How to Make Printed Creation Content for Photoshop Elements 5.0

Version 2.0
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Revision History

Date	Name	Description
24 Sep. 06	Wayne Jiang	Version 1.0: First Draft
27 Sep. 06	Dave Valiulis	Version 1.1: Copyedited and cleaned up formatting.
26 Oct. 06	Wayne Jiang	Version 2.0: Second Draft

Table of Contents

1   Overview

This document describes the steps to create and test content for printed creation in Photoshop Elements 5.0. This includes creating layouts, themes, frames, backgrounds, and graphics.

The target users for this document are graphic designers who want to create content for Photoshop Element 5.0.

2   Recommendations & Requirements

The designer who wants to create Printed Creation Content for Photoshop Elements 5.0 must have a working knowledge of:

•Photoshop CS2 and its new features, especially smart objects (which is used to create frames, layouts, and themes)

•Adobe Illustrator CS2

•Photoshop Elements 5.0 Editor, especially the printed creation and content browser which is used to test all the content (Photoshop Elements 5.0 is only available for Windows)

It's also recommended that:

•All content should be created on a Windows machine for easy testing.

•The designer should explore all the printed creation types and samples in Photoshop Elements 5.0 before reading the following sections.

3   Creating and Testing Layouts

All printed creation projects in PSE 5.0 start with a layout. Layouts are PSD files with predetermined areas where photos and frames can go. These predetermined areas are called Drop Zones.
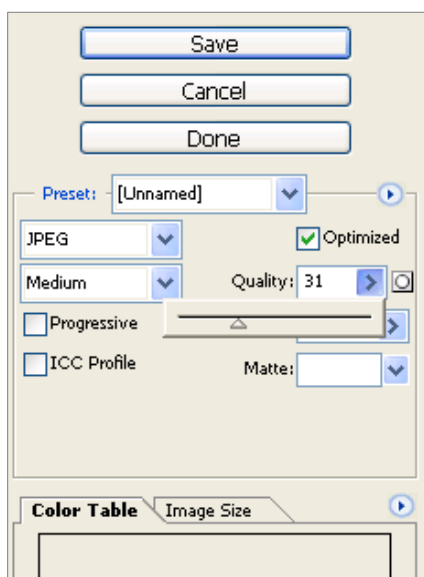
How to create a layout:

1. Create a new PSD file using Phototshop CS2 with the following format:

•   220 dpi, RBG color mode, transparent background layer
•   Choose one of the dimensions below for a specific creation type.

CD jacket	9.8″ width x 4.75″ height
Album pages	(order online photobook for US): 10.25″ width x9″ height
Photo Layouts: letter and A4	11.7x 8.5 (size for letter or A4)
Photo Layouts: 12x12	12″x12″ (scrapbook size)
CD DVD Label	4.75″x4.75″
DVD Jacket	11″ width x 7.5″ height

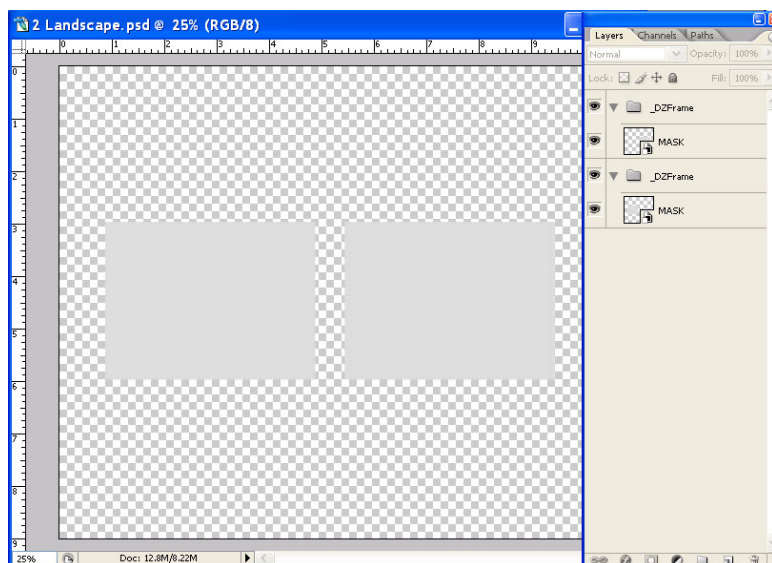|	
Postcard 7"x5"	7"x5"
Postcard 6"x4"	6"x4"

2. Create a new layer group in the layer palette and name it "_DZFrame".

3. Create another PSD file as follows:

   - Create a new PSD file that's 12"wide x 9"high, 72 dpi, RBG

   - Fill the background with a solid gray, either #dddddd or R:221, G:221, B:221.

   - Choose File > Save for Web and save the file with medium quality and name it MASK.jpg.

4. Go back to the original layout PSD file and choose File > Place to place MASK.jpg as a smart object.

5. Scale the smart object proportionally as needed by holding Shift while scaling. Do not stretch or flip the smart object, or rotate its layer more than 60 degree. (Rotating it less than 60 degrees is OK if the design calls for it.)

6. Drag this new smart object layer named "MASK" into the "_DZFrame" layer group.

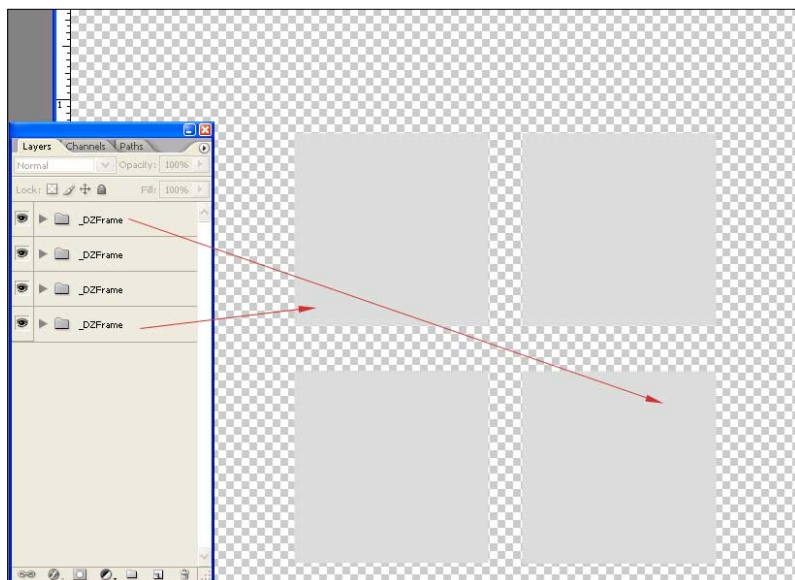7. Create more horizontal Drop Zones as needed by doing one of the following:

• Repeat the steps above.
• Duplicate the existing _DZFrame layer folder in the Layers palette, making sure you rename the folder from "_DZFrame Copy" back to "_DZFrame" , and rename "MASK Copy" back to "MASK" (also make sure there is no space after "_DZFrame" and "MASK".)
8. Create vertical Drop Zones as needed by placing a vertical Jpg, 12"high x 9"wide, 72 dpi, RBG, as a new MASK smart object layer.

• Do **not** try to make a vertical drop zone by duplicating a horizontal one and rotating the MASK layer or stretching it into a vertical image.

9. For layouts that have multiple Drop Zones, the photo flow will follow the stacking order of the folders in the Layers palette. The first Drop Zone corresponds to the folder at the bottom of the Layers palette. The last Drop Zone that corresponds to the folder at the top.

Reorder the stacking order of the Layers palette so the top left Drop Zone in the file is a the very bottom of layer palette, and so that the bottom right Drop Zone is at the top of the Layers palette.

10. Make sure all drop zones in are inside the margins,

here are the marginw for the individual creation types.

CD jacket	1/4" width, 1/4" height
Album pages	½" width, ½" height
Photo Layouts: letter and A4	1.2" width, ¼" height
Photo Layouts: 12x12	½" width, ½" height
CD DVD Label	½" width, ½" height
DVD Jacket	½" width, ½" height
Postcard 7"x5"	1/4" width, 1/4" height
Postcard 6"x4"	1/4" width, 1/4" height

Testing Layouts:

1. Close Photoshop Elements 5.0 if it's opened.

2. Place the layout file in the folder that's appropriate for its type, as follows:

CD jacket	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\photo layouts\cd jacket
Album pages	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\photo layouts\album pages
Photo Layouts: letter and A4	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\photo layouts\photo layout
Photo Layouts: 12x12	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\photo layouts\scrapbook
CD DVD Label	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\photo layouts\cd dvd label
CD Jacket	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\photo layouts\cd jacket

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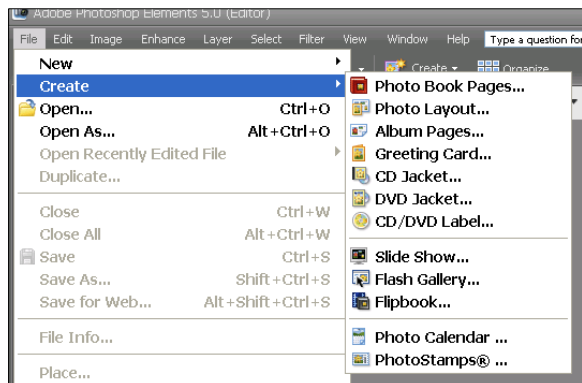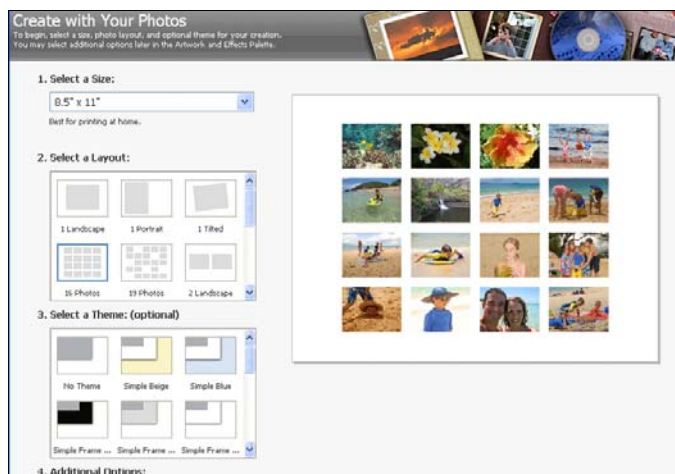|	
Postcard 7"x5"	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\photo layouts\greeting card (large)
Postcard 6"x4"	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\photo layouts\greeting card (small)

3. Open the Photoshop Elements Organizer.

4. Select enough photos to fill all the Drop Zones in the new layout and take note of their order.

5. Click the Create icon in the toolbar and choose a creation that's appropriate to the new layout.

6. Select the new layout in the "Select a Layout" step.

7. Look at the preview on the right and confirm that every Drop Zone is replaced with a sample photo. If any Drop Zone remains gray, close Photoshop Elements, correct the layer name, and retest.

8. If every Drop Zone is correctly replaced with a sample photo, click OK.

9. After the application is done laying out the photos, confirm that the sequence of the photo in the Organizer matches the sequence in the photo layout. The first photo should be placed in the top left Drop Zone; the last photo should be place in the bottom right Drop Zone.

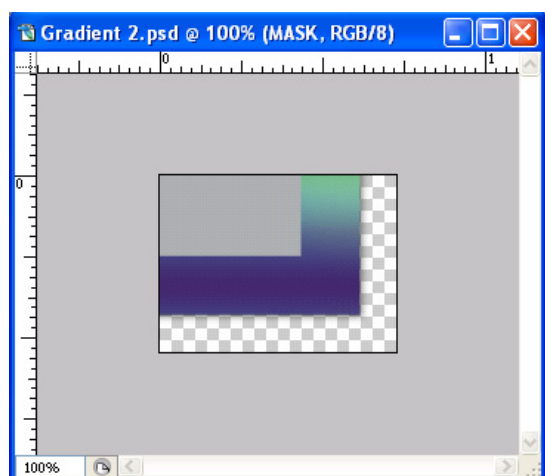If the sequence is out of order:

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- Quit Photoshop Elements 5.0.
- Check the stacking order of the Drop Zone layers in the PSD file in the Layers palette.
- Make sure the top left Drop Zone is at the bottom of the stack and the bottom right Drop Zone is at the top of the stack.
- Correct the Drop Zone stacking order as needed and then save the file.
- Delete the media database files and retest.

4   Creating and Testing Frames

Frames are listed as a subcategory of Artwork in the content browser. The structure of frames is very similar to that of layouts. Frames are basically single un-rotated layout PSD files with an additional smart object artwork layer and mask layers.

General Steps for Creating Frames:

1.   Create a new PSD file that is 7"x9" or bigger, RBG, and 220 dpi. This PSD file is the work area. When the frame is done, the final layer group will be moved to a smaller PSD to create a smaller file size and proper thumbnail display in the application.

2.   Create a horizontal Drop Zone or drag in a Drop Zone layer folder from an existing layout PSD file.

3.   Place the frame artwork as a smart object layer. The frame's artwork layers can a bitmap smart object, vector smart object, or a shape layer. There is no naming requirement for artwork layers but note the following:

- The artwork must be able to be rotated, scaled, and stretched and must be able to have layer effects applied.
- Bitmap smart objects must be at least 4"x3", 220dpi, RGB color.
- Vector objects must be in RGB color (and should not use symbols, brushes, meshes, or layer effects).

4.   Create a masking layer if needed. The masking layer can be a shape layer, a bitmap, or a vector smart object layer.

5.   Clip the MASK layer to the masking layer.

6.   Create a new PSD file that is 160px wide x 120px high, 220dpi, RBG, with a transparent background.

7.   Drag the frame layer folder to the new PSD file.

8.   Scale down the frame so that a portion of the lower right of the frame is showing.

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9. Delete the Background layer.
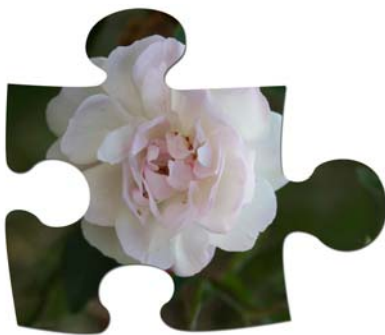
Creating frames with layer effects:

Sample file: C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\artwork\frames\all occasions\=White Bevel 40px.psd

1. Go through steps 1 and 2 in the "General Steps for Creating Frames" section.

2. Apply layer effects on the MASK layer.

3. Go through steps 6-9 in the "General Steps for Creating Frames" section.

Creating frames with shape layers:

Sample file: C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\artwork\frames\shapes\ Puzzle 01.psd

Sample file: C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\artwork\frames\professional\Stamp 2.psd

1. Go through steps 1 and 2 in "General Steps for Creating Frames" section.

2. Create a shape in Illustrator and copy it.

3. Return to the Photoshop frame file and paste the shape as a shape layer.

4. Link the MASK layer to the shape layer if the shape is used as a mask (e.g., C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\artwork\frames\shapes\ Puzzle 01.psd).

5. If the shape layer is used as a frame, move the shape layer below or above the MASK layer (e.g., C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\artwork\frames\professional\Stamp 2.psd).

6. Go through steps 6-9 in the "General Steps for Creating Frames" section.

Creating Frames with Vector smart objects

Sample file: C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\artwork\frames\colorful\Bugs.psd

1. Go through steps 1-2 in the "General Steps for Creating Frames" section.

2. Create the frame artwork using vector objects in Illustrator in RGB mode. Do not use symbols, brushes, gradient meshes, or layer effects.

3. Copy the frame artwork in Illustrator and then go back to Photoshop and paste it as a smart object in the PSD file below or above the MASK layer.

4. Go through steps 6-9 in the "General Steps for Creating Frames" section.

Creating Frames with a Bitmap Smart Object:

Sample file: C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\artwork\frames\vintage\Vintage Photo 03.psd

1. Go through steps 1-2 in the "General Steps for Creating Frames" section.

2. Create bitmap artwork in a new 220dpi PSD file with the minimal size of 4"x3". Export the artwork either as JPG or PNG.

3. Go back to the frame PSD file and place the artwork as a smart object below or above the MASK layer.

4. Use a shape layer to mask out the placed smart object bitmap if needed.

5. Add layer effects if needed.

6. Go through steps 6-9 in the "General Steps for Creating Frames" section.

Creating frame adjustment layers and smart objects:

The purpose of the adding adjustment layers is to create color effects to the photo, such as black and white, sepia tone, etc.

Sample files: C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\artwork\frames\color tints\ Sepia Fadeout 20px.psd
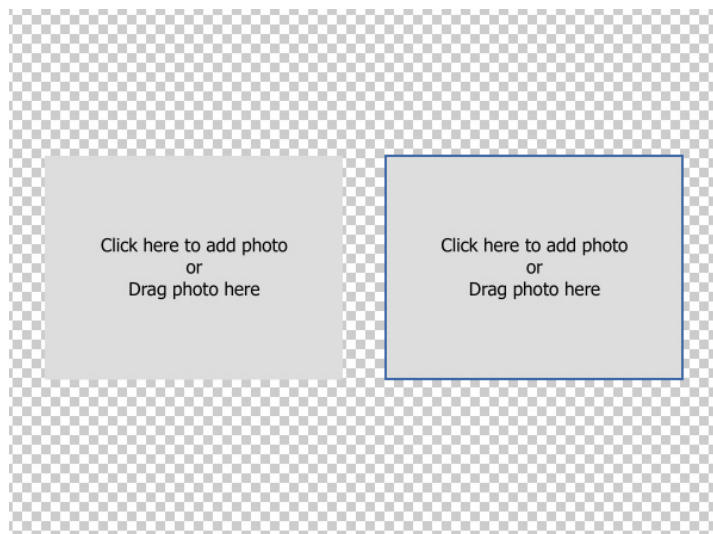
C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\artwork\frames\professional\ Brownpaper BxW.psd

1. Go through steps 1-2 in the "General Steps for Creating Frames" section.

2. Create an adjustment layer above the MASK layer.

3. Link the adjustment layer to the MASK layer.

4. To add additional adjustment layers, repeat steps 2 and 3.

5. For fading effects, apply a gradient to the mask of the adjustment layer.

6. Add bitmap or vector artwork as needed.

7. Go through steps 6-9 in the "General Steps for Creating Frames" section.

Testing Frames:

1. Quit Photoshop Elements if it is opened.

2. Go to C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\artwork\frames and place the frame PSD files in one of the existing folders or place them a new folder. The new folder name will show up as a new frame category in the content browser.

3. Open the Photoshop Elements Editor. Wait for the application to finish rebuilding the database. This will take couple minutes.

4. Create a new layout by choosing File > Create. Select a layout, don't select a theme, and then click OK.

5. In the Artwork & Effects panel, click the first icon to show Artwork and then choose Frames from the drop-down list. Locate your new frame in the list.

6. Apply the new frame to the layout Drop Zone.

7. Check the following:

- Confirm that the instructional text "Click here to add photo or Drag photo here" is at the center of the drop zone. If the text is not there, check the MASK layer name in the layout PSD file.

- If the text is off center or too large, adjust the MASK layer in relation to the artwork and the clipped mask layer.
- Double-click the Drop Zone to import a photo. If the color of the photo looks wrong, check the artwork layer placed above the MASK layer to see the smart object is created in the correct color mode.
- Make sure at least 70% of the photo is visible. If not, adjust the MASK layer in relation to the artwork or the clipping mask layer.

5   Creating and Testing Backgrounds

Backgrounds are listed as a subcategory of Artwork in the content browser. A background is placed as the bottom layer of each printed creation project.

Acceptable formats for backgrounds are PNG, JPG, PSD, and PDF. However due to file size and some issues relating to placed vector backgrounds, JPG and PNG are the preferred formats.

Creating JPG and PNG backgrounds:

1. Create a new RGB PSD file with 220 dpi. General background for all types of creations is 11.7"x 8.5". If the background is for a specific creation type, choose the dimension for that type.

2. Export artwork as either a PNG 24 or JPG in medium to high quality.

Creating PDF backgrounds:

1. Create a new Illustrator file in RGB color.

2. Create the artwork, avoiding any of the following:

- symbols
- brushes
- gradient meshes
- layer effects
- placed bitmaps
- masks

- un-expanded pathfinder

3. Make sure there is no artwork outside the print area, including the masked-out artwork.

4. Save as PDF with the following options unchecked:

- Preserve Illustrator Editing Capabilities
- Optimize for Fast Web Viewing
- View PDF after Saving
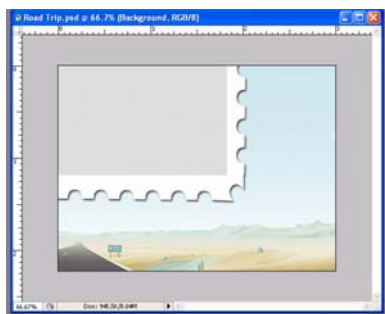
Testing Backgrounds:

1. Quit Photoshop Elements if it is running.

2. Go to C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\artwork\backgrounds and place your background files in one of the existing folders or place them a new folder. The new folder name will show up as a new background category.

3. Open the Photoshop Elements Editor and wait until for the application to finish rebuilding the database. This may take a couple minutes.

4. Create a new layout by choosing File > Create. Select a layout, don't select a Theme, and then click OK.

5. In the Artwork & Effects panel, click the first icon to show Artwork and then choose Backgrounds from the drop-down list. Locate your new frame in the list.

6. Check the following:

- The background should be placed at the center bottom of the PSD file and should be scaled proportionally to fit the file.

- In many cases, some part of the original background may be cropped out during the scaling process. Make sure the background retains its detail after scaling. If there are important details at the corner or edge of the background, it is important to test the background with different creation types and make sure this detail does not get lost during the scaling process for some paper sizes.

- The background should not shifted off the page. This might occur in a vector PDF background when extra artwork is outside the work area, including artwork that was masked out.

6	Creating and Testing Themes

Themes are basically frame PSD files with embedded smart-object backgrounds.

Creating Themes:

1. Create a frame PSD file as detailed in "Creating and Testing Frames," above.

2. Place a background as a smart object layer below the frame layer folder and name it "Background." If the theme is designed for a specific creation type, make sure the background is 220 dpi or higher and that it matches the dimensions of the creation type it is design for. See "Creating and Testing Backgrounds" for details.

3. Scale down the background smart object layer to show only the essential detail of the background.

Testing Themes:

1. Close Photoshop Elements 5.0 if it's open.

2. Place the theme PSD files in a new folder or in one of the subfolders in this location (if the theme is for a specific creation type, place the theme in the folder the with that type name):

CD jacket	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\cd jacket
Album pages	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\album pages
Photo Layouts: letter and A4	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\photo layout
Photo Layouts: 12x12	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\scrapbook
CD DVD Label	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\cd dvd label
CD Jacket	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\cd jacket
Postcard 7"x5"	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\greeting card (large)
Postcard 6"x4"	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\greeting card (small)

3. Open the Photoshop Elements 5.0 Editor and wait for the application to finish rebuilding the media database. This may take a couple minutes.

4. Create a new layout by choosing File > Create.

- If the theme is placed in a folder that is related to a creation type, it will show up as a theme for that creation type. Select the new theme with a layout with multiple drop zones and click OK.

- If the theme is placed in a folder that is not related to a creation type or if it's placed in a new folder, select a layout with multiple drop zones and click OK. Find the new theme from the content browser and apply it to the layout.

5. Check the following:

- The background is being applied correctly.
- The frame is being applied correctly.
- 80% of the photo is visible in the frame.
- Import a photo by double-clicking drop zone.

6. Possible errors and ways to fix them:

- If the photo does not show up in the drop zone, check the layer name of the frame.

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- If the frame overlaps other Drop Zones, check if the frames are too large.
- If there is empty space around the background, check for extra space in the background. If it's a vector PDF background, look for extra artwork outside of the work area -- including artwork that was masked out. If it's a bitmap background, open the background smart object and crop out any blank space.

| 7 | Creating and Testing Graphics |

Graphics are decorations for printed creation projects. They can be placed on top of backgrounds or on or around photos and frames. "Graphics" is listed as a subcategory of Artwork in the content browser.
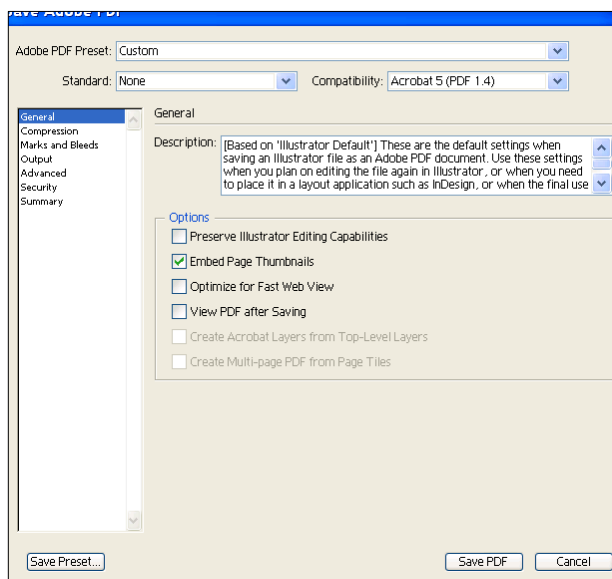
Acceptable formats are PNG, JPG, PSD, and PDF. However, because of the need for transparency and for small file sizes, PNG and PDF are the preferred formats.

Creating bitmap graphics:

1. Create a 220dpi PSD file with a minimum size of 3"x3".

2. Choose File > Save for Web and save it as an interlaced PNG-24 with transparency enabled.
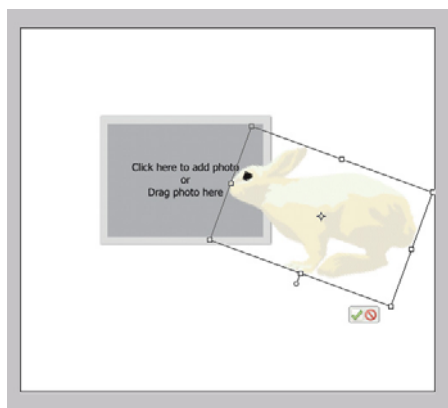
Creating PDF graphics:

1. Create the artwork in Illustrator, avoiding the following features:

- symbols
- brushes
- gradient meshes
- layer effects
- place bitmaps

2. Save as PDF with the following options unchecked:

- Preserve Illustrator Editing Capabilities
- Optimize for Fast Web Viewing
- View PDF after Saving

Testing graphics:

1. Close Photoshop Elements 5.0 if it's open.

2. Place the graphic files in a new folder or in one of the subfolders in this location (a new folder will show up as a new graphics category in the content browser):

C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\artwork\graphics

3. Open the Photoshop Elements 5.0 Editor and wait until for the application finishes rebuilding the media database. This may take a couple of minutes.

4. Choose File > Create and select any layout.

5. Look for the new graphic in the content browser. If new graphic does not show up, check the following:

•   Is the file in a invalid file format? Re-create file in the correct format and retest.

•   Were the media database files deleted before restarting Photoshop Elements? Quit the application and repeat step 2 and retest.

6. Select the new graphic and drag it to the layout. Check the following:

•   The height of the stamps should be about 20% of the height of the file. If it's much smaller than 20% of the file size, open the graphic in Illustrator or Photoshop and look for unneeded artwork outside of the artboard.

•   Scale the graphic to around 3-4 inches high (be sure to click the green checkmark to commit the scaling). If the graphic looks fuzzy or too low-resolution, re-create it in a higher resolution and retest.

- Check for incorrect colors. Possible reasons for distorted colors are:
- The graphic was created in the wrong color mode.
- The graphic was created as a vector object, which is not suitable for the smart object feature. To fix the problem, re-create the artwork using a different Illustrator tool.

8   FAQs

Q: Are any frames in the themes available in the frames section of the content browser?

A: No, the frames in the theme psd file are independent from the frames section. If you want the frame to be available under frames section you have to create a new frame file and place it the frames folder.

Q: Why do some themes show up in both the Creation Dialog and the Themes section in the Artwork and Effects palette and some only show up in the Theme section?

A: The themes show up in both the Create Dialog and the Themes section are placed in folders that are related the creation types.

These are the folders:

CD jacket	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\cd jacket
Album pages	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\album pages
Photo Layouts: letter and A4	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\photo layout
Photo Layouts: 12x12	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\scrapbook
CD DVD Label	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\cd dvd label
CD Jacket	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\cd jacket
Postcard 7"x5"	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\greeting card (large)
Postcard 6"x4"	C:\Documents and Settings\All Users\Application Data\Adobe\Photoshop Elements\5.0\Photo Creations\themes\greeting card (small)