EZOIC
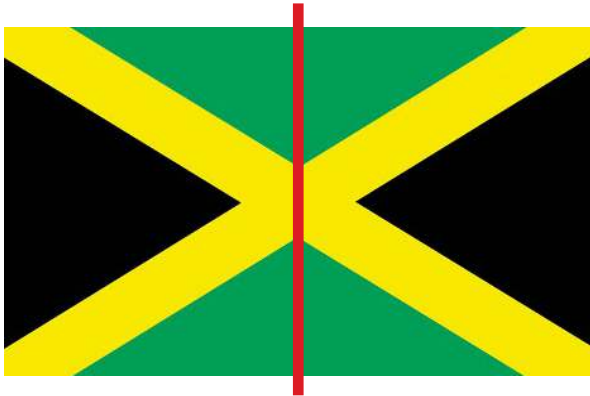
BASIC COMPOSITION PRINCIPLES, PHOTOSHOP TOOLS, AND KEYBOARD SHORTCUTS

BASIC COMPOSITION PRINCIPLES

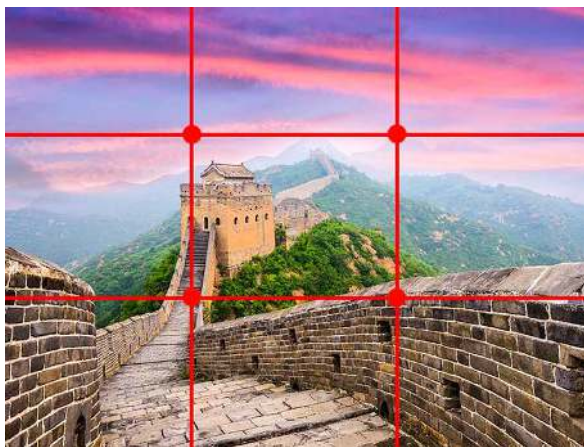Balance: this includes symmetry, asymmetry, the "rule of thirds," and weight.

Symmetry: when something is exactly reflected over the center.

The Jamaican flag is a perfectly reflected design across the vertical access.

Asymmetry: when the objects are not exact replicas of each other, but the weight of the objects or positive/negative space are the same

Rule of thirds: this is mostly used in photography but I find it helpful when I am creating asymmetrical designs. It has us imagine a frame as if it were divided into thirds both horizontally and vertically; elements in the frame should fall somewhere on these lines, especially in the "hot spots."
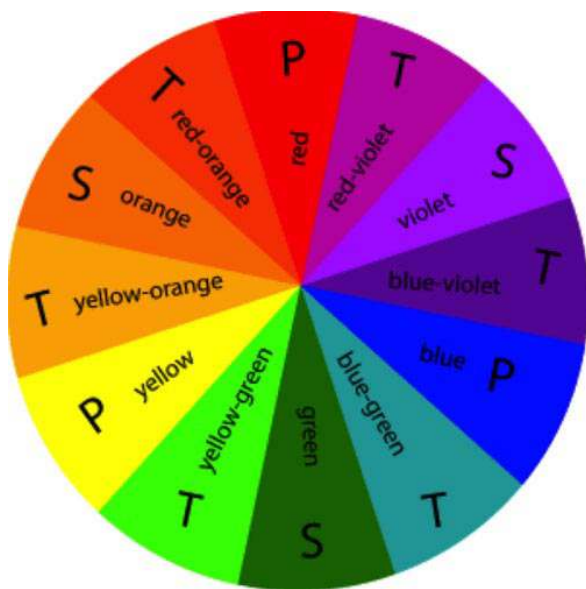

This picture of the Great Wall of China is asymmetrical and uses the rule of thirds. The tower falls on the first third of the photo and both the beginning of the stairs and the roof of the tower are positioned very closely to the crosshatches, or "hot spots." The photo is balanced asymmetrically because while the tower carries a lot of weight on the lefthand side, the wall on the righthand side is in the foreground and thus carries a significant amount of weight in the photo as well.

THE COLOR WHEEL

The color wheel shows the relationship between colors. Knowing a few color relationships can be helpful when creating a thumbnail because certain colors complement each other, move forward or backward in a frame when placed together, or create better harmony.

By choosing certain colors and color pairings, you can send a message to a viewer before they even know what the content is about.
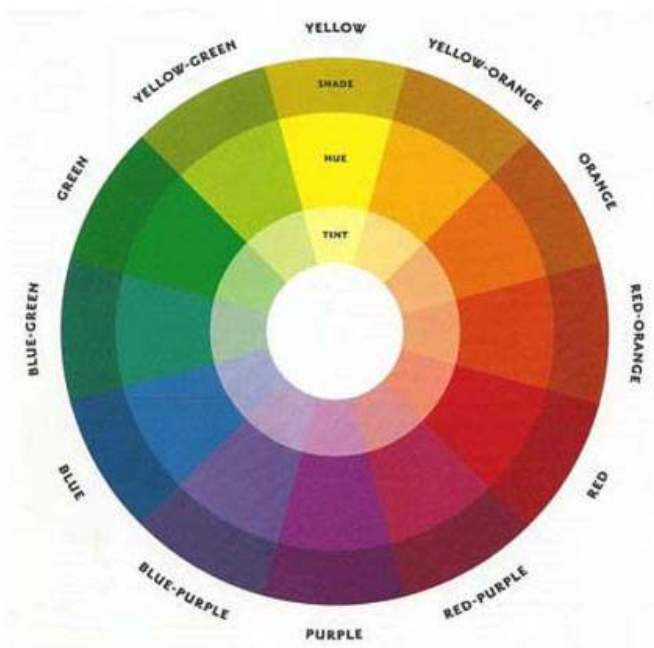
P: Primary Color
Colors that stand on their own, or "true colors"

S: Secondary Color
Colors made by combining two primary colors, e.g. yellow + red = orange

T: Tertiary Color
Colors made by combining a primary and secondary color, e.g. yellow + green = yellow-green (primary color always listed first)
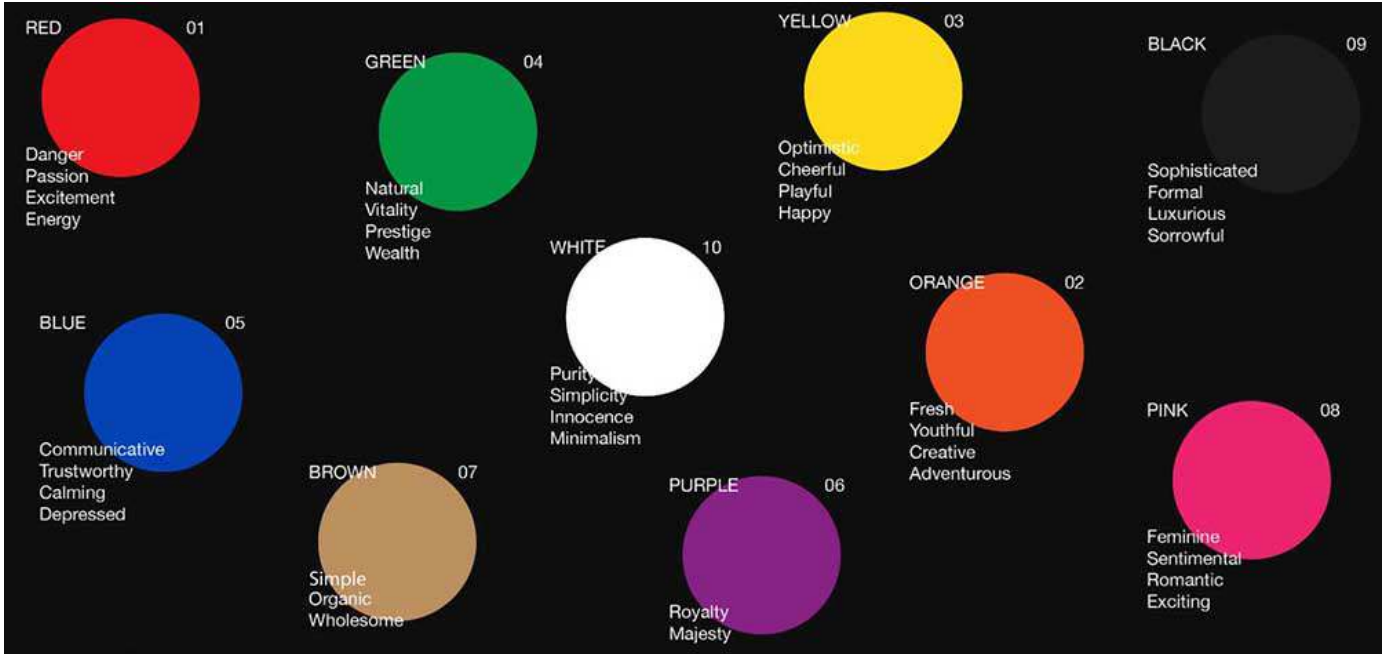
Hue: true colors
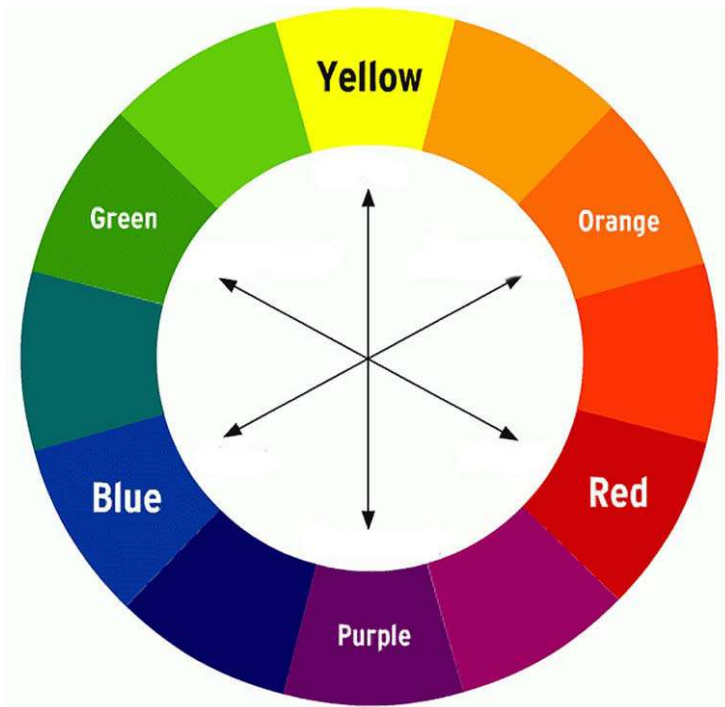
Shade: true color + black

Tint: true color + white

Color symbolism: each color represents a meaning or mood. Depending on the message you want to send, you may choose a certain color over another.

RED 01		YELLOW 03	BLACK 09
Danger Passion Excitement Energy	GREEN 04	Optimistic Cheerful Playful Happy	Sophisticated Formal Luxurious Sorrowful
	Natural Vitality Prestige Wealth	WHITE 10	
BLUE 05		Purity Simplicity Innocence Minimalism	ORANGE 02
Communicative Trustworthy Calming Depressed	BROWN 07	PURPLE 06	Fresh Youthful Creative Adventurous
	Simple Organic Wholesome	Royalty Majesty	PINK 08 Feminine Sentimental Romantic Exciting

Think about your favorite brands, what colors they use, and what message they are trying to send to potential consumers.

Complementary colors: colors opposite each other on the color wheel.

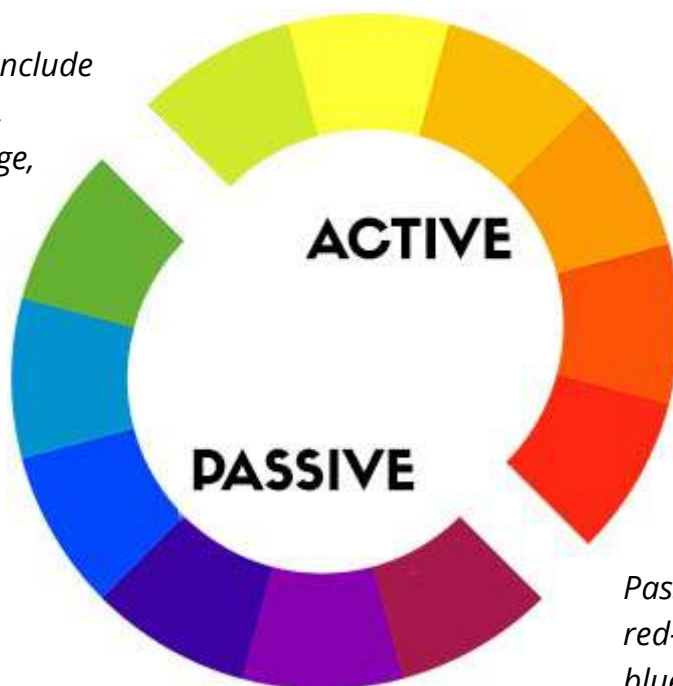*Red/Green*

Yellow/Purple

Blue/Orange

Analogous colors: colors close together on the color wheel.

Active colors: these colors seem to move forward when placed against passive colors.

Passive colors: these colors appear to recede backwards when placed with active colors.

Active/warm colors include yellow-green, yellow, yellow-orange, orange, red-orange, and red

Passive/cool colors include red-violet, violet, blue-violet, blue, blue-green, and green

NEGATIVE AND POSITVE SPACE

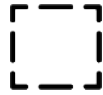The main focus of a picture versus the background/empty space around it.

FedEx's text is the positive space while the white background is the negative space. Negative does not necessarily mean passive, FedEx uses negative space to create an arrow within the positive space.

If you want something to seem busy or exciting, you would want to use less negative space; if you want something to seem more simplistic or sophisticated, you will want to use more negative space.

Negative and positive space also fall under balance, because you are balancing the weight of positive and negative space.
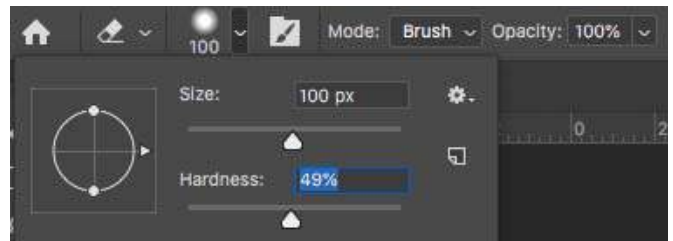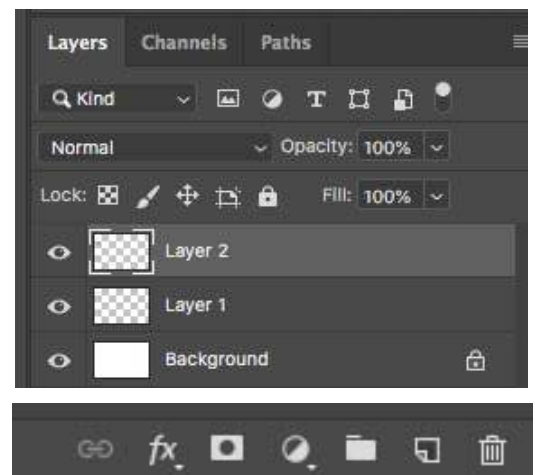
PHOTOSHOP TOOLS

Rectangular Marquee Tool

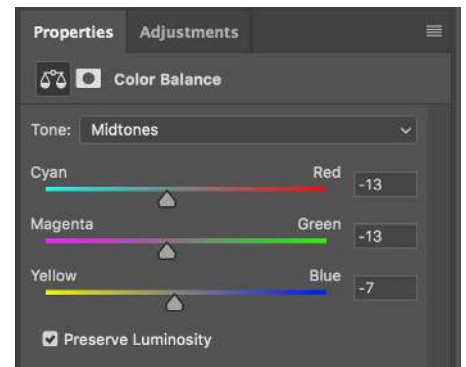Move Tool

Eraser Tool: hard and
soft-edged

Layers: layer order, lock,
view, opacity, create

Lasso/Magnetic Lasso

Color Balance
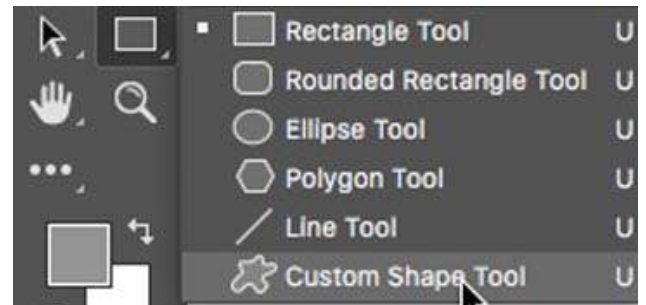

Shape Tool
Rectangle
Fill and stroke

Image
File size
Saving

ezoic

**BASIC COMPOSITION
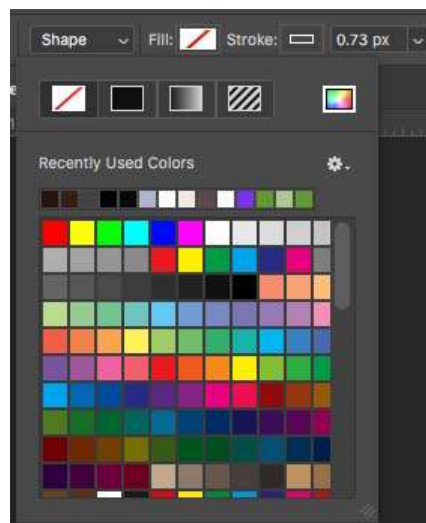PRINCIPLES, PHOTOSHOP
TOOLS, AND KEYBOARD
SHORTCUTS**

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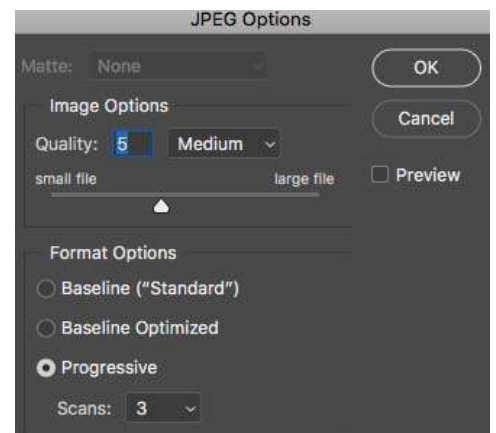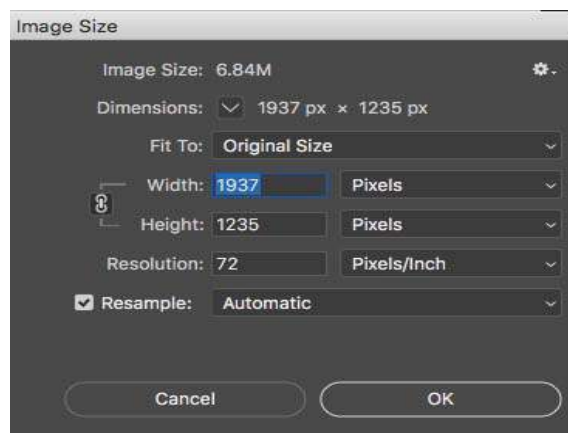
PHOTOSHOP KEYBOARD SHORTCUTS

Deselect:
 Mac: Cmd + D
 Windows: Ctrl + D

Reselect:
 Mac: Cmd + Shift + D
 Windows: Ctrl + Shift + D

Increase/decrease brush or tool size
 Mac and Windows:] / [

Zoom in:
 Mac: Cmd + + (command + plus sign)
 Windows: Ctrl + + (control + plus sign)

Zoom out:
 Mac: Cmd + - (Cmd + subtraction sign)
 Windows: Ctrl: Ctrl + - (control + subtraction sign)

Perfect shapes/straight lines:
 Mac and Windows: hold Shift while clicking and dragging
 This will create a perfect circle, square, triangle, or straight line