

[**MOCKUP**] CLOUD

Illustrated
User Manual

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List of Mockups



01-pure-branding-mockup-vol1.psd



02-pure-branding-mockup-vol1.psd



03-pure-branding-mockup-vol1.psd



04-pure-branding-mockup-vol1.psd



05-pure-branding-mockup-vol1.psd



06-pure-branding-mockup-vol1.psd

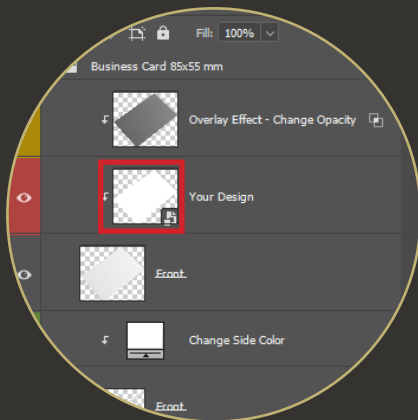


07-pure-branding-mockup-vol1.psd

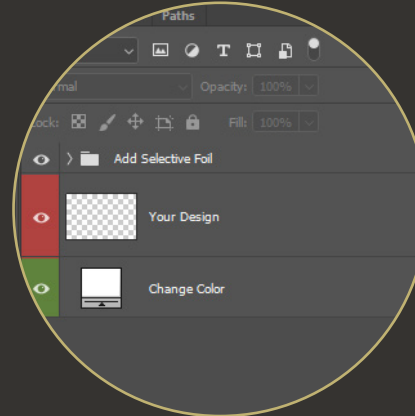


08-pure-branding-mockup-vol1.psd

Editing a Smart Object



Expand the group and double click RED Smart Object Layer thumbnail.



A new window will pop up. Now place your design on top of all layers. Hit Save and close.

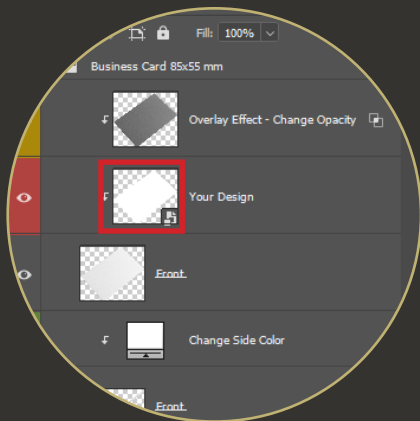
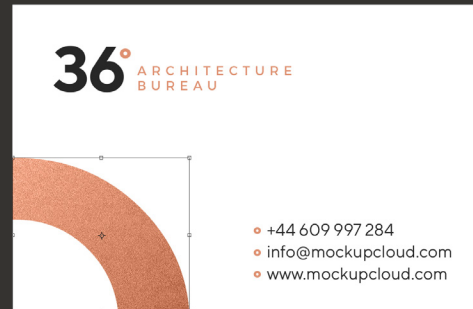
Place your design here

All changes will apply instantly to your file.

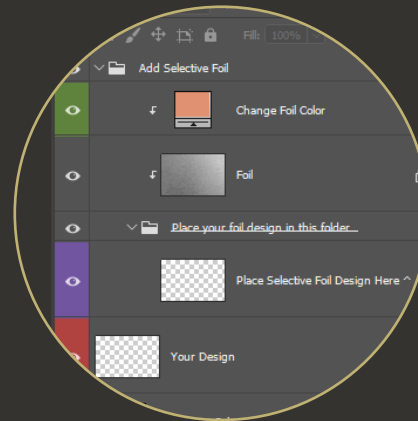


Watch Youtube video tutorial:
http://youtu.be/pP6y8mdr_1s?hd=1

Add Selective Foil Stamping



Expand the group and double click RED Smart Object Layer thumbnail.



Expand selective foil group and place your foil design inside subfolder, just above the violet layer. Adjust position hit save and close.



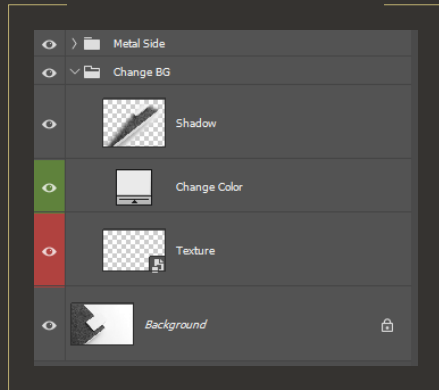
Your design must be on transparent background

All changes will apply instantly to your file.



Watch Youtube video tutorial:
<http://youtu.be/iMsYfEt8soU?hd=1>

Change Background

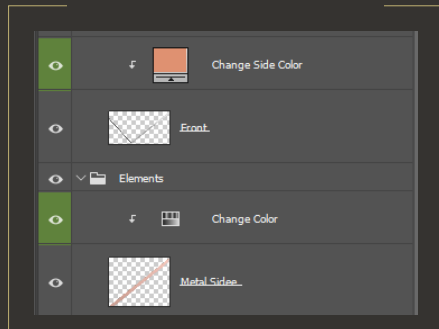


To change background color:

1. In the **Layers Panel** locate and expand **CHange BG** group
2. Double click **Change Color** layer, marked with the **green** color
3. Choose the color and click OK

To replace background with texture:

1. Select the **Texture** Smart Object Layer from the Layers panel
2. Edit the Smart Object (see Editing a Smart Object)



Changing items color:

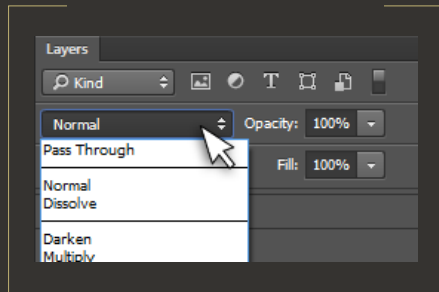
1. Locate and double click on **green** layers
2. Choose the color and click OK

Useful Tips & Tricks

1. Any layer that can change its color are marked **green**
2. For more natural look experiment with blending mode* and opacity just select **Texture** layer and change it's blending mode, **Multiple** or **Linear Burn** are good for light backgrounds, for dark we recommend **Hard Light**, **Linear Light** or **Normal**
3. Blending mode also works with changeable color items
4. You can also change brightness and contrast of **Background** layer (last one in each group) it will give hard spot light effect

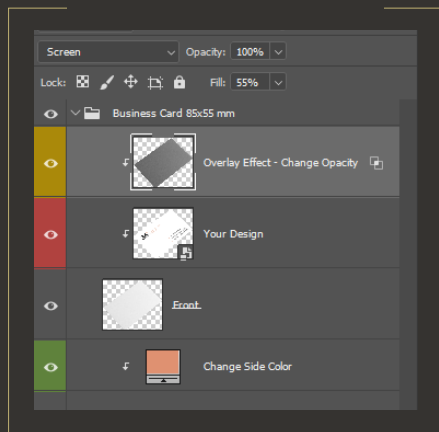
* How to change blending mode, you can read on the next page.

Editing the Visual Appearance of Your Design



Experimenting with **Blending Modes** and **Opacity** is a good way to make your design look more appealing. You can find them on the top of the **Layers Panel**.

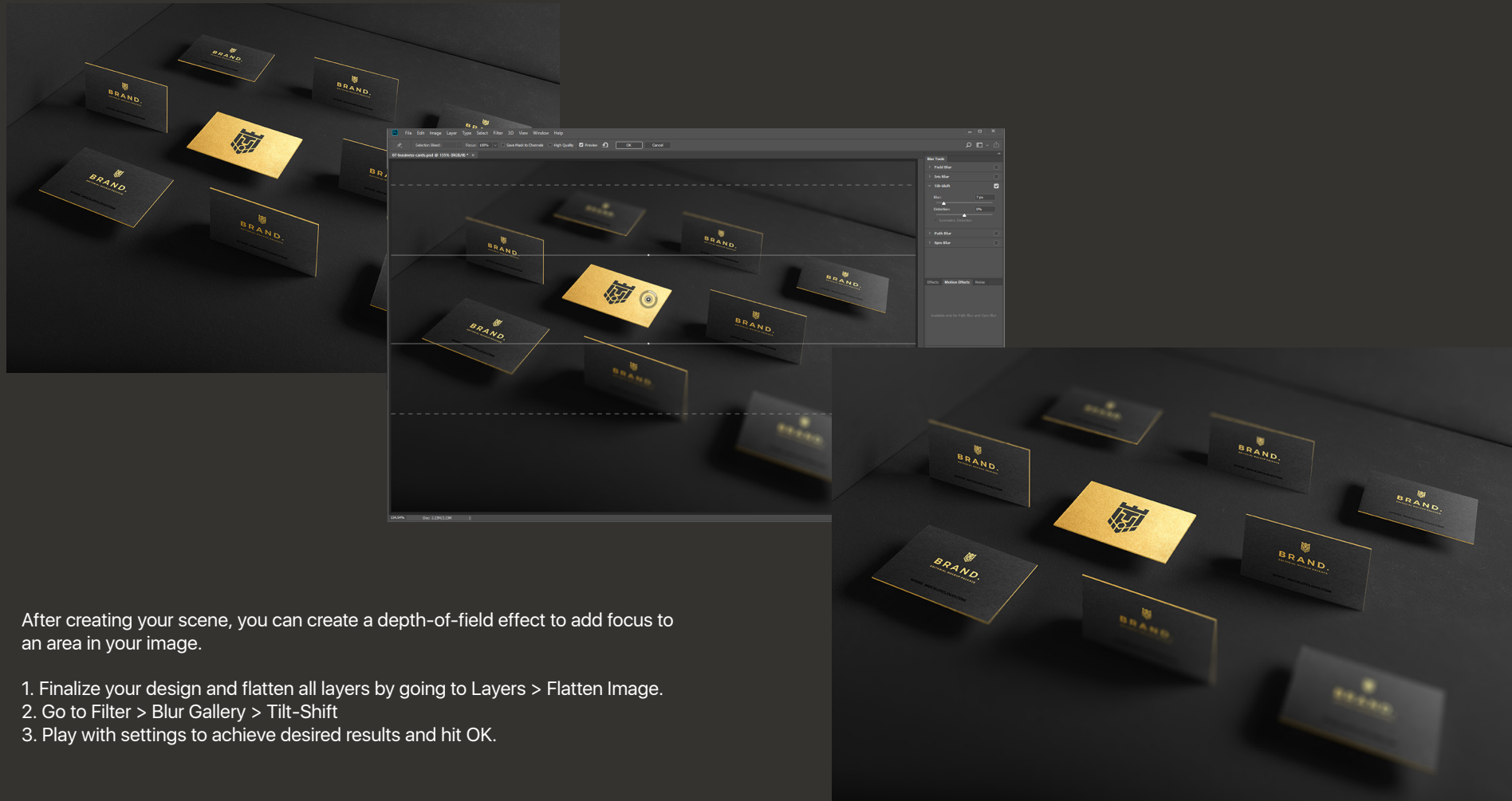
Below you will find some examples of how you can use them, but we highly recommend to [read this article](#) it will bring your Photoshop skills to a new level.



On most mockups you will find layer named **Overlay Effect** (marked yellow) it gives an effect of paper on editorial mockup. Sometimes your design is too bright or dark, to achieve more natural results, try to change it's **Opacity** and **Blending Mode**. We recommend to use **Screen**, **Soft Light**, **Hard Light** and **Overlay** modes, but you can try all of them. You can also change brightness and contrast of this layer.

1. After you job with smart objects are done, play with **Levels** to achieve the desired brightness and contrast.
2. Rotate and crop your image to achieve different results.

Creating Deep-of-Field Effect



After creating your scene, you can create a depth-of-field effect to add focus to an area in your image.

1. Finalize your design and flatten all layers by going to Layers > Flatten Image.
2. Go to Filter > Blur Gallery > Tilt-Shift
3. Play with settings to achieve desired results and hit OK.

We hope that this guide was useful to you.

Whether you need more help, or you'd like to
offer us some advice, feel free to contact us:
support@mockupcloud.com