



Building Your Artwork

This portion of the guide will help your watershed group design their own logo for use on the YWC website as well as for other media.

The YWC logo for student groups consists of the stamp (or graphic), the header text and the subheader text.

The logo was designed with the goal in mind that each student group can make a personalized version exhibiting the unique aspects of their watershed and region. This personalization can be expressed in two different parts of the logo- the stamp and the subheader text.



In this guide we will review guidelines for creating your student group's artwork. Whether your group chooses to assign one person to this task or to design collectively, this guide will help you to complete the process and create a logo with a consistent aesthetic with the YWC logo.

There are two versions of the logo: horizontal and stacked. The guides for this project include ways to complete both versions, but your group only needs to create the horizontal version for use on the YWC website.

Creating Your Artwork: Guidelines and Suggestions

The Stamp: The Stamp can be divided into two sections: The frame and the inner content. The frame consists of the round border and the silhouettes of the students with flags. The inner content is everything inside the frame.

The frame was designed to be a consistent element in every version of the logo, and remains the same through all logo variants. The inner content area is where student groups can get creative and depict their particular watershed area.

Subject Matter: The YWC logo was designed to give the viewer a sense of looking through a window into a new landscape- your watershed area. What is in the landscape is up to your student group. Your group should take time to think about what parts of your watershed help to define it, whether it be a particular waterfall, stream system or ridgeline.

In terms of overall design, we recommend simple shapes with limited detail. This will make the logo easy to read at large and small sizes. As you design, remember that the bottom half of the design will be partially obscured by the hikers in the frame.

Media: Students are welcome to use any kind of media when designing the inner content- from drawings to paintings to computer designs in programs like Photoshop. In any of these media it's best to use clean, clear imagery, with limited detail.

Color: When building your logo, we recommend using the colors from the Style Guide. However, student groups are free to use other colors as they feel appropriate. It is recommended that inner content colors stay bright and light so that they will contrast against the dark border. If your group is working in a computer program like Paint or Photoshop, it is also recommended that the number of colors stay limited to 5, for readability and simplicity. The logo colors can be found in your Style Guide file.

Shape and Size: Your artwork should be built in a circular frame with even proportions. We recommend your artwork be at least 8" x 8," to ensure flexibility at different sizes- from web display to T-shirt design.

Subheader Text: The subheader text will consist of the agreed-upon name of your student watershed group. Instructions for inserting this text appear in the Photoshop and GIMP pdf guides.

Putting Your Logo Together

To combine your group's artwork with the logo frame, you will need to use a graphics program. There are two separate guides which provide instructions for completing the YWC logo in your group's choice of program: Photoshop or GIMP 2.0.

Photoshop, an Adobe program, is only recommended if your group already has access to the program, as it is rather expensive to purchase.

GIMP is free to download online. It can be downloaded at:

<http://www.gimp.org/downloads/>

Completing the logo also requires the use of Verdana, a Microsoft font found on most computers. However, if you find you need to download the Verdana font, you can find it at: <http://www.fontpalace.com/font-download/Verdana/>

The rest of the Creating Artwork guide will help your group successfully prepare and save your artwork before it is combined with the YWC logo files.

In your YWC Logo for Student Groups folder you will find the following files for use:

- CreatingArtworkGuide.pdf
- Crumpled-brown-paper-texture.jpeg - This is the same texture layer used in the official YWC logo. You are welcome to make use of it in your own group's artwork.

Photoshop Files

- PhotoshopGuide.pdf
- YWClogoforPhotoShop.psd
- YWCstackedlogoforPhotoShop.psd

GIMP Files

- GIMPGuide.pdf
- YWClogoforGIMP.xcf
- YWCstackedlogoforGIMP.xcf

Prepping Your Artwork

Before integrating your artwork with the logo design, it will need to be saved at the right size and color mode, with a transparency behind it.

On color: Color appears differently depending on the media. When creating and saving your artwork for the logo, it will be useful to save it as two different files with two different color modes.

RGB: RGB color mode is useful for digital media like computers or smart phones.

CMYK: This color mode is useful for printing on hard media like paper or T-shirts.

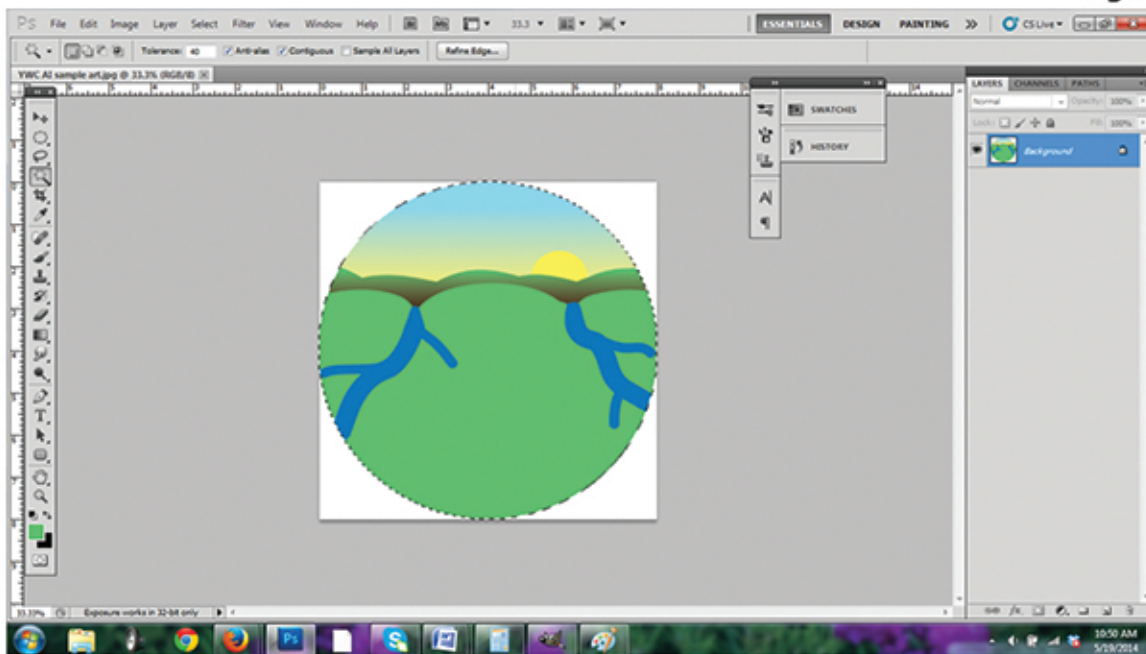
Photoshop

Dialog Boxes: When beginning a project, it's important to make sure that the Layers and History dialog boxes are open. Go to **Window** in the menubar, then select **Layers**. The Layers dialog box will appear. Repeat the process, clicking on **History**. You can use the History dialog box to retrace your steps when you need to undo certain steps.

Making a Transparency: Open your artwork in Photoshop. Double click on your artwork's layer in the Layers panel to unlock the layer.

From the Tools menu, select the **Magic Wand** tool and click on points on the outer border of your artwork. Click on the image. If the entirety of your image isn't selected, press shift and continue to click you're your mouse, making your selection bigger (fig 1).

fig 1



When you've selected your entire image, right click with your mouse (Ctrl + click for Macs), and press **Select Inverse**. Then press delete (fig 2, next page). Only your artwork should remain, with a transparency behind it (fig 3, next page). Save the image as a png to preserve the transparency. You can do this by clicking on **File** in the menu bar, then selecting **Save for Web and Devices** and selecting PNG 24 as the preset.

fig 2

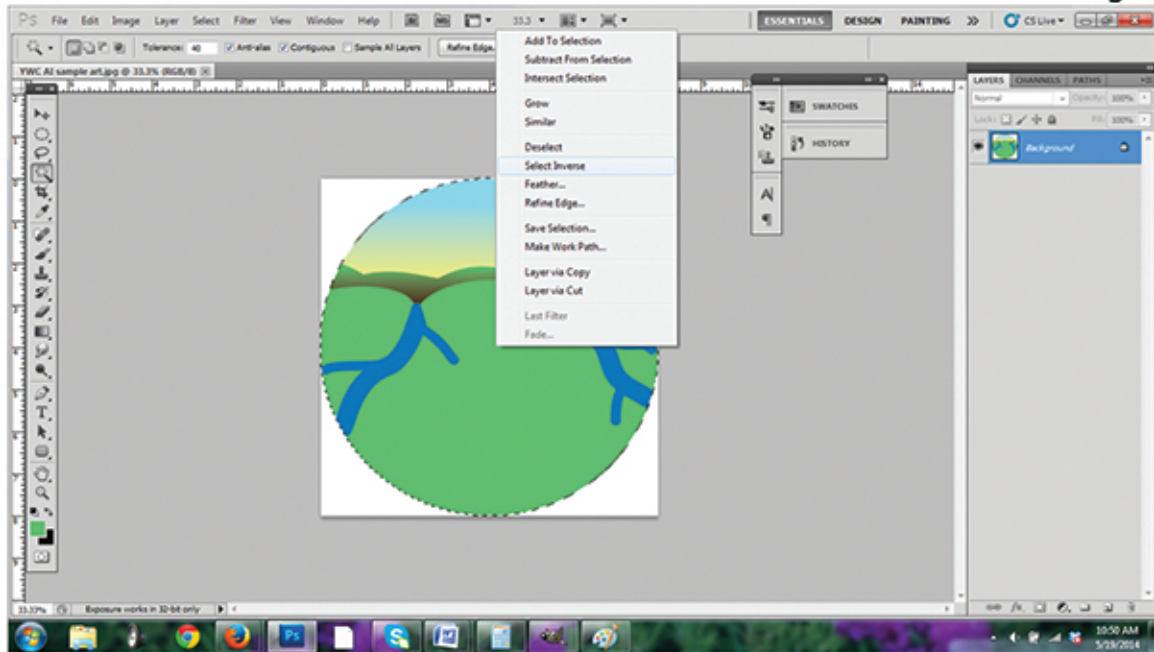
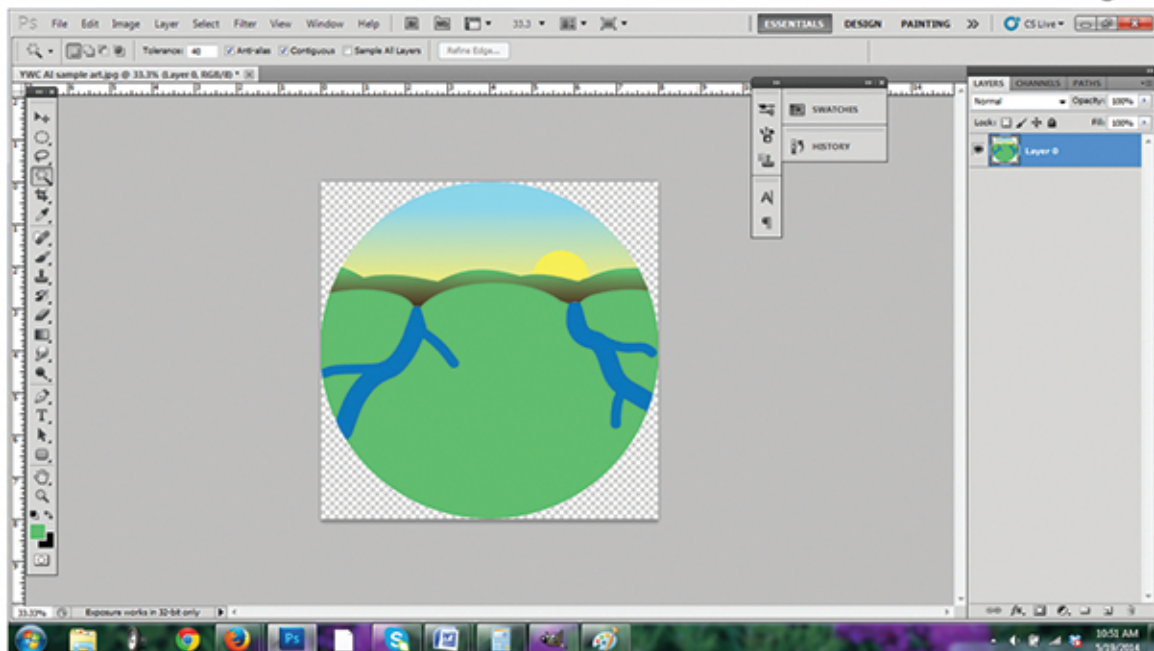


fig 3



Color Mode: If you are making a standard logo for web and digital use, go to **Image** in the menubar, select **Mode** and **RGB Color** mode. To save your image for hard media use, make a copy in **CMYK Color** mode.

Size: Save your image at the correct size by clicking on **Image** in the menu bar, then **Image Size**. Select 150 dpi(dots per inch) in the dialogue box.

When completed, move on to the PhotoshopGuide.pdf document.

Gimp 2.0

Dialog Boxes: When beginning a project, it's important to make sure that the Layers and Undo History dialog boxes are open. To open the boxes, click on **Windows** in the menubar, then **Dockable Dialogs**. From the choices given, select **Layers**. The Layers dialog box will appear.

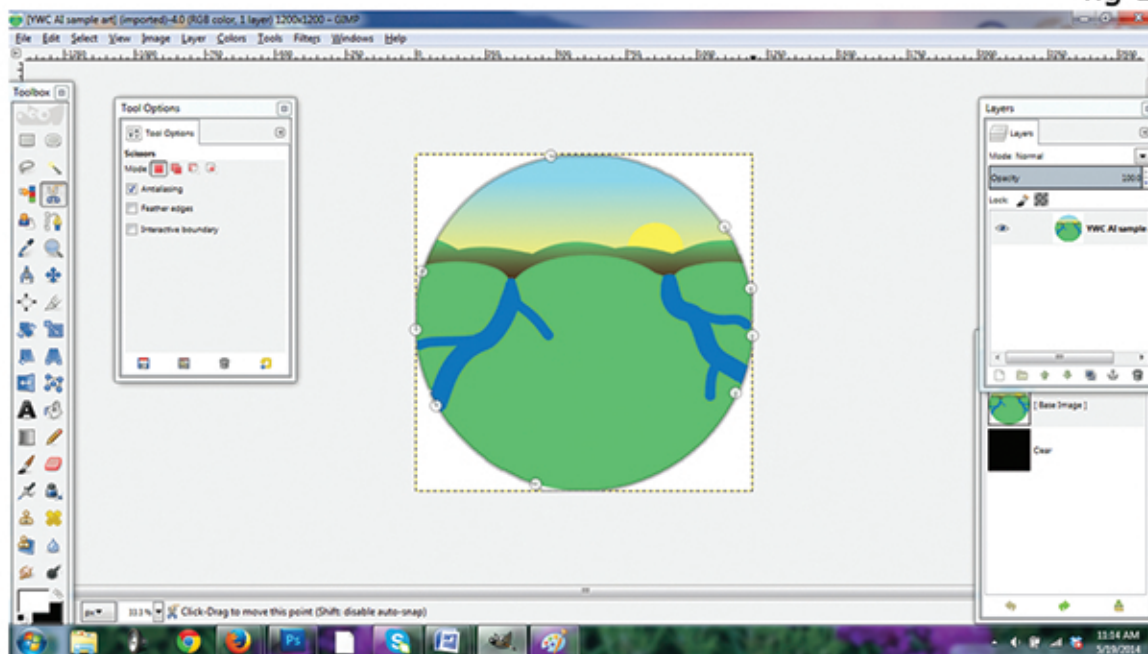
Repeat this process and select **Undo History**. You can use this dialog box to retrace your steps when you have performed an action you wish to undo.

Tool Options: Each tool in the Toolbox that appears on the left-hand side of your view in Gimp comes with a series of tool options. To view these tool options as you work, double-click on the tool. The tool options box for that tool will appear.

Undo Selection: When an object or area has been selected by use of tools like the Rectangle Select Tool, it will appear to have a "crawling ants" or moving dotted line. If you find that you have an area or areas selected that you wish to deselect, you can go to **Select** in the menubar, then choose **None**.

Making a Transparency: Open the artwork in Gimp. Unless the image already has a transparency, Gimp will read the artwork as the one big opaque layer. You will need to separate the artwork from the white space. To do this, select the **Scissors Select Tool** from the toolbox, then click on the outer frame of the artwork. Keep clicking on points along the outer frame, and the Scissors tool should follow the outline of the work (fig 1).

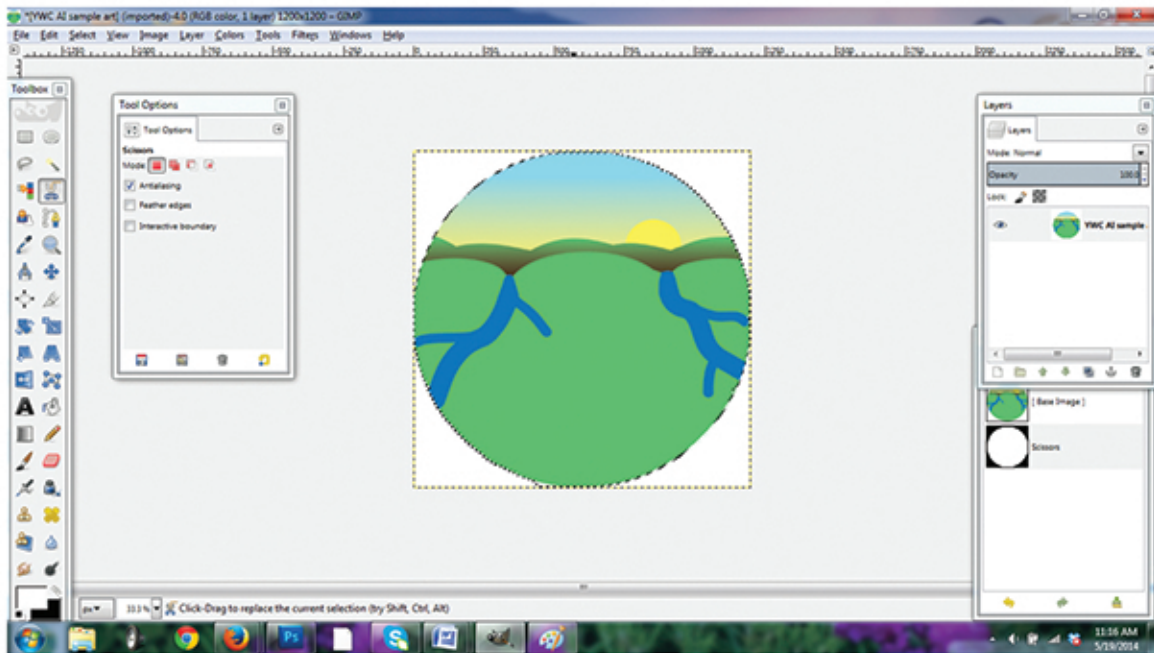
fig 1



If the Scissors tool is having trouble identifying the border of the artwork, continue to add points in between other points, and move them as necessary until the correct boundary is outlined.

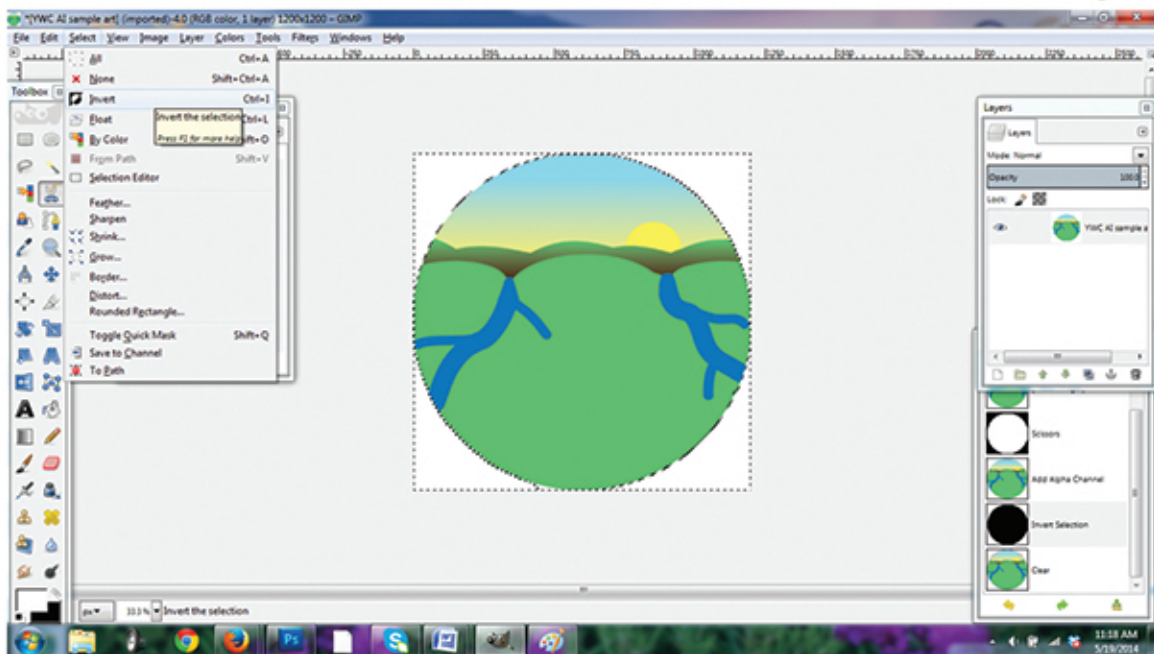
When you have circled back to your first point, click it again to create a closed loop. Click inside the selection to create a dotted line (fig 2, next page). Make sure your image has a transparency channel by clicking on **Layer**, then **Transparency**, then **Add Alpha Channel**.

fig 2



Invert the selection so you can delete the background. Click on **Select** in the menubar and **Invert** (fig 3).

fig 3



Press "Delete" on your keyboard. Your cut-out will remain visible; the background will have been eliminated.
Save your cut-out using a file extension that supports transparency such as .png or .xcf (the GIMP default file type). Do this by going to **File** in the menubar and **Save As** to enter your file name and extension, pressing **Save** when finished.

Size: Do not resize.

Color Mode: Select **Image** from the menu bar, then **Mode**, then **RGB**. Gimp does not directly support CMYK color mode. If you find your group wants to save your artwork in CMYK color mode, there are online guides for how to add a plug-in to read the logo in CMYK. These are step-by-step instructions on how to install the CMYK plug-in for Gimp, if needed: <http://fossgrafis.com/article/gimp-separate-plugin-for-cmyk-print/>

When completed, move on to the GIMPGuide.pdf document.