

MAKE YOUR SUBJECT POP (OUT)

Pop out photo

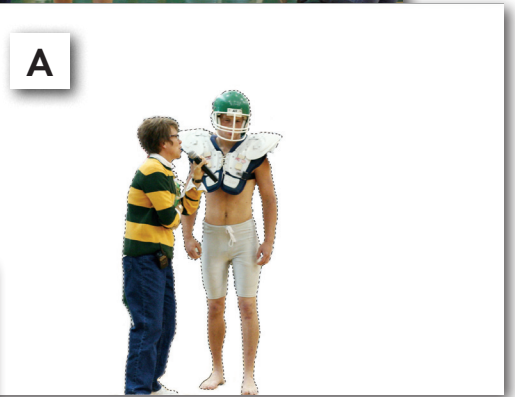
You have a photo that is going to be **IMPORTANT**. Maybe it is the dominant on a divider page. And you want to make the subject of that photo really **POP**. Here's how:

- See our Before photo. It is a great pic and something we really want to use, but we want to focus more on the two people in the foreground where the action is. The problem is that those two just blend into the crowd.
- First, duplicate your Background layer (Command/Control J).
- Then, using your favorite selection method(s), select the subject of your photo. I used a combination of the lasso tool and a layer mask (Figure A) to grab mine.
- Once you have your subjects selected, press Command/Control J to copy just your selection to its own layer.
- Add a new layer by clicking the New Layer icon at the bottom of the Layers panel. Drag the new layer above the background layer.
- Press D on your keyboard to make sure you have your colors set to the default of black and white and then press Command Delete (Mac) or Control Backspace (PC) to fill that new layer with white. Your Layers panel should look like the one pictured (Figure B).
- On the copy of the background layer that is above the white layer, change the Opacity to around 50 or 60 percent (whichever you like better).
- For an extra dramatic effect, try going to the top layer (your primary subjects) and double-clicking that layer in the layer panel to bring up the Layer Options dialog box and choosing Drop Shadow. Play with that or possibly Outer Glow until you get something you like.
- Save the complete photo as a Photoshop document so you can come back and make changes if you need to. Then save a copy as a JPEG to upload to YTO or place in InDesign with Picture Placer.

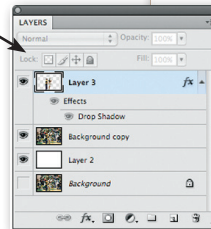
Before



A



B



After

