

Placing your LOGO Design on a shirt so it looks realistic! As though it was printed on the shirt.

This is called a **DISPLACEMENT MAP**. Once you learn this, you can put any graphic on a surface, a face, hands, shirts, the side of a barn - anything!

For this exercise you will create a simple logo of your initials in Illustrator and place it on a shirt.

- 1- Get the file named Shirt from the email sent to you. Put it on your desktop and *rename* it (save as) with your last name to the desktop.
- 2- Design a logo of your initials, in Illustrator. Make it bold. **Be sure to set all color preferences to RGB.** [File - Document Color Mode- RGB] and in the layers palette select RGB as well. When done, save it with the name Logo with your initials. If you are doing this with type, save this *and* save a copy. *Change the type in the copy file to outlines when satisfied.*
- 3- In Photoshop, open the Shirt file that is on your desktop. Be sure it has a resolution of 150 dpi. [Image -Image size]
Apply a Gaussian blur of one pixel.
[Menu - Filter - Blur - Gaussian blur]
- 4- Select the layer. (⌘ A), copy it (⌘ C), set a new file window (⌘ N), and paste (⌘ V).
- 5- Desaturate the color in this layer completely and **save as:** DISPLACEMENT MAP to your desktop. If it is in layers flatten the layers to one beginning with the top layer. Repeat this command until all layers are one (⌘ E).
- 6- Open the original Shirt file.
- 7- Open the Illustrator file in the Photoshop file. You can move the image onto the shirt file with the V command tool. That is the move tool.(solid arrow)
- 8- You can correct the angle of the position at this time. Then go to Layer - Smart Objects - Convert to Smart Object. (Logo layer)
- 9- Then go to Filter - Distort - Displace. A window will give you the coordinates for the distortion. (10 x 10). Click OK.
- 10- Find the Displacement Map you have named and click on it. And Voila! Your Logo will map to the folds of the shirt.
- 11- Just one or two more steps! In the Layers palette select Multiply and change the fill slider to a percentage for greater effect.

THERE ARE MANY MORE FILTERS YOU CAN APPLY AND MASKING IMAGES ALSO, BUT THAT CAN BE FOR A LATER LESSON.