

FOCAL POINT

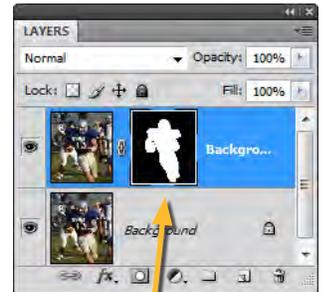
This cool effect uses a blur filter to bring attention to the subject of a shot and to add some drama to an image.



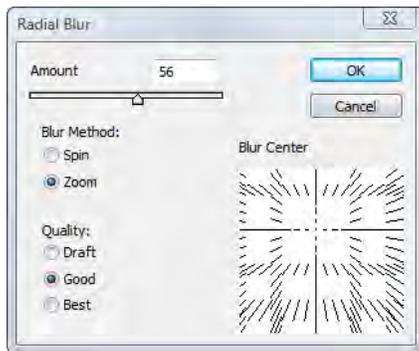
The Zoom Blur effect can add drama and motion to an image.

STEP 1: Open a file on which you want to create the effect. Go to the Background layer in the Layers panel, right-click on the layer (Control-click on Mac with one-button mouse), and choose Duplicate Layer. In the Duplicate Layer dialog box you can give the new layer a name or accept the default name. Click OK. You should then see two identical layers in the Layers panel.

STEP 2: Using one of the selection tools (such as the Magnetic Lasso tool) make a selection around the part of the image that you wish to make the focal point. When you have created a selection, be sure that the top layer is selected in the Layers panel and click on the Add Layer Mask button at the bottom of the Tools panel .



You should see the layer mask appear as a rectangle on the right side of the layer. The mask should have a black background with white in the area of your selection (see screenshot).



STEP 3: Next target the Background layer by clicking on it in the Layers panel. Then go to the Filter menu and choose Blur > Radial Blur. The Radial Blur dialog box will appear on screen.

STEP 4: Set the Blur Method to Zoom and leave Quality set to Best. You can adjust the Amount slider to increase the blur effect. There is no preview for this filter, so the best settings for your image may require some experimentation. You can reposition the center of the zoom effect by clicking and dragging in the Blur Center area of the dialog.

STEP 5: When you click OK to accept the blur settings, the zoom blur will then be applied to the Background layer. The top layer should not be changed, leaving the focal point unblurred. If you do not like the blur settings you chose, simply undo the blur by going to Edit > Undo. Then repeat steps 3 and 4 until you achieve the effect you desire.

Tip: If you are not happy with the selection you made on the top layer, you can adjust the layer mask on that layer to tweak what appears and what is hidden. With the layer mask selected, use the Brush tool to paint on the layer in black to hide more of the layer. Paint in white to reveal more of the layer. For more info on using layer masks, see *Tips & Tricks: Color Splash*. For more info on using the Brush tool, see *Tips & Tricks: Brush Up*.

FINALIZE & SAVE: When you have created the zoom blur effect you desire, you are ready to save a version for use in your page layout application. It is recommended that you save a Adobe® Photoshop® file as a back-up in case you need to come back later to tweak the image. For more information on saving files, see *Tips & Tricks: Saving Files*.