

SOME IDEAS ABOUT INSERTING
TEXT ON A BLOCK OF COLOUR
OR NEGATIVE SPACE



This is a simple block of white inserted at the bottom of the image.
I have simply covered up one row of pattern.
Notice how I use already existing colour for my text to improve unity



Notice that by simply changing the colour of the rectangle to the background colour it becomes a block of negative space.

I have also changed the colour of the text to improve contrast and therefore legibility

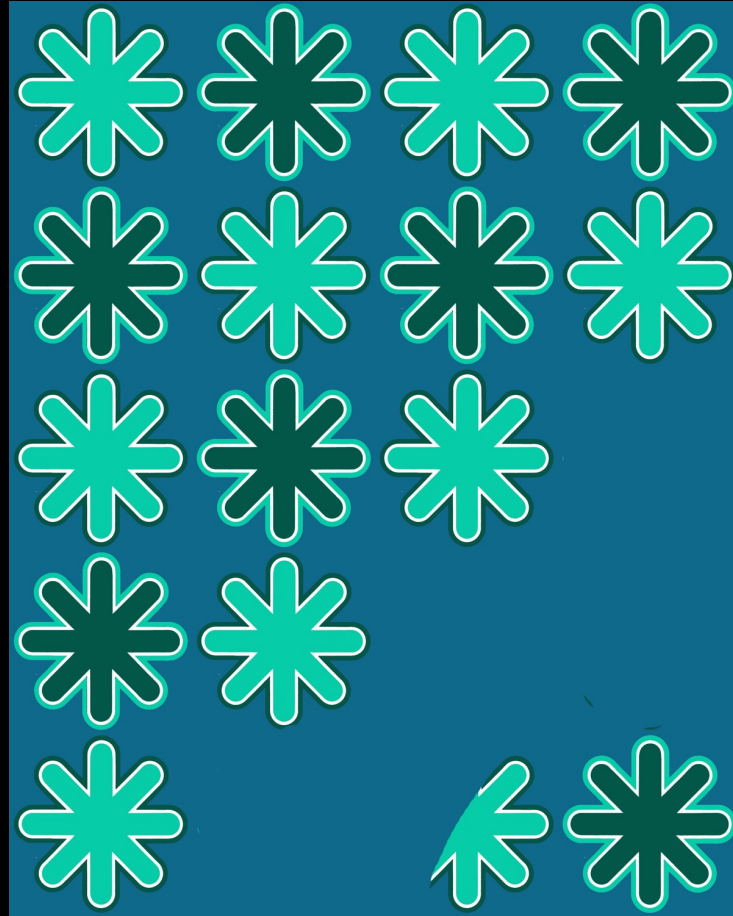


You can place that block of text anywhere really.
Experiment with colour but maintain unity.

Notice as well, that the text I chose was pretty arbitrary but also appropriate to the image. I could also have chosen something like winter, cold, Christmas, freezing, sparkle etc (refer to assignment sheet for guidance).



You can also rotate the rectangle to be diagonal. You may have to rasterize the layer first. BUT – careful here that you don't cut off your design in a weird way.



You may have to paint over the design first to eliminate certain elements. Use the eye dropper tool to select the background colour first and make sure your brush is big enough and set to opaque!



Then insert the rectangle. You will have to rasterize the rectangle or layer first. The free transform to rotate and resize.

You will then type out your text and again free transform to rotate and place.

Notice how, on all my examples, I have centered and evenly spaced my text! I've even inserted spaces between letters so that the word would fit better.

You could also type each letter in a separate layer if you want even more control but make sure they all exist on the same baseline.

HAVE FUN WITH THIS!

My example is a very simple one just to get you started but feel free to extend, experiment, and make creative decisions to make your designs unique and dynamic.