



GETTIN'

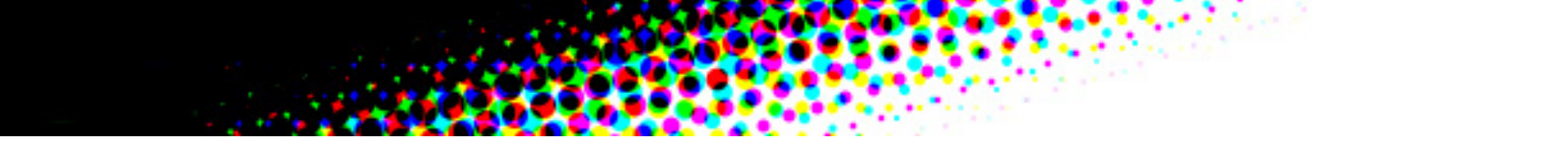
.giffy

WIT'

IT.

**POP CULTURE
INSPIRED
ANIMATION
PROJECTS
FOR PHOTOSHOP**

by Brandon Petersen



I LIKE TO move IT!

ENGAGING CONTENT

A picture is worth a thousand words, they say. There is some truth to this as a tweet with images receives 150% more retweets than with just plain text. Tweets with animation and video can generate up to 9 times more engagement rates than simple text tweets.

One easy way to create engaging content for business profiles, personal brands, or entertainment is with GIFs or Cinemagraphs! I think of a GIF as a short animation made from sequenced images to share an idea. I think of a Cinemagraph as an image that is able to continuously loop, and is something that could be watched for a while without realizing how many times you have seen it.

These activities are designed to share technique and ideas for creating versatile animated content with Adobe Photoshop for about any purpose you can think of. I find Pop-culture inspired work to be fun to make, and easily relatable for a wide target-audience.

Are you ready? Let's do some visual storytelling with animation! Let's get GIFFY wit' it!

PROJECT FILES

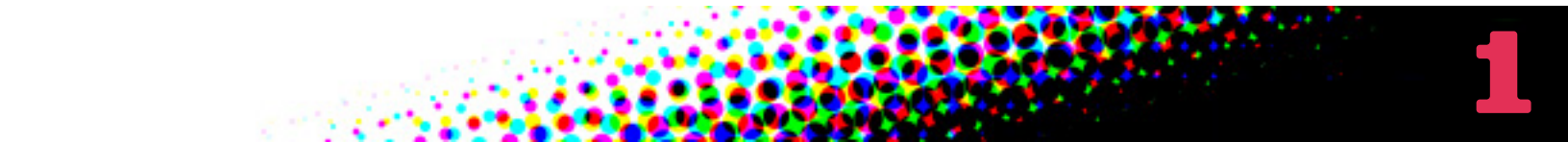
You can find any of the resources I used for free online, but I have assembled the images I used into one location that can be downloaded at <http://codepetersen.com/loot.html>. Find the Free Content section, download the file, uncompress it, and you will be ready to go. Obviously, you can substitute any images or fonts with the ones I suggest. If we all made our animations the exact same, that wouldn't be very much fun!

VIDEOS

- I created video tutorials that go with these projects. Feel free to preview or follow along!
- Tutorial 1: [Dr Jones! YouTube Tutorial](#)
 - Tutorial 2: [We Have a T-Rex! YouTube Tutorial](#)
 - Tutorial 3: [Off the Record! YouTube Tutorial](#)
 - Tutorial 4: [I'm Vengeance! YouTube Tutorial](#)

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DOCTOR JONES!

INTRODUCTION

We do not follow maps to buried treasure, and "X" never, ever marks the spot? Then how come every time you travel it overlays a map plotting your path in the movies? I thought it would be fun to start with an animation that celebrates the one who makes it up as he goes with this map project that can be used for a fun social media advertising post.

Before



After



PROJECT FILES

Deciding where to start a project can be scarier than a pit full of snakes. I made it easy for you! Find your Indiana Jones Tutorial Files folder, your teacher will give it to your, or you can find it on my website at codePetersen.com.

FONTS

We also need a few typefaces. One of them is Uppercut Angle, which can be downloaded free with your Adobe Creative Cloud account at <https://fonts.adobe.com/fonts/uppercute-angle>. The second typeface is called Adventure Subtitles, and can be downloaded free at <https://www.dafont.com/adventure-subtitles.font>. Now grab your hat and get ready for your ultimate designing adventure!

Width: 1200 Pixels

Height: 628

Orientation: Portrait (selected), Landscape, Artboards

Resolution: 72 Pixels/Inch

Color Mode: RGB Color, 8 bit

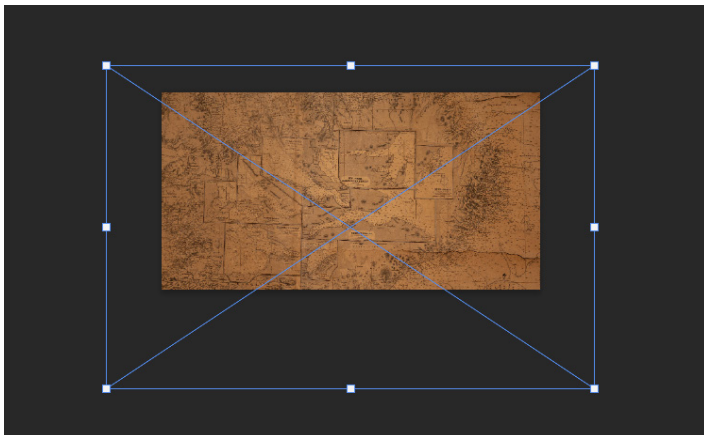
Background Contents: White

SETTING THE STAGE

Make a new document 1200px by 628px. Set the Resolution to 72 Pixels/inch. The color mode should be RGB Color and 8 bit.

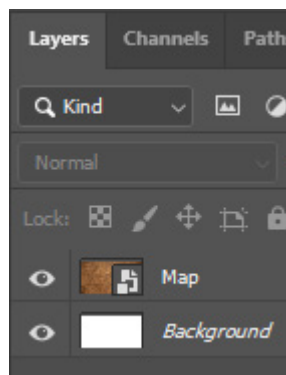
NAVIGATING THE MAP

Let's fill this blank canvas on our screen with a picture! Go up to File then Place Embedded. Find and select the map image from our resources folder.

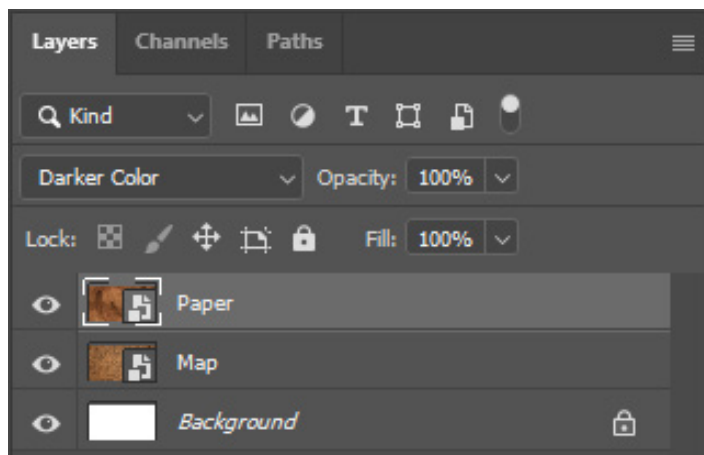


The image won't fit perfectly on our canvas, and that is fine. We want to keep the image scaled, so resize it to where the width fits the canvas. We don't want to see any white space. Once your map is the correct size and fills the canvas, press enter to place the image.

Double click on the layer's name in the Layers Panel at the bottom right corner of Photoshop. Change the name of this layer to Map.



We can weather this map a little more. Go back to File and Place Embedded. Find the old paper texture image from our resources folder for this project. Just like the map, it's not going to perfectly fit the canvas, just be sure it's scaled proportionately and covers the entire area. Press enter to place it. Rename the layer to Paper, and in the blending options drop down menu, change it from Normal to Darker Color.



TYPING TIME

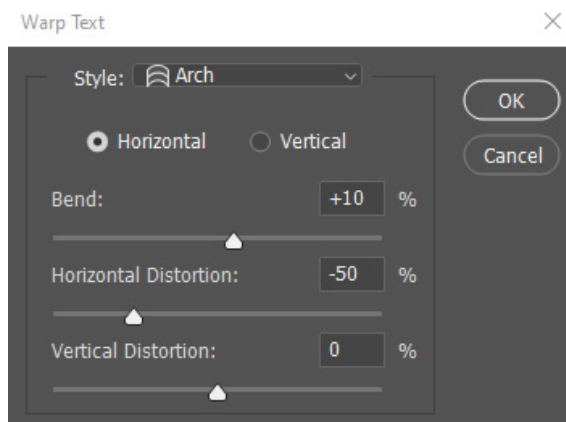
Using the text tool, type "PACK YOUR BAGS FOR YOUR NEXT" with size 36 Adventure Subtitles font. Use #FEB300 for the color. Place it center, up towards the top of our map.

Use the same size, color, and font to type "YOUR JOURNEY AWAITS!" in the bottom center of our map.

Let's create another layer for text at the top of our layers. We will use Uppercut Angle font, size 150, and #FEB300 for the color. We'll type the word "Adventure." When finished typing, you will notice there is an icon with a T and a curve beneath it as shown here.



Click the icon then in the Style selection, select Arch, use Horizontal, have a +10 Bend, and a -50 Horizontal Distortion, then click OK.

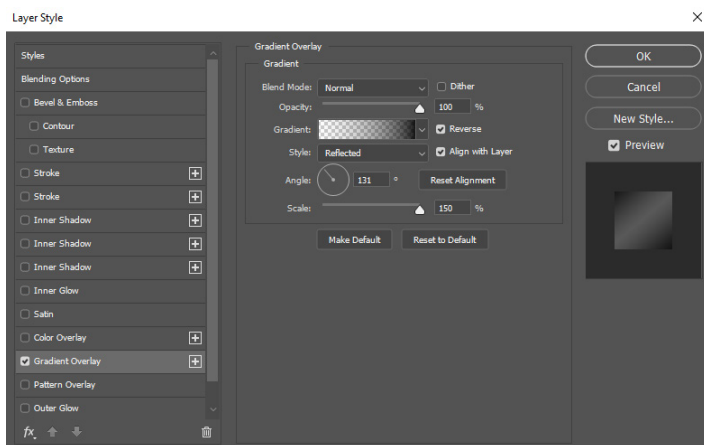


Click the move tool at the top of your tools bar, then use the keyboard shortcut Ctrl + "T" on your keyboard. You should see a blue box surrounding your text with 7 small squares overlapping the blue box edges. Hold down the Ctrl button, then click and drag the far left, middle box straight down from its previous location. It should look something like this.

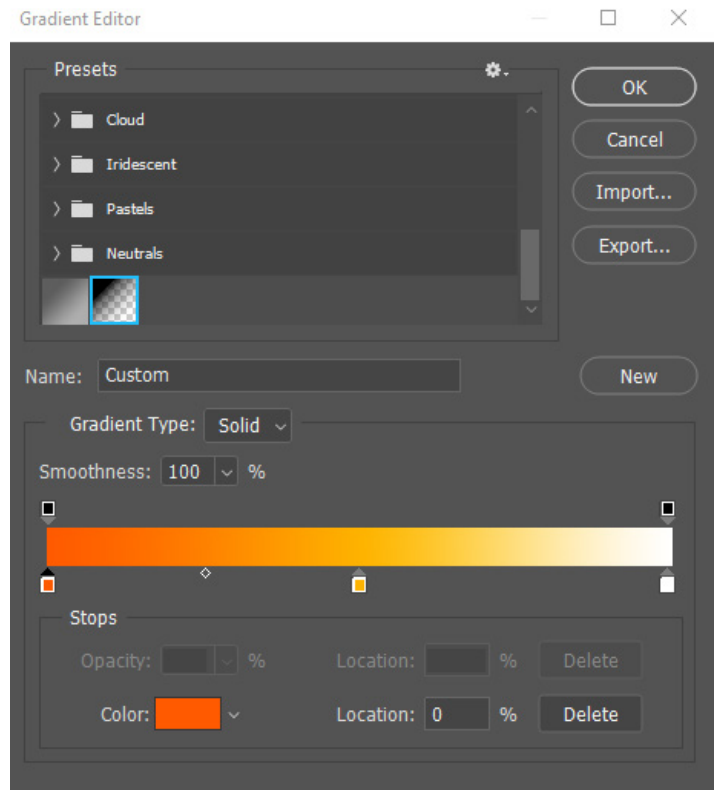


You can press ENTER, and use the move tool to center the text below your top line of text.

Let's add some style to this Adventure text! Find your Adventure layer in your Layers Panel in the bottom right hand corner of your window, and double-click the layer to open the Layer Style menu.



On the left hand side of the menu, find Gradient Overlay. Check it, and be sure it is selected. Click the drop down box next to Gradient, and this will bring up the Gradient Editor. Click New to create a new gradient.



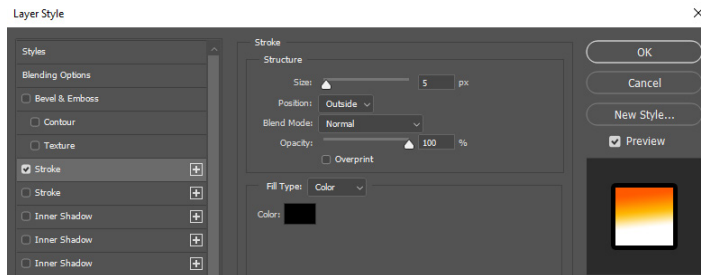
On the bottom left of the gradient line, there will be a pointer with a square attached to it. Click the small square and change the color to #FF5A00. Change the color in the lower right square to #FFFFFF. If you place your cursor right below the gradient line in the center, your cursor will turn to a pointing finger. Click there to add a third gradient square, and change the newly added middle square color to #FEB300.

Now select the square above the gradient line on the left side and be sure the Opacity is set to 100%. Do the same for the square on the right side. If all goes well, your setup should look like the example above.

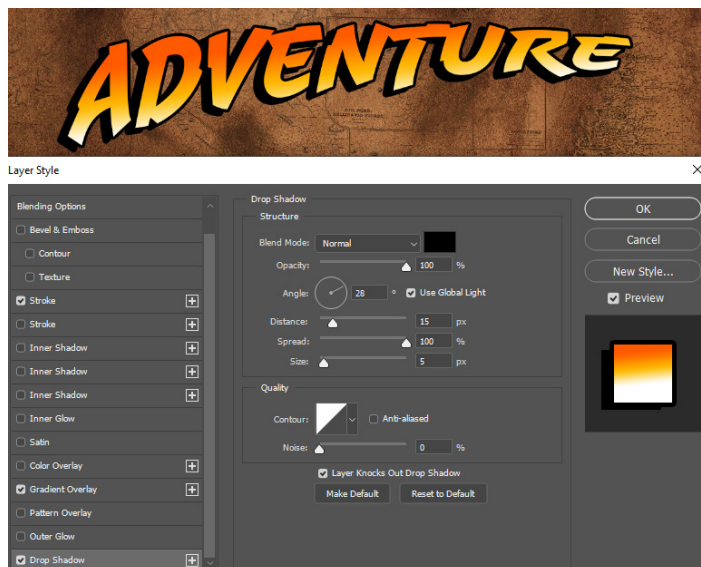
Click OK to go back to our Layer Style menu. Be sure the blend mode is Normal, Opacity is 100%, Style is Linear, and the Scale is 60%. You will want to change the Angle slightly so each letter shows the range of the gradient. My example worked well at 98 degrees. When your Gradient Editor is open, you can click and drag your canvas to change the position of the gradient.



Let's look back at the left side of our Layer Style menu and select Stroke. Add a #000000 colored stroke 5 pixels wide around the outside of the text.



One last style for this text. Select Drop Shadow from the left side of the Layer Style menu. We want to add a shadow with a color of #000000, opacity of 100%, angle of 28 degrees, distance of 15px, spread of 100%, and size of 5px.



“X” MARKS THE SPOT

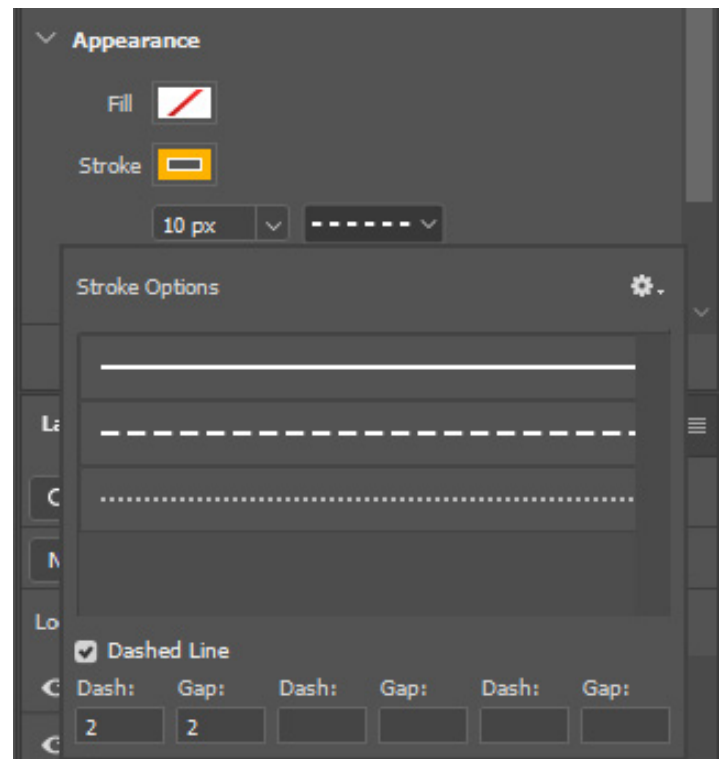
We will make the starting point of our map by placing a small circle with a transparent stroke and a fill color of #FEB300. Our end point will be a 72 sized X using our Uppercut Angle font with the same color.

Let's tidy up our layers a little before we get to our animated component. Control select your Paper and Map layers to select them both, and click the create a new group folder below your layers panel to put them both in a folder.

We will name this folder Map Contents. Now, let's select the Ellipse 1 layer, the X layer, and all our text layers, and put them in a group we will name Text Content. You can always expand the groups by clicking on the arrows in your layers panel.

Now we can make a new layer above the two groups we just created. Use the line tool to create a 10 pixel wide line with no fill and #FEB300 for the stroke color.

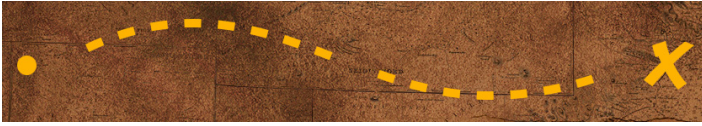
In the Appearance section beneath the Properties panel on the right side of your window, we can choose the line type to make a dashed line. I used 2 for Dash and 2 for Gap.



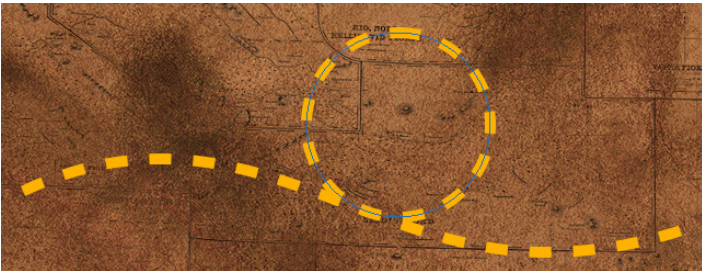
Click and hold the Pen tool icon on your Tools panel to show other tools available. Select the Curvature Pen Tool and click and drag the line in a few locations to bend the line. It should look like this.



Right click the Line 1 layer in your Layers panel and select Rasterize Layer. Delete the dashed lines that are messy or that go down the middle by selecting them with your Rectangular Marquee tool and pressing DELETE on your keyboard.



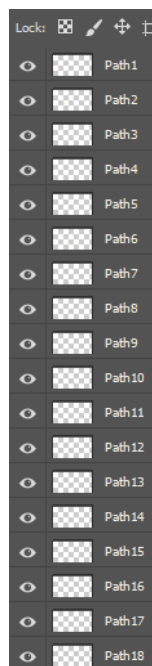
Using our Ellipse tool, draw a circle that has transparent fill and a #FEB300 colored dashed line stroke like our line had from earlier. Place it above your line like this.



Rasterize the circle and clean any messy dashes. Control click your Ellipse layer and your Line layer, then right click on one of them in your Layers panel and select merge layers. We will rename this layer as Path. Now is a good time to move or resize your Path layer if needed.

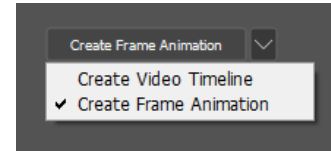
Each of our dotted line segments needs to be on their own layer. If you select around a dotted segment, then cut and paste in place, or use shortcut Ctrl + "X" and Ctrl + Shift + "V". That should do the trick. Do this for each segment, then be sure your layers are in order with the far left segment being the first layer, the second from the left will be the second of the layers, and so on, right down the path. I am going to name each layer accordingly Path1, Path2, Path3, etc.

I ended with 26 Path layers. Yours may be more or less depending on

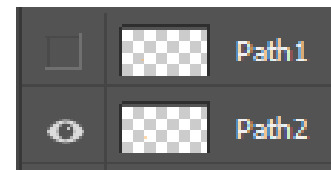


ANIMATE THE JOURNEY

Click the Window menu and find Timeline. There is a drop down arrow in a newly created Timeline panel. Click the down arrow and select Create Frame Animation.



With our first Timeline frame selected, make all path layers invisible by clicking the eyes to the left of their thumbnail preview in the Layers panel.



When your dotted path is no longer visible on your map, click the + button in your Timeline panel. This duplicates the selected frames. Once the frame is duplicated, make the Path1 layer visible. Repeat this process until the entire Timeline is visible.

You can preview your animation by clicking the Play button beneath the Timeline panel. Check to be sure you didn't miss any layers and that the animation is smooth.



If everything is good, we are going to duplicate our last frame and make the first layer invisible. We will continue this process until all layers are invisible again, except for the last dot (This prevents a pause in the looping animation).

Your animation should show the path one dot at a time, then have the path disappear one dot at a time.

Click the Window menu and hide the Timeline panel.

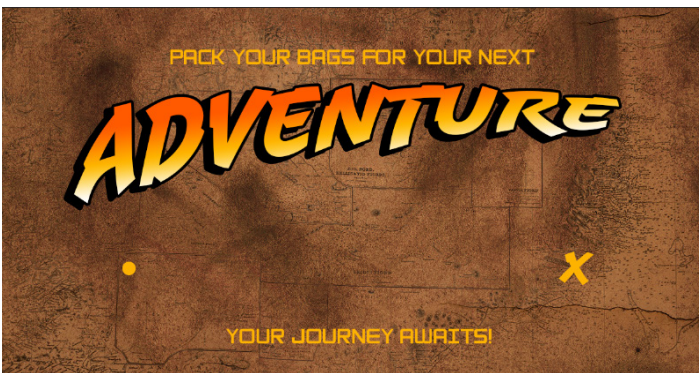
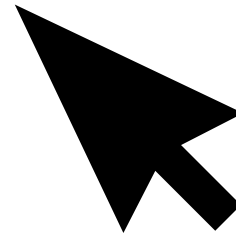
PRESERVING THE MAP

Save your project as a PSD file in case you want to make changes to this project later.

To publish the animation, go to File, then Export, and Save for Web.

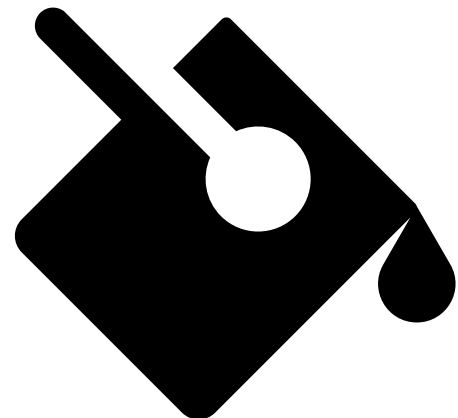
If the file size doesn't matter, you can select GIF 128 No Dither from the Preset. Select Forever for the Looping Options, then click Save.

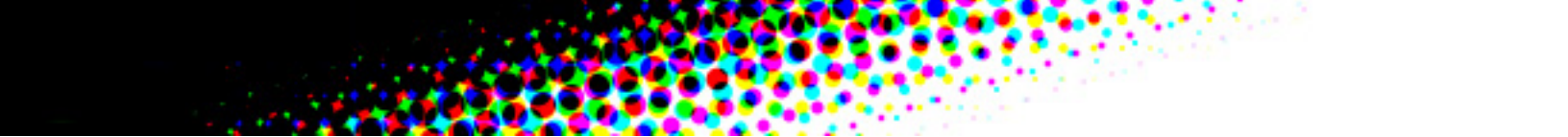
My file was too large for the 5mb limit to post on Twitter, so I changed the image size percent to 50%, and changed the Lossy value to 10. This helped bring my file size down to 4.61mb.



THE SAGA CONTINUES

Think of how you can use this animation for an ad or a promotion. Redesign this project as an ad for a travel agency, a vacation destination, or a guided hike/hunting/fishing trip. How would you change the text? Where would you place the logo? Is there a way to incorporate the brand with their colors? If this was posted on social media, what platform would work best for the target audience? What would the caption be? Give an example of two hashtags that would work with the post.





WE HAVE A T-REX!

INTRODUCTION

Do you love dinosaurs? Would you travel to a live dinosaur theme park? What's the worst that could happen? Ladies and gentlemen, welcome to Jurassic Park. This is a fun animated composition that could be used as a fun social media post or even a creative ad. We spared no expense!

Before



After



PROJECT FILES

Finding pictures for this project can be difficult, but life.... finds a way. Find your Jurassic Park Tutorial Files folder, your teacher will give it to your, or you can find it on my website at codePeters-en.com. Now that you have everything you need, we can get started. Hold on to your butts.

POWERING UP THE GRID

Make a new document 1200px by 628px. Set the Resolution to 72 Pixels/inch. The color mode should be RGB Color and 8 bit.

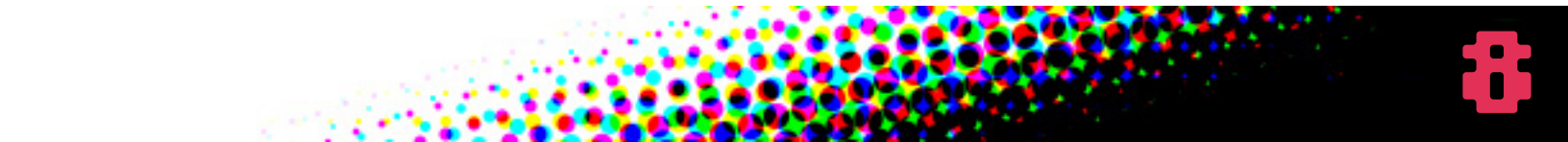
UNLESS THEY LEARNED TO OPEN DOORS

Expand the File menu, select Place Embedded and select the image of the car window from your resources folder. Resize it so it fits the width of your canvas.

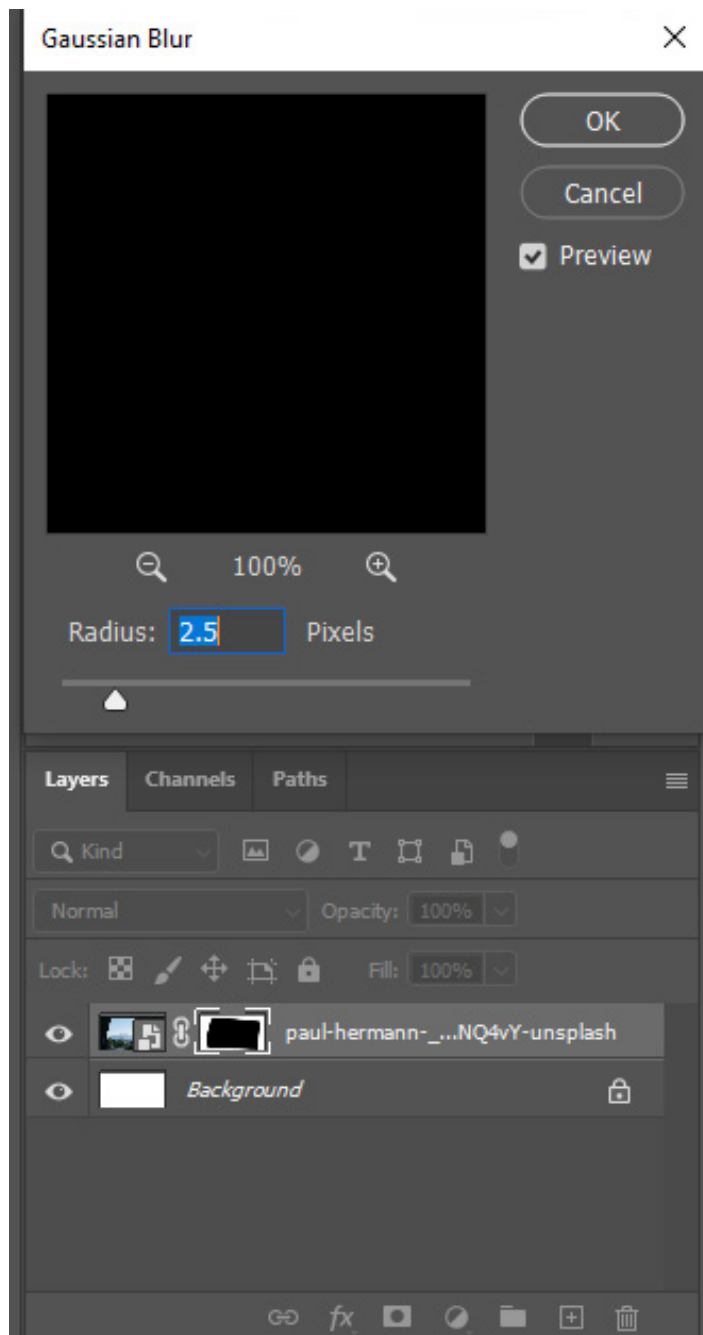
Using a selection tool of your preference (I used the Polygonal Lasso Tool), select the edge perimeter of the window.



Once the window is selected, use the shortcut Ctrl + Shift "I" to inverse the selection, then click the Add Layer Mask button beneath your Layers panel. This should hide the contents of the car window.



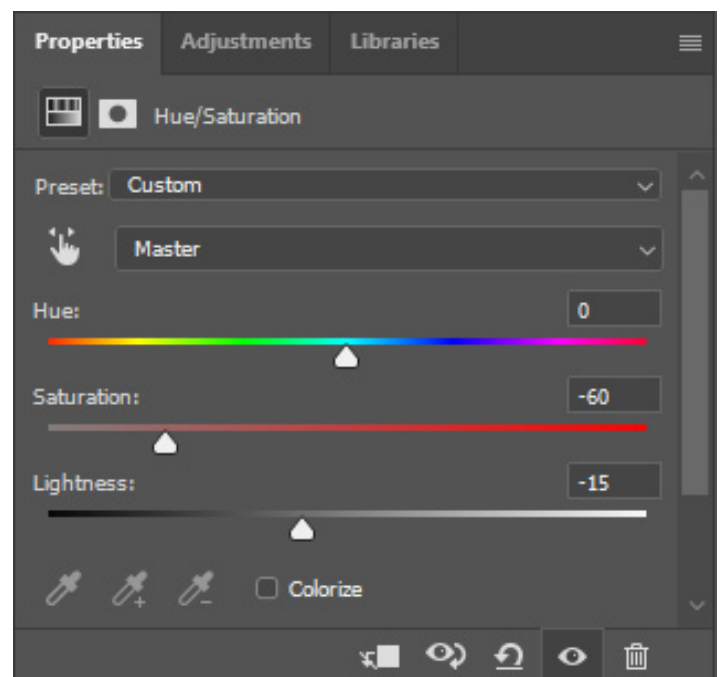
Click on the black and white layer mask thumbnail in your Layers panel. Go to Filter at the top of your screen, select Blur, then choose Gaussian Blur. Set the Radius to 2.5 Pixels. Do this for both the mask, and then again for the window image thumbnail.



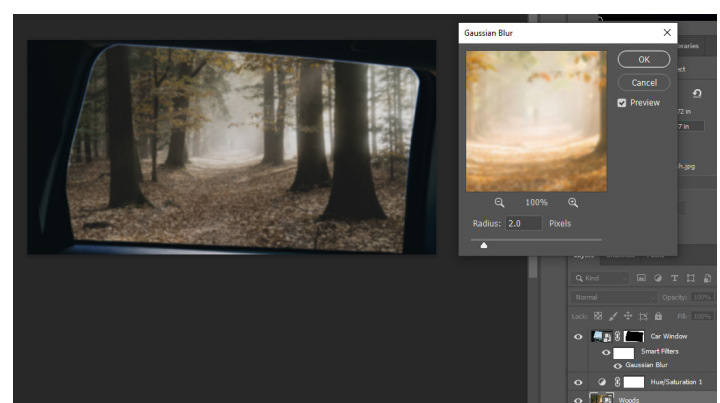
This may soften the edge of your image, so you may need to use the shortcut Ctrl + "T" to transform and resize your image. By making the image slightly larger, you can hide the exterior blur. Now let's rename this layer as Car Window.

Create a new layer between the Car Window and the Background layers. Place Embed the image of the trees from our resources folder. The image should appear to replace the contents of the window. Let's rename this new layer as Woods.

With the Woods layer selected in your Layers panel, click the Create new fill or adjustment layer button beneath the panel. Select Hue Saturation. We will bring the Saturation down to -60 and the lightness to -15.

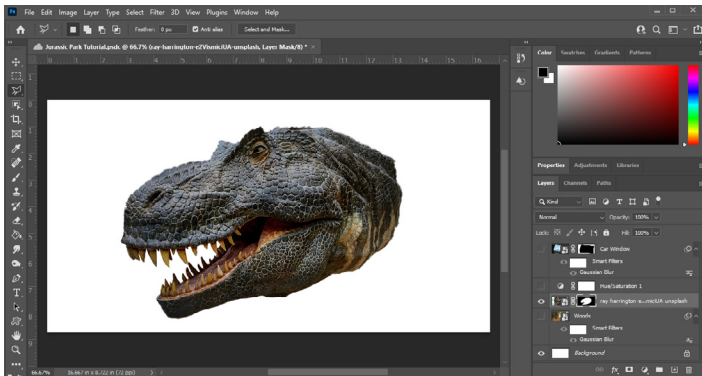


Let's also go back to Filter, find Blur, and select Gaussian Blur. We will set the radius for 2 pixels to give the background a soft blur.

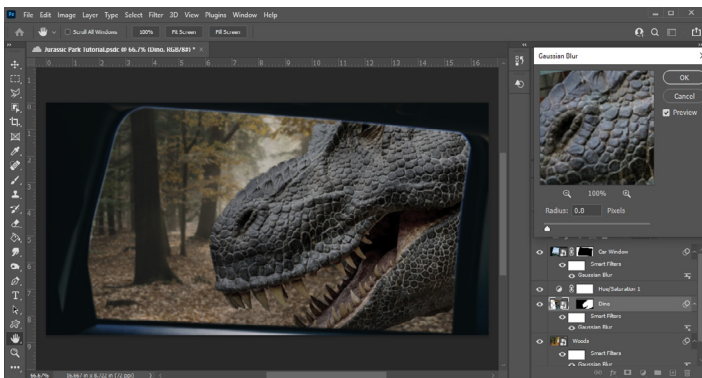


Do-you-think-he-saurus? It's time to add our dinosaur! Create a new layer right above the Woods layer and beneath the Hue/Saturation adjustment layer. On this new layer, Place and embed the dinosaur picture from our resources folder. We will rename the layer as Dino. You may want to temporarily hide the layers above and below it to easily work with the Dino image.

Using the selection tools of your choice, select around the dinosaur head (I used the Object Selection and Polygonal Lasso tools). Click the Add Layer Mask button below the Layers panel. You can modify the mask by selecting and filling your selections with white or black to fine-tune the Dino selection. Those teeth can be tricky!



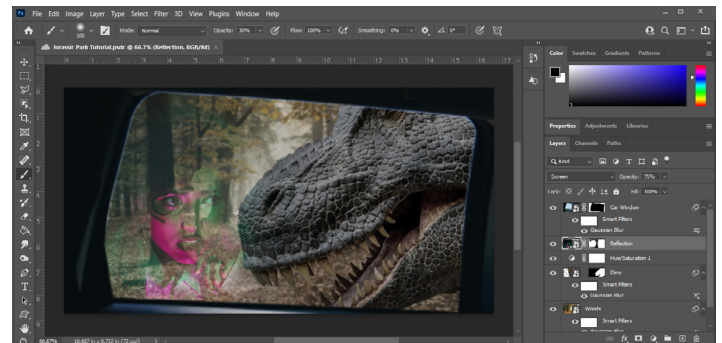
Once your Dino is masked to your liking, make the other layers visible, then resize and position the Dino where you want. I am adding a slight Gaussian Blur (between .5 and 1) to my Dino.



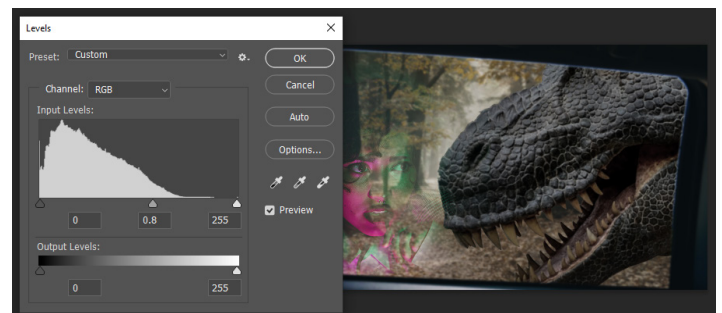
Above the Hue/Saturation layer, but beneath the Car Window, let's make a new layer and Place Embed the image of the frightened person.

We will rename this new layer as Reflection. Change the blend mode from normal to Screen in the Layers panel, and set the Opacity to 75%.

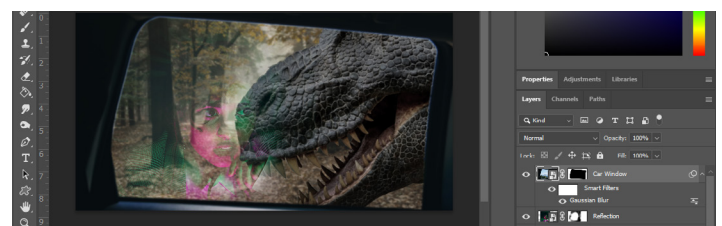
We can hide the border of the Reflection photo by adding a Layer Mask, and using a soft round brush with the Brush Opacity set to 30% (it's up at the top of the window by the brush attributes), the color set to black, and lightly paint the mask where we want the image to blend.



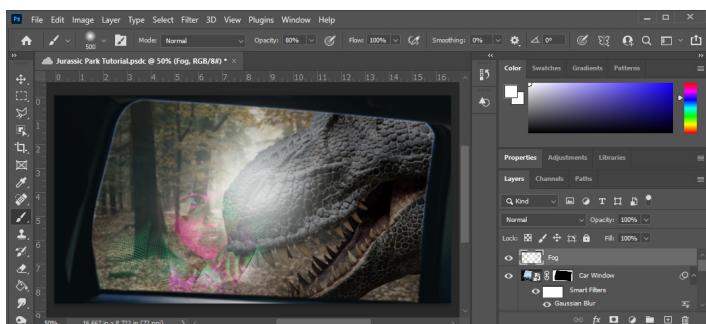
Now is a good time to make any last-minute adjustments to size and position of the elements in our project. I am going to select my Dino layer, use the shortcut Ctrl + "L" to bring up my levels, and change the middle input level to 0.8 to make my Dino a little darker.



I'm also going to move my reflection so it overlaps the Dino just a bit more. Here is what mine looks like, yours may differ depending on the look you are going for.

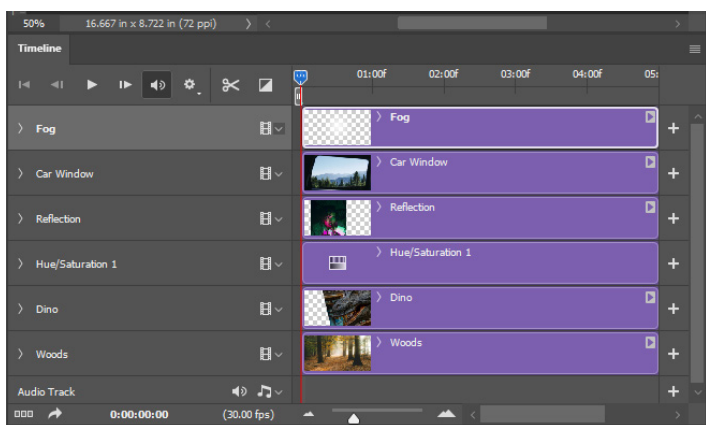


Time to make our final layer. We can put this layer on the very top above all the other layers. Let's rename this new layer to Fog. Using a large, soft, white-colored brush (I'm going with 500px for the brush size), let's lower the Brush Opacity at the top of our window to 80%. We can then click and add some fog to the window by the Dino's nose. It will look something like this.

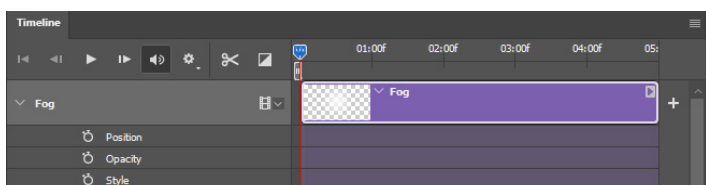


TURN THE LIGHT OFF

Time to animate! Go up to Window, then select Timeline. Your Timeline panel will show at the bottom of the screen. Click on Create Timeline and you will see a timeline for each layer.

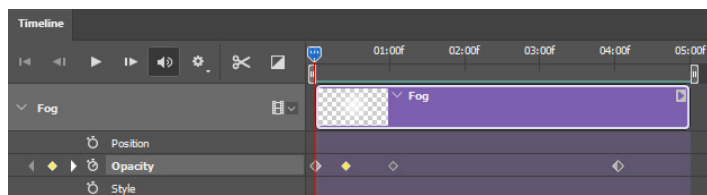


Expand the Fog layer by clicking the arrow to the left the layer name in your Timeline panel. This should show a stopwatch for the Position, Opacity, and Style.



Make sure the blue scrubber handle with the red positioning line are at the far left of your timeline. Click the stopwatch for Opacity. This will create a keyframe at the start of your timeline. Change the Opacity of this layer to 0% in the Layers panel. Move the scrubber to the :10 second mark, and set the Opacity to 100%. This will add another keyframe. Next, bring the scrubber to the 1:00 mark we will add another keyframe with an Opacity of 100%. This will cause the Fog to hold on the window for a moment.

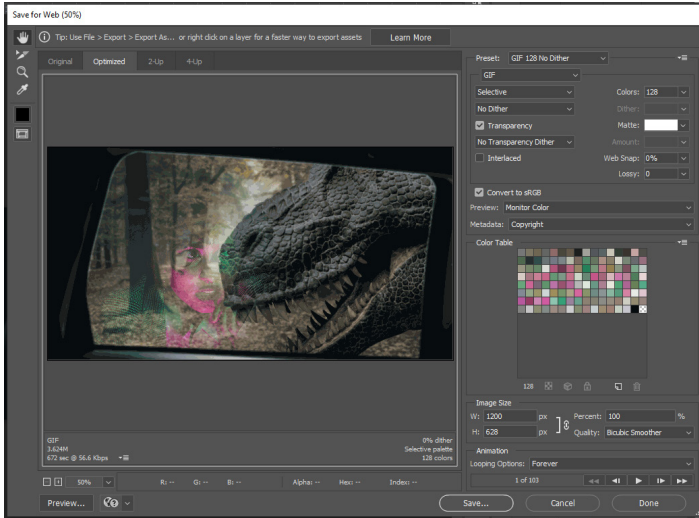
Now for the Fog to slowly disappear. Let's create another keyframe at the 4:00 second mark and set the Opacity back to 0%.



If you push the Play button in your timeline, you should see the Fog quickly show up on the window, then slowly disappear. Hopefully it looks like the Dino is breathing. You can adjust your keyframes as needed. When finished, move the blue scrubber back to the far left side of the timeline, then go up to Window, and deselect Timeline to hide the panel.

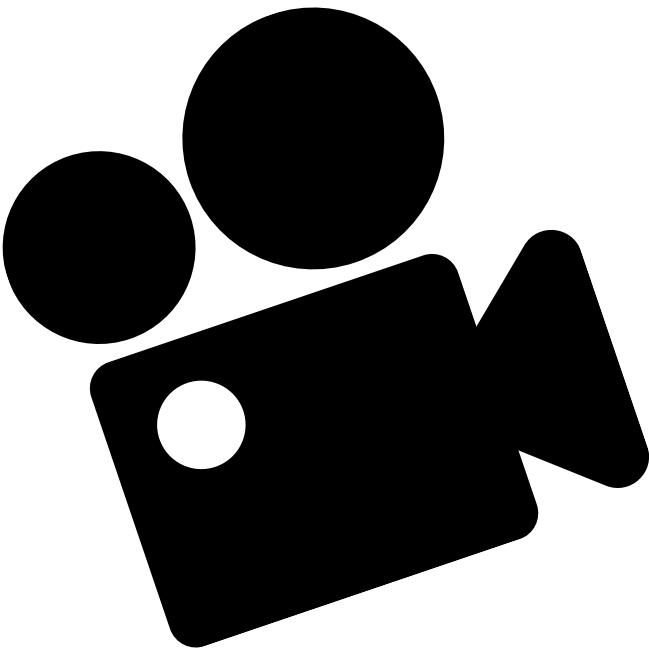
PRESERVING THE FOSSILS

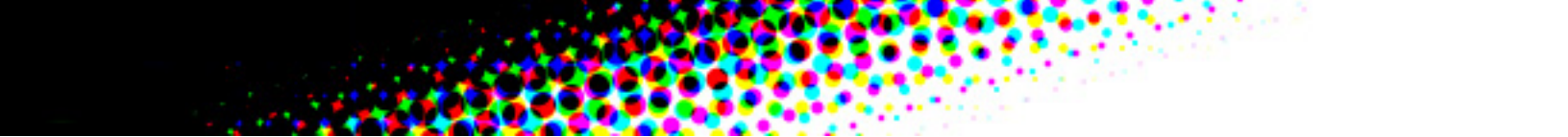
Save your project as a PSD file in case you want to make changes to this later. Now let's save our animation. Go to File, Export, and Save for Web. If I change the preset at the top to GIF 128 No Dither, my file size says 3.62M (yours may differ), which is smaller than the 5mb limit for Twitter, so I don't need to change the image size, percent, or anything like that. Be sure the Looping Options are set to Forever, then click Save. Now you are ready to test your file and post it online.



LIFE FINDS A WAY

What fun is it to only follow a set of directions? You can make any change to this design you'd like! You can change the background, change the reflection to a picture of you, change the Dino, etc. How could you post this to advertise for a Dinosaur exhibit, a museum grand opening, or any a promotion for a local play? What fonts could you use with this design? What would you post or use for the hashtags?





OFF THE RECORD!

INTRODUCTION

There is something special about analogue audio devices. With the enduring novelty of vinyl records and storytelling of album art, this project allows us to merge it all into a fun animation. This can be used to promote an album, playlist, or even to catch the eye of those swiping through their phones for some possible engagement.

Before



After

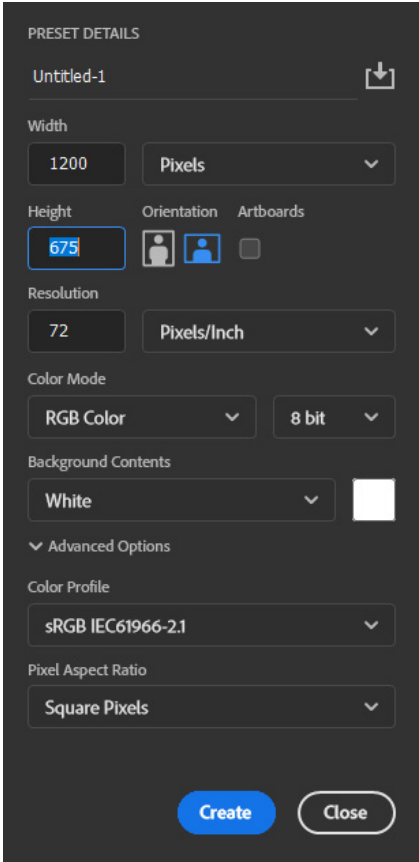


PROJECT FILES

Starting a respectable vinyl collection takes patience and time, but starting this project doesn't have to. I have some images you can use to get started. Find your Vinyl Record Tutorial Files folder, your teacher will give it to you, or you can find it on my website at codePetersen.com.

HOW THE TURNTABLES

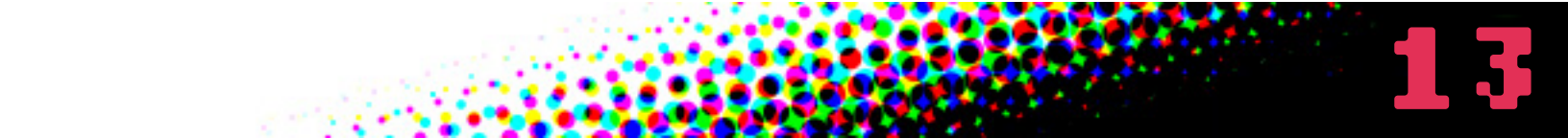
Open up Photoshop and create a new document that is 1200 x 675px with a resolution of 72.

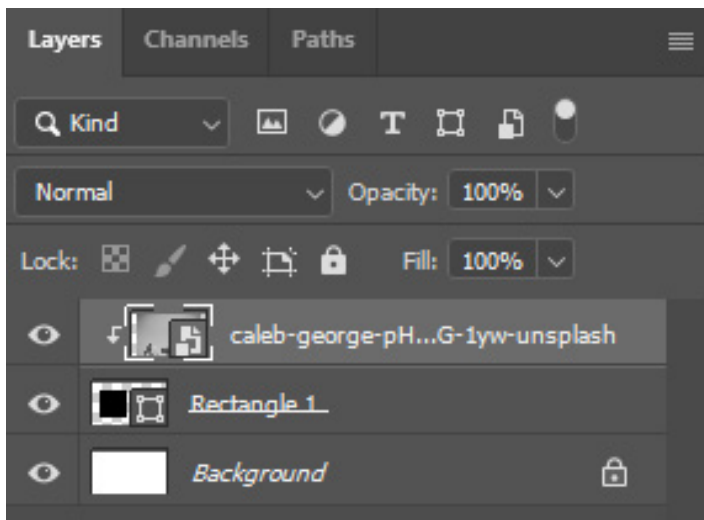


NEEDLE DROP

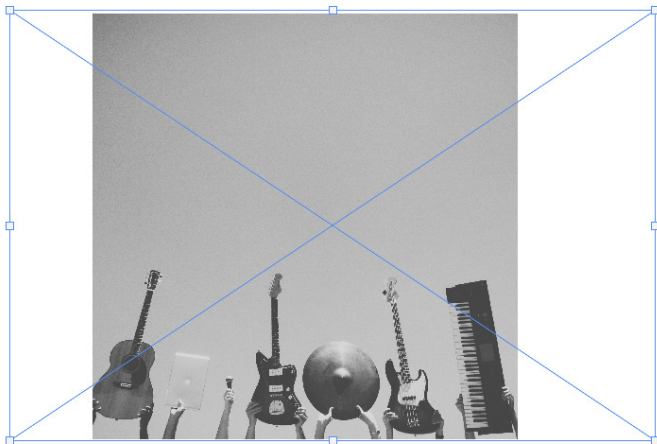
Use the rectangle tool to draw a square. Use any color, but use no stroke. The size should be 450px x 450px.

To up to File and Place Embedded, then select the image of the instruments from your resource folder. Press Enter to place. Place the cursor on the border between the embedded image layer and the rectangle 1 layer in the Layers panel. Hold down the Alt key and click on the border. If done properly, the image should look like the example below.

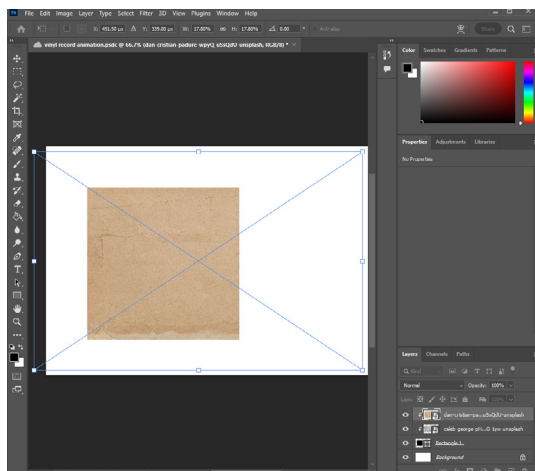




Use Ctrl + "T" to move and shrink the shape so it fits better to the size of the square. It shouldn't fit exactly. Be sure to keep the image properly scaled and do not force fit it to the exact size of the square.



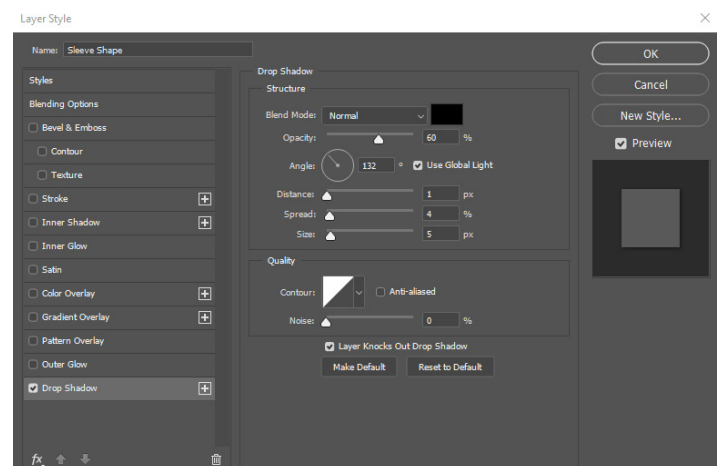
Click File and Place Embedded. This time select the image of the older paper from your resources folder and repeat the same process that you used to fit the instrument image.



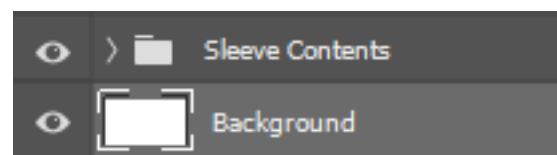
Rename your layers so that Rectangle 1 is now named Sleeve Shape, and the instruments layer is named Sleeve Graphic. Rename the old paper layer to Sleeve Texture. Change the Sleeve Texture's layer blend mode from Normal to Overlay.



Double click on the Sleeve Shape layer in the Layer panel to open its Layer Style. We want to select Drop Shadow. Have the Blend Mode set to Normal, Color is black, Opacity is 60%, and Angle is 132 degrees. Adjust the Distance to 1px, Spread to 4%, and size to 5px.

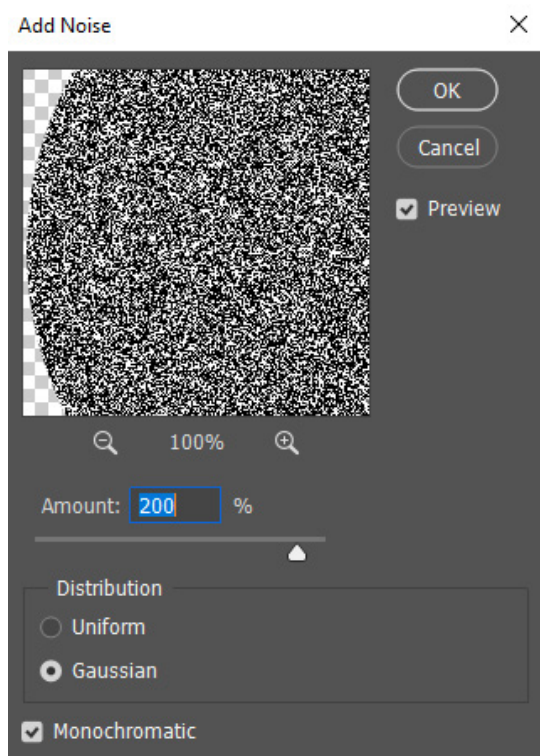


Select the Sleeve Texture, Sleeve Graphic, and Sleeve Shape layers and click the Create New Group button below the Layers panel in the lower right hand corner of your window to place these layers in one folder. Rename the folder to Sleeve Contents. You can expand the folder at any time by clicking the arrow pointing to the folder in the Layers Panel to select and modify those layers at any time.



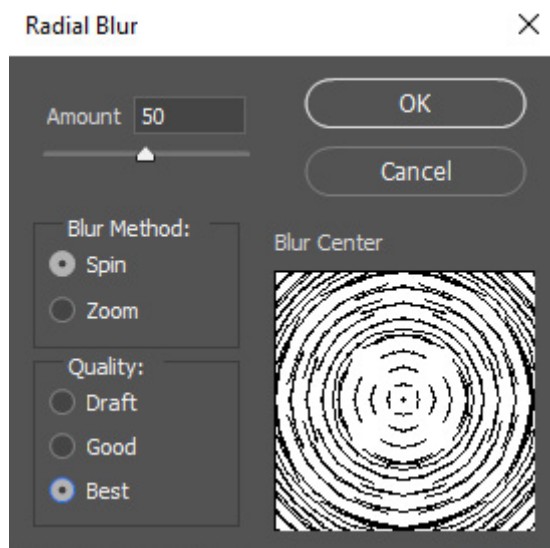
Create a new layer above the Sleeve Contents folder and use your ellipse tool to create a circle that is slightly smaller than the Sleeve Shape. We will name this new layer as Vinyl Shape.

With the Vinyl Shape Layer selected, go up to Filter, Noise, and Add Noise. A window will open asking if you want to convert the shape to a smart object or rasterize the object. We want to rasterize it. In the Add Noise window, we will use 200% for the amount, and have Gaussian and Monochromatic selected.



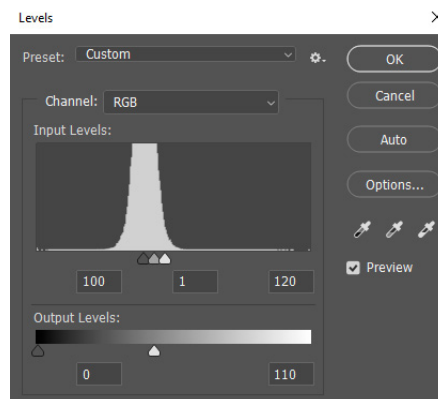
Hold down the Ctrl button, and click in the thumbnail preview of the Vinyl Shape Layer in your Layers panel. This will select the black circle by placing a dotted line around the circle's border.

Click on Filter, Blur, and Radial Blur. We will use 50 for the amount, spin for the method, and best for the quality.

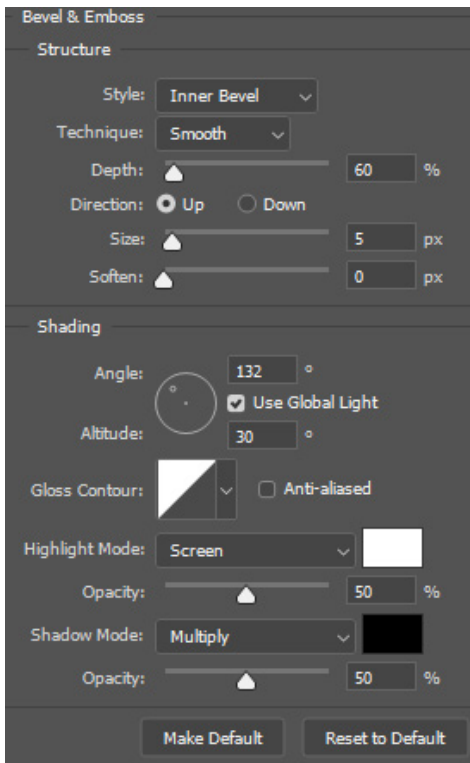


Use the shortcut Ctrl + "D" to deselect the circle. Use the shortcut Ctrl + "L" to bring up the levels of the circle.

For Input Levels, we will use 100 for the left value, 1 for the middle, and 120 for the right level. For the Output Levels, we will keep the first value at 0, but bring the second value to 110.



Double click the Vinyl Shape layer in the Layers panel to open the Layer Style menu. Select Bevel & Emboss. We will put a Smooth Inner Bevel with a depth of 60%, a direction of Up, size of 5px, and soften of 0px. Now you can exit the Layer Style.

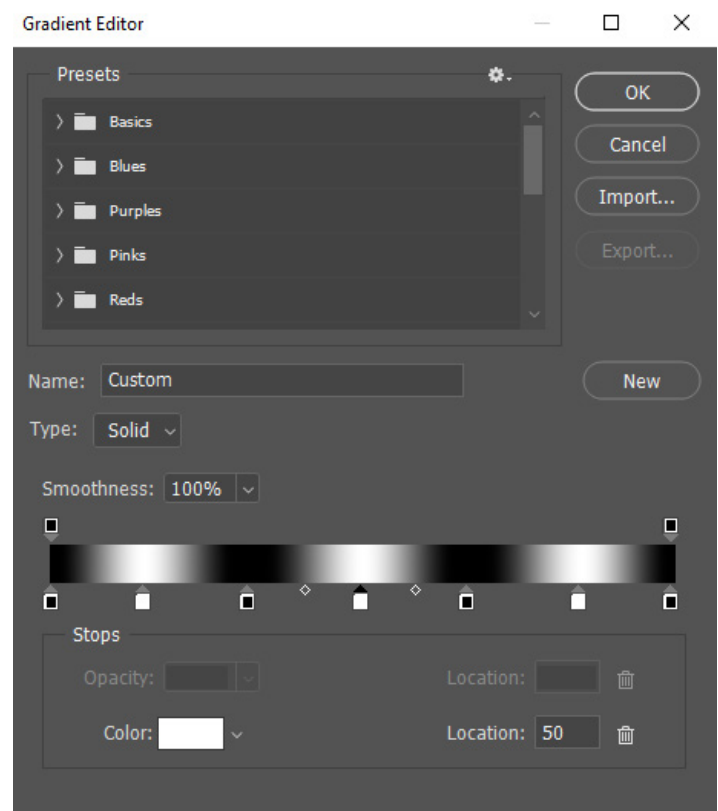


Right click the Vinyl Shape layer in your Layers panel and select Convert to Smart Object. Once more, let's go back to the layer style of the Vinyl Shape layer.

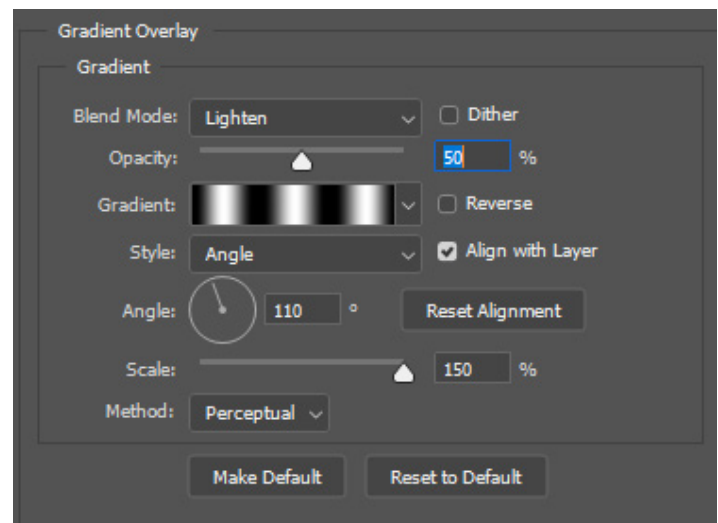
Select Gradient Overlay. We will choose the drop down menu next to the Gradient. There is a plus button to make a new preset. If we click this, we can rename the preset to Record Reflection. It will add a gradient below our options in the drop down menu. If you select that gradient from the drop down menu, and click on the gradient preview, you will open the Gradient Editor Menu.

You can add stops by clicking right beneath the gradient bar in your Gradient Editor. Wherever you click, it adds a stop. You can click and drag the stops to position them where you like, and can adjust the colors of the stops as well.

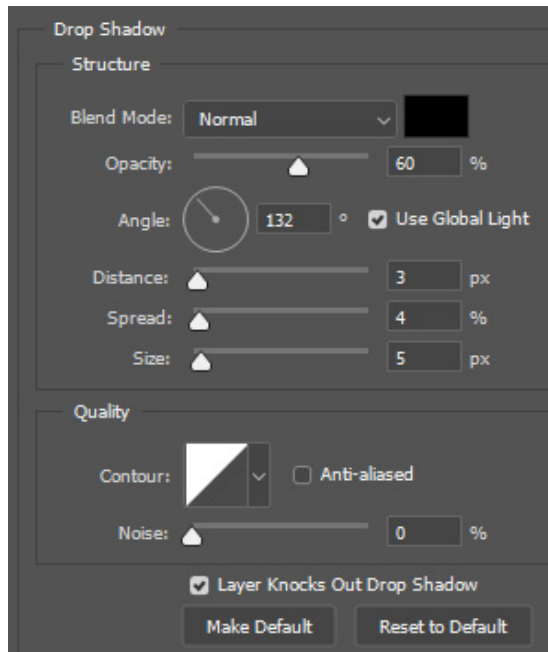
Your gradient should look something like this.



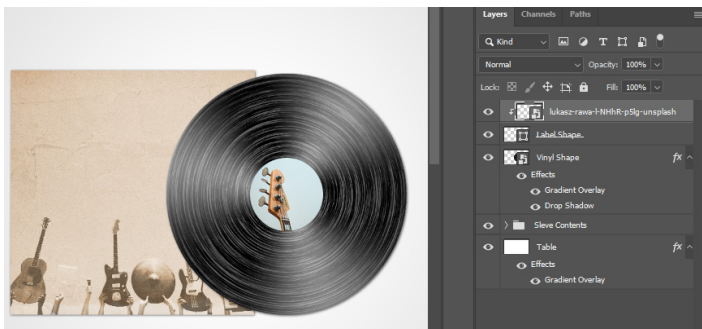
The rest of your Gradient settings should have a blend mode of Lighten, Opacity 50%, Style set to Angle, Angle set to 110 degrees, and Scale of 150%. Be sure to check Align with Layer. If you gradient is not aligned with your vinyl record, keep the Layer style window open (you may need to move it to the side of your canvas to see) then click and drag on your canvas to reposition your gradient.



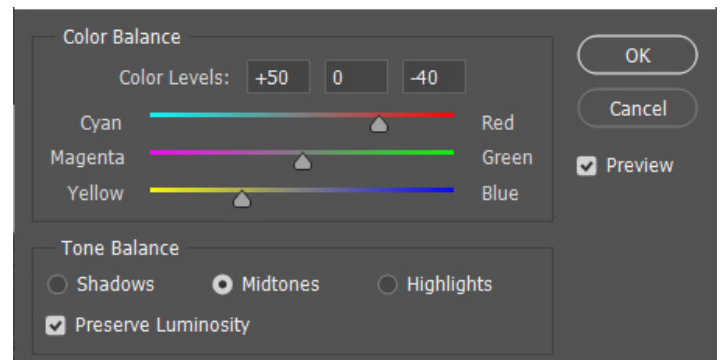
Finally, in the Layer Style we will select Drop Shadow. We should keep the settings it shows (they should be the same as they were for the Vinyl Sleeve drop shadow), but I am going to increase the distance slightly up to 3px. It is now safe to click OK to close out of our Layer Style menu.



To make our label, we will create a new layer above the Vinyl Shape layer, and place another ellipse. Let's rename this layer to Label Shape. The color doesn't matter. The shape of my label is 135px x 135px. Using the same technique as we did with the sleeve, we will now place and embed the image of the guitar handle. Alt click on the border between the layers and use Ctrl + "T" to move and resize the image accordingly. Use the following image as a guide.



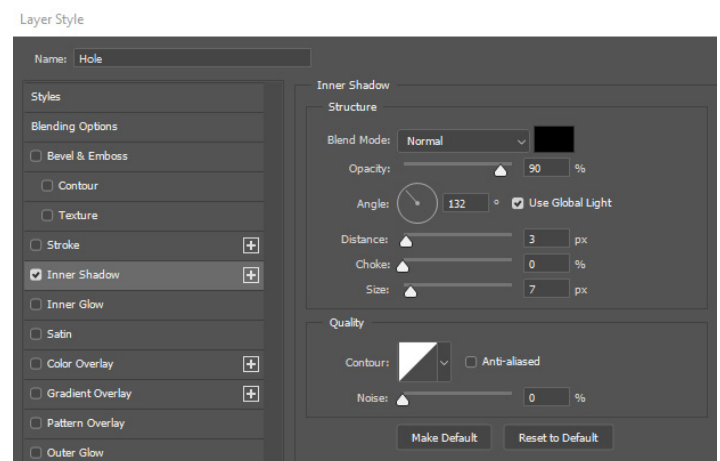
Rename the new Ellipse layer to Label Shape, and the guitar image to Label Graphic. With the Label Graphic Layer selected, select Image, Adjustments, Hue/Saturation. Bring the Saturation down to -100. Select Image, Adjustments, Color Balance, and adjust the color levels to +50, 0, and -40.



Merge the Label Graphic and Label Shape layers together, rasterize, then convert the new layer to a smart object.

We can Add one last white ellipse above the Label Graphic Layer, and name this layer Hole. If we go to the Layer Style of the Hole layer, we can select Inner Shadow.

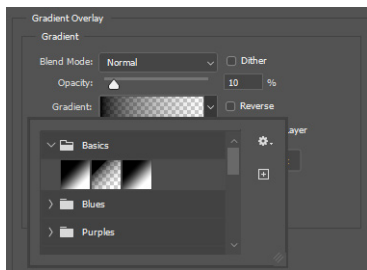
The Blend Mode is Normal, Opacity 90%, and Angle is 132 degrees. We will set the Distance to 3px, Choke 0%, and Size to 7px.



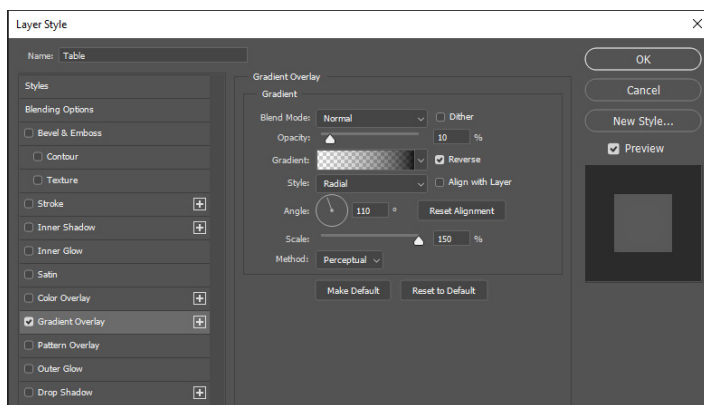
Select all the layers that compose our Vinyl Record, and place them into a group called Vinyl Contents.

Check that the Foreground color is black and the background is white in the color selector squares at the bottom of the Tools panel. Click on the lock icon on the Background Layer to Unlock it. Rename the background layer to Table.

Open the Layer Style menu for the Table layer and add a Gradient Overlay. The Blend Mode should be Normal, Opacity 10%, and under the Gradient presets, we will select the Basics folder and choose Black to Transparent.

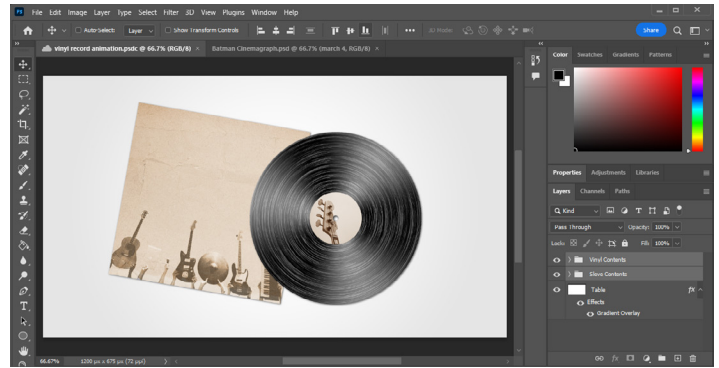


Set the Style to Radial and the Scale to 150%. You may need to click Reset Alignment to center the gradient.



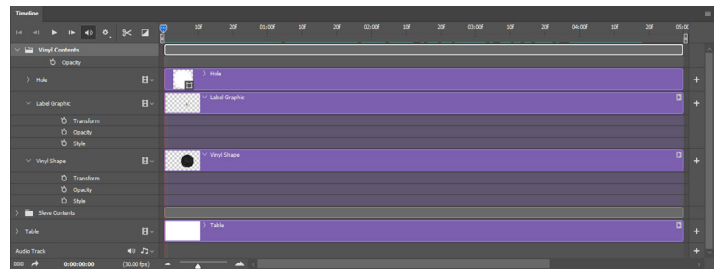
Set the Style to Radial and the Scale to 150%. You may need to click Reset Alignment to center the gradient.

Before we animate, you may want to move your sleeve and vinyl to position them where you'd like. The following picture illustrates what my layout looks like.



TURN THE DIAL

Now if you want this spinning right round, like a record baby right round, we need to go up to Window and select Timeline. We want to click Create Video Timeline. You will see each layer and group represented in the Timeline panel.



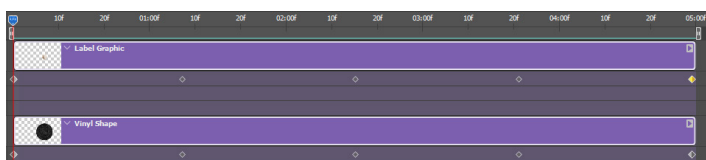
Expand the Vinyl Contents section. You will then need to expand the options for the Label Graphic and Vinyl Shape layers.

Be sure the blue scrubber handle is to the far left of the timeline, and click the stop watch icon to the left of the Transform option for the Label Graphic layer. Move the Scrubber to the 01:00f mark, then use Ctrl + "T" to rotate the label clockwise until it is upside down (holding Shift while rotating gives you better control).

Move the scrubber to the half-way point of your timeline, then press Ctrl "T" to rotate the label clockwise until it is right side up again. Move the scrubber to the 04:00f mark, rotate upside down, then move the scrubber to the far right, and rotate back to the right side up position again.

Drag the scrubber back to the far left of the timeline again (you should see the label rotate as you do this). Now repeat the same process but with the Vinyl Shape layer.

When finished, you can adjust the timeline keyframes if you wish the speed to be more consistent. Note: When you preview this, your gradient overlay with the vinyl record may glitch, but don't worry, it will not do this when published.



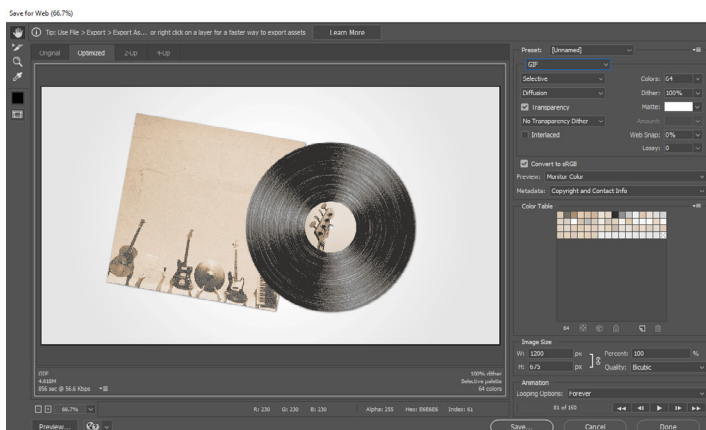
ALBUM DROP

Lets save this project so we can share it with the world!

Be sure to save your file as a PSD first so you can make changes or modify this project later if you wish.

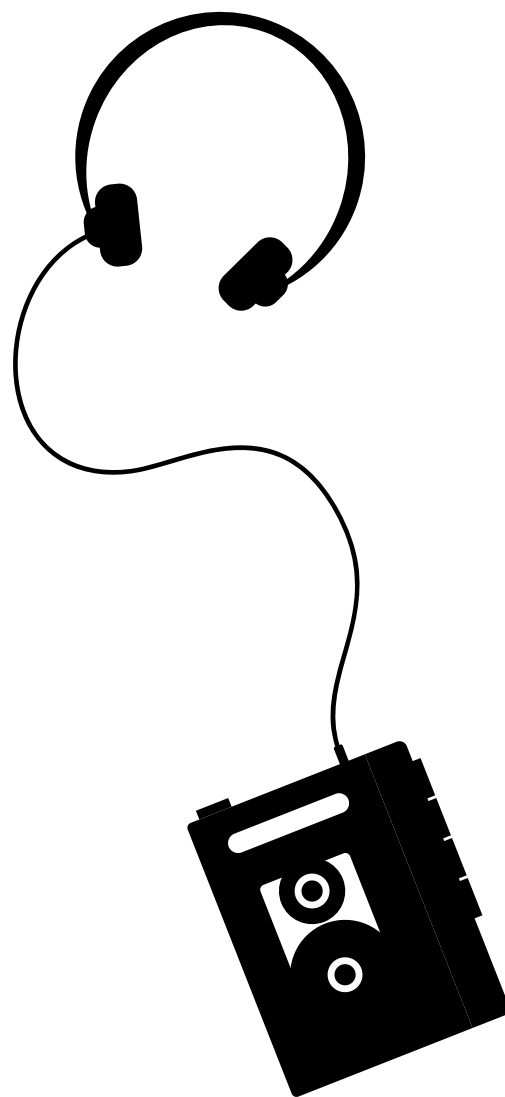
Then go to File, Export, and Save for Web. This will open the Save for Web dialogue box.

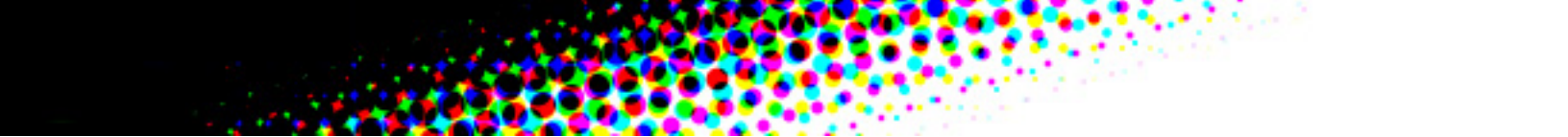
For the file type, we will select GIF. I want to post mine to Twitter, so it should be 5M or smaller. If I change the colors to 64, that takes my file size down to 4.61mb. You can adjust the scale, colors, and other settings to find a balance of image quality and file size that works for your needs. Be sure you have Forever selected for your looping options, then click Save.



SIDE B

What next? How about designing album art for your favorite artist or album? Create an announcement for a school band or choir concert. Maybe you have a podcast episode you are about to drop, and need a catchy animation for a digital announcement. A fun classroom activity could have students create a Spotify playlist that explains their character or motivations. They could design their playlist art and apply to this animation. What font and colors would you use? What imagery could you compose? Apply those graphics to your sleeve and vinyl label.





I'm Vengeance!

INTRODUCTION

Who doesn't like a caped crusader? I mean other than Joker or Riddler or Mr. Freeze or Bane or sometimes Superman. Okay, so I guess there are a lot of people who aren't fans of Batman. Well I think he's cool, so we're making a design in his honor. This project will have us take an image from Unsplash of a person in a Batman costume and a logo I created in Illustrator, then transform it to a dark scene with animated falling rain and flashing lightning in the theme of the 2022 hit film "The Batman" movie posters.

Before



After

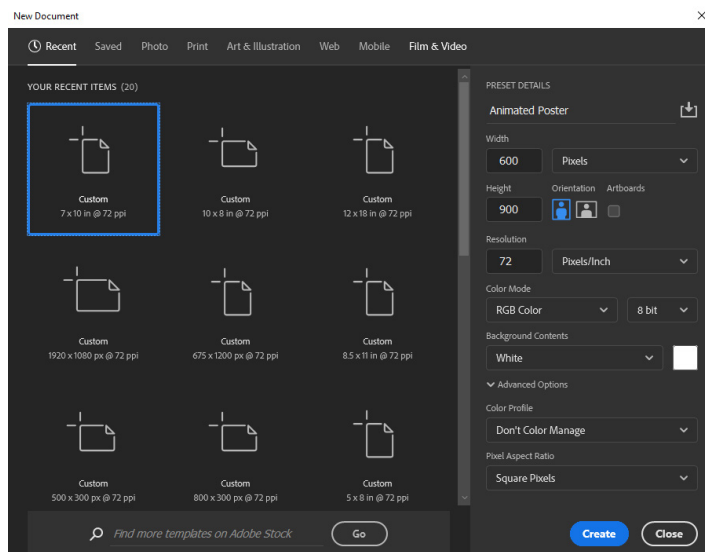


PROJECT FILES

Where do we start? No, not in a dark alley, we've seen that too many times in this story. We need our files! Open your Batman Tutorial Files folder, your teacher will give it to you, or you can find it on my website at codePetersen.com. Once you have those files handy, we are ready to begin.

SETTING UP OUR DOCUMENT

Open up Photoshop, and create a new document that is 600px by 900px. You can use the image in the next column to help you. We can bring our hero into the picture by going up to File -> Place Embedded. Navigate to where your tutorial files are saved, and find the Batman Photo by Lukas Denier on Unsplash.

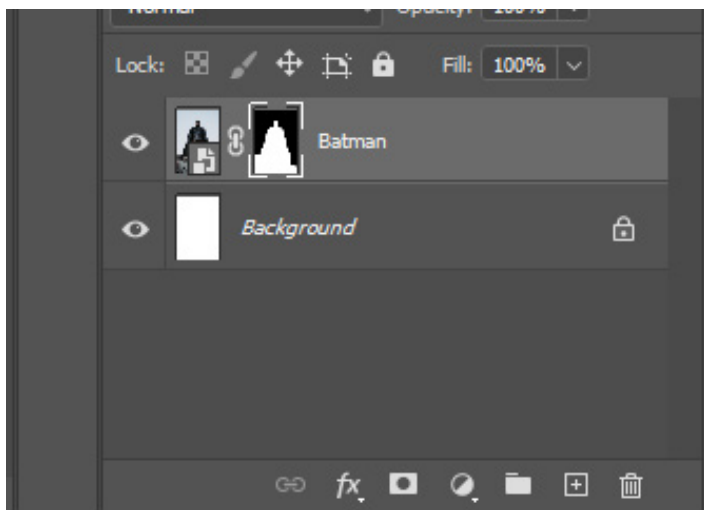


Resize the Batman image as needed. Be sure to keep it scaled. Batman is never going to save Gotham City if he's stretched and distorted. Alfred would never let him leave the cave looking like that. It's okay to have the image larger than the canvas. I made mine large enough to hide the pole on the left side of the image. Let's rename this layer we created as Batman.

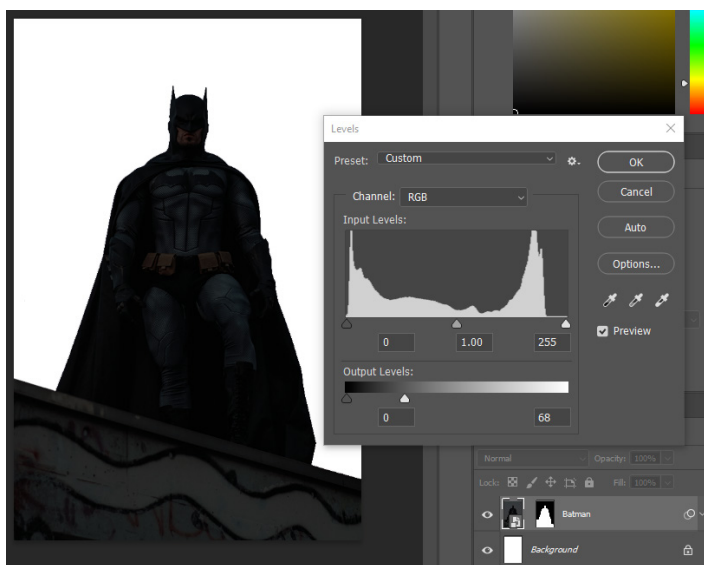


I AM THE SHADOWS

Select the sky with your magic wand tool. You may need to change the tolerance at the top of your Photoshop window so that it selects the entire sky. Once you have the sky selected, we want to use the shortcut Ctrl + Shift + "I" to inverse your selection. Find and click the Add Layer Mask button beneath the Layers Panel in the lower right corner of your window. This will hide the sky.

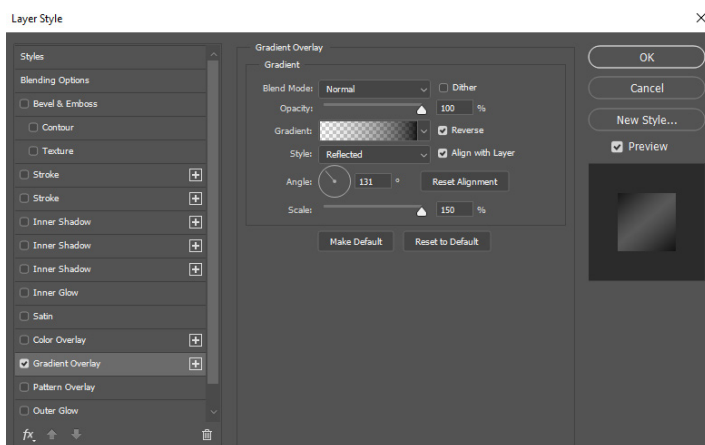


In the Layers Panel, select the Batman layer thumbnail (not the black and white mask), and use the shortcut Ctrl + "L" to bring up your levels. Bring the right output level (white arrow) to the left at 68 or to your liking.



Unlock the background layer by clicking on the lock in your Layers panel. This will change the name of the layer to Layer 0. Be sure your colors in your color selector beneath your tools are black for the foreground color and white for the background color.

Double click on Layer 0 in your Layers panel. This will open up the Layer Style menu. Select the gradient overlay option in the left hand side of the menu. Be sure it is highlighted and checked. Set the Blend mode to Normal. Set the Opacity to 100%. In the drop down menu from Gradient, find the Basics folder and select the gradient that goes from black to transparent (It looks like black fading to checkered in the preview). For the Style, select reflected. You can set the angle to 130 degrees or to your liking. The scale can be 150% or to your liking. This is a Layer Style, so you can always go back and change it.

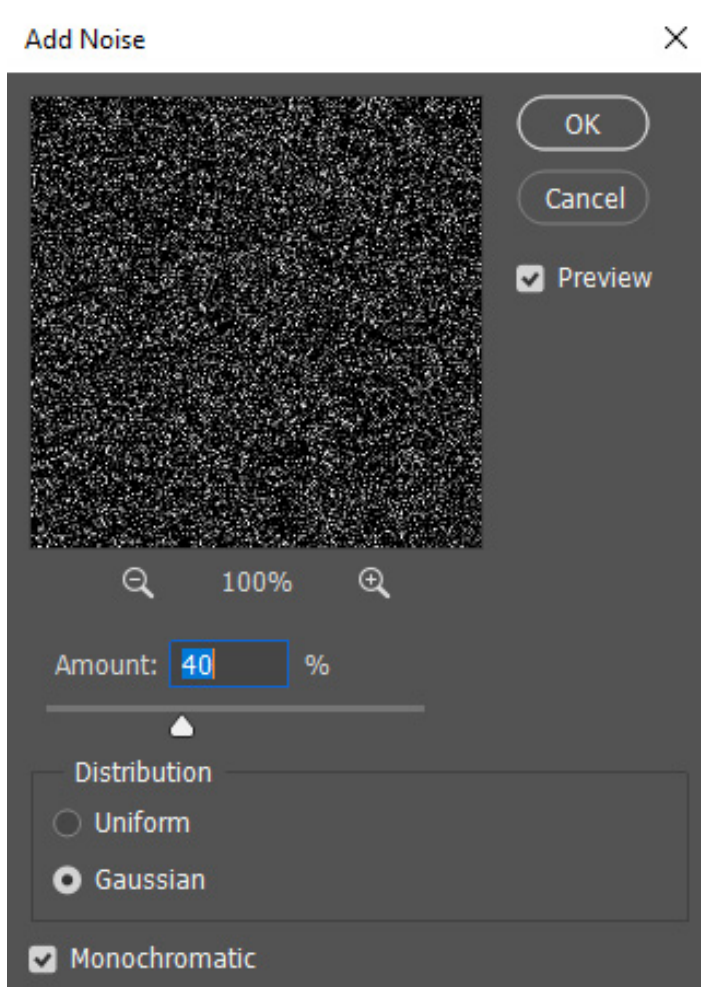


Click on the File menu and select Place Embedded. Find and select the Bat Logo file saved in your resources folder. Place the logo on Batman accordingly.



With the Bat Logo layer selected, click on Filter, then Blue, and Gaussian Blur. Select 2.5 Pixels for the radius.

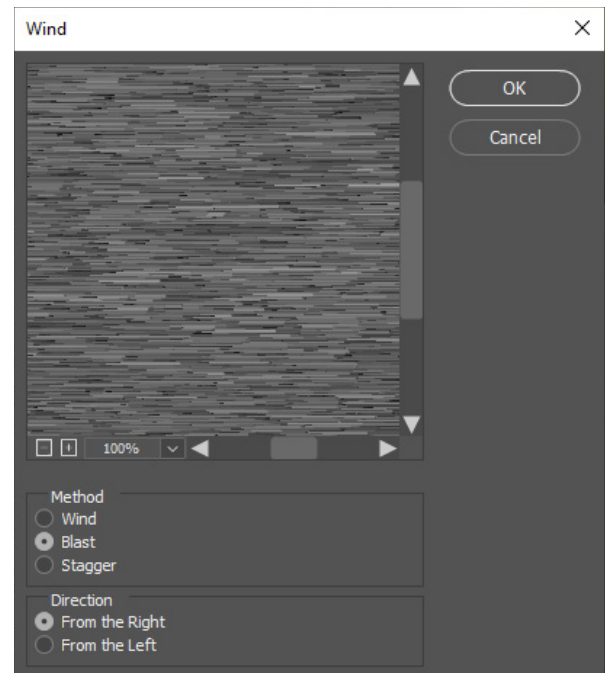
Create a new layer above the rest of the layers and name it Rain. With the Rain layer selected, use the shortcut Shift + Backspace. Under the contents from the Fill pop-up menu, select Black. Go back up to Filter, select Noise, then Add Noise. We want 40% for the amount, Gaussian for Distribution, and check the box next to Monochromatic and click OK.



Click on Filter, select Blur, and click Blur. Do this twice.

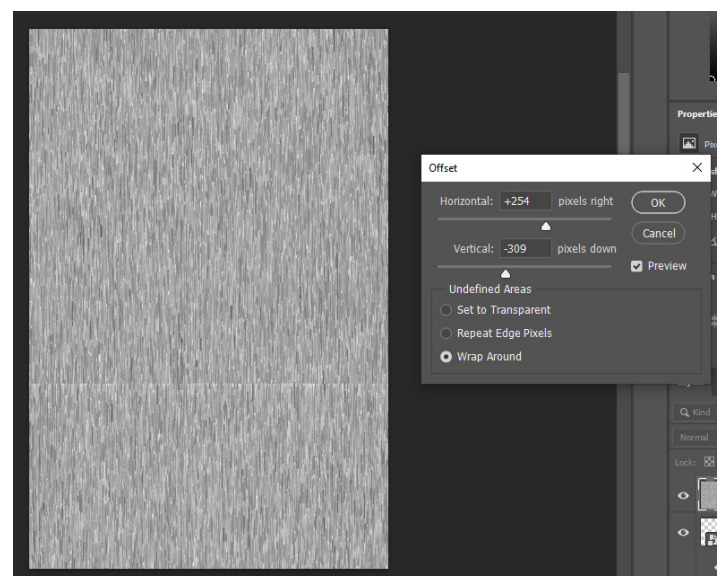
Click Image and select Image Rotation, then 90 degrees Clockwise.

Now we will go back to Filter, select Stylize and Wind. Select Blast. Repeat the Stylize Wind process one more time.



Let's go back to Image and Image Rotation, and now select 90 degrees counter clockwise to restore the orientation of our image. Invert the colors of the rain by using the shortcut Ctrl + "I".

We want this to be a seamless vertical pattern, so let's click on Filter, Other, and Offset. Change the Vertical Slider until you see a faint line across the grains.

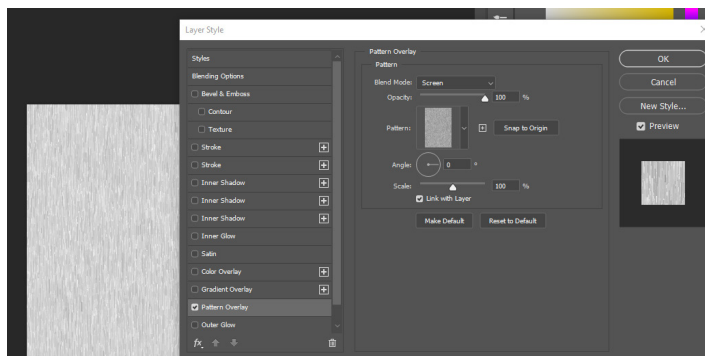


Select your Spot Healing Brush tool, click and drag all the way down the faint line. When you release the mouse button, it should hide the line. Now you know how to make a repeating pattern!

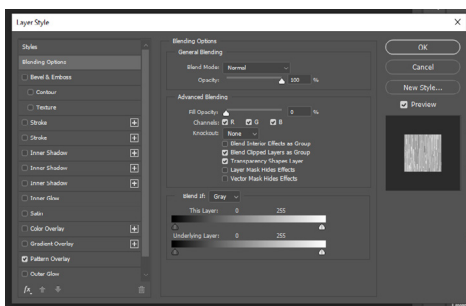
Select Edit, select Define Pattern, and name the pattern Batman Rain. Click the eyeball to the left of the Rain layer to hide it.

Create a new layer above the Rain layer and call this layer Rainfall. Use Shift + Backspace to bring up the Fill menu and select 50% Gray from the drop down menu.

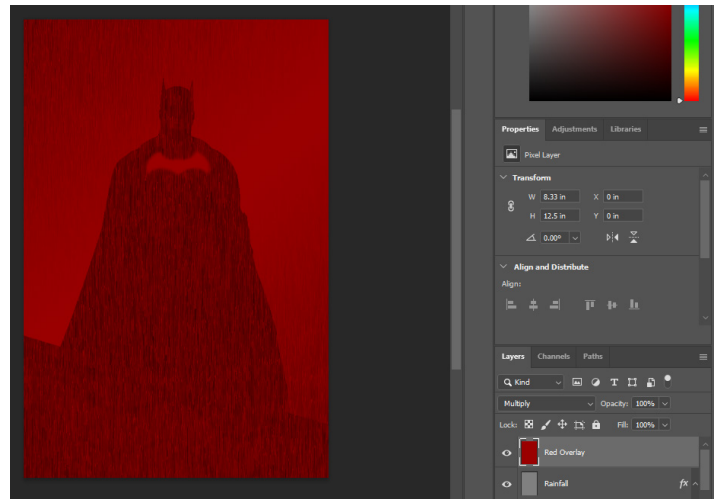
Double click the Rainfall layer in your Layers panel to open the Layer Style menu. Select Pattern Overlay on the left side of the menu. Be sure it is checked and highlighted. For the Blend Mode, select Screen. Set the Opacity to 100%. In the Pattern drop down, find your Batman Rain pattern. The Angle should be 0. Scale is 100%.



In the Layer Styles, select the Blending Options at the top on the far left side of the menu. Drop the Fill Opacity down to 0%.

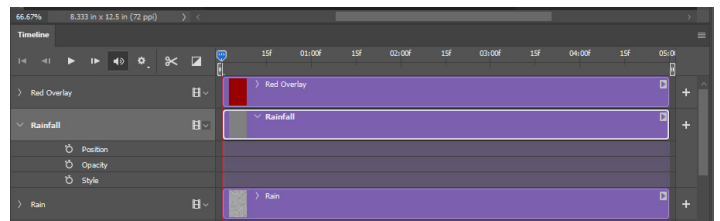


Create a new layer above the other layers and name it Red Overlay. Use Shift + Backspace to fill, and in the Contents drop down, select Color. Let's use #DB0000 for the color value and click OK. Set the Blend Mode in the Layers panel from Normal to Multiply. If that doesn't strike terror in the hearts and minds of Gotham's worst, I don't know what will.

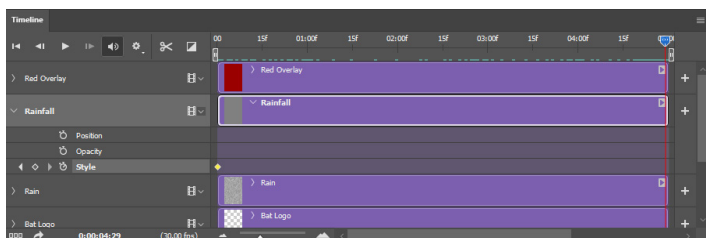


HOLY BEN FRANKLIN BATMAN

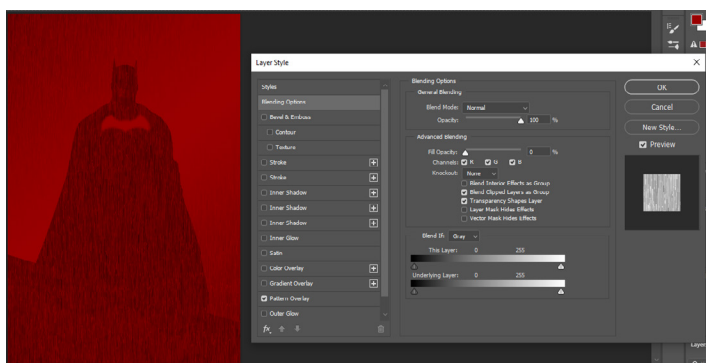
Let's animate our rainfall and lightning! Go up to Window and select Timeline. At the bottom of your screen a Timeline panel will appear with a button that says Create Video Timeline. When you click this button, you will see a timeline for each of your layers. Select your Rainfall Layer in the Timeline panel, and click the arrow pointing to the word Rainfall to expand the options.



Click the stopwatch to the side of the word Style. This should add a Keyframe (a small diamond) in the left side of the timeline. Above the timelines, you will see a blue scrubber or blue handle with a red line beneath it. Click and drag the blue handle until it's all the way to the right side of the timeline.



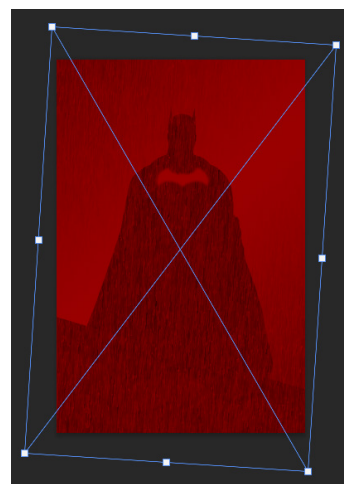
Double click the Rainfall layer to open the Layer Style menu. In the Layer Style menu, select Pattern Overlay on the far left side. Move the Layer Style window to the right of the canvas so you can see your picture and the menu.



With the Layer Style window still open, move your cursor to the top of the canvas on the left. Click the top of the picture and drag straight down to the bottom of the screen (holding Shift while doing this can help drag straight down). You will see the rain pattern move down as you do this. Repeat that process for 10 total times (less if you want the rain to fall slower or more if you want it to fall faster). Click OK in the Layer Style window and it will add a second Keyframe on the right end of your Rainfall timeline.

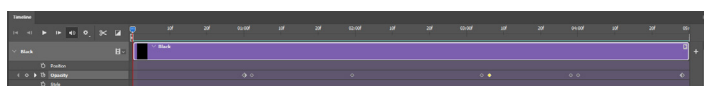
You can test the speed of the rain by clicking on the play button in the Timeline panel.

Right click on the Rainfall layer in your Layers panel and select Convert to Smart Object. You may need to change the Blend Mode in the Layers panel back to Screen if it switched to Normal. Using Control + "T" to Transform you can rotate your Rainfall layer and adjust the size so that it covers the canvas to change the angle of the rain.



Add a new layer above the rest, and name it "Black". Use the shortcut Shift + Backspace and fill contents with Black. Change the blending style from Normal to Overlay in the Layers panel.

Go back to our timeline and expand the contents of our Black layer. This time we will move the blue scrubber handle to the 1:00f mark and click the stopwatch icon next to the word Opacity. Move the scrubber a few clicks to the right, click the diamond shape icon next to the stopwatch. Change the opacity to 0%. Move the scrubber to the 2:00f mark, add a keyframe with an opacity of 100%. If you test the animation with the play button again, you can see it looks like flashing lightning. You can add as many keyframes as you'd like and space them accordingly. Below is what worked for me. The keyframe before the 4:00f mark used an Opacity of 50% instead of 100%, but again, you can adjust yours to your liking.

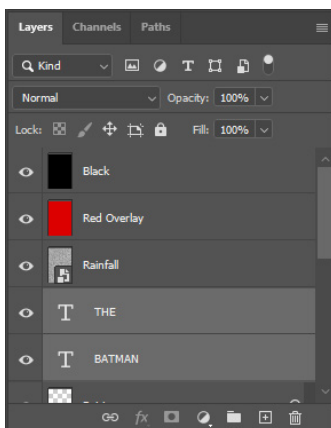


Once finished with the timeline, move the blue scrubber back to the far left, then select Window at the top of the screen and unselect Timeline.

Now for some typography! Create a new layer at the top and select it. Using the Horizontal Type Tool, type "BATMAN". For the color, use the value #DB0000. For the font, use Haettenschweiler, or a font of your choice. Have the text size be 140, or to your liking. Place the type in the lower, center of your image.



If you'd like, you can do the same with the word "THE" but using size 62 Haettenschweiler, placed center and right above the word "BATMAN". Select your two text layers in the Layers panel, and drag them down in the order so they are beneath the Rainfall layer.

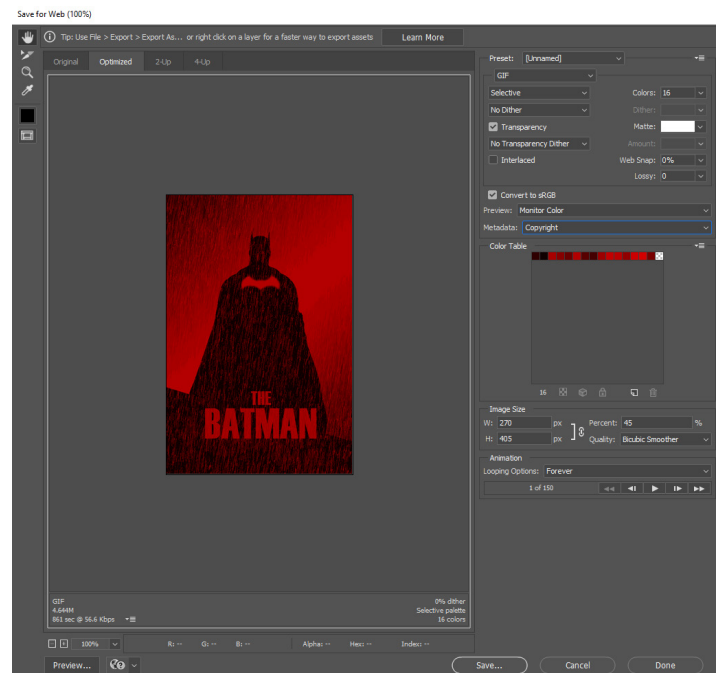


BATMAN SAVES TWICE

Your files, like Gotham, are worth saving. Be sure to save your project as a PSD file so you can make changes layer if you'd like. You are now ready to publish your animation.

Go up to File, Export, then Save for Web. This opens the Save for Web dialogue box. Use the GIF preset with 16 colors and No Dither.

Depending on where you want this image posted, you may want to change the image settings or sizes. For example, Twitter only accepts file sizes of 5mb and smaller. I am going to change the Image Size percent to 45%. You will see that this lowers my file's size to 4.64mb. You can adjust the sizes and settings here accordingly to where you find the right balance of quality vs file size that works for your purpose.



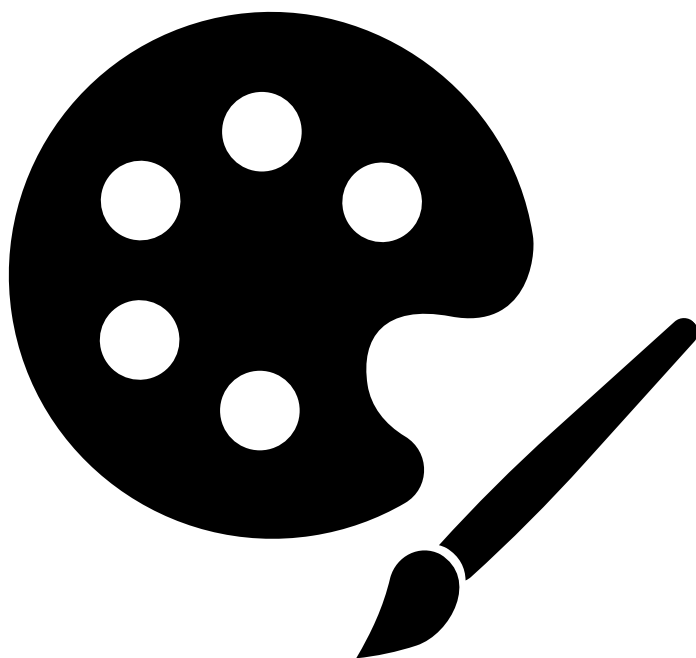
Click Save... Then choose where you want your file saved and name it accordingly. Once it is done exporting, double click on your file to preview your Batman Cinemagraph!

BATMAN RETURNS

What other elements would you like to add to your poster? Cast from the movie? A quote from the film? It might be fun to use a Riddler quote with an anarchist style typeface.

Or maybe, you've had enough Batman. You can use this same technique to create an animated book cover, movie poster, or graphic for a school/community play. Try creating a promotional Cinemagraph with a different color overlay, and different character silhouettes.

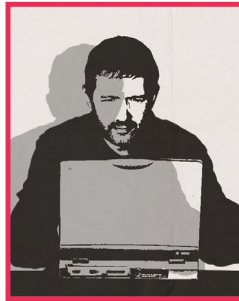
Now go make your graphic. It isn't the graphic your client needs, but it's the graphic your client deserves.



THANK YOU!

I APPRECIATE YOU

Thank you for taking the time to look at my eBook. I hope you had as much fun putting these projects together as I did. Digital designs have such a wide application for business, marketing, branding, creativity, and are just plain fun. I sure appreciate any feedback you can give, and would love ideas for creating more resources. Find me at my website codePetersen.com!



ABOUT THE AUTHOR

Superman saved the world by tricking General Zod into draining his own powers in the Fortress of Solitude ridding humanity of its greatest threat. With the alien menace defeated, the world would be free to live lives and chase dreams. This ultimately allowed my parents to meet, fall in love, and have me.

Inspired by an 8th grade integrated technology teacher, I would soon discover the path of a digital enthusiast developing my own superpowers in coding and digital design. Carefully concealing my identity as an unassuming high school teacher and adjunct professor, I train future generations of coders, designers, and educator warriors armed with creativity and problem-solving skills. When I'm not saving the world, I enjoy creating digital content in the form of graphics, podcasts, videos, and games.

I earned my bachelor's in education and master's with an emphasis in instructional technology from Chadron State College. I finished my information technology subject endorsement from Wayne State College. My completed social media professional, and web design & online communication graduate certificates were both from the University of Florida.

I currently teach high school and dual-credit classes at North Platte High School, and am an adjunct professor for Mid-Plains Community College in North Platte, Nebraska.