Reason we do it:

Another cool thing to know and show your schools. Great headline treatment that could be used throughout a section without becoming overused.

Method:

Step 1: Open the photo you want to use.

Step 2: Choose Layer>New> Layer

Step 3: Select the Pencil tool by pressing B. (Don't ask me why the Pencil is a B. The pen tool is P.)

Step 4: Make sure that your foreground color is white .

Step 5: Draw a box in the spot you want your headline to go. If you can't see the lines you draw with the pencil tool, enlarge the brush by pressing the] key. (Figure A)

Step 6: Select the Magic Wand tool and click in the middle of the area you outlined in Step 5.

Step 7: Choose Layer>New> Layer

Step 8: Make sure that white is still the foreground color and click Control (Command-Mac) Delete to fill the box with white.

Step 9: Deselect by pressing Control (Command-Mac) D

Step 10: Drag the top layer below the second layer.

Step 11: With the second layer selected, add an Inner Shadow layer style by double clicking the layer in the Layers palette.

Step 12: Tweak the Inner Shadow layer style in the dialog box until it looks cool.

Step 13: Add type by pressing T which will select the Type tool.

Step 14: Add the type in black or a complimentary color.

Step 15: Position the type where you want it. To enlarge or rotate it to fit in the whole, press Control (Command-Mac) T. You want to have some of the type protruding outside the white area.

Step 16: This one is very tricky. I screamed at my computer a whole bunch because I kept getting it wrong. With the type layer still active, hold down Control (Command-Mac) and click on the white box layer.

Step 17: Click the add layer mask button at the bottom of the Layers palette. (Figure B). Your picture should now look like the After photo.

Step 18: Save it as a TIFF for placing or uploading.

Notes:

If you would like to be able to move the type around inside the box, click on the small link symbol between the layer and the layer mask in the Layers palette. (Figure C)

Before

A

B

C

After