

✧ Photoshop on the Fly ✧

Watermarking with Photoshop



Screencast 001

Watermarking

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Episode Topic:

Watermarking with Photoshop

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Introduction:

Hello everyone! This is *Photoshop on the Fly* and I'm your host, Kurt VanderScheer. In today's screencast we will be learning about watermarks and how to place them on your images. Visible watermarks are text or logos that when added to an image help to both identify your copyright and deter theft. This screencast will guide you through the process of creating a visible text watermark using a custom shape. In Part 1, we will create the watermark, and in Part 2 we'll record an action to make the process of adding watermarks to your images as easy as a single click.

Part I: Create The Watermark

Step 1

Create a new document in Photoshop. I used the following parameters. Width: 3 inches by Height: .5 inches, Resolution 300 pixels/inch, Color Mode: Grayscale, Background Contents: Transparent. Adjust the width and height as necessary to fit the relative dimensions of your watermark.

Step 2:

Reset to default colors by pressing (D).

Select the Text tool (T) and choose an appropriate font and type size for your watermark from the menu bar. Type your watermark in the document. Be sure to adjust the image as necessary by transforming (Command-T) and scaling to fit as much as possible to the dimensions of the document. **Hint:** Holding down the Shift key while transforming will constrain your type to the dimensions of the original type layer.

Step 3:

From the **Layer** menu select **Type -> Create Work Path**.

Step 4:

From the **Edit** menu select **Define Custom Shape...** Name your custom shape 'watermark.'

Step 5:

You may now close the current document as it's no longer needed. Saving is only necessary if you wish to modify the watermark at a later time.

Part 2: Create an Action to Place the Watermark

Step 1:

Open any image suitable for placing your watermark. This image will only be used to help create the action but should be of a size you would typically watermark. Since this action does not rely on actual pixel dimensions just about any size portrait or landscape image will work with this technique.

Step 2:

Open the **Actions** pallet (**Window → Actions**) and create a new action by clicking on the **New action button**. Name the action 'watermark' and click **Record**.

Step 3:

Create a new empty layer (**⌘-⌘-N**) on top of your image and name it 'temp.'

Step 4:

Fill the new layer with black by selecting **Edit → Fill...** (**⌘-F5**) from the menu. Choose black as the contents and click **OK**.

Step 5:

Change the **Fill** of the new layer to 0% by selecting the **Fill** drop down from the **Layers** pallet for the temp layer and lowering the value to 0%. This step is not necessary but will help you place your watermark by making the temp layer invisible.

Step 6:

Transform the temp layer by selecting **Edit → Free Transform (⌘-T)** from the menu and from the **Transform** toolbar adjust: H: 95%, W: 95%. Save the transform. This step defines how far away from the edge your watermark will be placed so the percentages used here can be adjusted to taste.

Step 7:

From the **Toolbox** select the **Custom Shape Tool (U)** and select the your watermark from the **Shape:** drop down menu. On the **Shape** toolbar click the **Shape layers** button and select **White** as the color. From the center of the image click and drag to draw your watermark. You should now have a new 'Shape 1' layer containing your watermark.

Hint: Holding down the **Shift** key while dragging will constrain your watermark to its original proportions.

Step 8:

Highlight both the 'temp' and 'Shape 1' layers in the **Layers** pallet. Select the **Move (M)** tool. From the **Move** tool toolbar, click the **Align left edges** and then the **Align bottom edges** buttons to align your watermark.

Step 9:

Delete the 'temp' layer by selecting it from the **Layers** pallet and dragging it to the trash can symbol or by selecting **Layer → Delete → Layer** from the menu.

Step 10:

Stop recording the action by pressing the **Stop playing/recording** icon from the **Actions** pallet.

