

The book was found

Blank Slate: A Comprehensive Library Of Photographic Dummies

BLANK SLATE

A COMPREHENSIVE LIBRARY
OF PHOTOGRAPHIC TEMPLATES
BY CORDELIA CRAIGIE

INCLUDING
OVER
1000
HIGH-RES IMAGES
ON DVD

HOW DOES IT WORK?



- 1** Convert an artwork of your choice into a high-quality PDF file. Open it in Photoshop.
- 2** Flip through Blank Slate and pick the template that matches your final product best. Open this template in Photoshop.
- 3** Mount your artwork on the template using the transformation tools as provided by Photoshop.
- 4** To create a realistic look, use the layer blending modes. Test the different options to figure out which mode is most suitable for your design.

Use these four easy steps to construct a tangible, 3D vision of your final product in no more than a few minutes. In order to create a perfect fit between the design and template, each template also includes an extra work path around the individual objects.

gestalten



Synopsis

Blank Slate provides graphic designers and advertisers with photographic dummies for the true-to-life and convincing presentation of their corporate designs. Every graphic designer and advertising professional knows the drill. After a logo or corporate design has been created, it needs to be presented and sold to a client. Showing preliminary drafts on paperboard isn't adequate. In order to communicate the idea behind the design, it is much more effective to present it in the application for which it is meant--whether on a shopping bag, on a company car, in a brochure, or on a variety of other products. This method of presentation makes designs come to life and gives the client a real idea of how they will work and why. Blank Slate is a compilation of 400 photographic dummies of everyday objects that are depicted in the book and can also be downloaded for free as digital files. With the help of these dummies, any designer can present his or her work in the way that gives clients the most concrete grasp of how their corporate designs will function in the real world. Until now, hardly any suitable dummies existed for creating such presentations. The few that did exist were of moderate quality and high prices. In a similar fashion to our bestseller *Neubau Welt*, the handbook *Blank Slate* provides designers with inspiring examples and practical digital tools that will make the implementation, presentation, and sale of their work much easier.

Book Information

Hardcover: 256 pages

Publisher: Gestalten; Har/Cdr edition (July 8, 2013)

Language: English

ISBN-10: 3899554655

ISBN-13: 978-3899554656

Product Dimensions: 9.6 x 1.1 x 11.2 inches

Shipping Weight: 3.7 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 stars Â Â See all reviews Â (8 customer reviews)

Best Sellers Rank: #872,951 in Books (See Top 100 in Books) #121 in Â Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design

Customer Reviews

The book (and especially the accompanying disk) only contains images, "not templates" as the publisher calls them. Maybe you would like to read the cover again; "Mount your artwork on the template **using the transformation tools** as provided by Photoshop."If you need quality and time saving "templates" try websites like [graphicriver](#) and buy real "templates". This book/disc only

contains ordinary flattened images.

This would be a much stronger tool if the accompanying files were layered rather than flattened images. Most tools like this come with the layers intact. It makes no sense to me why they would've gone to all the trouble of isolating these objects only to flatten them for the end user. While it's nice to have easy access to these images, they don't save much time after that.

Although this book has a good quantity of mockup templates, it lacks information about the sizes of each element. Therefore you are stuck trying to guesstimate whether you need to adapt your files for your mockup to look real. I would have wished t-shirts, shirts, aprons, as those are very common applications in branding design proposals.

Photos and mockups are okay, however a very lazy attempt by the author. Half the book is dedicated to the exact same photos just on a black background. So if the author is reusing the same photos just changing the background, why didn't they include the layered PSD files where I can freely change the colour of the background. It's a cheap and lazy attempt to fluff up the book and make it seem larger with content. Also these photos are just blank mockups, far from templates which the author decides to call them. No smart objects to place your work on, or even a mask around the photographed mock up to separate it from the background. You could spend the \$40 on [graphicriver.net](https://www.graphicriver.net) and get real mock up templates with mask and smart objects that form to the shape and lighting of the mockup. Definitely not worth the price tag.

[Download to continue reading...](#)

Blank Slate: A Comprehensive Library of Photographic Dummies The Slate Roof Bible: Understanding, Installing and Restoring the World's Finest Roof (The Slate Roof Bible, 2nd Edition) Blank Sheet Music for Guitar: Blank Manuscript Pages with Staff and Tab Lines, 100 Blank Staff and Tab Pages The Blank Slate: The Modern Denial of Human Nature Comic Book: Blank Comic Strips: Make Your Own Comics With This Comic Book Drawing Paper - Multi Panels (Blank Comic Books) Blank Sheet Music: Music Manuscript Paper / Staff Paper / Musicians Notebook (Christmas Edition) (Holiday Blank Sheet music) (Volume 5) Sleeping Kitty Blank Book Lined 8.5 x 11: 8.5 by 11 inch lined blank book suitable as a journal, notebook, or diary with a cover photo of a happily ... feline leukemia. (Cats of Ralphie's Retreat) Sleeping Kitty Blank Book Lined 5.5 X 8.5: 5.5 by 8.5 inch 100 page lined blank book suitable as a journal, notebook, or diary with a cover photo of a ... feline leukemia. (Cats of Ralphie's Retreat) Blank Sheet Music for Guitar: 100 Blank Manuscript

Pages with Staff, TAB, Lyric Lines and Chord Boxes Blank Sheet Music For Guitar: Purple Cover, 100 Blank Manuscript Music Pages with Staff, TAB and Chord Boxes Anatomy: A Photographic Atlas (Color Atlas of Anatomy a Photographic Study of the Human Body) Clean Slate: A Cookbook and Guide: Reset Your Health, Detox Your Body, and Feel Your Best The Slate Roof Bible: Everything You Need to Know About the World's Finest Roof, 3rd Edition Historic Slate Roofs: With How-To Info and Specifications Visions of a Vanished World: The Extraordinary Fossils of the Hunsrück Slate Butchering Poultry, Rabbit, Lamb, Goat, and Pork: The Comprehensive Photographic Guide to Humane Slaughtering and Butchering Butchering Beef: The Comprehensive Photographic Guide to Humane Slaughtering and Butchering .NET Framework Standard Library Annotated Reference, Volume 2: Networking Library, Reflection Library, and XML Library Horse Health Care: A Step-By-Step Photographic Guide to Mastering Over 100 Horsekeeping Skills (Horsekeeping Skills Library) The Blank Comic Book Panelbook - Basic, 7"x10", 127 Pages

[Dmca](#)