

How to Create The Top 10 Design Trends of 2018

With SCOTT KELBY

Inspired by Philip VanDusen

The techniques I'm sharing in class were inspired by a great video called "15 Trends in Graphic Design for 2018" by Principal & COO of Verhall Brand Design, Philip VanDusen. This video has been viewed more than 800,000 times and after watching it (and loving it) I thought it would be helpful to show how to create these looks in Photoshop. (Note: Check out Philip's videos on youtube - search for "Philip VanDusen", and definitely subscribe). This is helpful to be able to see the final images in this class. Don't forget to follow him on social media @philipvandusen).

NOTE: as mentioned in class, I'm only cover 10 of these techniques (it's only a one-hour class), and there are not presented in the same order he did in his video, since the order doesn't matter.

(1) Color Channel

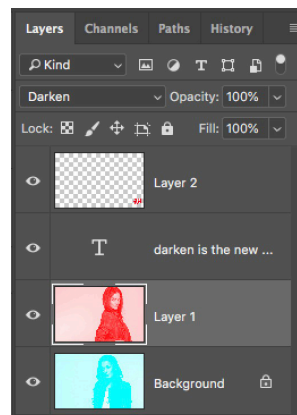
Description: This effect looks like you isolated some of the color channels and overlapped them in interesting combinations with a level of transparency.

Photoshop Technique:

The simple technique here is first realizing that lowering the Opacity and making one photo transparent to the one below won't give the strong colors that this look requires. Instead, you're going to use Layer Blend Modes. In class I did two examples (the first with two photos of the same person):



- 1) Desaturate the image. Add a New layer.
 - 2) Fill this layer with Cyan and change Blend mode to Darken. Merge down.
 - 3) Paste in 2nd image. Desaturate the image.
- Tip:** I showed how to use Content Aware Scale (under the Edit menu) to stretch the left side of the image when it didn't fill the frame.
- 4) New blank layer; fill with red. Mode to Darken. Merge Down.
 - 5) Change the Layer Blend Mode to Lighten on top layer to complete.



Note: I did the same effect with large overlapping lower-case letters as well, but instead of having to add a layer on top and fill with a vivid color, I just changed the color of the type on each layer, and then changed their blend modes to Darken.

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2) Transparency

Description: This has some similarities with the previous technique because the transparency you see is very strong — these are deep bold colors. In class, I took one of the examples, a poster for a series of movies/tv shows, and showed how a simple block of bold color can be so effective against and black and white image.

Photoshop Technique:

The key here is converting your color portrait to black and white and then adding a pop of color from a filled geometric shape (in our case, a rectangle across the subject's face) and then tying any text you add into that color.



In class I did two examples (the simple one you see here and one a bit more fun):

- 1) Open a Portrait Image. Use Camera Raw filter to convert to B&W
 - > Use the B&W Profiles to choose a nice contrasty conversion.
- 2) Add a New Layer; draw a wide rectangle over the face and fill with red
- 3) Change blend mode to Multiply (lower the opacity of this red layer would make the rectangle pink instead of the deep red you get from Multiply).

Boxer project

- 1) Add a new layer; draw a large circle in the center of the screen
 - > Fill with beige color
 - 2) Open a profile view photo of a boxer.
 - > Use Camera Raw to convert to B&W.
 - > Lower Contrast for old fashioned look. Copy into memory.
 - 3) Re-Select Circle; Under Edit menu, under Paste Special, choose Paste Into to paste boxer inside circle.
 - 3) Draw smaller circle inside the big circle. Fill with Olive color.
 - 4) Change layer blend mode to Multiply
 - 5) Type in number 5. Multiply mode won't work on white letters (it disappears) so lower Opacity to 40% instead.
- TIP: How to make a dotted line: use a hard-edged brush; 6 point size; Spacing to 150%



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3) Glitch

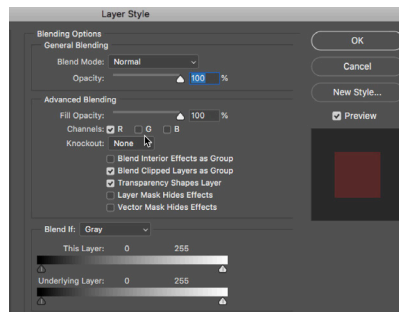
Description: This looks like something interfered with the broadcast — like there was a glitch in the satellite feed.

Photoshop Technique:

There are a number of different techniques, including some filter techniques, but the basic idea is to offset part of the image, either manually or using a filter to do it for you, and then adding broadcast lines and overlays.

In class, I did an example that combined a bunch of different effects that Philip showed in his example, but all to one image:

- 1) **Glitch Effect 1:** Duplicate background layer; make it black & white
 - 2) Duplicate it again. Double-click thumbnail to bring up Layer Options.
 - 3) Un-click the G and B channels in the Layer Options
 - 4) Take the Move tool and drag the layer a little to the right to reveal effect. Flatten layers.
 - 5) **Glitch Effect 2:** New Layer: Make a rectangular selection that covers the bottom half of the image. Fill with Magenta. Change blend mode to Lighten
 - 6) Load Selection of that box layer; Merge Down; switch to background layer; Press Command-J (PC: Control-J) on put that selected area on its own layer
 - 7) Get move tool and shift this layer over to the right so it's out of line.
 - 8) Flatten image.
 - 9) Select small, thin long rectangles right above the center line.
 - 10) Put that area up on its own layer. Shift it to right.
 - > Mode to Color Dodge.
 - 11) Repeat with another rectangle.
 - > Mode to Linear Dodge (Add)
- Add a couple of small square blacks to the left end of rectangles.
- 12) Flatten.



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Glitch Effect 3: Duplicate Background layer. Go to Filter menu to Filter Gallery. 11) In the Sketch section choose Halftone Pattern.

- > For Size Choose 2
 - > For Contrast choose 0
 - > For Pattern Type Choose "Line."
- Click OK to apply.

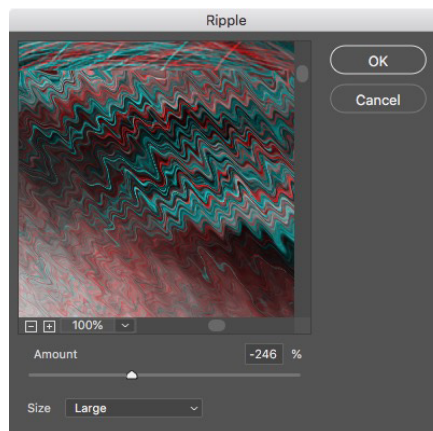
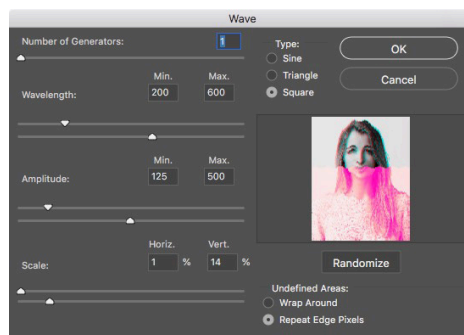
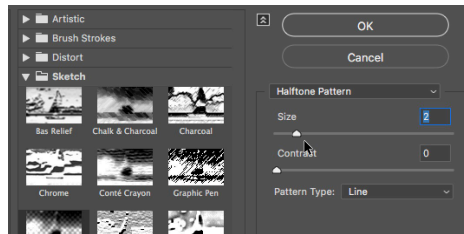
> Cycle through Blend Modes (press Shift-+ over and over until you find a good looking one for the image you're using). Flatten to complete tv lines effect. Flatten image.

11) **Glitch Effect 4:** In the Channels panel click on the Red Channel.

Go to the Filter menu, to Distort and choose Wave. Set Generators to 1, Type to Square; Wavelength to 200/600. Amplitude to 124/495 Scale to 1/14

> Hit Randomize Button until you find something you like.

12) **Glitch Effect 4:** Select a wide rectangular area in your image; Go to the Filter menu, to Distort and choose Ripple filter
> Choose Large size. -246 Amount (or just play around with amount)



4) Photo Masking

Description: It's almost like a version of grouping text into a photo, except the text overlays the photo and you knock out the text to reveal the photo.

Photoshop Technique:

For the example that we did in class (from one of Philip's examples), you would just cover the left half of your image (in this case, a close-up portrait) with black and then add your text; make it fill the left side of the screen; then load that selection and knock it out of the black. here's how:

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1) Open your close-up portrait; convert to B&W using Camera Raw

2) Select all. Bring up Free Transform to find vertical center.

> Pull out a guide from left Ruler to mark center. Hit Esc key to cancel Free Transform

3) Add new layer; make a rectangular selection that covers the entire left side of the image from top to bottom; fill with black

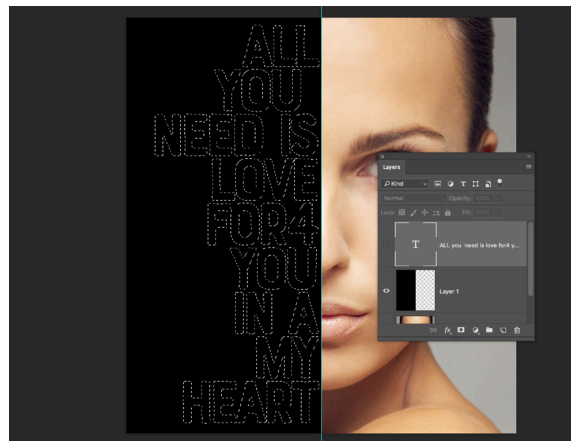
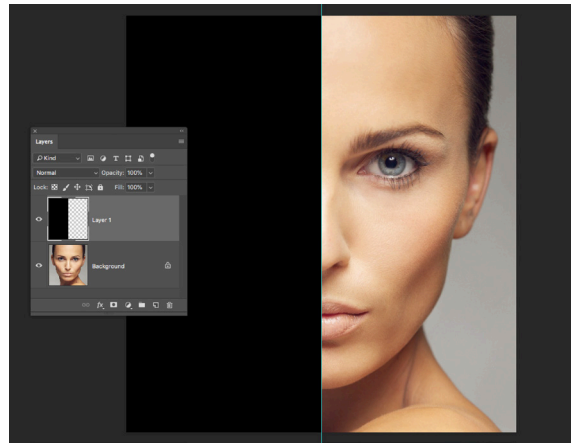
> Delete the Guide

4) Add large white text that fills the black rectangle (I used the font: Bourton Hand from MyFonts.com). I set the text Right Justified.

5) Position this text at far top right of the black rectangle, almost on the top right edge

6) Command-click (PC: Ctrl-click) on the Layer Thumbnail for the text to load the text as a Selection.

7) Delete the layer. Hit the Delete key (PC: Backspace) to knock out the text and complete the effect.



5) Sliced Text

Description: It looks like parts of your text have been sliced with an Exacto knife, but the text is still easily readable. You can do horizontal or vertical rectangles that extend over the letterform, or you can make a 45° angular rectangle selection.

Photoshop Technique:

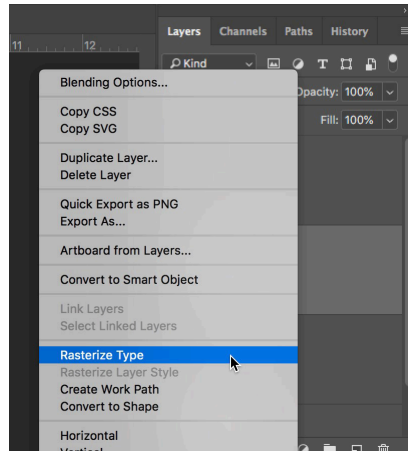
You're going to Rasterize your Type Layers and then use the Polygonal Lasso tool to slice through parts of the letters that would still make them readable.

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- 1) Type a large letter.
- 2) Right-click on the Type layer in the Layers panel and choose Rasterize.
- 3) Get the Polygonal Lasso tool; drag out a rectangular selection that extends over a layer. Hit delete to complete.
- 4) Repeat for other letters.



6) Brightness

Description: Super-bright Neon color interacting with each other in almost a 1970s style. A popular version is to make a photographic image black and white and then add super bright colors behind it, and as accent on top of it.

Photoshop Technique:

In class, the example we deconstructed was a poster by Magdiel Lopez, using an image of a woman,

- 1) Fill Background with Bright Blue. Add a Pink rectangular band in center.
- 2) Open old Hollywood glamour-style shot; convert to B&W in Camera Raw.
 - > In ACR B&W Mix panel, lower reds to make lips black (as shown here).
 - > Copy and Paste into the original document

- 3) Add new layer; fill with Magenta covering her face.

> Add a Layer mask gradient from top to 1/8 from the bottom (as seen below right).

> Select from the bottom of the pink band up. Fill w/black to delete gradient.

- 4) Select glasses: Put a circular selection around the right sunglasses lens
 - > Add an Orange/Yellow gradient from top to bottom of the lens
 - > Add a Purple to Cyan gradient from top to bottom of left lens.



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> Use the Eyedropper tool to sample the Yellow color (L) and Cyan (R).

> Get the Brush tool; HUGE soft edge brush and paint a big stroke under each lens (in their color) to bleed over onto cheek (as seen here).

> Change Blend Mode to Darken

5) Add drips (I used a stock photo) to both sides of glasses.

> Use Hue/Sat to match drip color to bottom color of glasses.

> Load circle selection and hit delete to blend the drips and circles.

6) Add little stock photo flowers to cover each ring on her hand.



7) Playbill

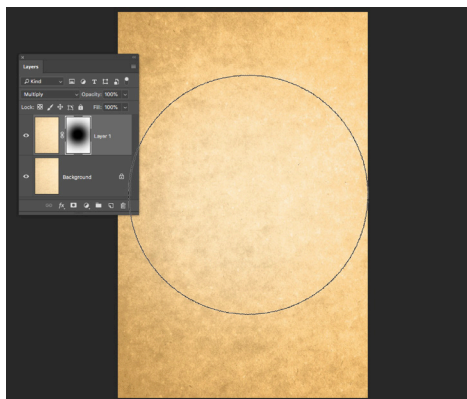
Description: It's a retro-look referencing old music posters from the 70s and 80s or old vintage fight posters. Blocks of text are separate with thick black lines.

Photoshop Technique:

In the example I chose from his examples, I started with a little background trick I've been using for years, and the rest is just formatting and organizing text into this vintage look. I also talked about a tip I learned when I first starting laying out ads which is to get all your text into the document in separate text blocks first, before you begin anything, and then you can resize and format for maximum speed. This brief amount of time you spent up front saves a ton of time overall.

1) Open a paper texture image: Duplicate Background layer and change to Multiply mode to make it darker.

> Add a Layer mask; take a huge soft-edged black brush: set your Foreground color to black; click it once in the center of the paper to cut out hole out of this dark layer revealing the brighter layer below to create your background. Also works with lighter/darker shades of solid colors.

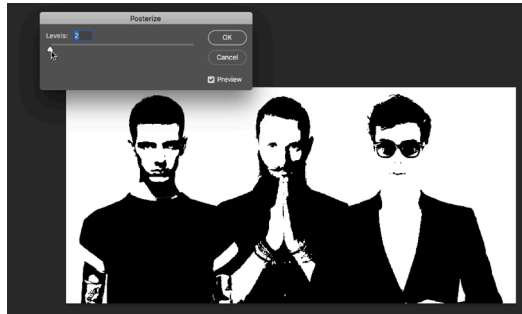


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> Copy and paste the individual lines of text: Kinda put them in place.
2) Open photo of the band: - copy and paste into the main document
> Convert to B&W. Image menu: to Adjust; choose Posterize 2 levels to remove detail. Change the blend mode to Multiply.



3) Format your text grouping relevant text together and then create a new layer.
4) Separate your blocks of text visually with very thick black lines. Rather than using the line tool, I draw a thin rectangular selection and fill with black. Then I Option-drag (PC: Alt-drag) copies wherever I need with them in the poster.

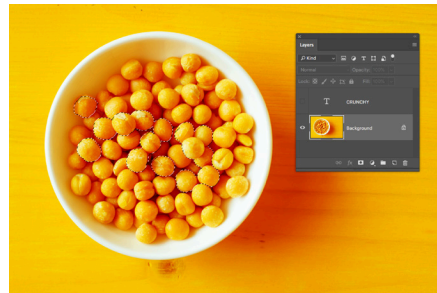
8) Integration

Description: This is where the text in your image is integrated with the image in such a way it's as if the text was physically in the image. Your image moves in and around the text.

Photoshop Technique:

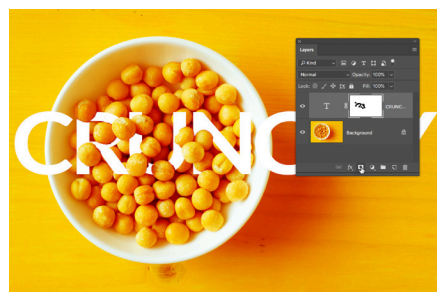
It's really about choosing which parts of your image (using selections) wind up in front of your text layer and which parts remain behind the text, and once your selections are in place, then it's a just a matter of using Layer Masks and a hard-edged brush.

1) Open an image and add large type (in my case, I typed in the word "CRUNCHY" in all caps using the font Lato Bold at 200 points.



2) Hide the Type layer, and use whichever selection tool you'd like to select the parts of the image you think should appear in front of your type. In class, I used the Quick Select tool to select a bunch of pieces of Cereal

3) Option-click (PC: Alt-click) on the Layer Mask icon to move these selected areas (in my case, cereal clusters) in front of your type.



4) Lower Opacity of your type layer so you can see any areas you missed or want to add in; paint over areas you want to add using a hard-edged brush.

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Example #2 (Runner)

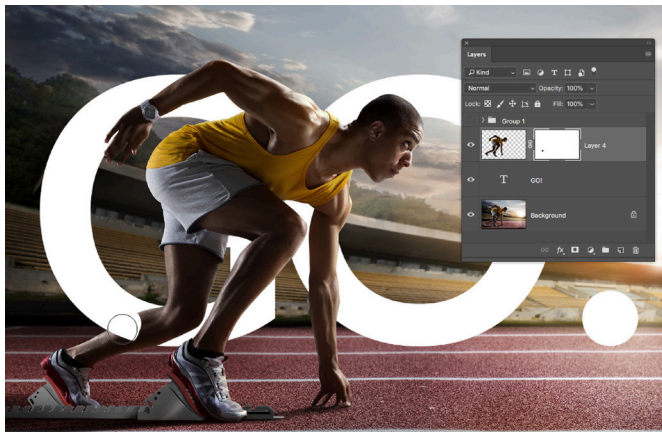
1) Open your image Type a large phrase or word (in class I typed the word "GO!" in 235 Point Lato Bold.

2) Hide the Type layer from view and put a selection around your subject (in this case in class it's a runner in the starting blocks of a track and field event).

> Put your selected running up on their own layer.

> Move runner layer above GO! layer

3) Add a Layer Mask. Paint in black over any areas you want behind your text (in this case, I painted over his back leg where it meets the type with a hard-edged brush – as seen here). Now that areas appear behind your text. Now part of your image is in front, and part in back.



9) Integration

Description: This is a modern-day reboot of a style made popular in the 80s by David Carson. It's lots of graphic elements and shapes chopped up, layered, and combined into a "futuristic warning" style image with propaganda overtones.

Photoshop Technique:

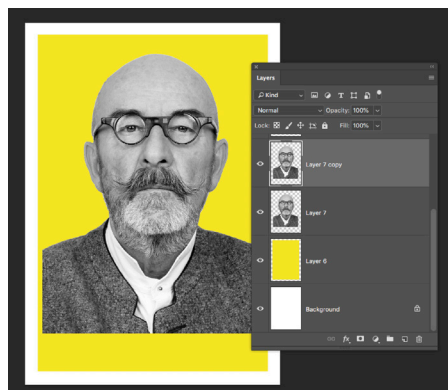
It starts by converting your image to black and white, and a popular look is to add a halftone screen effect to give it a dated look. Then you add lots of shapes you create with the Polygonal Lasso Tool, and some disjointed text.

1) Open a new document. In the example poster I de-constructed in class, I dragged out a very large rectangular selection nearly the size of the page, but leaving a small white margin on all sides.

2) Fill the rectangle with a bright yellow

> Set your Foreground color to black

3) Bring in the image you want to use (I used a serious looking man); Convert him to B&W: Duplicate this layer (you're going to apply a filter to it).



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4) Go to Filter Gallery; to Halftone; change from lines to DOTS; Size to 3.

- > Blend mode to Hard Light.
- > Merge together; Blend mode to Linear Burn

5) New Layer: Polygonal Lasso. Start making rectangles and shapes. Fill with White

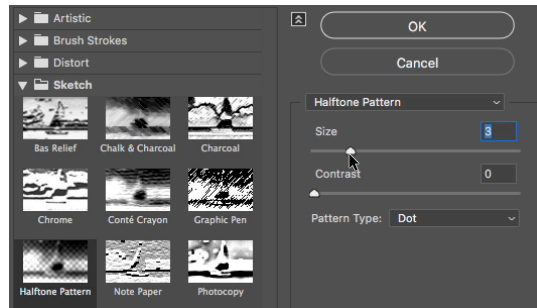
6) Draw a big circle right and below center. Make a tall rectangle bottom left side

- > Fill with Halftone pattern.

Lower Opacity to 37%

7) Add a New layer below him. Take the Polygonal Lasso tool and draw a large shape with lots of angles just below his neck. Fill with black.

8) Add random text layers.



10) Font as Illustration

Description: This is where a single character or group of characters make up the main graphic element of the image, rather than a photograph. However, photographs are often used in these layouts but in conjunction or support with the type element.

Photoshop Technique:

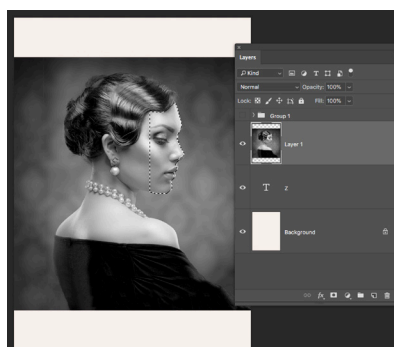
I showed three different examples in class. The first uses an interesting group method will part of the image extending outside the type. The 2nd add a photographic image to type (coming off of a letter after selecting it and adding a bunch of contrast and a b&w conversion), and the third is all type using a point of a large font as a graphic that suggests the title of the poster.

1) Open file: Type the letter "Z" - I used the Font Baskerville at 550 points.

2) Position the top at 7/8" from the top.

3) Bring in an image; select woman's face either with Quick Mask or Pen tool (as shown here).

4) Put on its own layer; then hide the face layer.



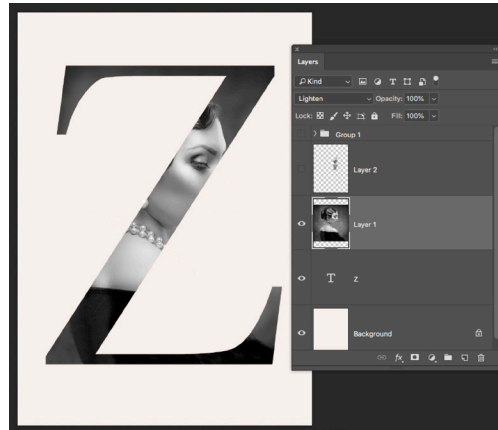
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5) Press Option-Command-G (PC: Alt-Ctrl-G) to clip the photo inside the letter Z (as seen here).

6) Now make the face layer visible and the face extends out from the letter.



Head in letter

1) Type a very large lowercase letter "d." I used the font Chaparral Pro at 650 points

2) Open an profile image of someone yelling. Make a selection of your subject.

3) Copy and paste your selected subject into your 'd' document.

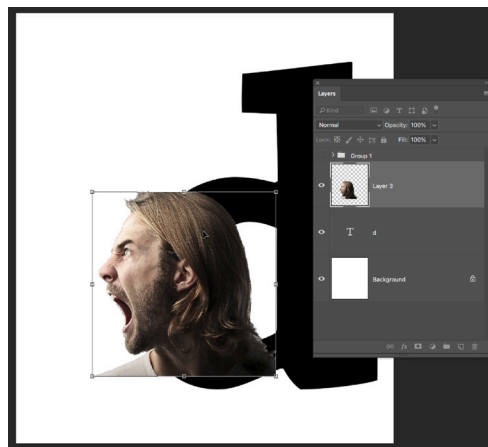
> Use Free Transform to scale to size of the rounded part of the letter.

4) Convert to B&W and add enough contrast so the image has really black blacks (it helps when you blend it in to the letter)

5) Delete back half of his head, so it's just the front part of his face. Add a layer mask; get a hard edge brush to trim away excess areas outside the letter (but he has to be positioned a little in front of the letter). Do any clean-up with this brush.

6) Switch to the letter "d" layer; get the Brush tool; set your Foreground color to white, and paint over the letter that showing inside his mouth to hide it.

7) Back to portrait layer; Switch to soft-edged brush to blend the back edges of the face into the black of the letter. Add any text to finish off the image.



Black Swan Concept Poster

1) I used a huge capital "S" - 1000 pt. in the font Luminari

2) Bring up Free Transform; grab the left center point and drag in to squash. Rotate 'S' to make it look more swan-like

3) Add a new layer; get the Lasso tool; select the white gap on the bottom left > Fill with black, then add movie poster text.

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