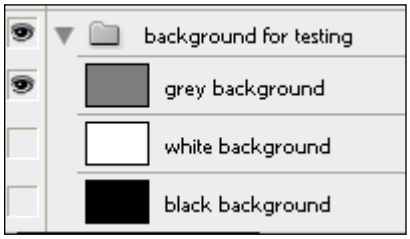
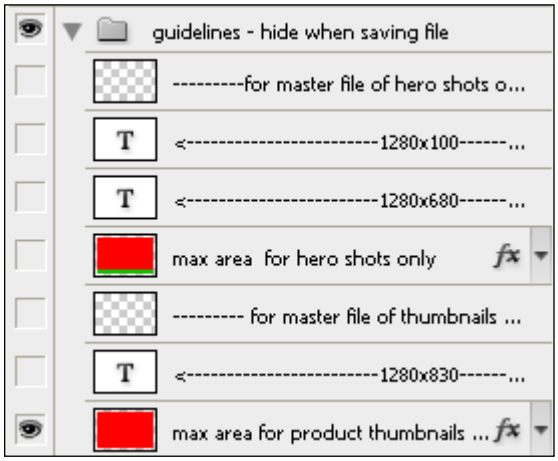
Steps for Converting Images in Photoshop:

Thumbnail Master PSD

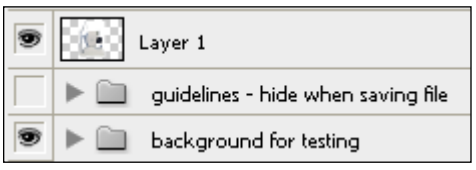
1. Begin with a copy of the template file “masterTemplate_Big_1350x900.psd”. You will be creating a thumbnail master file first. The heroshot master file will be based off the thumbnail master later. Name the thumbnail master “productName_color_view thumb.psd”. In this example, color and view does not apply. Color and view pertain mainly to consumer products.
2. Open the thumbnail master, and delete the example layers: 

These are just for reference and are not needed. Leaving them in will only add to the file size.
3. Turn on the grey testing background and the thumbnail max area guidelines:





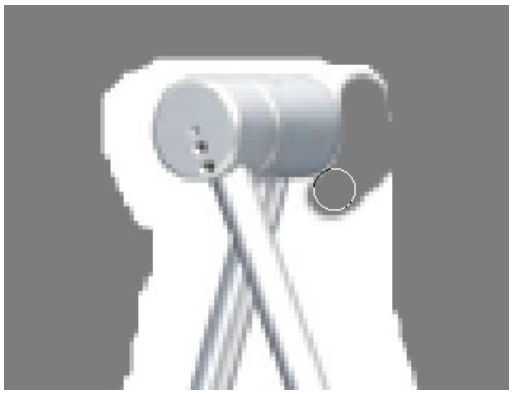
4. Paste in the product that you will be converting in a new layer. Make sure the product is centered on the screen within the red box. You can hide all guidelines (View>Show>Guides) and the red max area box once you align the product.



5. Select the product layer and using the lasso tool  , draw a selection around the product, as close as possible. Once you have the product selected, click the “Add Vector Mask” button at the bottom of the Layers panel  . This will hide all the extra white space that was not selected.

6. Now to fine tune the mask, zoom into the product ( ) and then click on the Mask box on the product layer to select it: 

. (Note that the box on the right is selected.)
7. Using the brush tool , paint around the product to erase more of the background. Black brush color subtracts from the image, white adds to the image. Do this to the entire product until all the background is gone. Do NOT use the eraser tool.

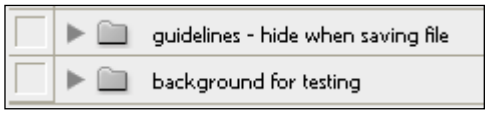


8. Once all the background is hidden, the product is ready for saving out in the 4 thumbnail sizes and the following naming convention:

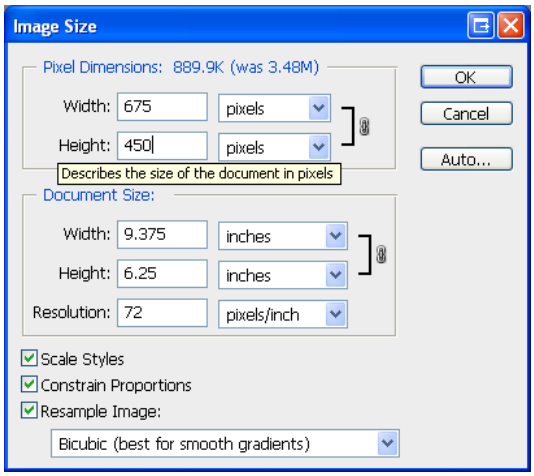
File Type:	Name to follow for _size
Hero Shot Master File	modelname_color_view**_hero.psd**
140x210	modelname_color_view**_140x210.gif**
186x279	modelname_color_view**_186x279.gif**

Thumbnail Master	modelname_color_view_**thumb.psd**
60x90	modelname_color_view_**60x90.gif**
80x120	modelname_color_view_**80x120.gif**
100x150	modelname_color_view_**100x150.gif**
450x675	modelname_color_view_**450x675.jpg**

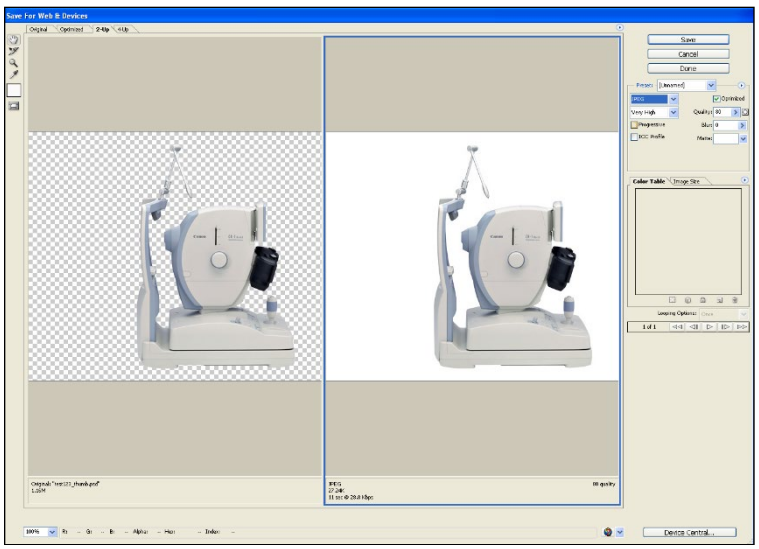
9. Hide all background layers, save the PSD.

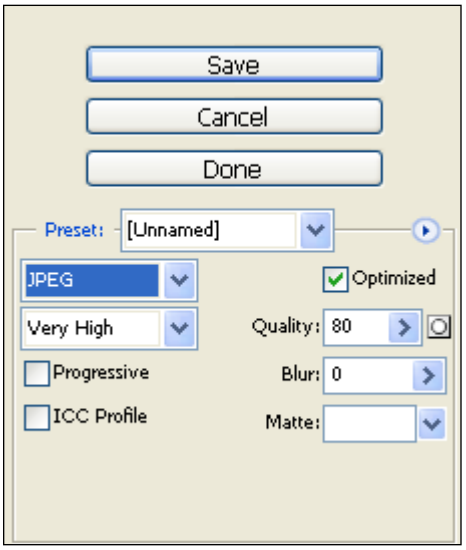


10. Now resize to the document to 450x675:



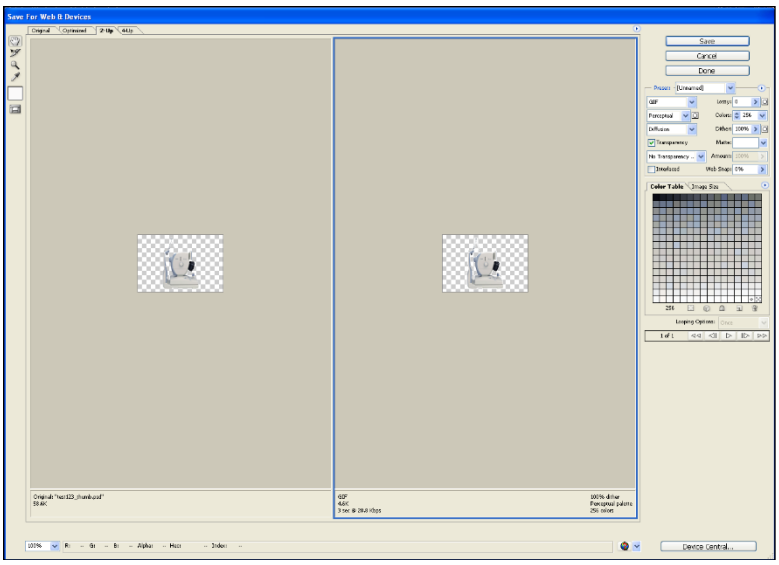
11. Use "File>Save for Web & Devices", and save out as a JPEG with the following settings and the proper naming convention:





*Note: JPEGs do not support transparent backgrounds, so make sure the Matte is white so the background added in is also white.

12. After saving out the JPEG, step back to before the resizing (Edit>Step Backward), and repeat steps 9 and 10 with resizing the document to the proper GIF size (60x90, 80x120, or 100x150) and saving out with the following GIF settings:

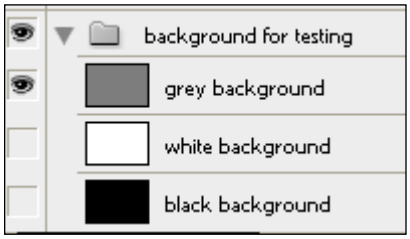


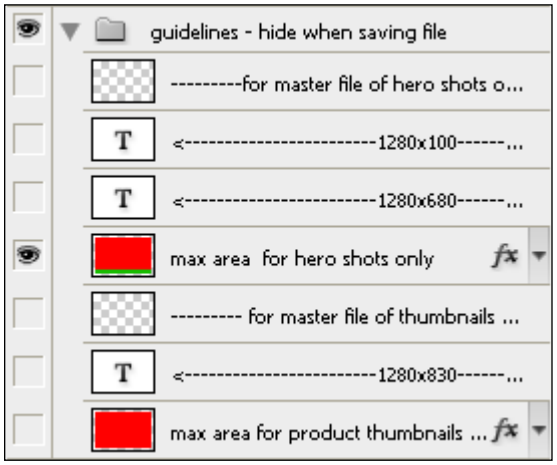
*Note: Make sure that Matte is set to white. This is crucial in that without the matte, any semi-transparent parts will become pixilated.

13. Close out of the thumbnail master PSD without saving if you already saved in step #9. If re-saving, make sure all guide and background layers are hidden. Now it is time to move on to the heroshots.

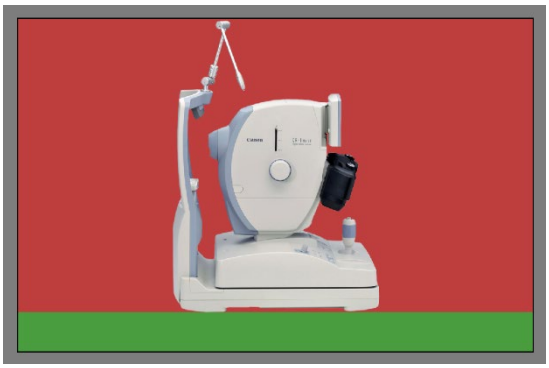
Heroshot Master PSD

1. Once you have the thumbnail master PSD created, most of the work is done. The heroshot master file is based off of the thumbnail master. Duplicate the thumbnail master file and change the file name from "_thumb" to "_hero".
2. Open up the heroshot master PSD, and turn on the grey testing background and the heroshot max area guidelines:

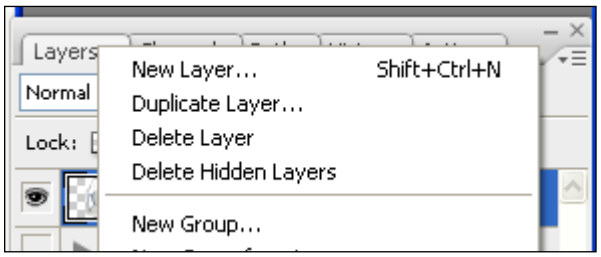


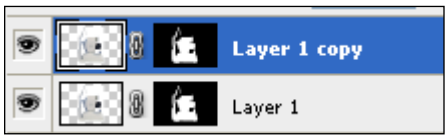


3. Select the product layer and scale the product down to fit within the red box, while the base of the product sits on the green box. Make sure the product is centered in the red box.



4. Next, duplicate the product layer.



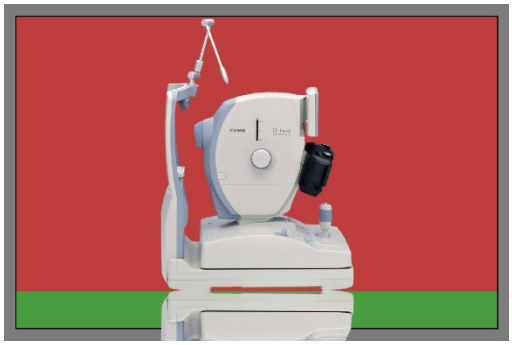


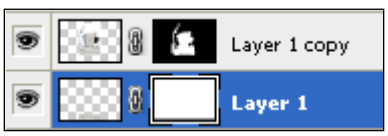
5. Select the first layer, and click and drag the mask box to the trash can to delete the mask. Click "Apply" when asked if you want to apply the mask before deleting. This will permanently delete the background from that layer. 

This layer will become our reflection layer.
6. Using the reflection layer, create the reflection by one of the following ways:

For front or side view products that have the bottom of the product completely flat:

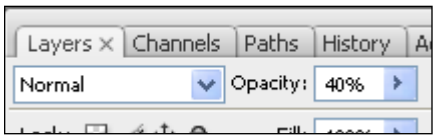
1) Flip the reflection upside down. (Edit>Transform>Flip Vertical)
2) Move the reflection down to the green box area, aligning it against the base of the product.



3) Add a new layer mask to the reflection layer. 

4) Using the gradient tool  , apply a white to black gradient from the top of the green box towards the bottom of the green box. You may need to redo this several times until you get the desired effect. The result should look similar to this:

5) Exit mask mode by clicking anywhere on the reflection layer, but not on the mask box.
6) To lighten the reflection, set layer opacity to anything that is less than 80%.



Use your discretion on how light/dark the reflection should be. Change the opacity to no more than 40% if the product is black. It is advised to test the product reflection on the 3 different colored backgrounds provided. The company website uses white as the background, so the end reflection has to be noticeable on white, without any issues. The example below has the layer opacity at 75% because the product is light in color and the reflection will be hard to see at a lower opacity.



7) Now that the reflection is complete, hide all background and guide layers and save out the 2 heroshot sizes in the following naming convention:

File Type:	Name to follow for _size
Hero Shot Master File	modelname_color_view_**hero.psd**
140x210	modelname_color_view_**140x210.gif**
186x279	modelname_color_view_**186x279.gif**
Thumbnail Master	modelname_color_view_**thumb.psd**
60x90	modelname_color_view_**60x90.gif**
80x120	modelname_color_view_**80x120.gif**
100x150	modelname_color_view_**100x150.gif**
450x675	modelname_color_view_**450x675.jpg**

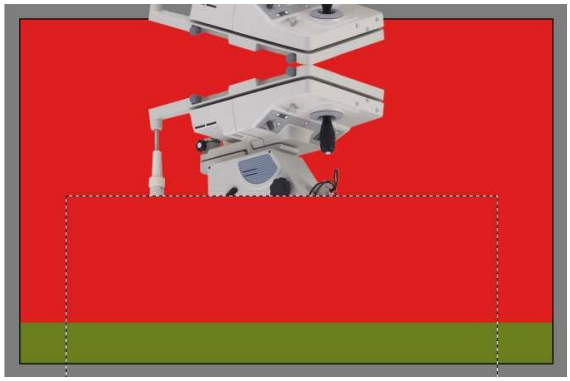
For ¾ view products and products that are on an angle:

1) Follow steps # 1-3 from above. Note, when the reflection layer is flipped, it does not match up to the edges of the product.

In order to match up the edges, you will need to transform the reflection a bit. To give yourself a bit more working room, select the Move Tool  , then select both the product layer and reflection layer. 

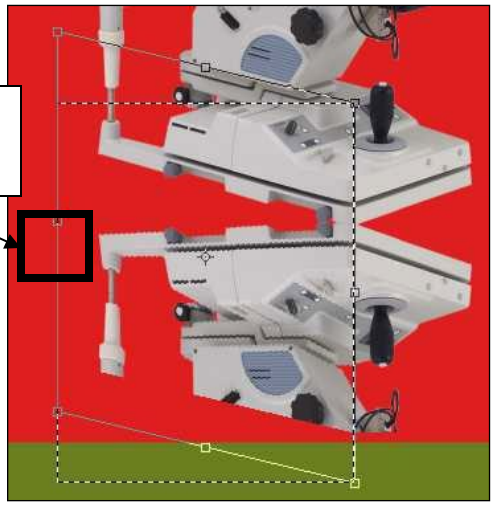
Now shift everything up by holding the Shift key and using the Up arrow on your keyboard. Move everything up until you expose the entire reflection layer:

Since we don't need all of the product in the reflection, use the Rectangular Marquee Tool to select the bottom half of the reflection. Make sure you only have the reflection layer selected and then press Backspace on your keyboard. This should delete part of the reflection.



If you need to, shift everything down a bit so it is easier to see. Do this by selecting both layers and using the same steps as when you shifted everything up, but with the Down arrow instead. Now using the Rectangular Marquee, select half of the product from one side to where the 2 edges meet into a corner.

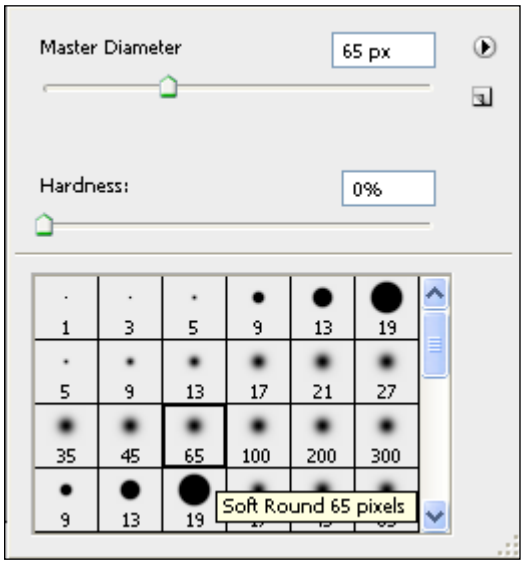
Make sure only the reflection layer is selected. Go to **Edit>Transform>Skew**. Your selection should now look like a box with 8 clickable areas on the edges. Select the middle box on the side opposite from the product corner and drag it upward. As you can see, half the product is getting bent upward. Keep pushing up until the edge of the reflection meets the edge of the product.



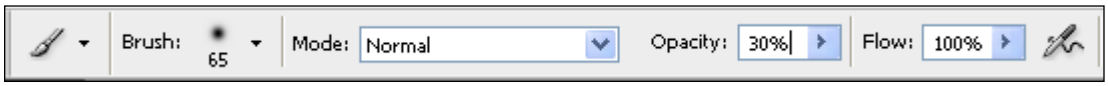
Once you have the desired position, hit Enter on your keyboard. You can now deselect the marquee. You should now have half your reflection done. Now go back and repeat the same steps to create the other half of the product, using select and skew.

Once both sides are complete, make sure you shift everything back down so that the product aligns with the green edge again. Once that is done, continue to create the reflection.

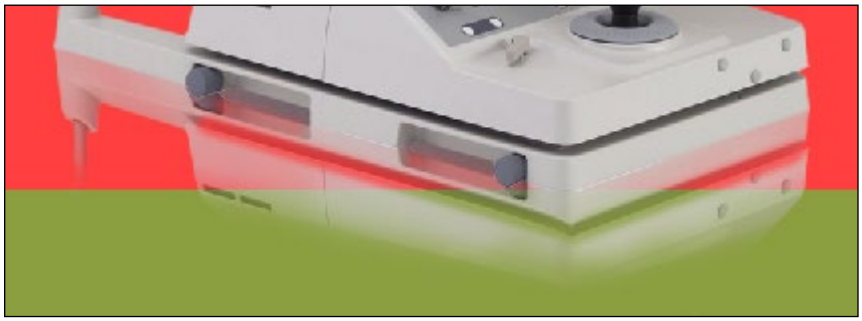
2) To lighten the reflection, set layer opacity to anything that is less than 80%.
3) Now, instead of using the gradient tool to create the mask, you will use the brush tool to "erase" parts of the product that would not be reflected. Using a combination of the different sized and feathered edged brushes, you can create the gradual fade to the reflection.



Changing the opacity to the brush also allows you to erase parts of the reflection in different levels of transparency.



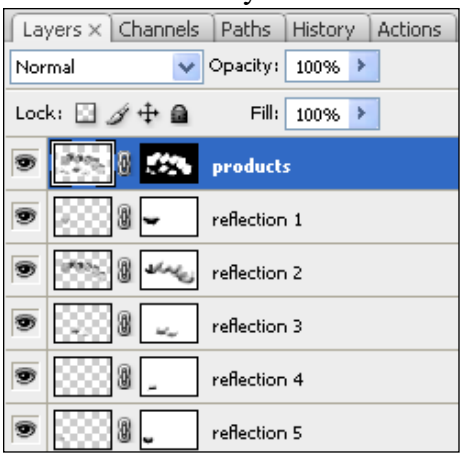
This method also allows you to make the reflection semi-transparent without having to change the layer opacity.



4) Once you have the desired reflection shape and darkness, repeat steps #5-7 from above to save out the heroshots GIFs.

For images with multiple objects:

Reflections for multiple object photos only differ in that each object or group of objects will need its own reflection layer, created by using either one of the methods above. As seen in the image below, the reflections had to be broken down into 5 different layers:



Depending on the angle and grouping of the objects, it is up to your discretion on how to break down image and how many layers are required to achieved the desired result.

Conclusion

If you followed all the above steps, you should now have the following 6 images and 2 masters files:

60x90 GIF

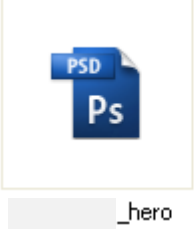
80x120 GIF

100x150 GIF

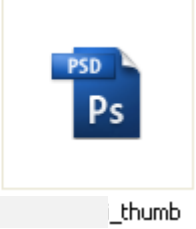
450x675 JPEG (not shown to size)

140x210 GIF

186x279 GIF



_hero



_thumb