

Creating and Using Watermarks

Hot Springs Village Camera Club

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Overview

- This presentation will cover creating watermarks in Lightroom (LR)
- There are two basic watermark types.
 - Text watermark. This can be created entirely within LR.
 - Image watermark.
 - Any image can be worked in LR and saved as a PNG or JPEG file for use as a watermark.
 - You can make a signature or other graphic watermark in Photoshop (PS), then save it as PNG file and import it to LR.
- The watermark dialogue in LR allows you to control placement, color, opacity, and sizing of the mark in your image.

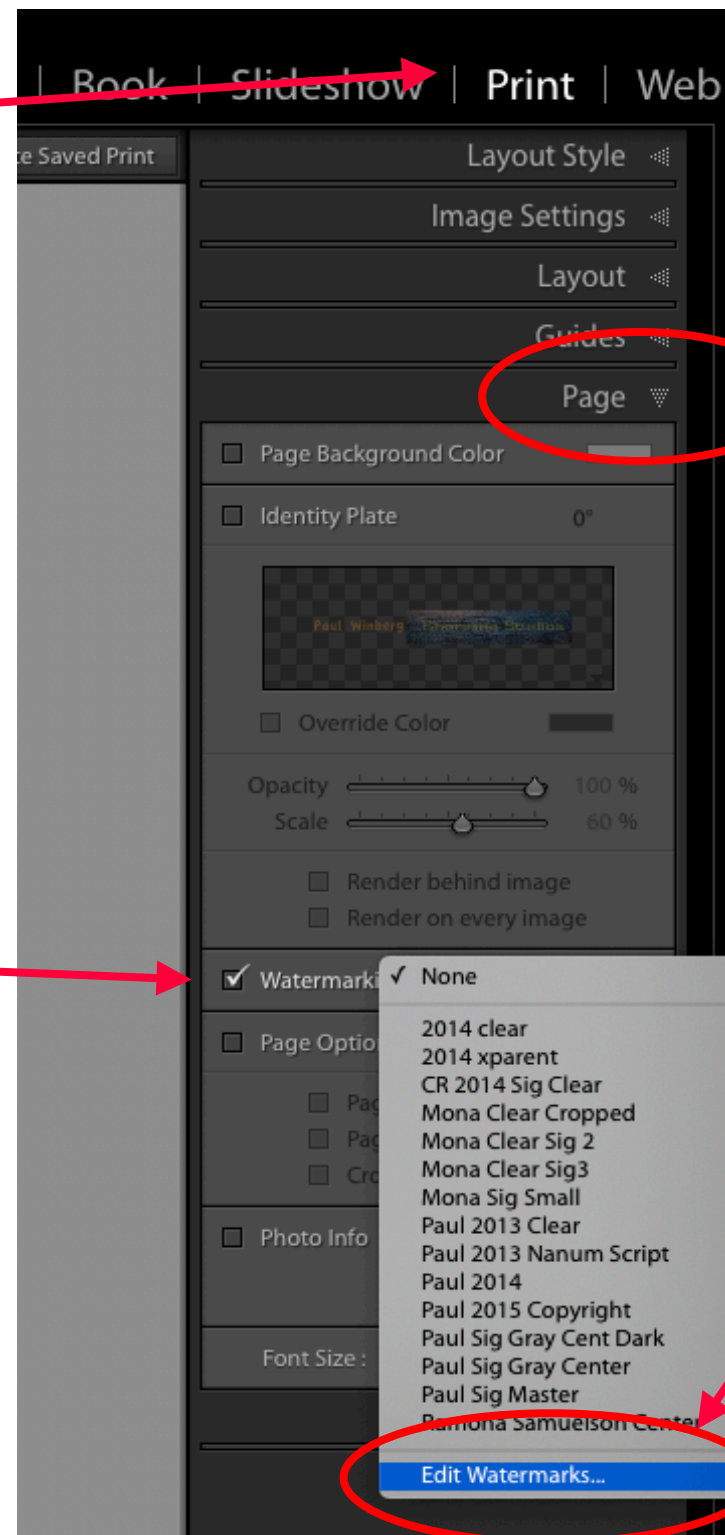
Creating a Text Watermark in LR

1. Open LR, select the desired image and click on the Print module

2. Open the Page panel

3. Select Watermark

4. Click on the selection drop-down and click on Edit Watermarks.

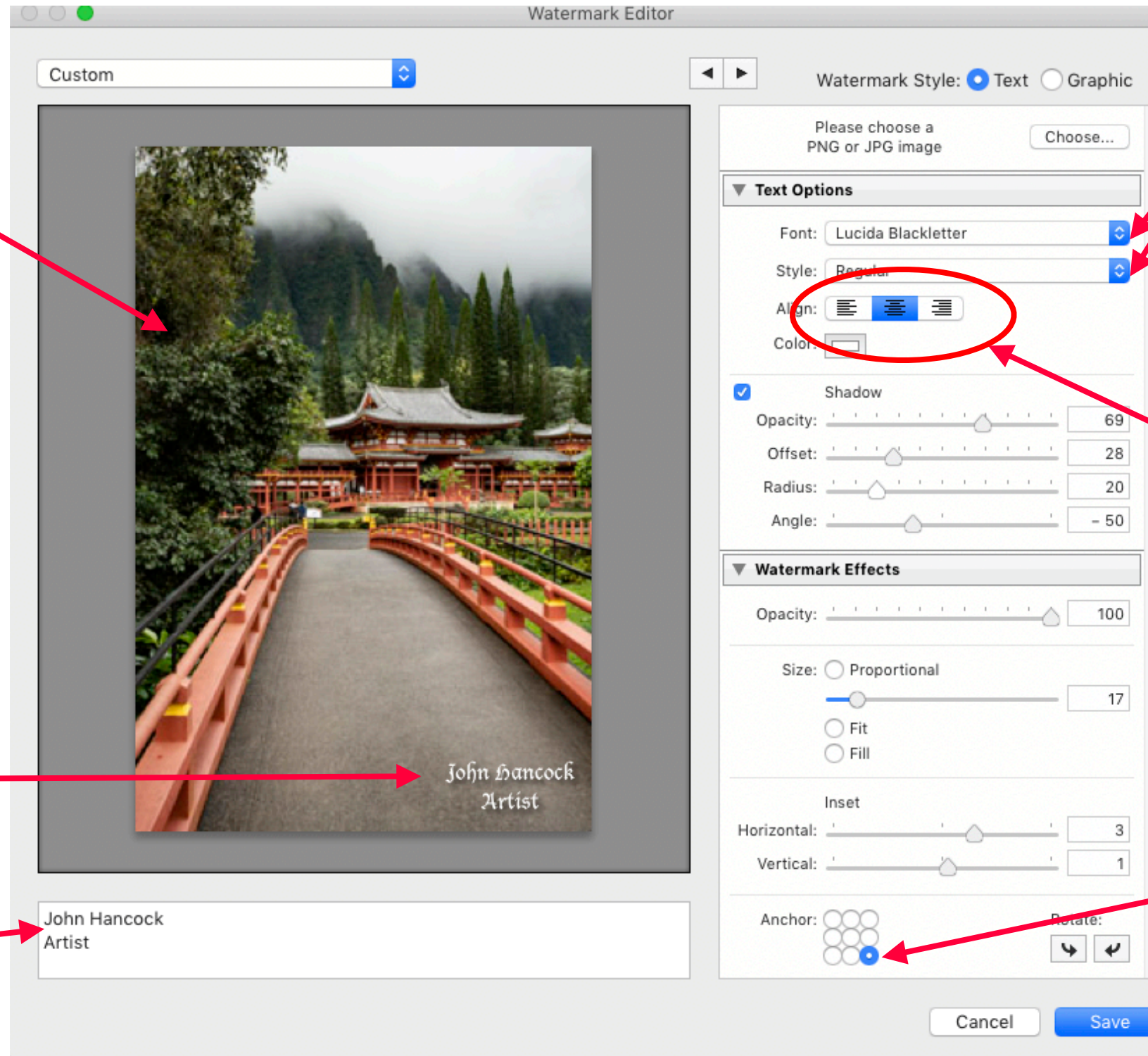


Creating a Text Watermark in LR

1. The Watermark dialogue opens and shows your image.

3. The text appears on the image.

2. Type in the desired text.



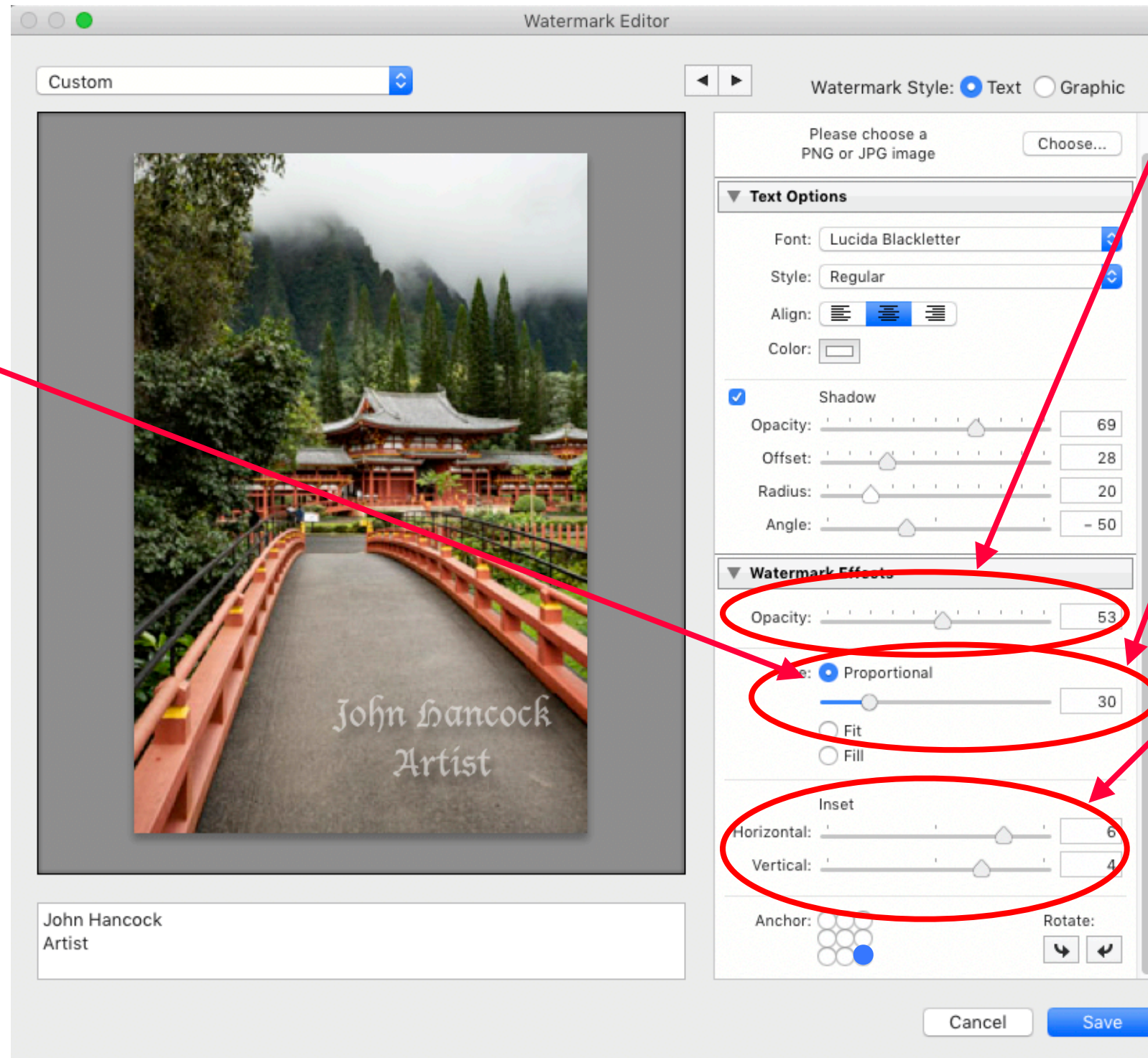
4. Select the desired text font and style. The font will update in the image.

5. Select the desired alignment to position the text within the text area. (centered text shown).

6. Set the anchor position.

Creating a Text Watermark in LR

The first method for positioning is the Proportional option.



1. Adjust the opacity slider as desired.

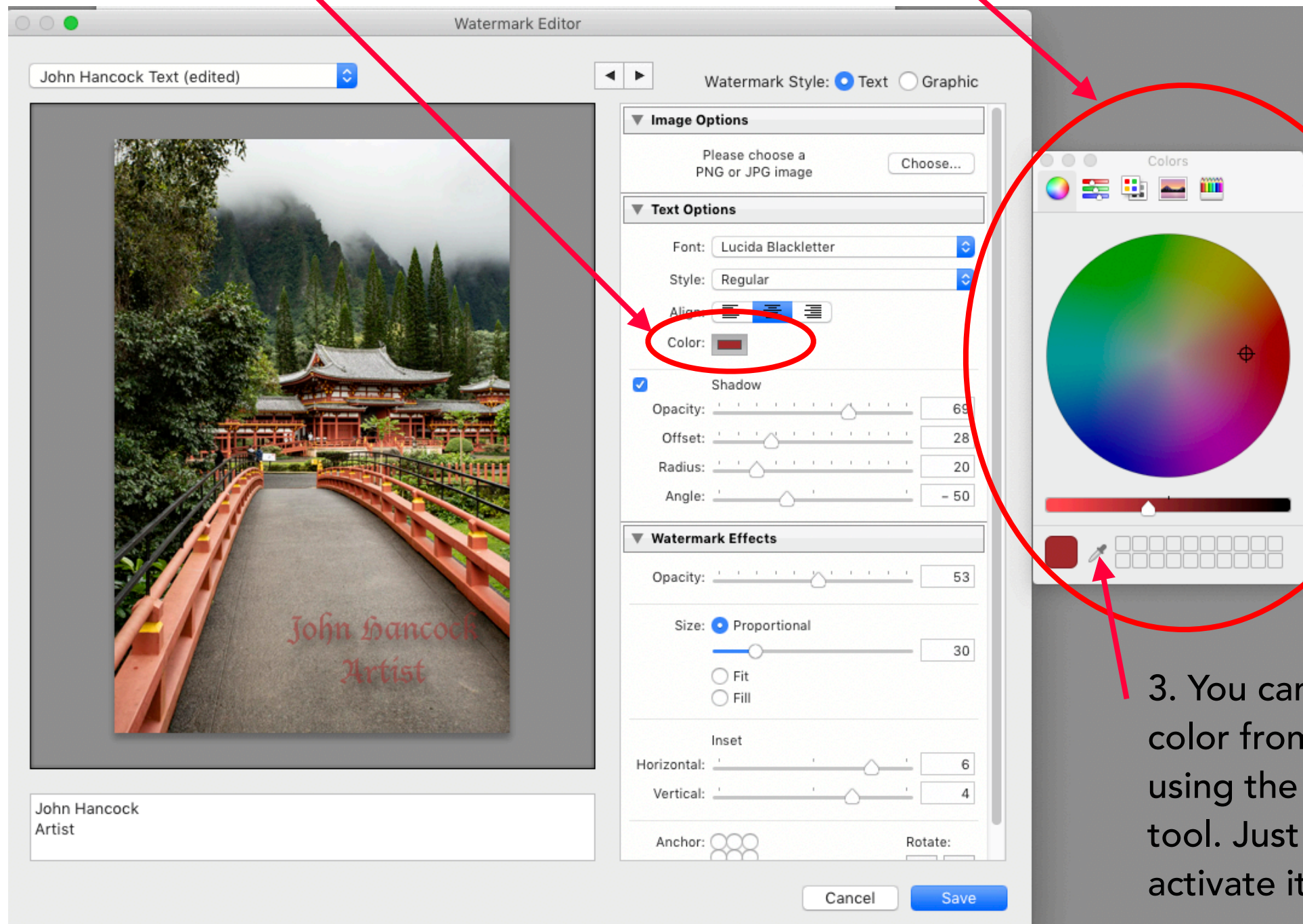
2. Adjust the overall size using the proportional slider.

3. Adjust the position using the H and V sliders.

Creating a Text Watermark in LR

1. Change the color by clicking on the color box.

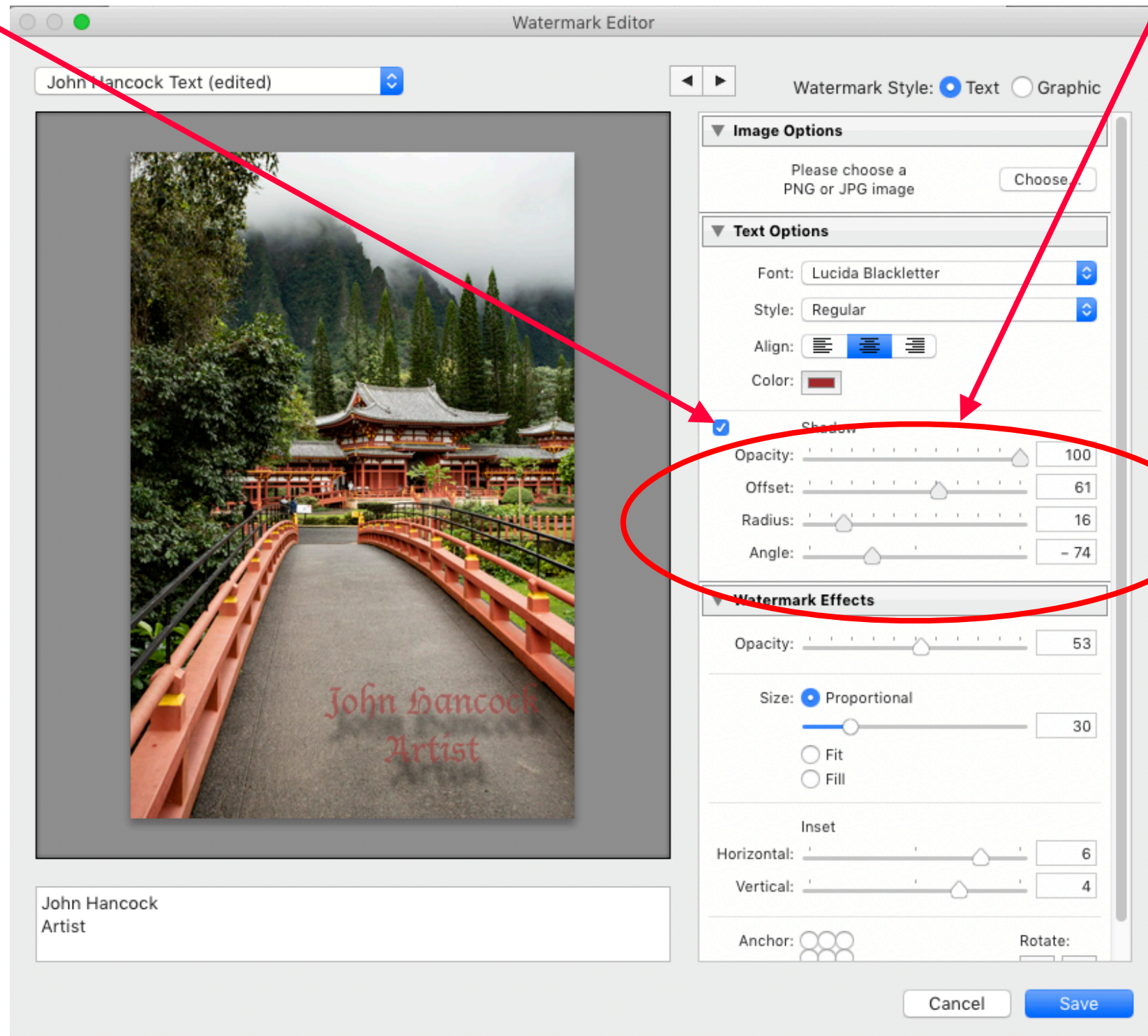
2. Select the desired color and shade.



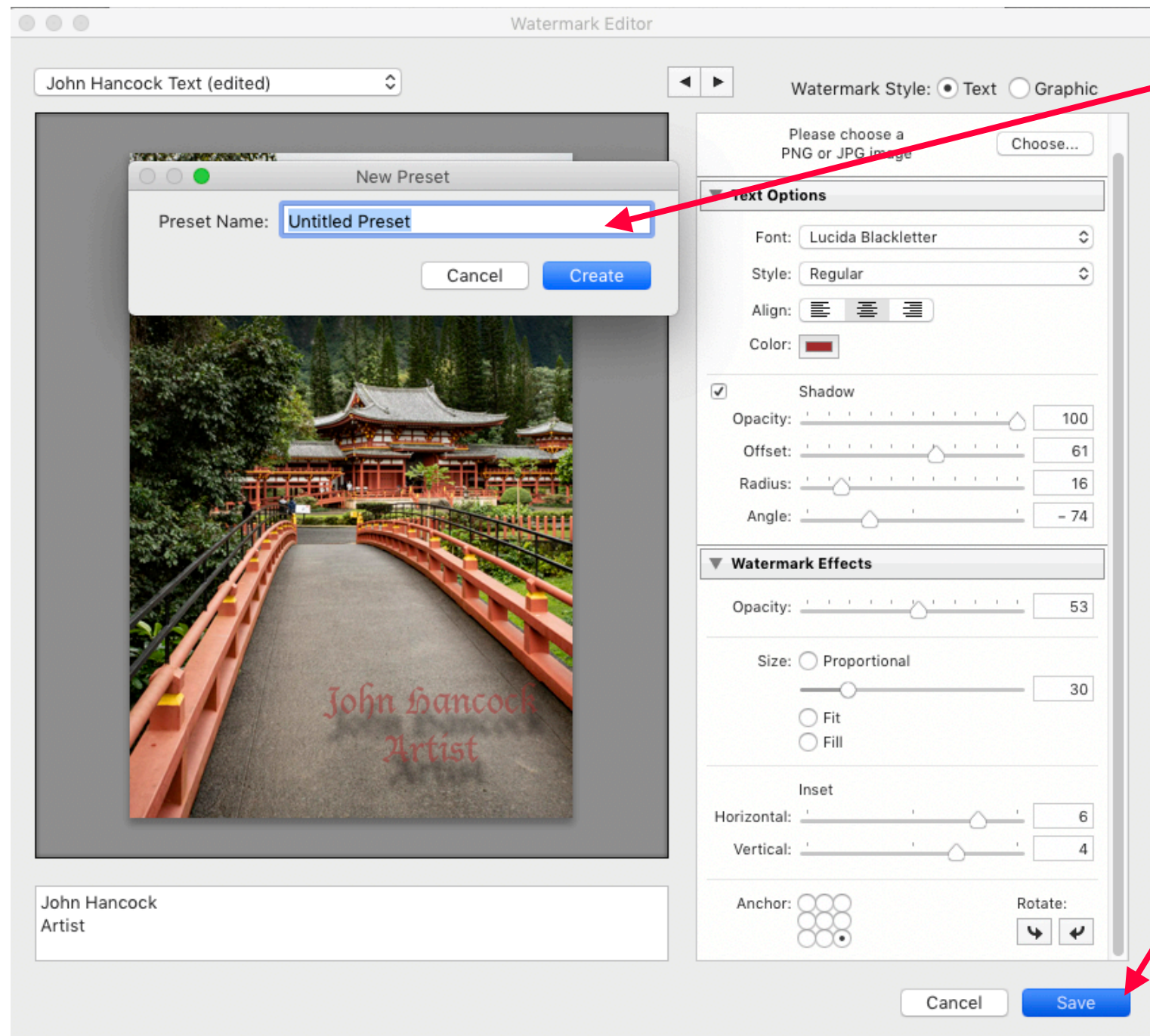
Creating a Text Watermark in LR

1. Add a drop-shadow if desired by clicking the shadow box.

2. Adjust the shadow sliders as desired.



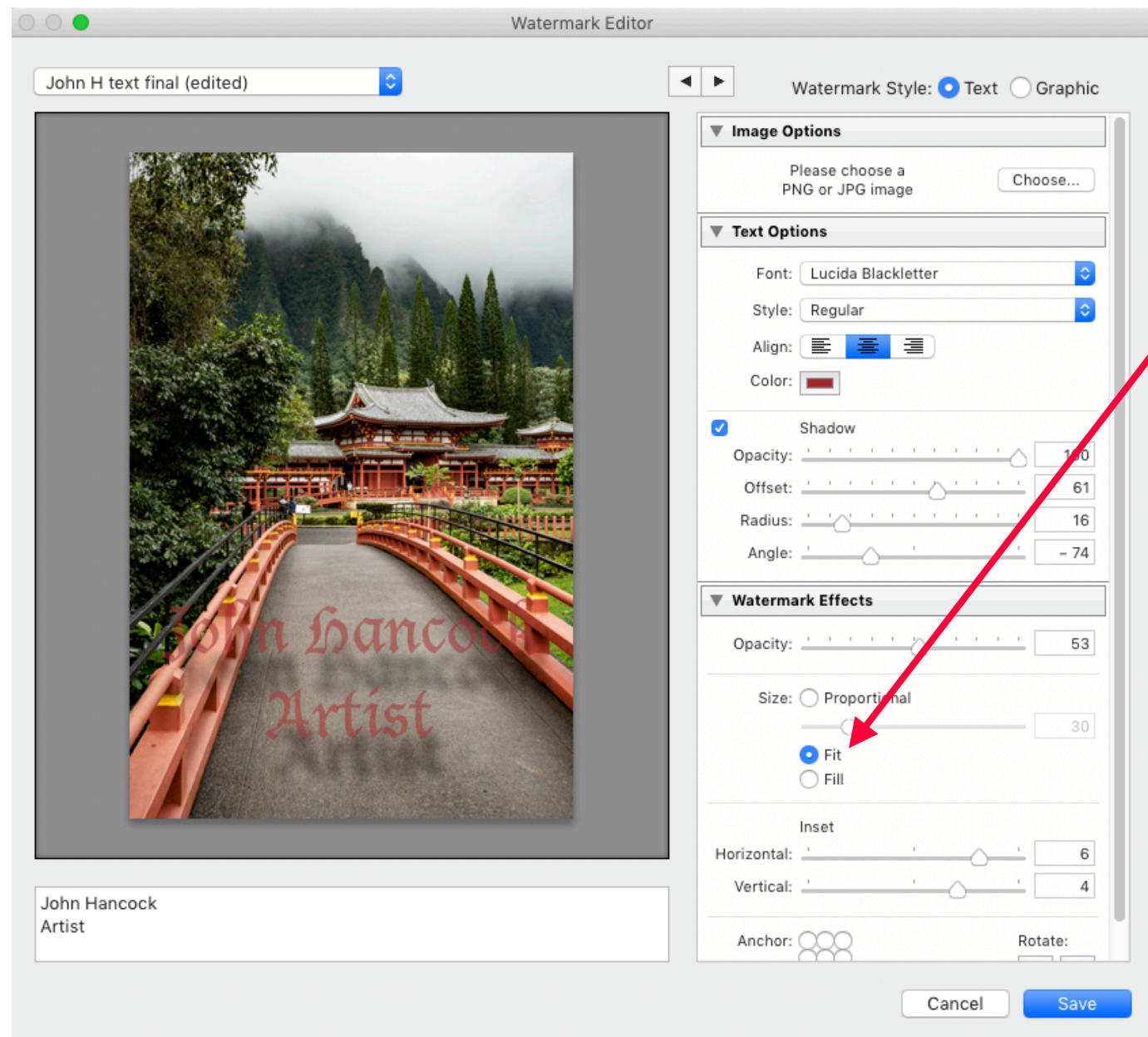
Creating a Text Watermark in LR



2. Name the watermark and click the Create button.

1. When you have everything as you want it, click the Save button.

Creating a Text Watermark in LR



The other two methods for positioning the mark are to select the Fill or Fit options.

With the Fit option you still can select the anchor point and use the H, V and proportion sliders,

With the Fill option there is very little control of size or position.

Creating a Text Watermark in LR

- You can add the copyright symbol © to your text.
- On a Mac, press opt and g.
- On a PC
 1. Use the Windows key + (period) or Windows key + (semicolon) keyboard shortcut to open the emoji panel.
 2. Click the Omega button to access the symbols. ...
 3. Select the symbols you want to insert.

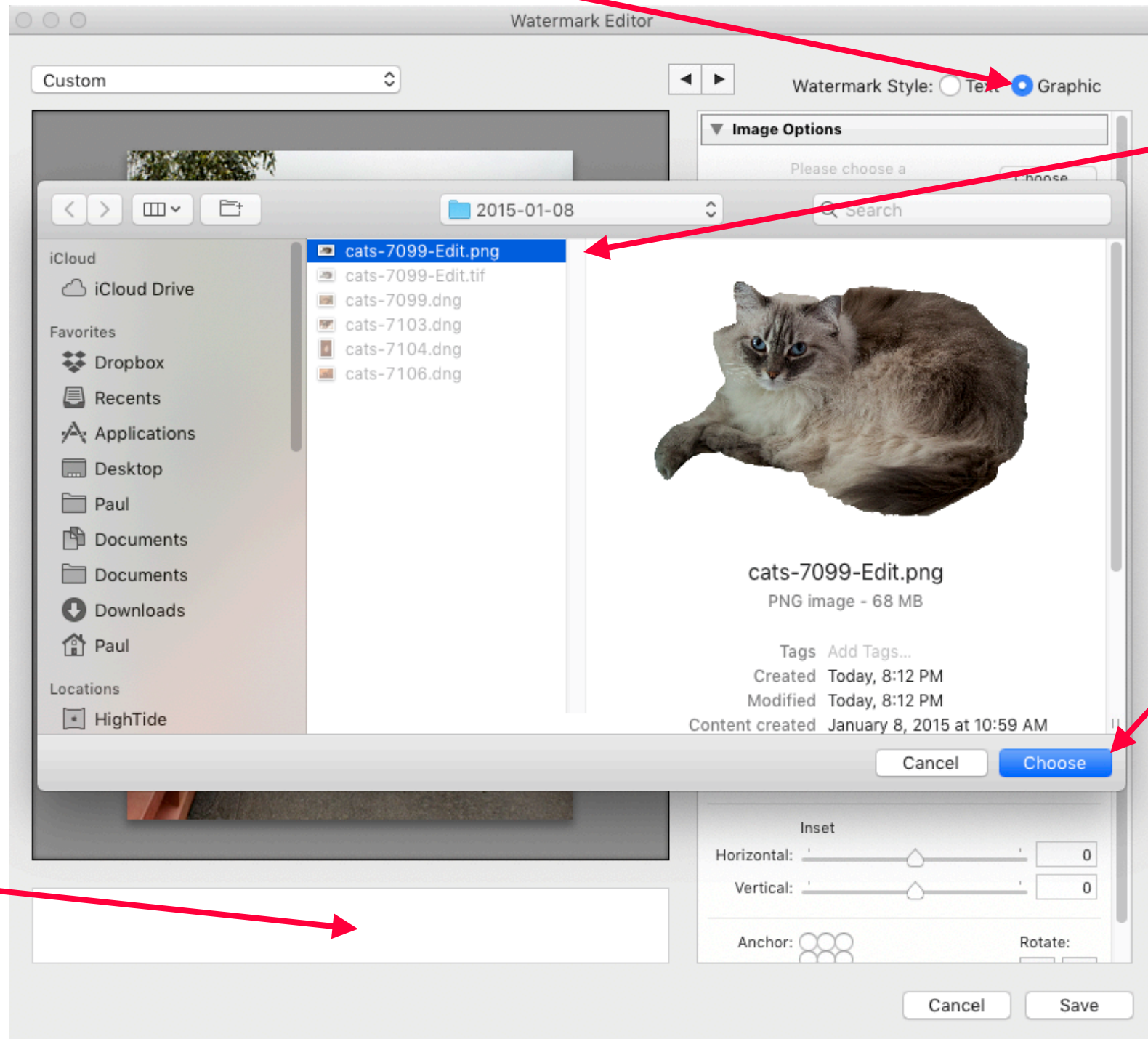
Creating an Image Watermark in LR

- You must first edit the image as desired.
- The image must be saved as either a JPEG or PNG file.
 - A JPEG image comes in as a full image including the background.
 - A PNG image can be created with a transparent background and that will be preserved in the watermark. More on creating that later.
- For the illustration, I am using a PNG image.

Creating an Image Watermark in LR

1. In the watermark dialogue, select Graphic

2. If there was text here when the dialogue opens, it will be Grayed Out.

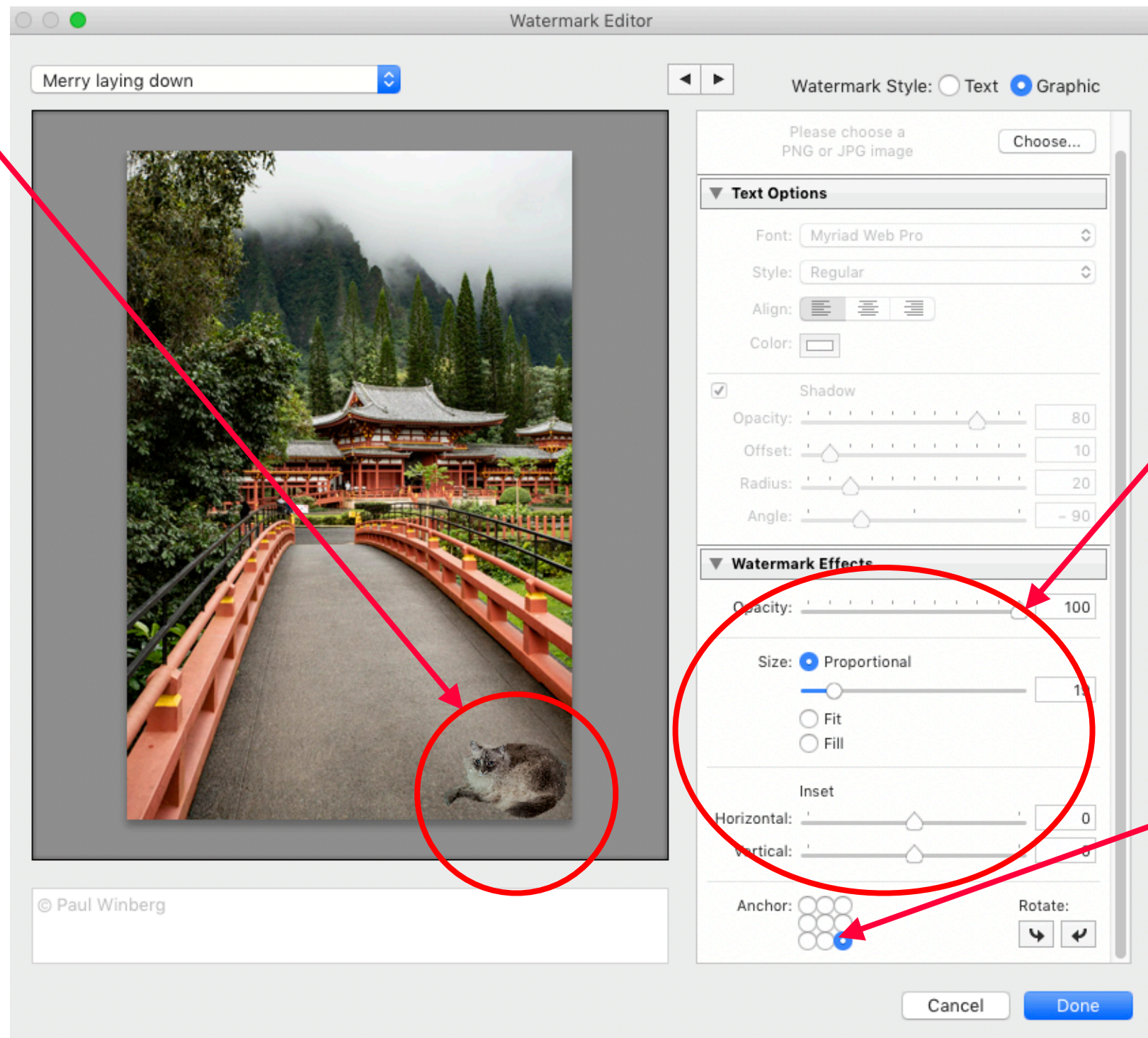


3. Navigate to the image file and select it.

4. Click on Choose to accept the image.

Creating an Image Watermark in LR

1. The image is shown in your photo.



4. When done, select save and name the mark.

3. Adjust the size, offset and opacity as desired.

2. Use the anchor point to position the image.

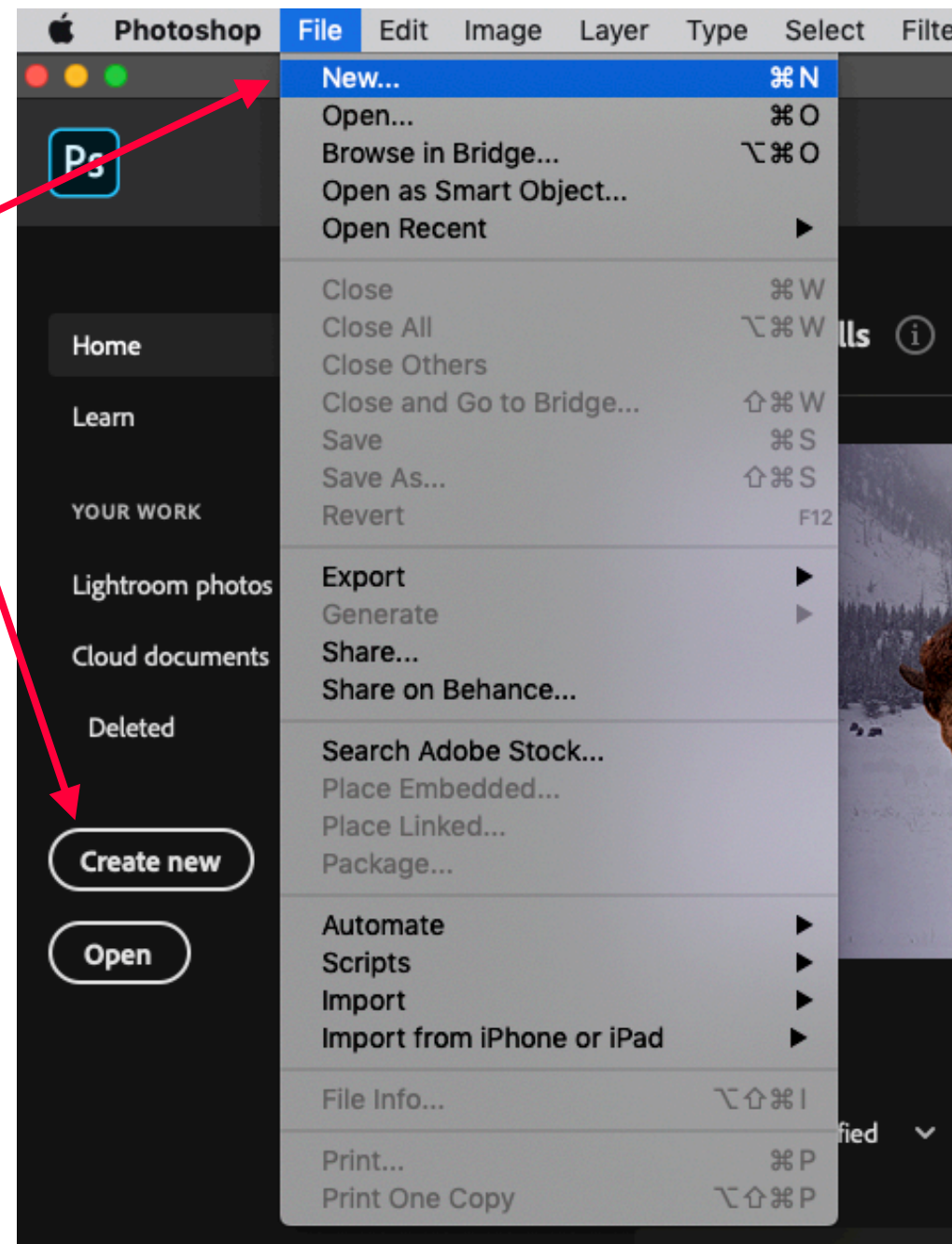
Creating a Graphic or Signature Watermark in LR

- A signature graphic will be created for the illustration.
- The easiest way to make a graphic is to use a pen tablet (or pen stylus on an active screen).
- The second method is to create the graphic on paper, then take a photo of it and work the image in PS.
 - You could also scan the paper image in a scanner and use that file. A PDF can work (has to be changed to image format in PS. On the menubar select Image/Mode/RGB Color), or you can create an image file directly from the scanner if that is an option.
- A trackpad may also be used, although smaller pads may be challenging.
- The hardest way to create the graphic is using a mouse to draw the graphic.

Creating a Graphic or Signature Watermark in LR

Using a tablet/trackpad/stylus.

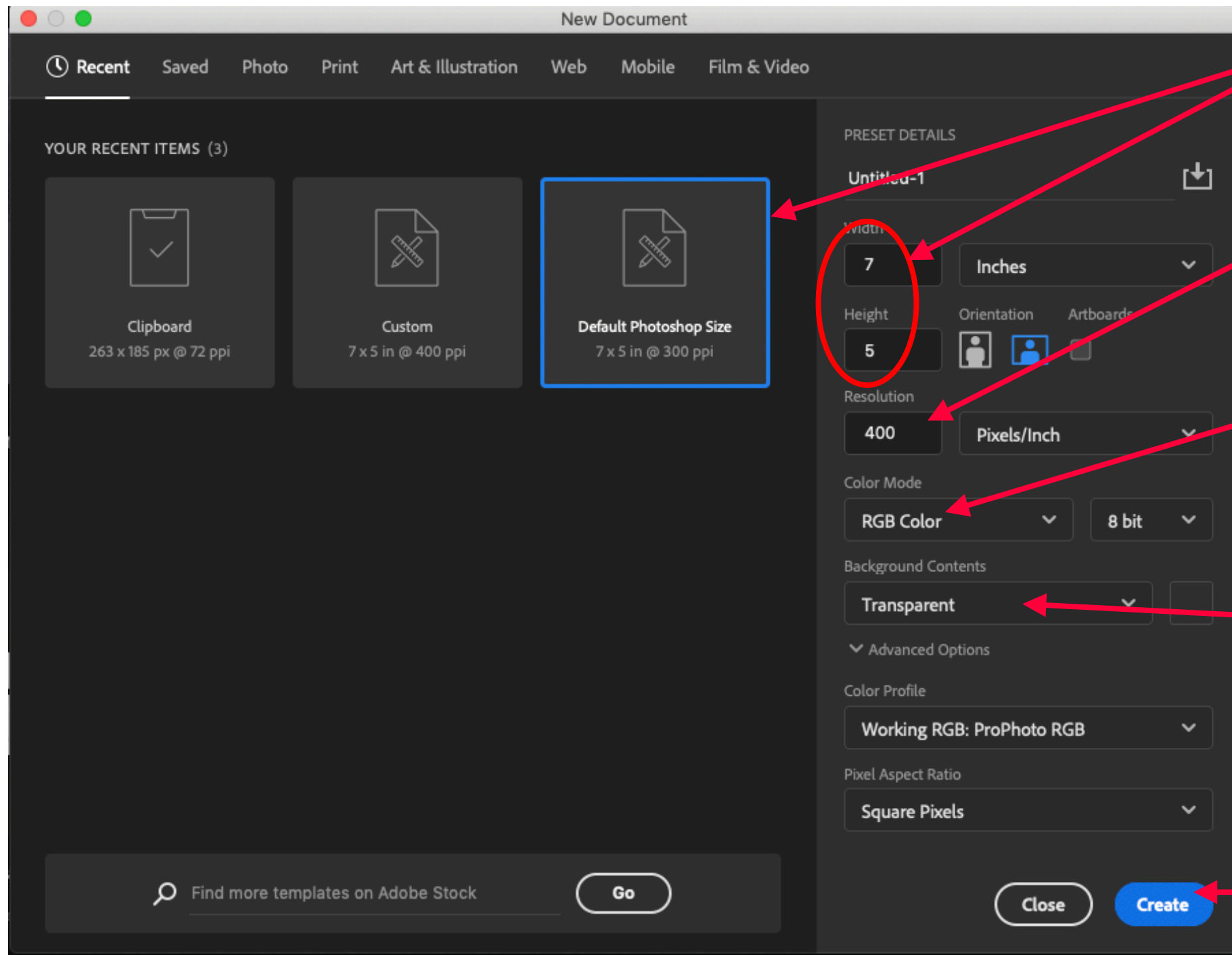
1. Open PS and create a new file from File/New or Create New.



Creating a Graphic or Signature Watermark in LR

Using a tablet/trackpad/stylus.

1. The New Document dialogue opens.



2. I have selected the Default PS size.

3. Change the Resolution from the default 300 to 400 or greater.

4. Select RGB as the Color Mode.

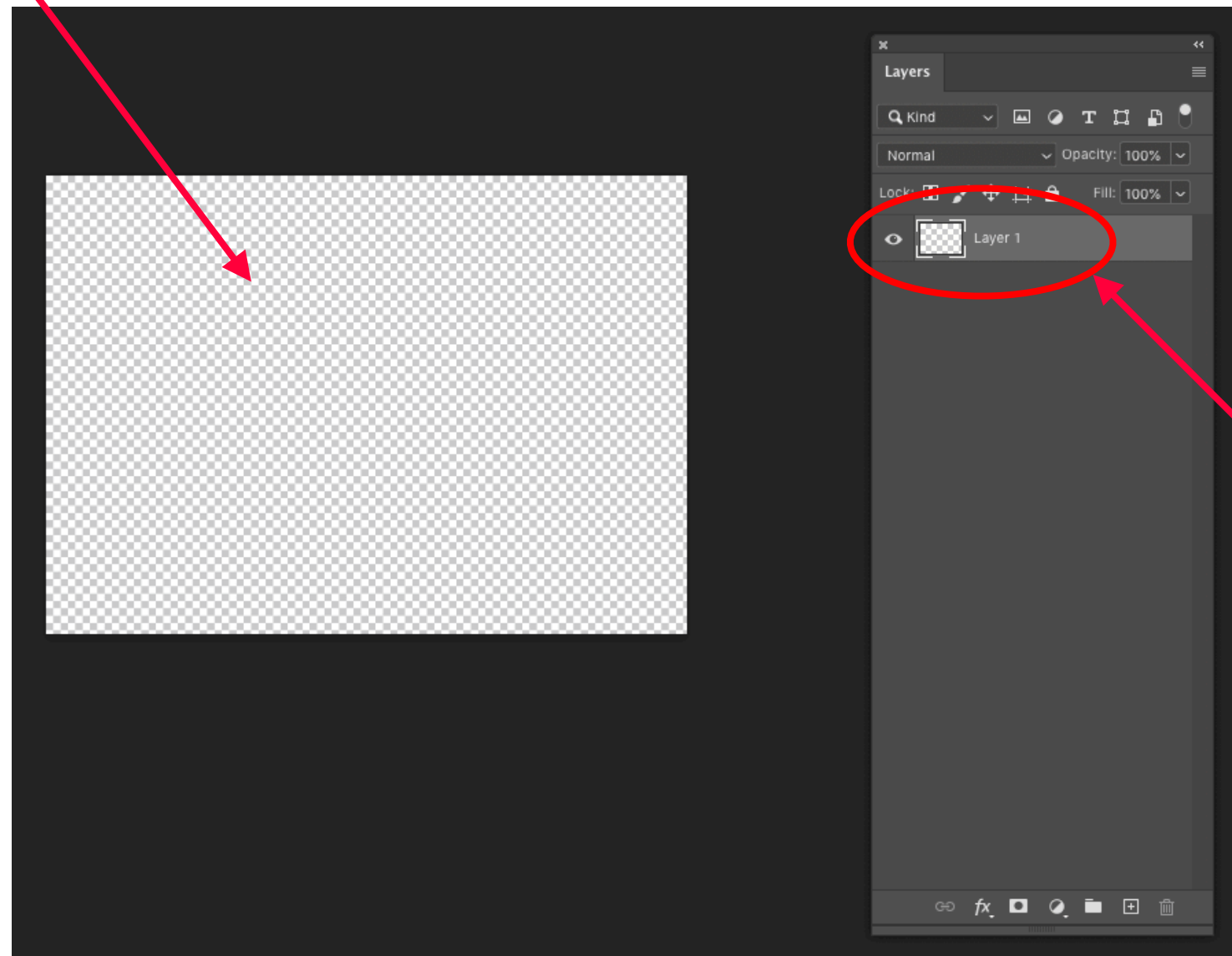
5. Set Background Contents to Transparent.

6. Click on Create.

Creating a Graphic or Signature Watermark in LR

Using a tablet/trackpad/stylus.

1. The blank document appears. Note the checkerboard pattern. That is PS's way of showing transparency. The document is completely blank - no image, no background.

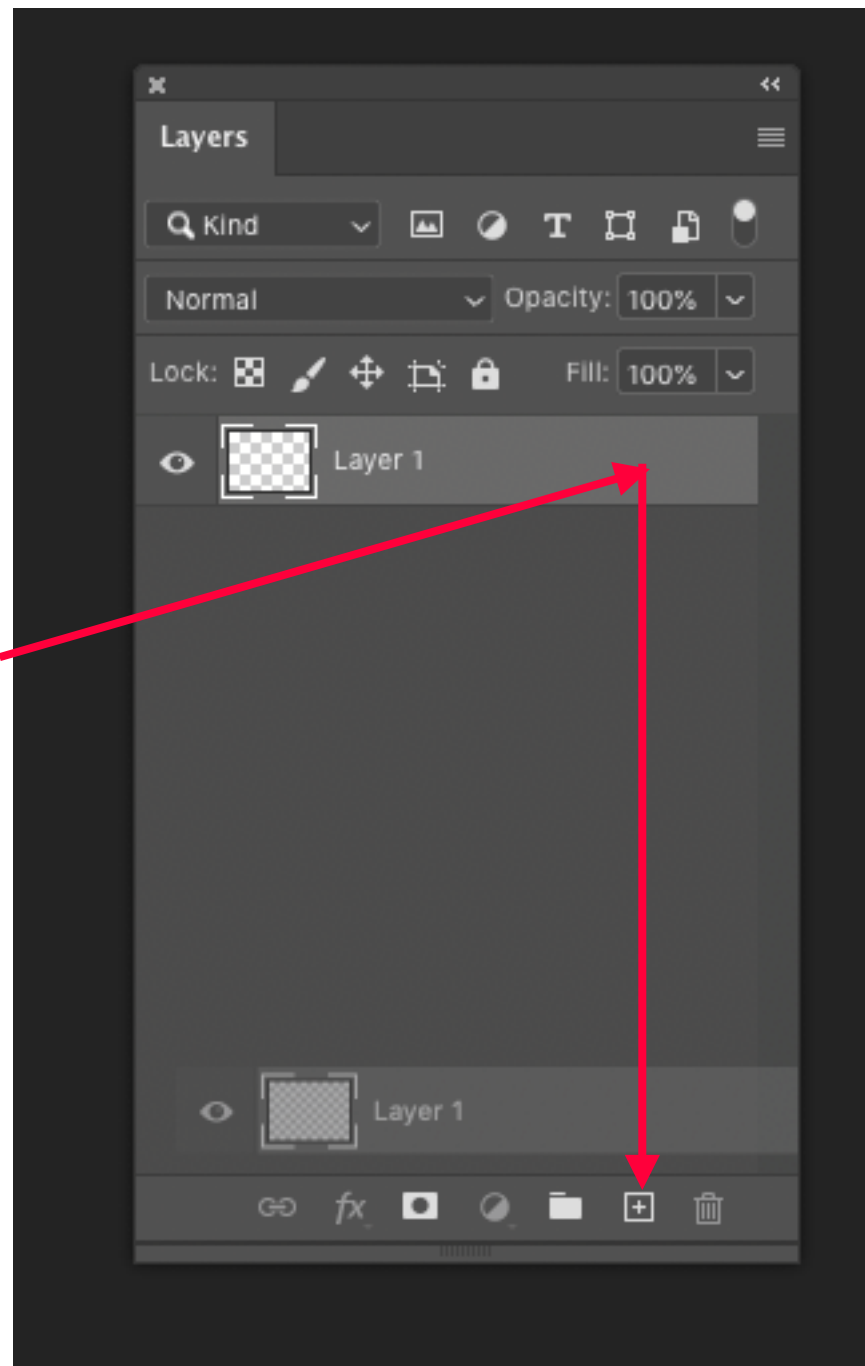


2. The starting layer - Layer 1 - is provided.

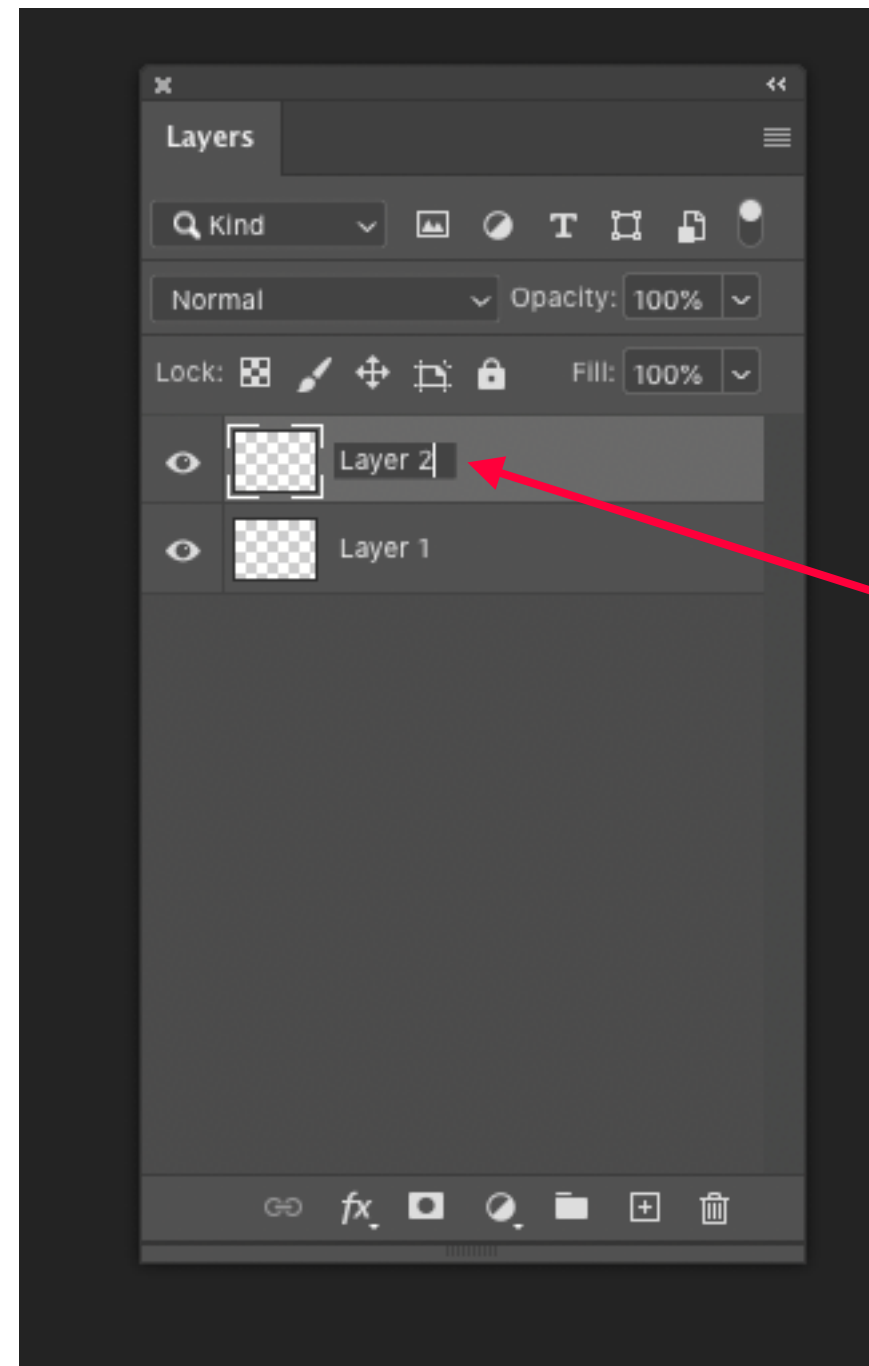
Creating a Graphic or Signature Watermark in LR

Using a tablet/trackpad/stylus.

1. Click and drag Layer 1 down to the New Layer box as shown by the arrow.



2. This creates a new layer named Layer 1 Copy. Double click on it to rename it Layer 2.



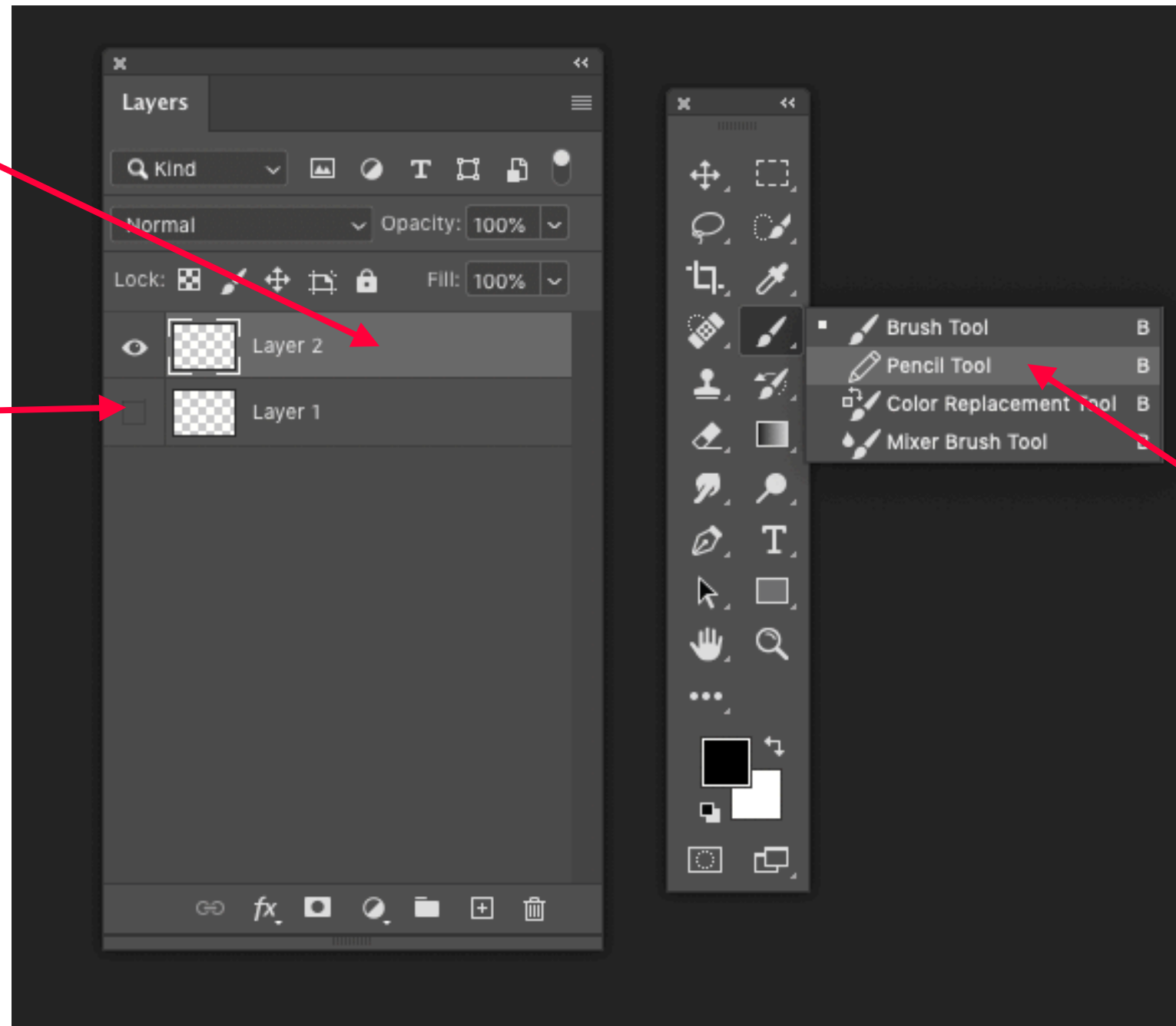
Creating a Graphic or Signature Watermark in LR

Using a tablet/trackpad/stylus.

2. Click on Layer 2 to make it the active layer.

1. Click on the Layer 1 eyeball to turn it off.

(The eyeball controls whether or not the contents of a layer are visible.)



3. In the tool palette, right click on the brush tool to select the Pencil Tool.

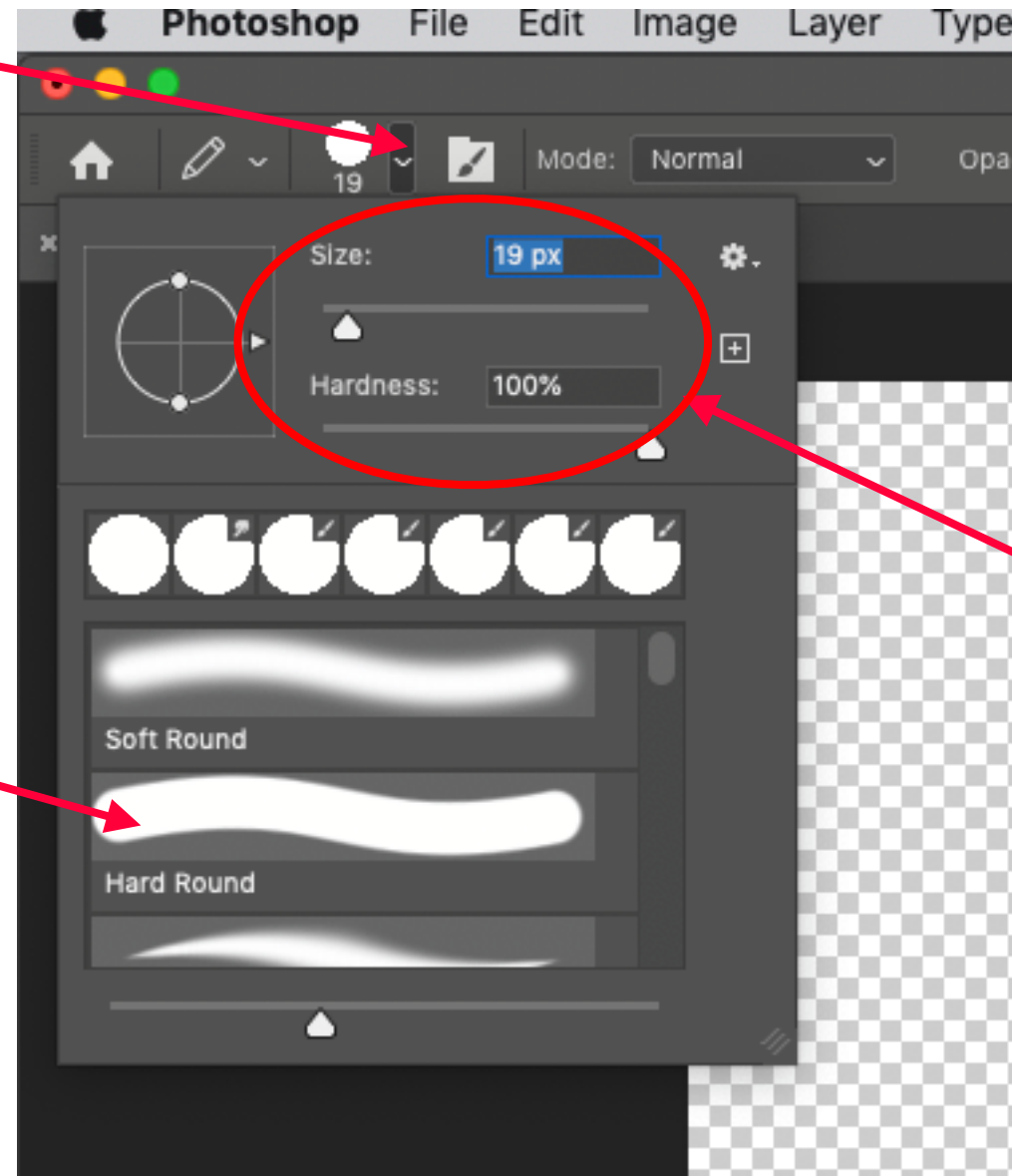
Creating a Graphic or Signature Watermark in LR

Using a tablet/trackpad/stylus.

1. Open the brush/pencil style dialogue.

2. Select the Hard Round style. (try others if desired)

3. Adjust the size and hardness as desired.

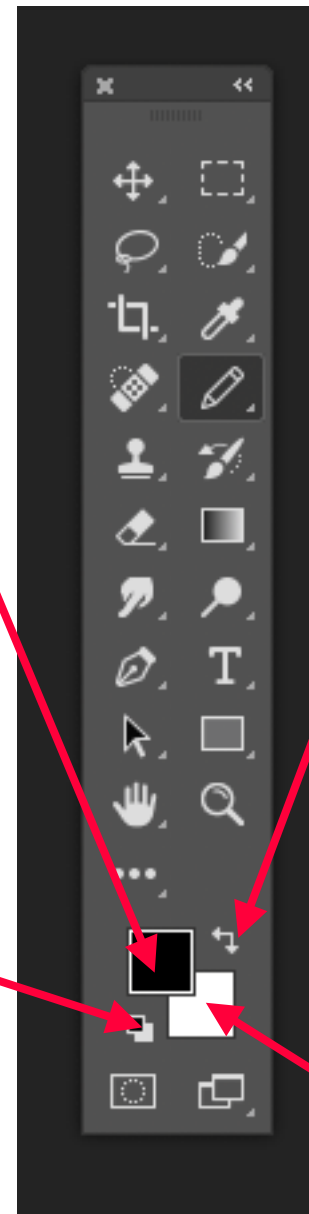


Creating a Graphic or Signature Watermark in LR

Using a tablet/trackpad/stylus.

1. In the Tool Palette, click on the small boxes to set the default colors of black and white.

Foreground Color



2. Set Black as the foreground color as shown here. If White is showing as the foreground, click on the arrows to switch the colors.

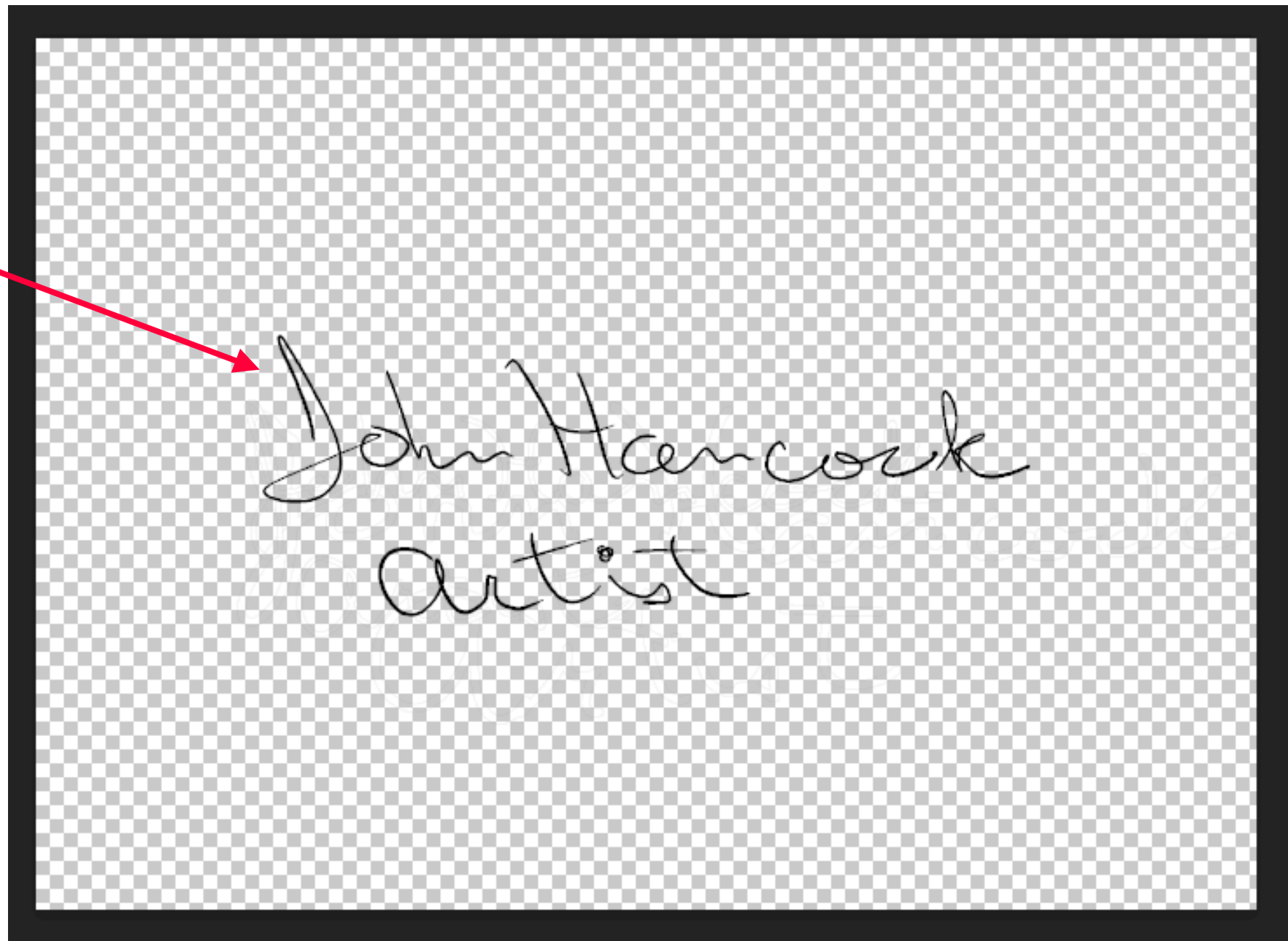
3. The color selected will be the color of the watermark. If you want a different color, click on the foreground color box to call up the color picker, and select the desired color.

Background Color

Creating a Graphic or Signature Watermark in LR

Using a tablet/trackpad/stylus.

1. Using your stylus, write the signature as desired.



Creating a Graphic or Signature Watermark in LR

Using a tablet/trackpad/stylus.

1. If you want to erase and do it over, click Ctrl/Cmd Z as many times as needed to erase the lines. Then try again.

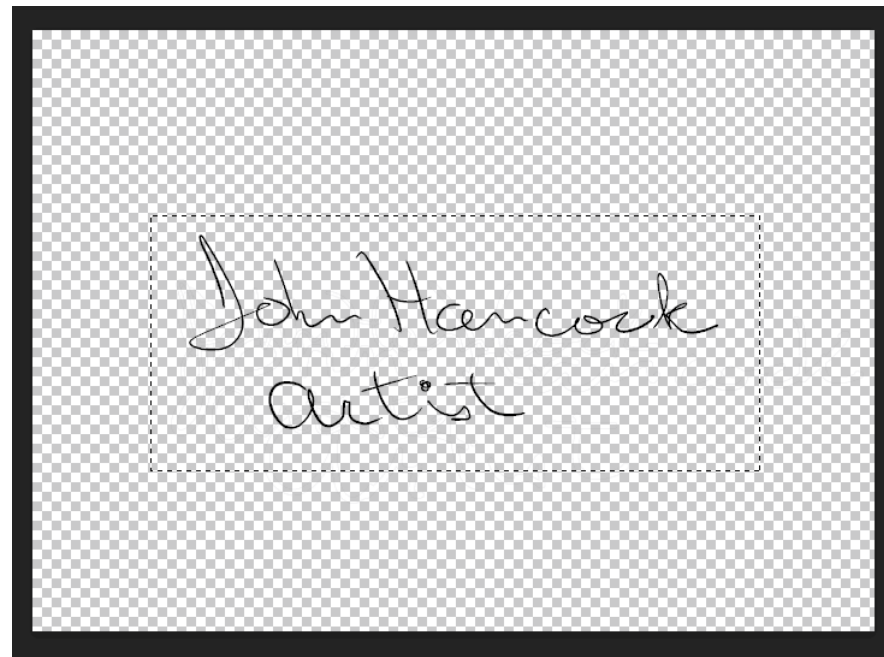
2. Or you can erase by selecting the Marque tool and drawing a box around the drawing. Then click the delete key on the keyboard.

3. If you use the Marque tool, the selection box will still be active after you have deleted the contents. Click Ctrl/Cmd d to cancel the selection. Then again select the pencil tool and resume.

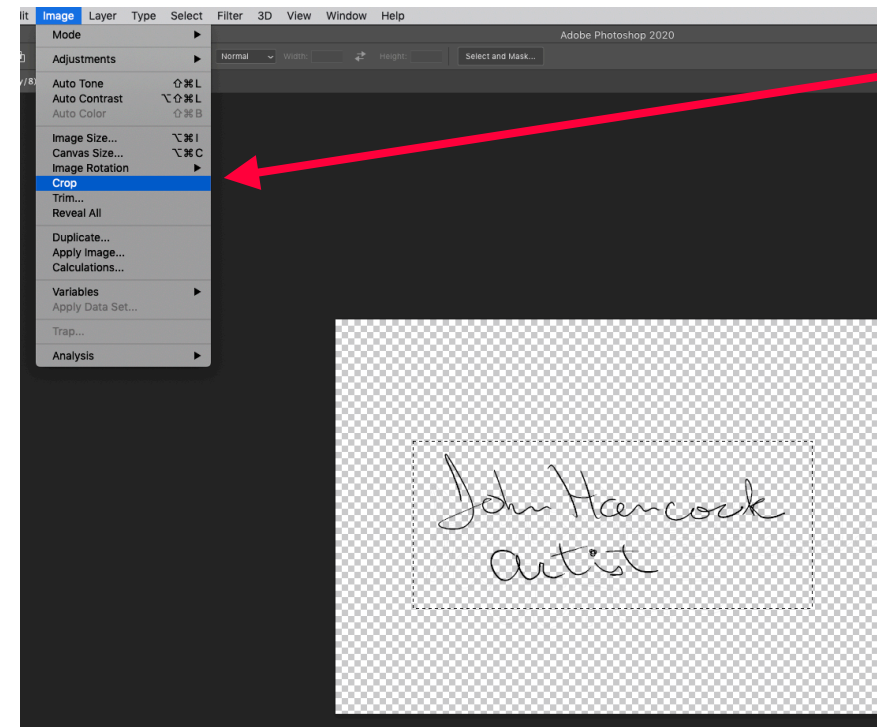


Creating a Graphic or Signature Watermark in LR

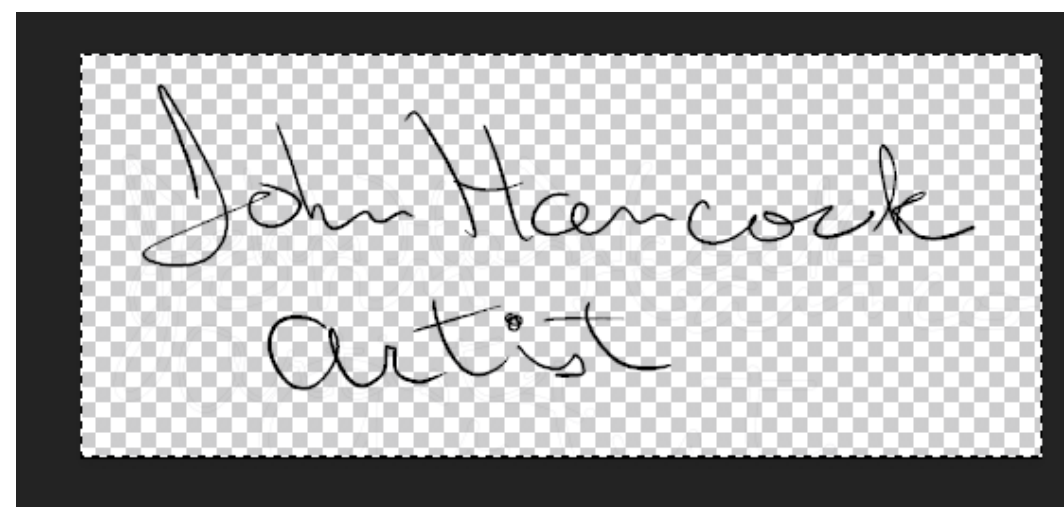
1. Use the Marque tool to select a crop size for the finished signature.



Using a tablet/trackpad/stylus.



2. On the menubar select Image/Crop.

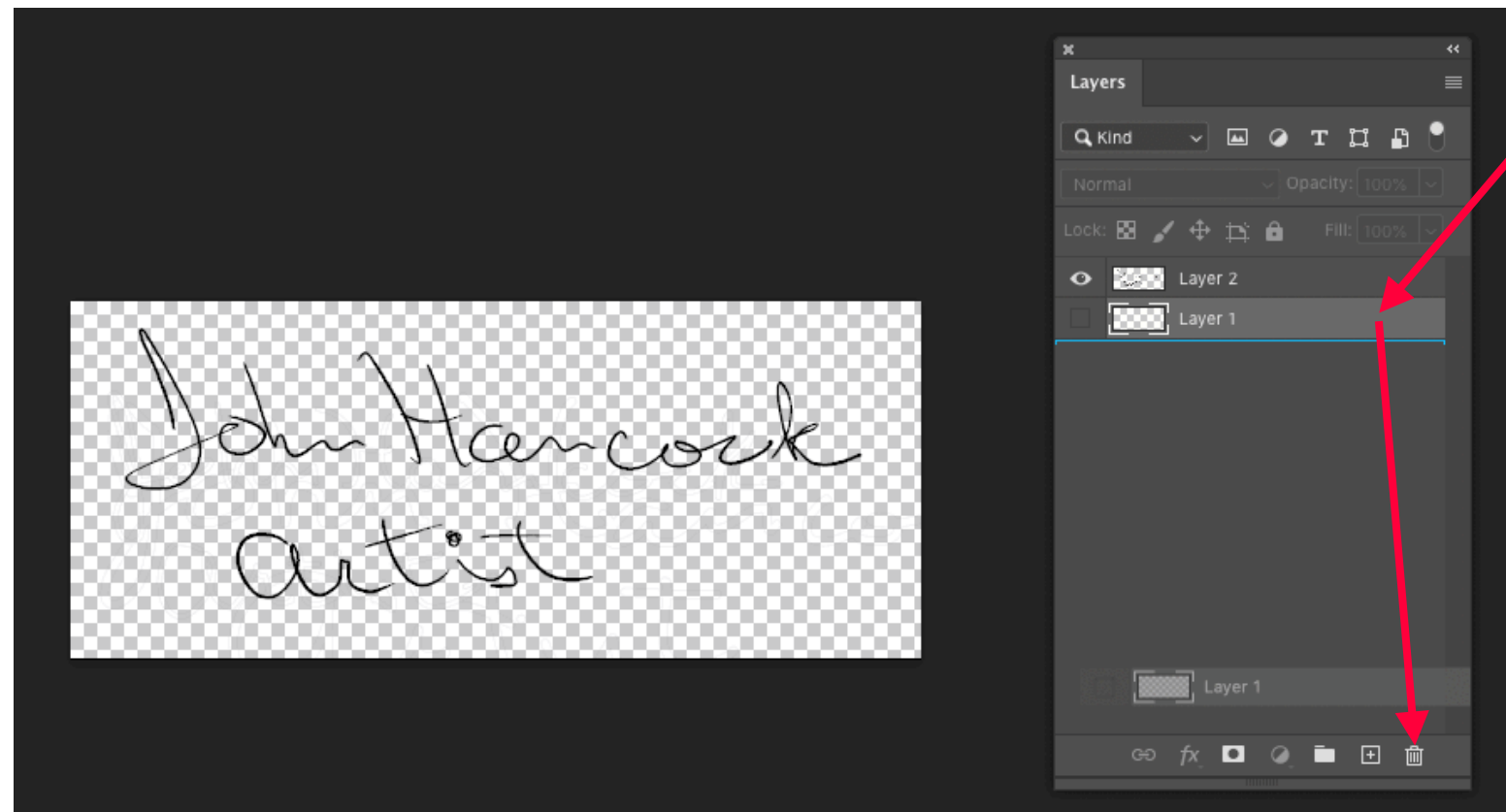


3. This is the finished signature with an image size appropriate to the size of the writing.

Creating a Graphic or Signature Watermark in LR

Using a tablet/trackpad/stylus.

1. We had created Layer 2 as a working layer, with Layer 1 as a spare. We have completed the work, and no longer need the extra layer.



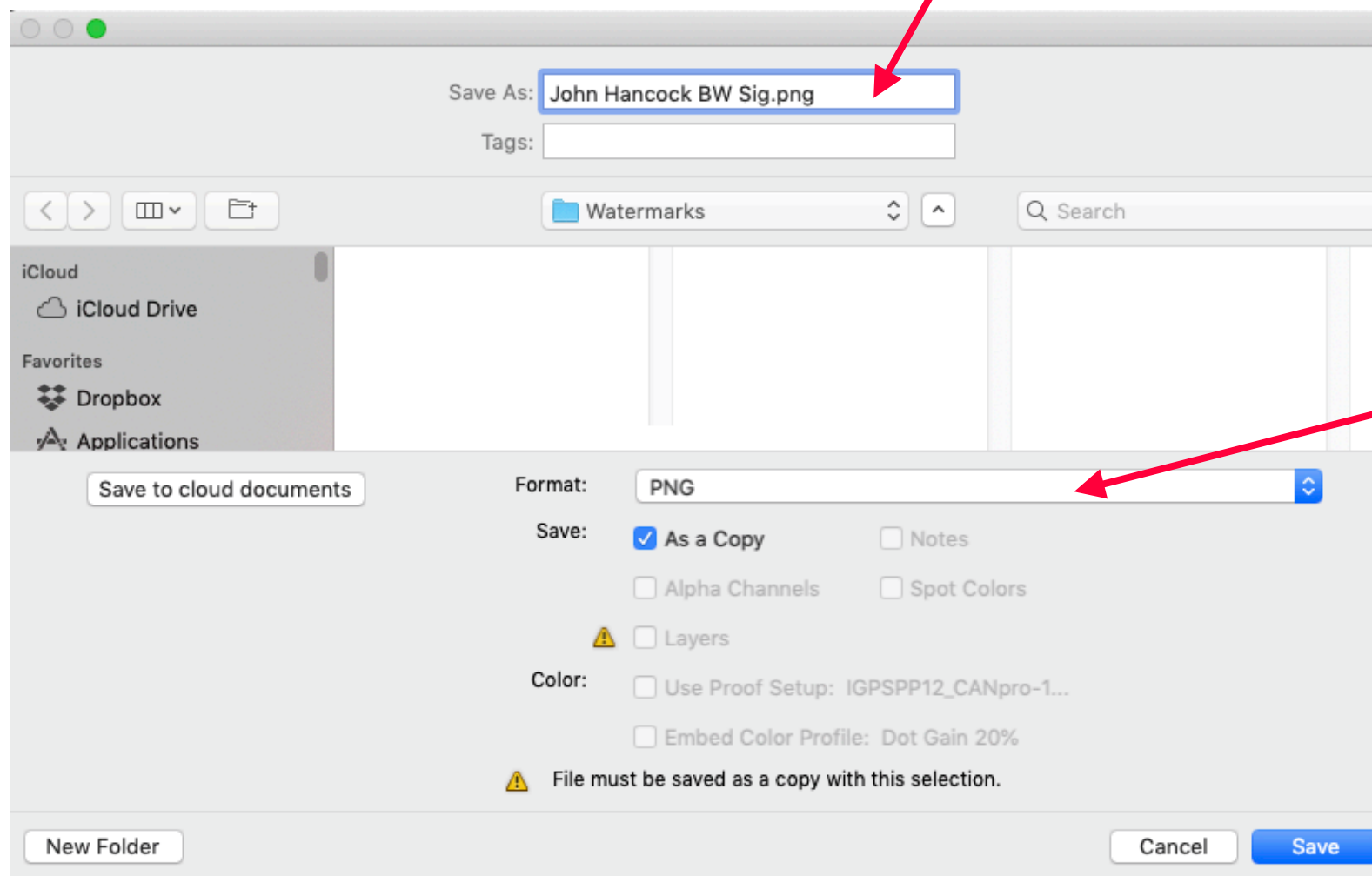
2. Drag Layer 1 to the Trash can, leaving just Layer 2 in the document.

Creating a Graphic or Signature Watermark in LR

Using a tablet/trackpad/stylus.

1. We now save the file. On the menubar File/Save As.

3. Navigate to the desired location and name the mark. Click Save when all is done.



2. Select PNG format to preserve the transparency. As a Copy will automatically be selected.

Creating a Graphic or Signature Watermark in LR

Using a tablet/trackpad/stylus.

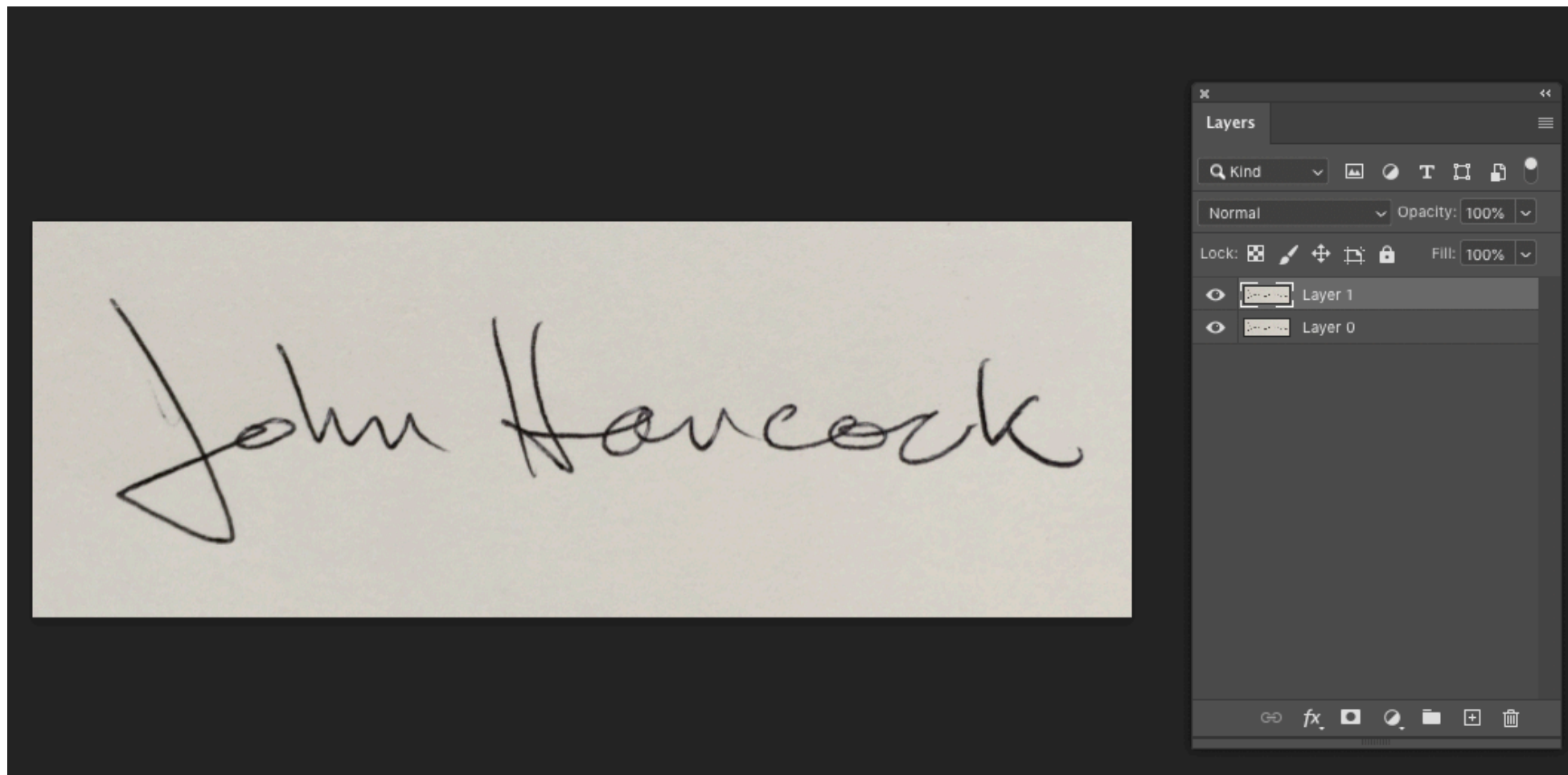
- We now have to bring the graphic into the watermark dialogue in LR.
- The process is the same as for the image we just brought in.
 - Select Edit Watermarks.
 - Select Graphic.
 - Navigate to the graphic image, select it and click Open.
- Adjust the placement, opacity, etc. as before.

Creating a Graphic or Signature Watermark in LR Using a Photo.

- We now look at creating a graphic from a photo.
- Draw your graphic preferably with black ink, using a felt tip pen works well.
- Use a bright white sheet of paper. Good copy paper will do.
- Take a photo of the graphic (cell phone is good enough)
 - Get in close to take the image. You only want the graphic, not the full sheet of paper.
 - Use good lighting and avoid shadows or uneven lighting.
- Import the photo to LR and crop it to a reasonable size for the graphic.
- Load the image into PS.

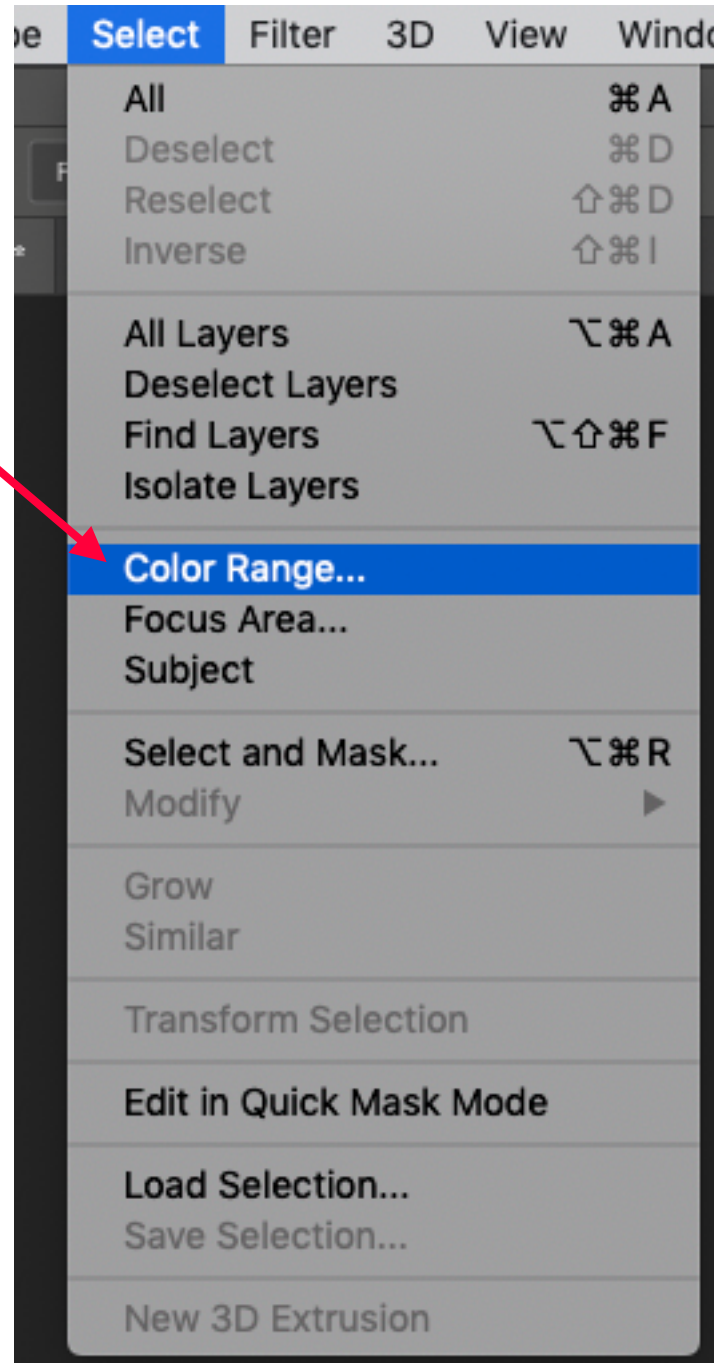
Creating a Graphic or Signature Watermark in LR Using a Photo.

1. With the image in PS, the initial layer will be called Background. Double Click on the name. A dialogue will open with the name changed to Layer 0 - accept that. Drag Layer 0 to the new layer box to create Layer 0 Copy and rename it to Layer 1.
2. Turn off the eyeball for Layer 0, click on Layer 1 to activate it.



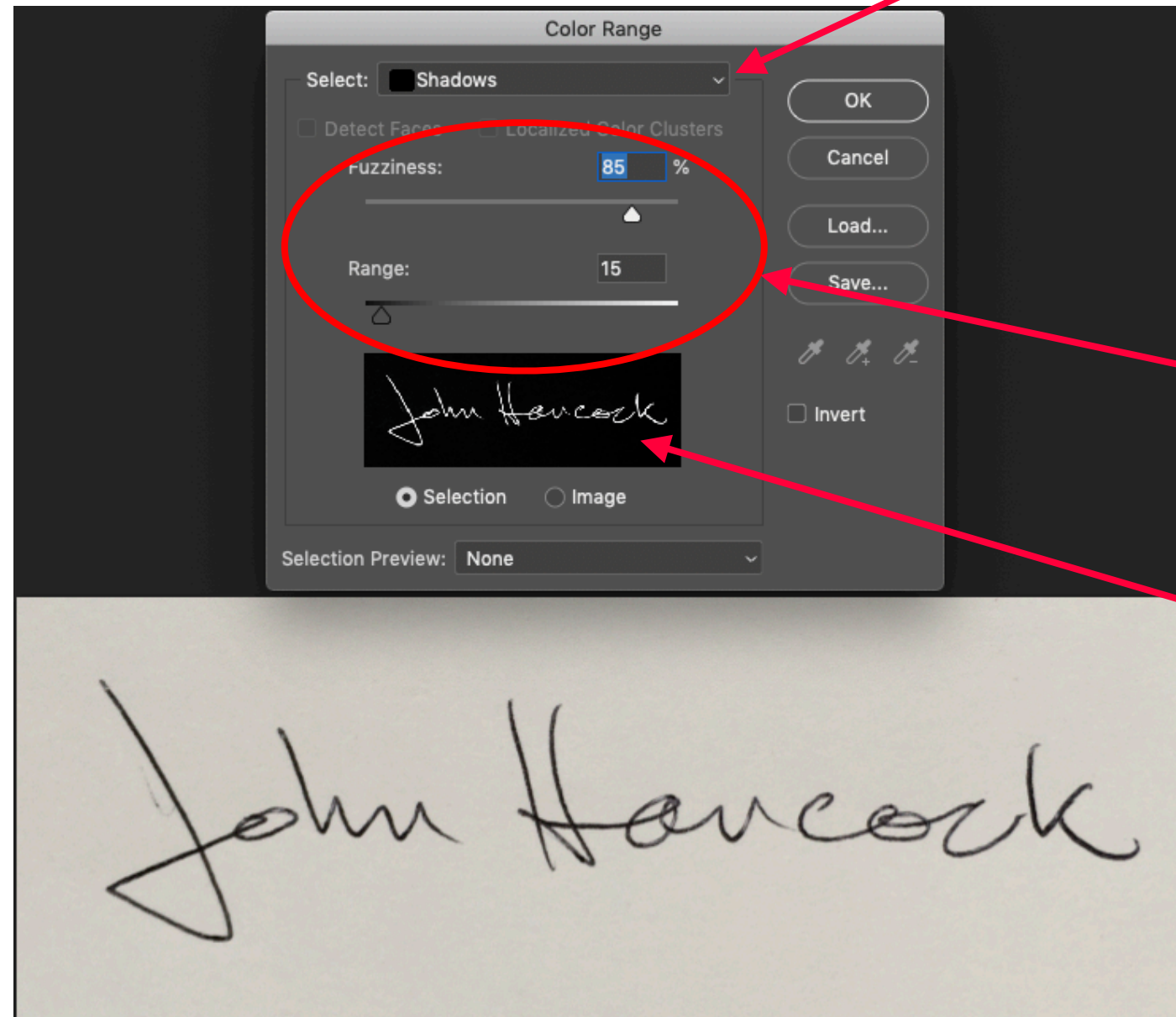
Creating a Graphic or Signature Watermark in LR Using a Photo.

1. With Layer 1 active, on the menubar select Select/Color Range.



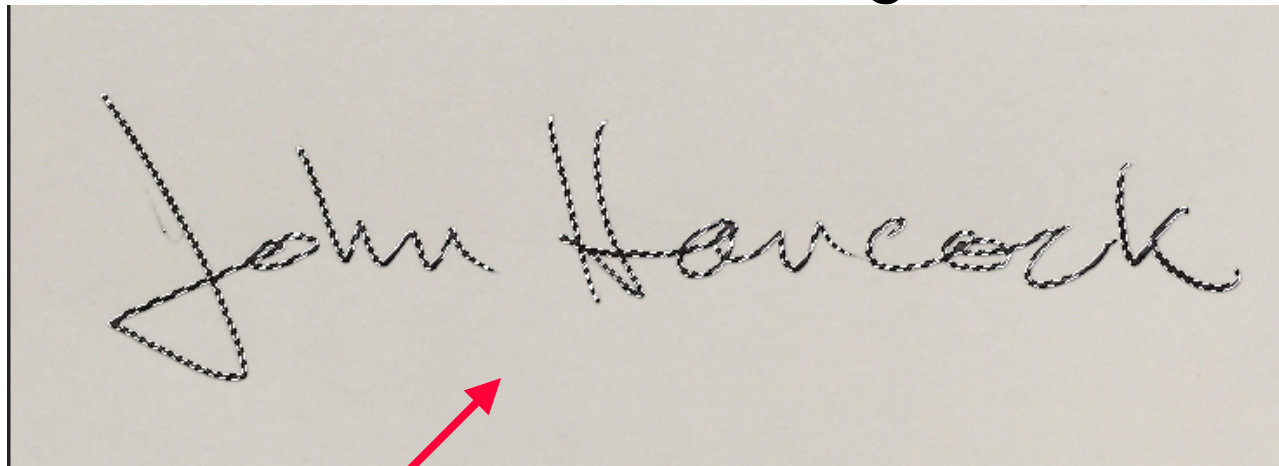
Creating a Graphic or Signature Watermark in LR Using a Photo.

1. Select Shadows.

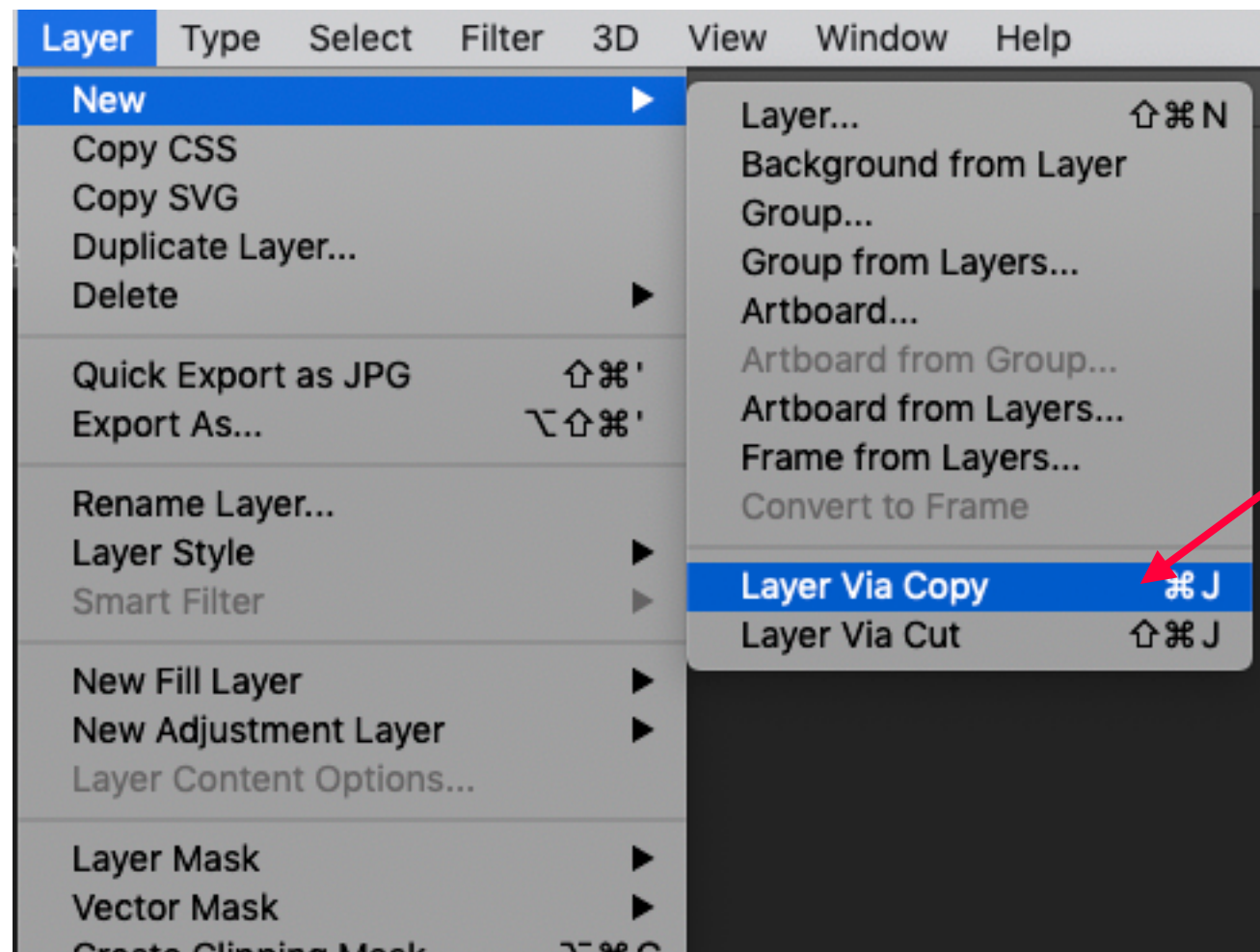


2. Adjust Fuzziness and Range sliders until selection looks right in the lower box. Then click OK.

Creating a Graphic or Signature Watermark in LR Using a Photo.



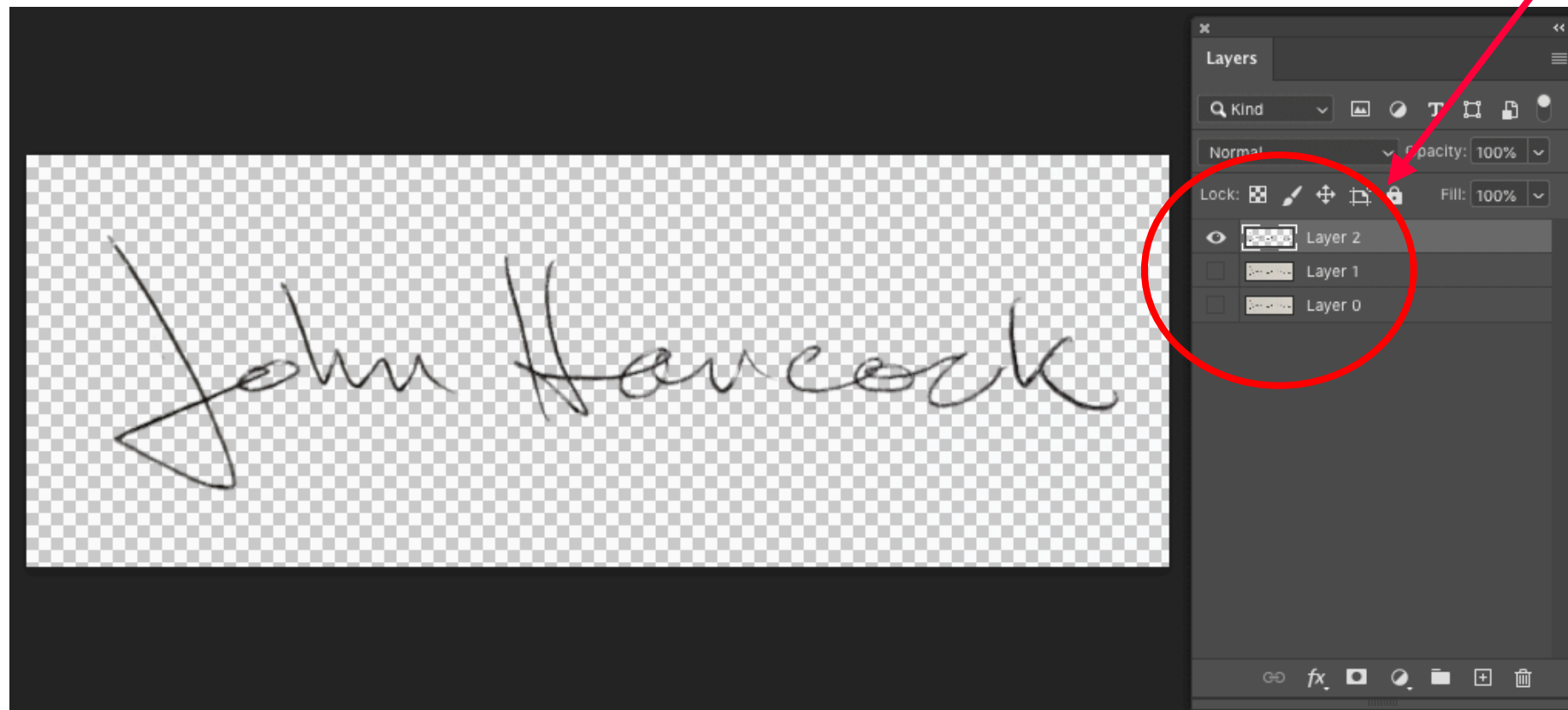
1. Your selection should look like this, with "marching ants" around the graphic.



2. On the menubar select Layer/New/ Layer Via Copy.

Creating a Graphic or Signature Watermark in LR Using a Photo.

1. New Layer 2 will be created. Turn off layers 0 and 1.



2. Layer 2 is created with just the graphic, and has a transparent background. Delete layers 0 and 1, then save the image as a PNG file as shown earlier.

Printing in Lightroom

Thats all for now.
Happy Learning and Watermarking