, select inverse (so now we're selected the background, and the rest of image we want to delete)

Click backspace on your keyboard, or you can edit > cut to delete the background away.

In the layers panel, click on the 'eye' icon to turn off the visibility of the background so its transparent. File > Save As > and save this a a new doument.

Then InDesign go to File > Place and place in the new figure only photoshop document.

Play around the order of the text and image, using right click > arrange > and the bring to front and send to back options



Full Video Tutorial here

<https://youtu.be/BNOLNS8TG-I>

8 mins

Saving, Exporting and Sharing

Nearly done! Now we're going to save and share our work.

- To save as an InDesign file: file > save as > save .indd file
- To save as JPEG: file > export as > export as JPEG from the drop down > export. In the export setting make sure the resolution is set to 300dpi and high quality wherever possible
- Now upload the JPEG version onto Padlet, this is a gallery space where you share your work, this link here



Padlet Link

ravensbourne.padlet.org/soofiya/fashionmag



Full Video Tutorial here

https://youtu.be/yFx36vl2_Pw

3 mins

Ravensbourne Outreach tutors and students have produced a new series of online projects and courses to help you stay creative at home

If you'd like to find out more please visit our website makeit.ravensbourne.ac.uk or email us at outreach@rave.ac.uk

Instagram: [@raveoutreach](https://www.instagram.com/raveoutreach)

Twitter: [@ravensbourneWP](https://twitter.com/ravensbourneWP)

#letsmakeitcreative

