

Frames and Watermarks

BVCC Presentation
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Frames

- Really frames and Mats



What is a frame

- Don't confuse it with a physical digital frame that can be hung on a wall.
- What we mean is a digit border. The simplest is a digital mat. This is a photograph printed with a white border.

Why should you care?

- the mat/frame gives your image space to breathe. You can have a frame with no mat or a mat with no frame.







Purpose of a mat/frame

- Colour. Layers. Width. Frame











In general ...

- ... choose the mat colour from the secondary ones. This centres the eye on the image.
- If you use the main colour the eye will not know where to look.
- Adjust the hue to suite - it does not have to be the exact colour

- Darker mat - tunnel effect gaze inward
- Lighter mat - opens the image. Makes it appear larger
- Neutral colours - shades of white and black - they sit in the background so the picture can dominate the space around it. (ie room)





Mat width

- important
- guided by the size of the image
- guided by the size of the focal point
- mat twice the size of any frame
- bottom can appear narrower than it is hence some framers enlarge the bottom of the mat. Considered to be a fad. Styles change. It is not the classic look that has lasted 100's of years. Why has it lasted 100's of years? Because it works!
- maintain balance
- layered mat - extra impact - extra depth - adds focus

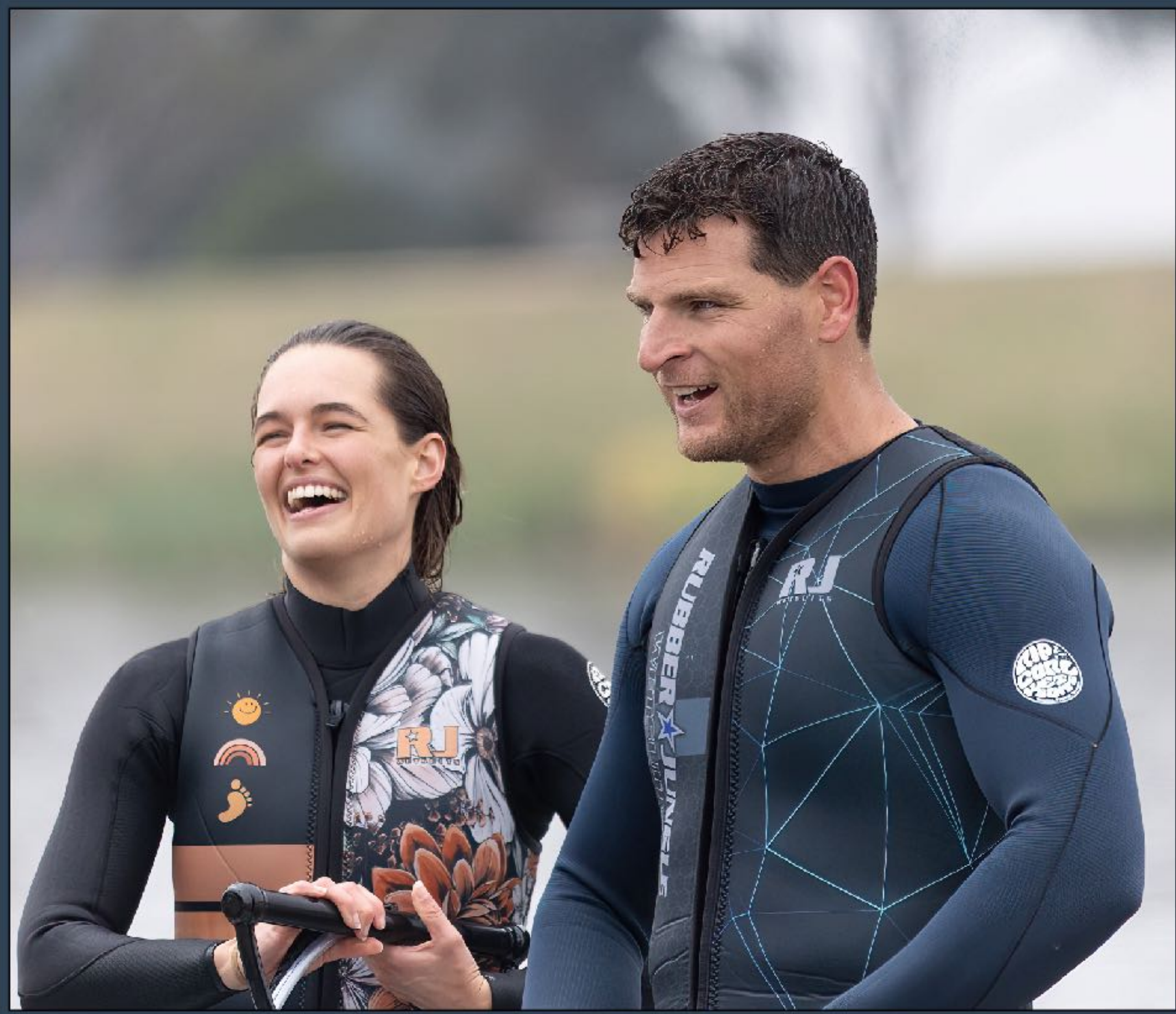






Double mats and more

- Outer - neutral
- Inner - primary colour
- B and W look good with narrow internal black and white outer mat
- AVOID striping effect when mats the same width as the frame
- Do not overload - small images - here layered mats overwhelm







So ...

- Decide why you want a mat.
- Examine carefully the principal colour and other main colours.
- Think about the subject and the size of the mat.
- Think about the amount of emphasis you want to add.
- Choose one of your images and spend an hour experimenting.

Watermarks

- Why use?
- Watermarks are typically transparent, so those viewing the image can still admire it. You can usually **identify** the photographer through the watermark, too. Watermarking images can also **protect** the copyright - ensuring others don't use the image without the owner's permission.

Making a file with your signature.

- Sign a piece of paper ...

- Open a new blank file in Photoshop.
- With the mouse and a thick pen write or draw a rough signature or design in black.
- Use the colour picker tool with
 - Sample size 3 x 3 average
 - Tolerance 25
 - Anti-alias
 - No tick in Contiguous
 - Sample all layers
 - Click on a black part of signature to select all of the black area.
 - Copy this selection to the clipboard.
- Open the file with your image.
- Use Paste to paste the signature. This will create a new layer above your image.
- Resize, reposition and change opacity of this layer as desired.
- Flatten image layers.

Signature or Logo on your image or picture.

Below is a link on how to do it.

- <https://www.youtube.com/watch?v=x2hCGhLZKlc>

Loading Actions into Photoshop

- Save the file BVCCFrames.atn to your computer.
- Double click the file to open it. It will automatically open Photoshop and load the set of actions into the action window ready for use.
- There are 15 actions in this set. You can experiment with each one. Learn how to run an action from photoshop.
- Go to the base layer when a mat is produced and fill it will a colour. Experiment.

Cons ...

- A watermark can tell a lot about the image maker. It may be good or bad.
- Decide your purpose and watermark to match this.

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