Double your artwork for free

Here’s an artistic way to double your art dollar and make a beautiful design, too. Use the same image twice—once ghosted in the background, once full-strength in the foreground. The subtle repetition adds depth, texture and a deeper sense of story.

Like some tribal spirit, the silent background ghost stands watch over the ad—and enriches the design with depth and texture! You can make a great story by using your image twice. Place the photo, reduce its opacity to about 15%, then place it again—small this time—at full strength. Keep the ghost higher on the page to reinforce the perception that it’s in the back.

Tip: A high-resolution image is best, but this technique is tolerant of lower resolutions because the faint opacity masks small defects.

For more creative uses of this double-picture technique, see Before & After article 0640, which is part of issue 44.