

Tip:
Fading colors using gradients

Reason we do it:
We have seen many magazines using this technique to tie photo and headline together. We get requests for this kind of cool tip all the time.

Method:

- Step 1: Open the photo you want to use.
- Step 2: Choose Layer>New> Layer
- Step 3: With your new layer active, use the Marquee tool to select an area where you want to put your headline.
- Step 4: Choose a foreground color that works well with the photo you are using or the page it will go on and press Control (Command-Mac) Delete to fill the area you selected with that color. Your Layers palette should now look like this. (Figure A)
- Step 5: Press Control (Command-Mac) D to deselect.
- Step 6: With the new layer active, click the Layer Mask icon at the bottom of the layers palette. (Figure B)
- Step 7: Choose the Gradient tool (press G) and choose Linear in the options toolbar at the top of the screen.
- Step 8: Make sure the Layer Mask is still selected. You can tell because it will have a hairline border around it (Figure C)
- Step 9: Drag with the Gradient tool from the bottom of the black towards the top. Hold down the Shift key to keep the gradient straight. Don't drag too far. If you do most of the black will disappear and we only want a small part of it to. If you lose too much, press Control (Command-Mac) Z to undo it and try again until you get a faded black box that goes about ¼ of the way into the black (Figure D).
- Step 10: Add type by choosing Type tool and typing a headline.

Notes:
You can experiment with fades like this in a lot of ways. They could be vertical, horizontal, at the top, the bottom, using different colors. All of them work great and are easy to change by deleting the Layer and creating a new one with another layer mask.

