Displacement Map and guide Prof. Rosenblatt

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. Create a background for it also. Do a good job with up to 4 colors. Use no black. Think color! Use what you've learned in color. Please be creative. Do a job for legibility, appeal and impact.

1- Get the files named **Shirt and the one named Cup** from the email sent to you. Put it on your desktop and rename it (**save as**) with your last name again and the number 1, 2 or 3 for each file to the desktop.

2- Design a logo of your initials with a graphic design, 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 that was emailed to you. It should be on your desktop.

7- **Open the Illustrator file *in* the Photoshop file**. Do not use the place command. You can move the image onto the shirt file with the V command tool. That is the move tool (solid arrow)

8- If you have followed instruction in #7, 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- One or two more steps! In the Layers palette select Multiply and change the fill slider to a percentage of about 85% for greater realistic effect.

see sample Shirt below

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

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