

Create an Etsy Banner in 10 Easy Steps www.EverythingEtsy.com 12/23/2008

For our first How-To on EverythingEtsy.com I thought we might want to look at one of the first, and most important, things you'll do when setting up an Etsy Shop. If you already have a shop, then this tutorial might help you to spruce up the look a little bit.

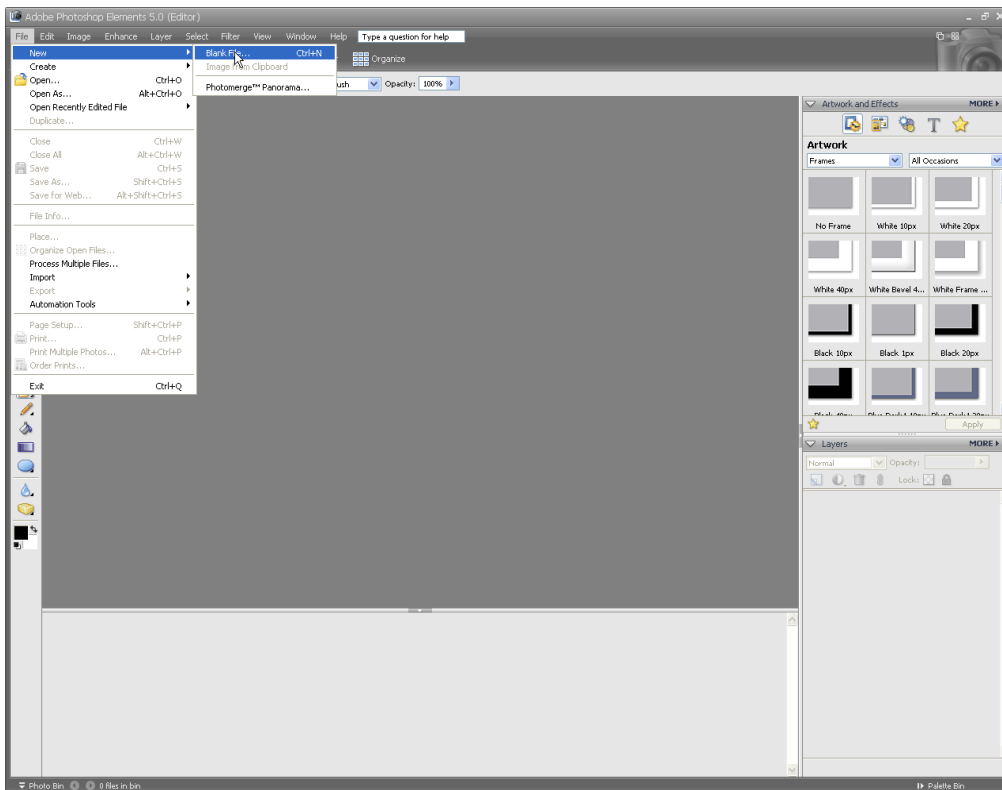
We're going to look at how to make a banner for your site, using Adobe Photoshop Elements 5.0.

Now before I go any further, let me say that I am absolutely not a computer whiz. I'm a "learn-as-you-go" hands-on guy who just happens to be hard-headed enough to keep trying when the computer won't agree with me. This has cost me many a nights sleep, but not a dollar in tuition. (some might say "you get what you pay for" so be forewarned! 😊)

I've chosen Photoshop Elements because of the amazing array of features it offers for the price. I would love to upgrade to Photoshop one of these days, but so far I haven't needed it. If you don't have a copy of Photoshop Elements, I would recommend that you buy it where I bought my copy: www.viosoftware.com. I've purchased four of five different software packages from them over the years. My first purchase was close to ten years ago. The prices are great and they've always delivered for me.

Without further ado, let's get started.

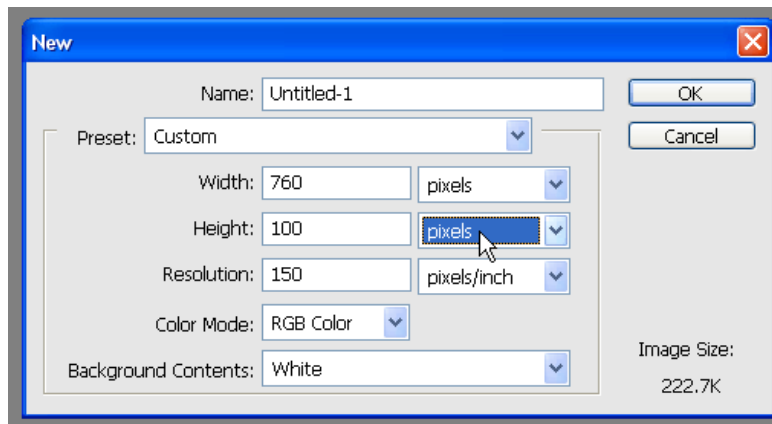
1. Let's open up the software to the Photo Editor.
 - a. Go to File, then New, then select Blank File



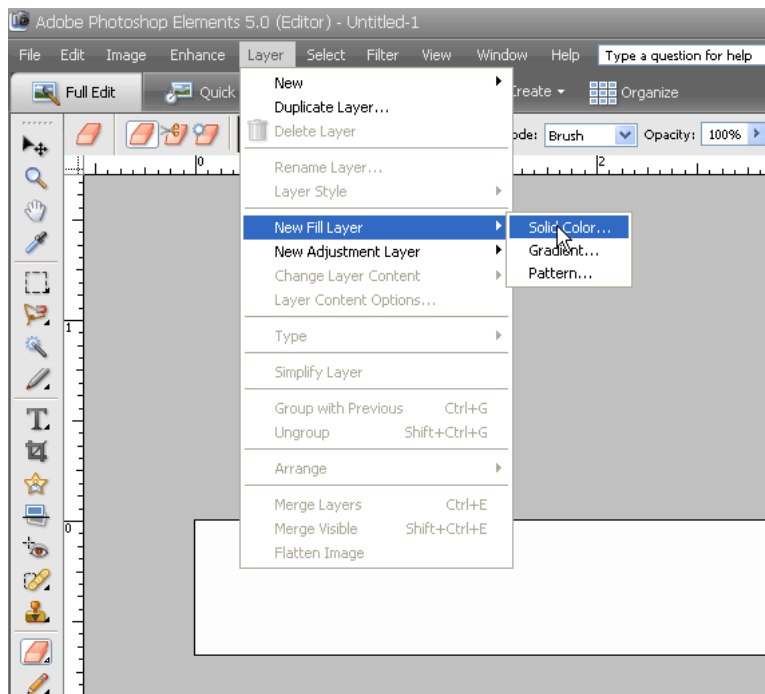
2. Let's set our new blank file to the proper size for an Etsy Shop Banner.
 - a. 760 pixels wide X 100 pixels tall
 - b. I usually use 150 dpi resolution and that seems to work fine for the web.

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- c. You can name your file now, or leave it as Untitled-1
- d. I find it best for this purpose to use a white background.
- e. Select RGB Color

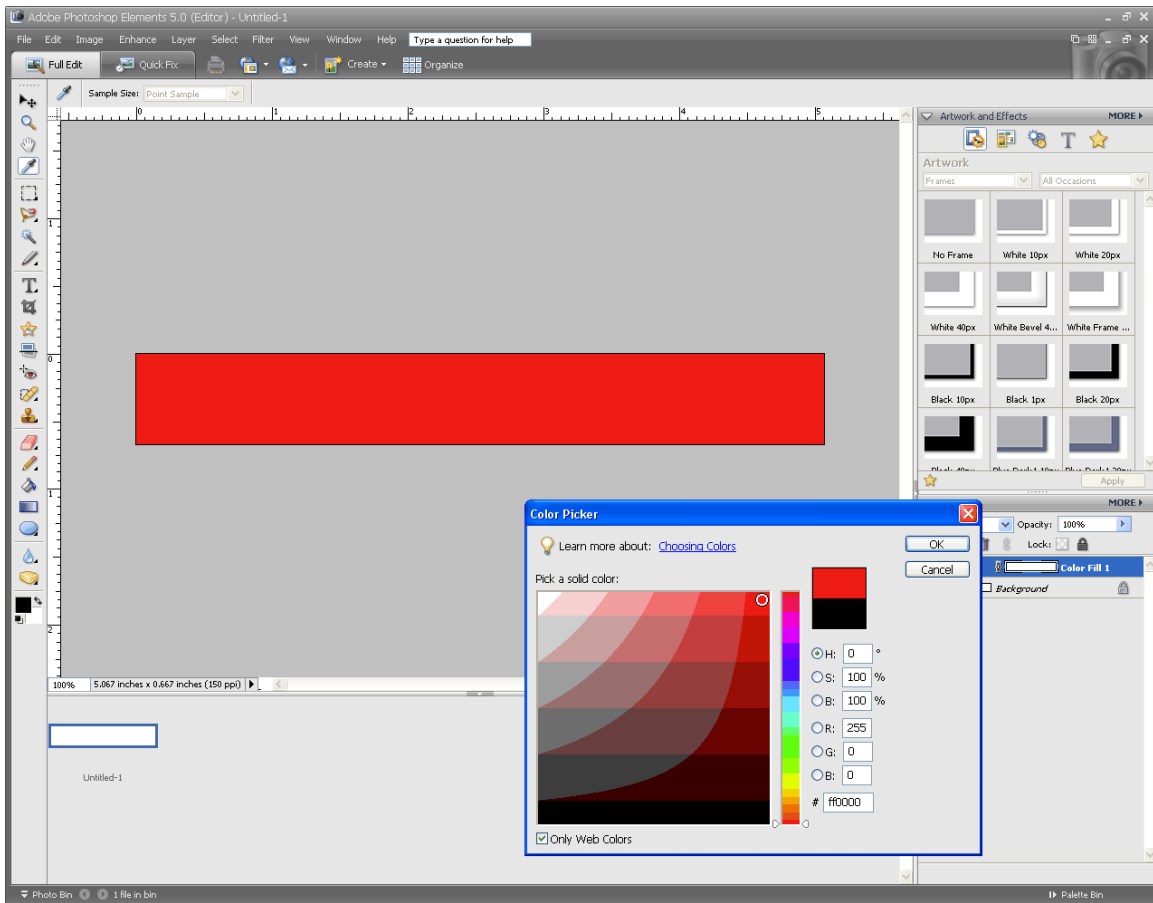


3. This will open place a white rectangle in our edit window. As you can see, it is shaped properly for a Etsy Shop Banner.
4. This is when you have to think about the design of your banner. You can use graphical illustrations, photography, text, or any combination of the three.
5. In the spirit of the season, lets come up with a Christmas Themed Etsy Shop, we'll call it Santa's North Pole Toys. We'll start with a red background.
 - a. Lets select Layer, New Fill Layer, and Solid Color.



- b. I find it simple to use the default "Color Fill 1"
- c. Use "Normal" mode with 100% Opacity
- d. Leave the "group with previous layer" box unchecked.

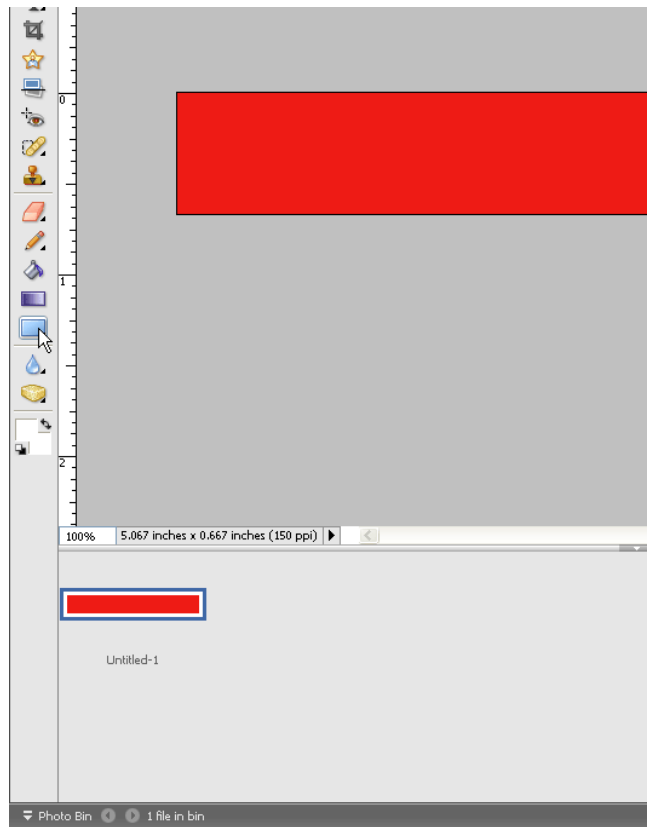
e. We select ‘OK’ and move to the color selection box



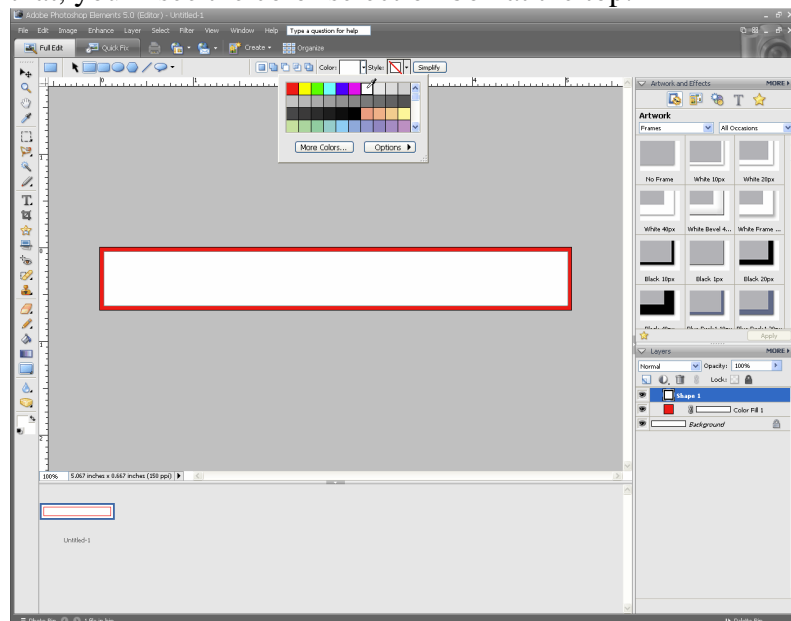
f. I try to do all my work in web colors only – so check the box.

g. Select a suitable Santa Red and away we go, select OK

6. We now have a properly sized red rectangle. So far so good. Let's put a white box in the middle, creating a red frame.
 - a. grab the “Rectangle Tool” from the toolbar. (note, this tool may show an ellipse or a line or other shape if you've used it and changed the shape...you can select whatever shape is there, then go to the top of the screen and switch to a rectangle, just under the menus at the top)

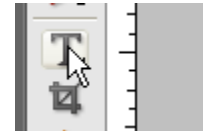


- b. Using our rectangle tool, we can place a rectangle in the center of our red box. Use the ruler guides (or just a good eye) to try and keep it about 1/8” or a little less from the edge of the red box...
- c. By default, I get a black box. We can fix that.
 - i. First be sure you have the right layer selected in the “layers” tray on the right. It should be the top one, called Shape 1.
 - ii. Next, you’ll need to click on the rectangle tool again. When you do that, you’ll see the color selection box at the top.

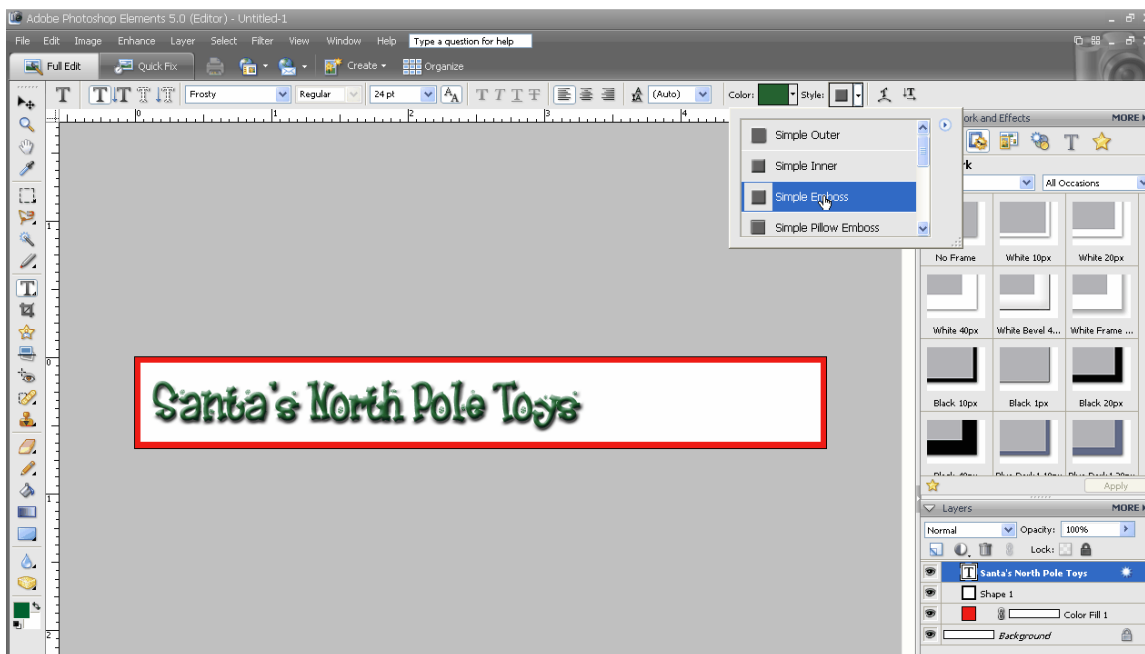


- iii. Select white and the box will change to white.

7. Lets enter some text for our shop title. Select the Horizontal Type tool.



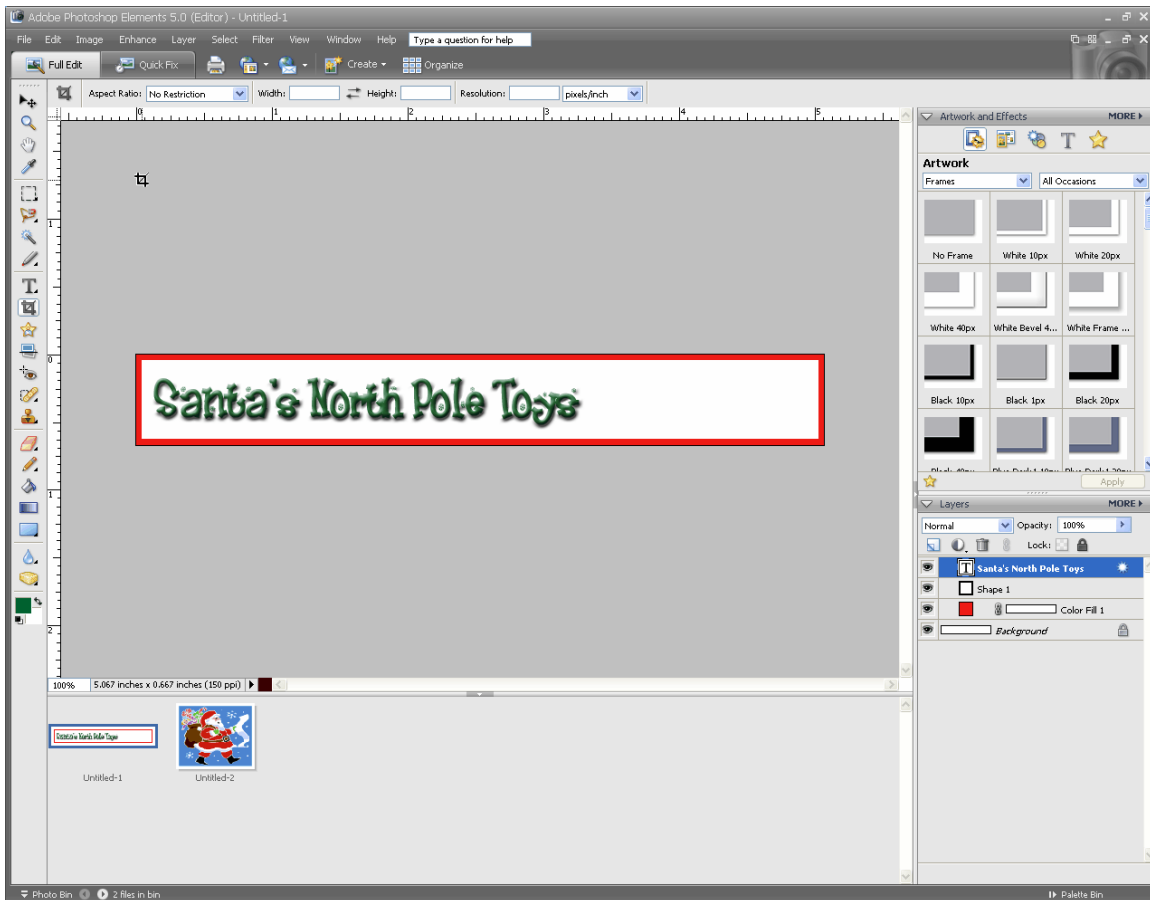
- a. Using this tool we can click in our banner and write using the font of our choice. Be sure to take note of where you are in the layout hierarchy. If you can't see what you're typing it's either because you're behind a higher layer, or you're writing in the same color as the top layer.
- b. Let's go ahead and put our shop name "Santa's North Pole Toys"
- c. I used the font "Frosty" in 24 pt. I selected a nice green color.
- d. Pay attention to your layers. If you stop writing and start again you may start a new layer. If you don't want this, make sure you're in the right layer. (click very close to the last letter and you'll get into the right layer)
- e. Let's use the style tool to make the text "pop". You have to finish your typing then click just outside your text for the style tool to appear to the right of your color selection box. It's fun to play with text styles. I really like the effect of the bevels because it gives some dimension to the work. Let's use the "Simple Emboss" style. Great looking text!



8. Now let's add some interest with some artwork. We can just get some clip-art for this. You could also insert a photo or a part of a photo at this point. But let's keep it simple.

- a. You can find clip art on-line...a great place is at Microsoft's site: <http://office.microsoft.com/en-us/clipart/default.aspx>
- b. Once you find something you like you can copy it to your clipboard, or you can download it.

- c. I usually open a second program to work with clip art. I use Microsoft Publisher, but you can use the Paint program that comes with every Windows installation. The idea if using other software is to get the clip-art somewhere on your computer (where you can find it) in a photo format such as .jpg, .bmp, or .gif. You can then just open that as a new file in Photoshop and simply drag it into your Banner.
- d. Alternatively you can paste directly into Photoshop, but this often presents issues with the imported image being too large (for the small banner) and hard to resize, but it's not that big of a deal either way.
- e. The way I prefer will have our artwork as a separate file in our editor. It should look like this:



Note the clipart file at the bottom of the screen.

- f. We can just click-and-drag this into our Banner
- g. Note how it is sized to fit, and the crop tool comes up...



- h. Let's get rid of the crop tool, and grab the pointer. This way we can move the clip-art (which is a new layer) to where we want it.



- i. It looks like we'll want to resize this make it fit right. Just grab the corner and resize. Grabbing the top or sides works too, but it distorts the image for a fatter or slimmer Santa.



- j. At this point, I would probably look for other clip-art or otherwise redesign because I'm not liking the look a whole lot. But for the purposes of the tutorial, let's press on.
9. Add a tag-line.... There is much to read about what is important to have in a banner and that's not the purpose here...we just want to learn the basics of making one in Photoshop Elements. I think this banner here could use a tag line. More text.

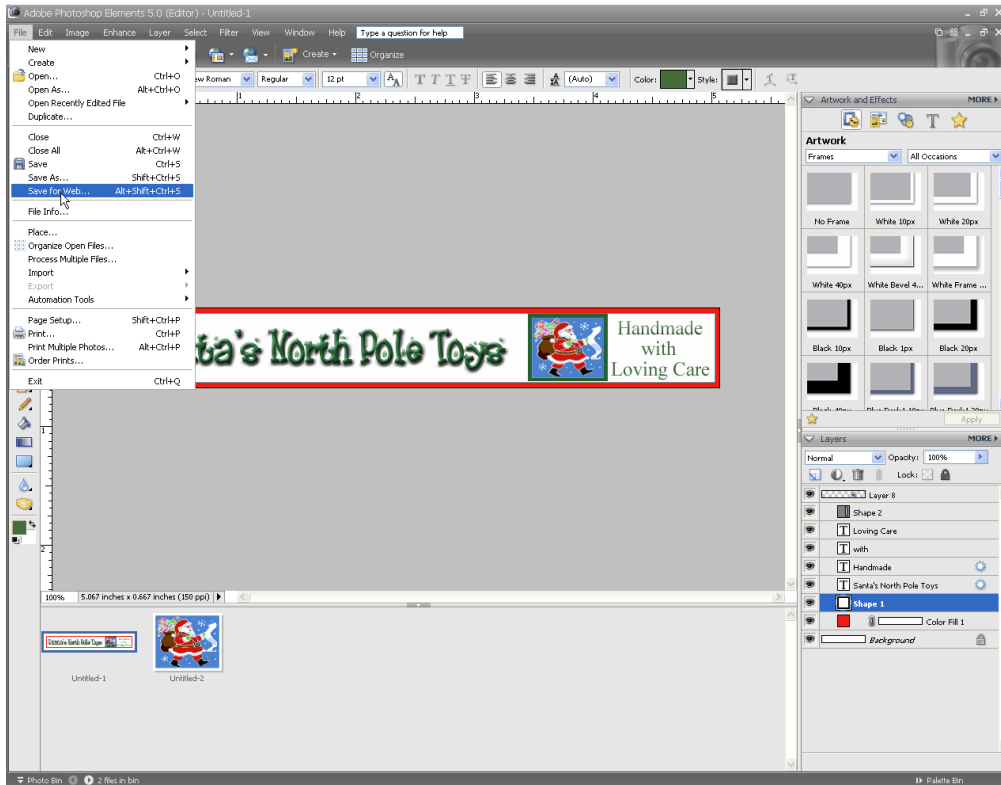


Maybe it needs a green box behind the Santa...

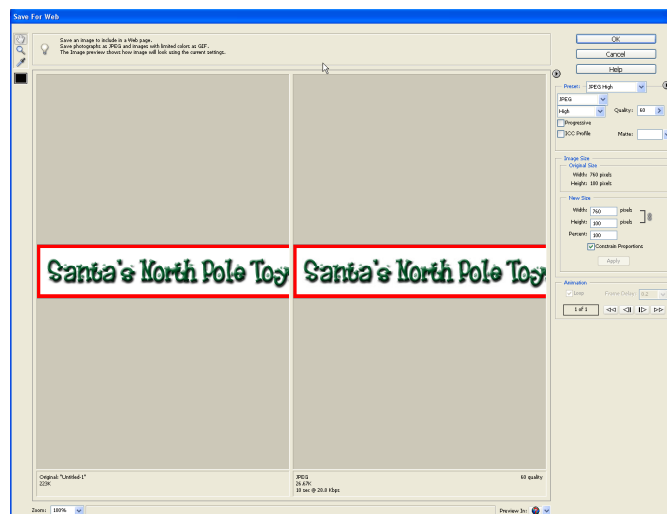


Better!

10. Okay, now we have it. I think it came out pretty nice! Of course you would spend some time playing around with all of the options with text and shapes and colors. I still haven't tried everything and I've been working with this software for years!
- a. Lets save it properly for upload to Etsy.
 - i. Go to File, Save for Web



- b. My default setting is for a JPEG file on High with a setting of 60. This works fine for this. Notice that we have a file size of only 26.67K which should help your shop's homepage come up quickly. (you can reduce the quality setting to decrease file size if you want a smaller file)



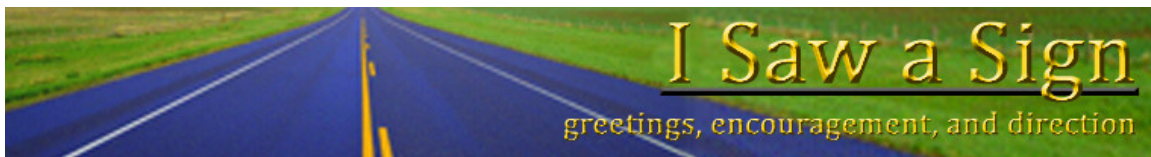
That's it! Job complete! You can now upload your Banner to Etsy in your shop set-up.

Once you have the base banner done, you can easily add notes regarding sales, etc. and change it as frequently as you wish.

Here are a couple of final renditions:



And an example from my shop of a photo background:



If you look closely you'll see that I actually had to work on this picture to make it wide enough for the banner. Notice the fence line.

I hope this has been a helpful tutorial. Come back to www.EverythingEtsy.com for more.

