

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.



Full-color ghost

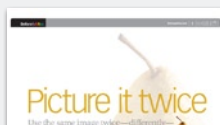


Just fade.

Monochromatic ghost



A monochromatic ghost like we've used (left) is flatter and therefore has greater contrast with the foreground image. To create this effect in Photoshop, first set Image > Mode to RGB. Duplicate the image layer. Go to Image > Adjustments > Black & White, accept the defaults, and click OK. Now reduce your photo's opacity to 15% or so. To finish, go to Image > Adjustments > Hue/Saturation. Click the "Colorize" checkbox, and drag the Hue slider to your desired color.



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