

Illustrations & Image Manipulation

An "Expert Excerpt" from Metro's
Support & Strategy for Creative Pros Webinar

Rob Forrest
Art Director



VECTOR ART STYLES



Ad Starters



Silhouettes



Backgrounds



Cartoons



Headings



Bursts & Banners



Mascots



Flat Style



Icons

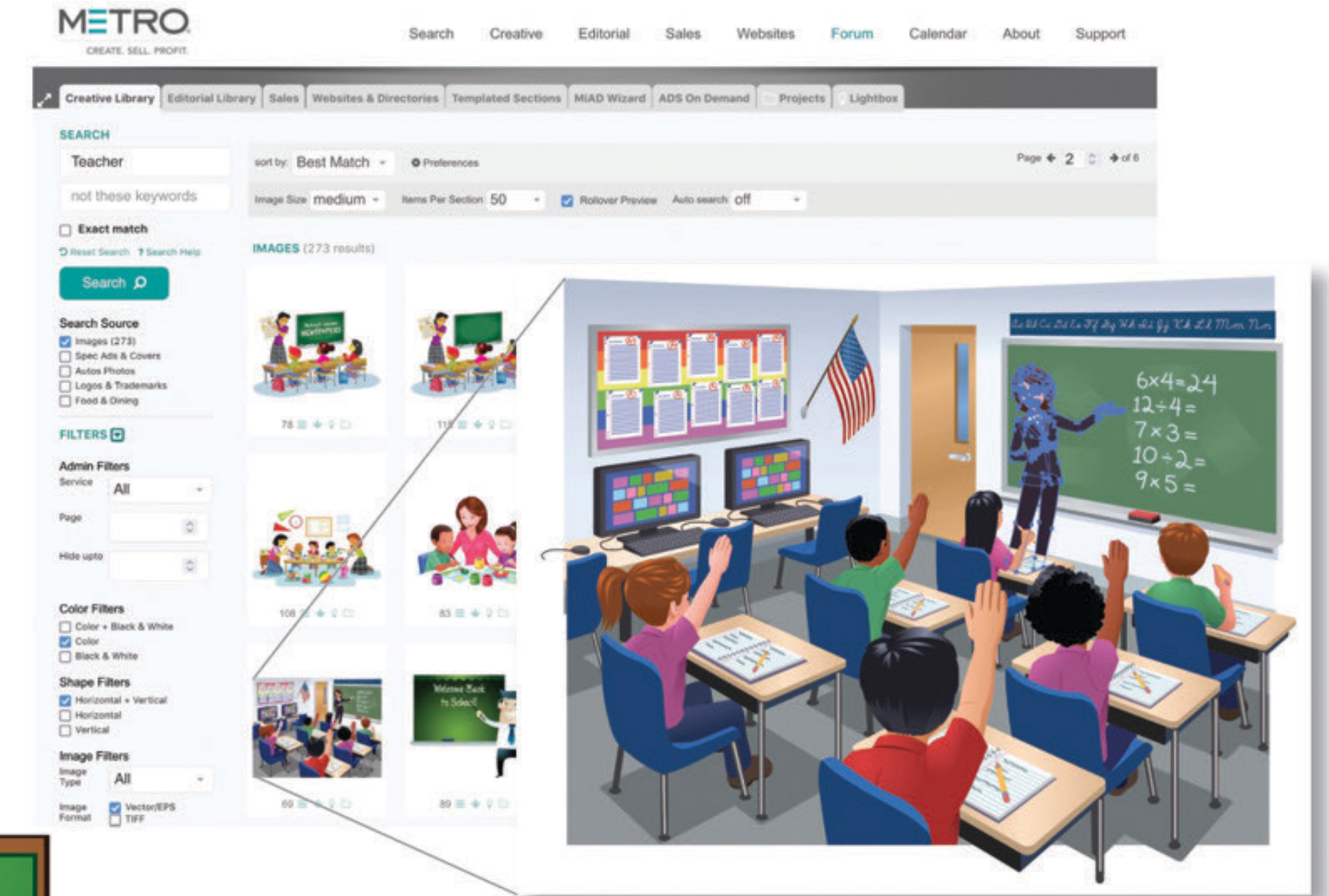
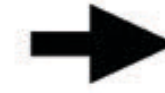
VECTOR GRAPHIC REPLACEMENT



Original Newspaper In Education Graphic



Select & Remove The Teacher From The Graphic



Find A Graphic That Will Work As A Replacement. Select & Copy The Teacher



Paste The Teacher Into The Original Graphic. Resize & Place Her Behind The Kids



New Final School Teacher Graphic

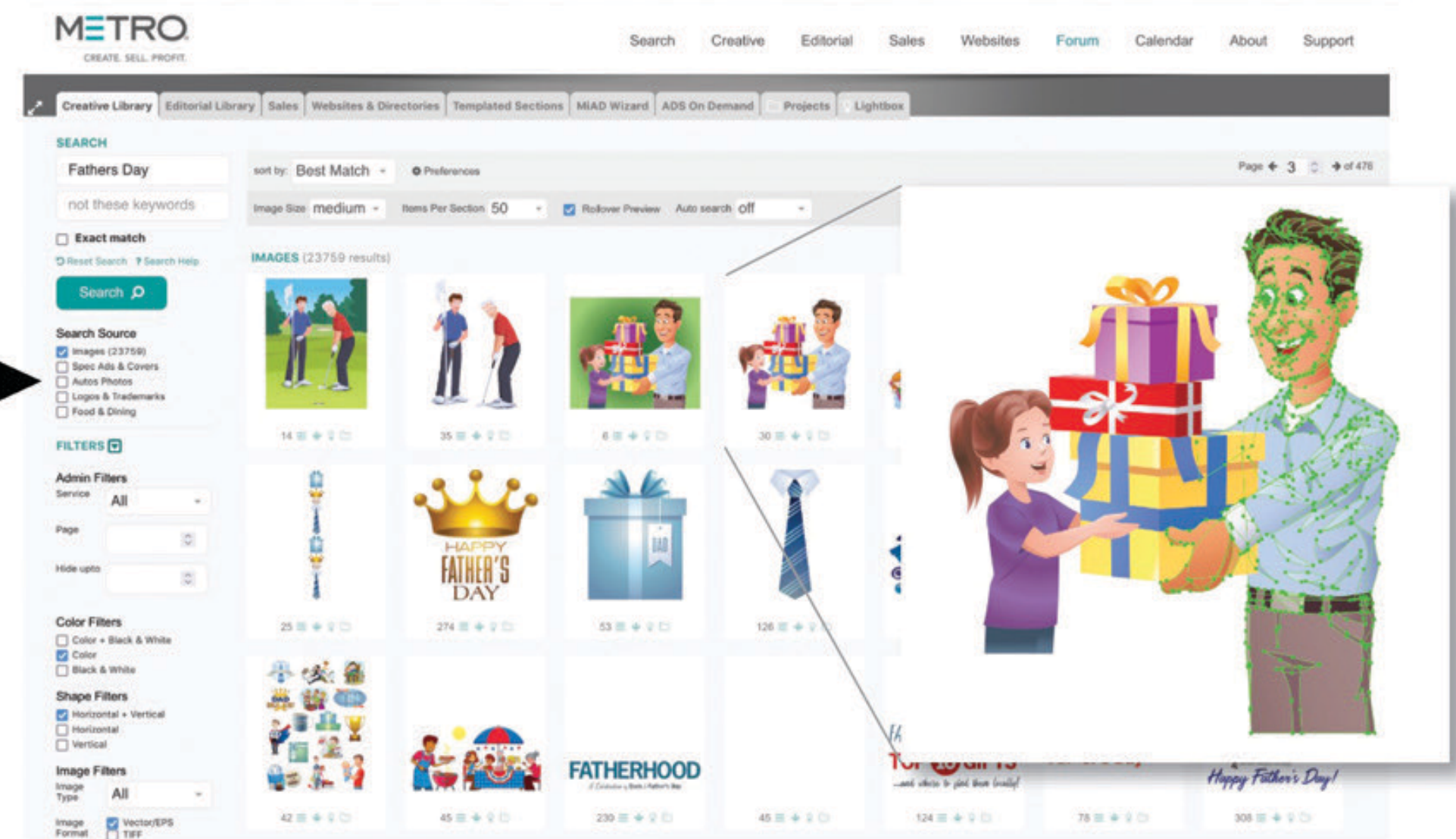
VECTOR GRAPHIC REPLACEMENT



Original Grandparents Day Graphic



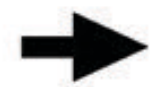
Select & Remove Unwanted Areas From The Graphic



Find A Graphic That Will Work As A Replacement. Select & Copy The Man



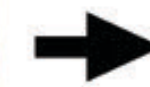
Paste The Man Into The Original Graphic. Resize & Line Him Up To Be Holding The Gift



Adjust & Lengthen His Arm To Be Behind The Gift



Add Wrinkles To His Arm



New Final Father's Day Graphic

CUSTOMER REQUEST

Subject: August Art Request

Date: August 2, 2022 at 5:27:04 PM EDT

To: Jackie Ulloa-Thines <julloa@metro-email.com>

Hi Jackie,

For our August art request, we are looking for a graphic with bratwurst and hamburgers on an outdoor grill (either round or square); something we could use for Labor Day grilling/meat specials for our meat markets.

Thanks,

Vicky
Graphic Artist



Existing Metro Graphics



Final Bratwurst & Burgers Customer Request

CUSTOMER REQUEST

Hi Jackie,
I have a graphic that an electrician brought in for an ad. Can your team make something similar without any wording on the truck or in Santa's conversation bubble? The truck can even be a white pickup truck and I can attach to the electrician's logo to the door. It does not have to be exactly like this just similar. Don't have to use that many elves either. See attached.
Thank You,
Jennifer



Customer's Reference



Vector Graphics Used From MCC



Final Metro Artwork For The Customer

CUSTOMER REQUEST

Subject: Re: Valentine Gnomes
Date: January 4, 2022 at 5:35:51 PM EST
To: Sonia DeJesus <sdejesus@metro-email.com>

Oh this is GREAT! Thank you Sonia for putting these together, this is much appreciated and timely as gnomes continue to gain popularity. The Valentine gnomes will certainly come in handy, although it would be great if there were a few gnomes that did not have the heart on them. For example, a local flower/gift shop had a Christmas gnome promotion so a generic one with no season attached to it would be nice as well.

Thank you again for setting METRO apart from the others with your top notch customer service!!! Happy New Year to you and the creative team at METRO!

Good Afternoon,

Would it be possible to make the attached gnomes look like accountants with visors. We have used these for a valentines day promotion and want to keep the artwork similar and our next one is tax time.

Thank you,

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The Albert Lea Tribune can help you with many of your digital marketing needs. Ask me how today!

Subject: Re: Gnomes
Date: February 9, 2022 at 11:35:37 AM EST
To: Jackie Ulloa <julloa@metro-email.com>

Perfect, As I said we have 4 more coming up. The deadlines and themes (some of my ideas will be in parentheses) are as follows:

- April 15th: Summer Fun** (they could be in little swimsuits with beach balls and umbrellas etc)
- July 15th: Back to School** (They could have backpacks and books)
- August 15th: Tailgate Fun** (They could be holding a football, wearing their favorite sports gear - We are in Minnesota)
- October 15th: Holiday Cheer** (They could be wearing Santa hats, eating a turkey this will be for both Christmas and Thanksgiving)



Popular Contest Campaign Gnomes In on Year-Round Revenue



When the Albert Lea Tribune team decided to run a multimedia, multi-sponsor sweepstakes leading up to Valentine's Day, they turned to the MetroCreativeConnection.com Creative Library for inspiration. Their Valentine's Day image search turned up a series of gnomes that sparked an idea for a campaign concept.

COMBINING IMAGES IN PHOTOSHOP



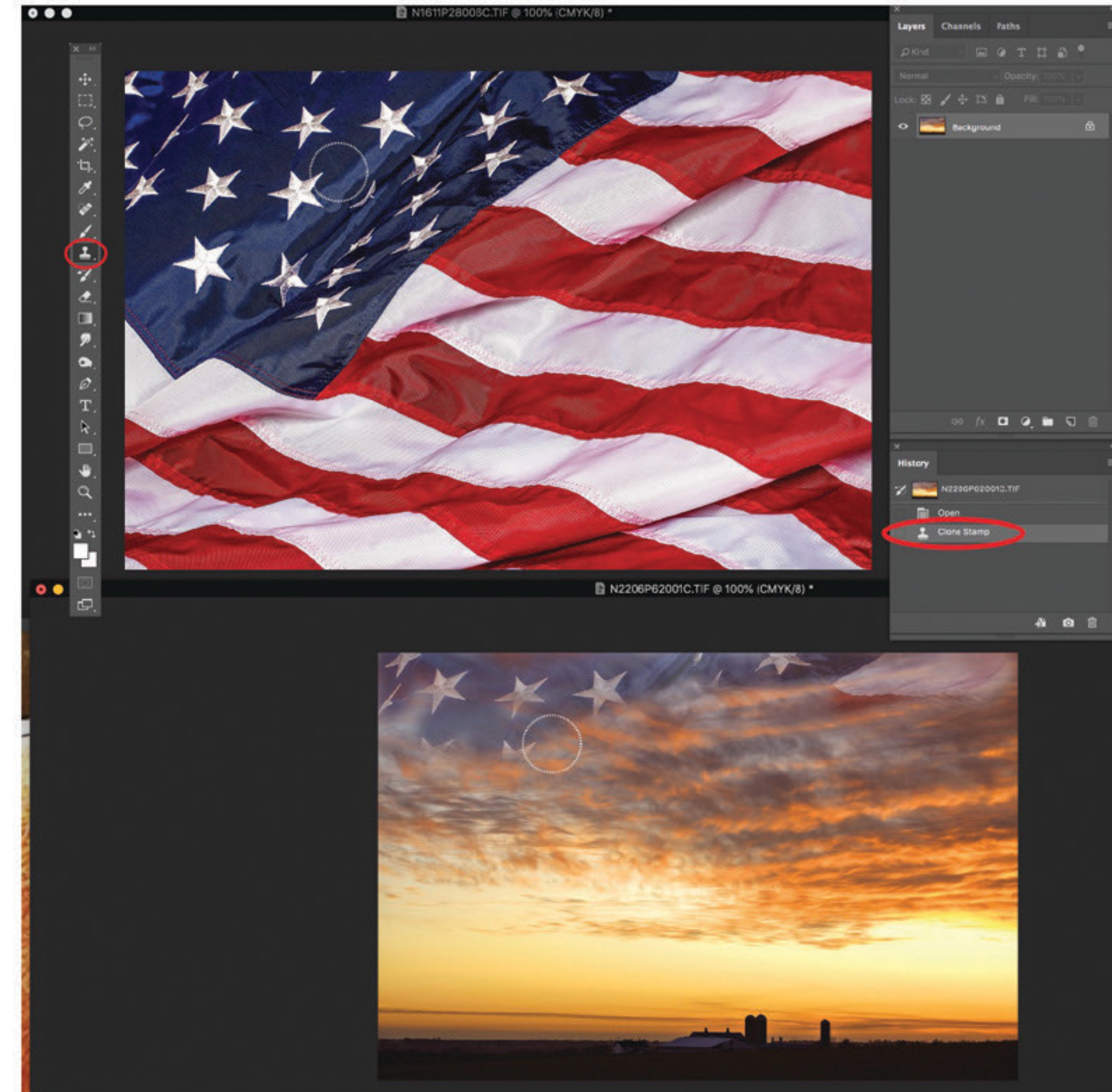
Original Photo of a Sunrise



Original Photo of an American Flag



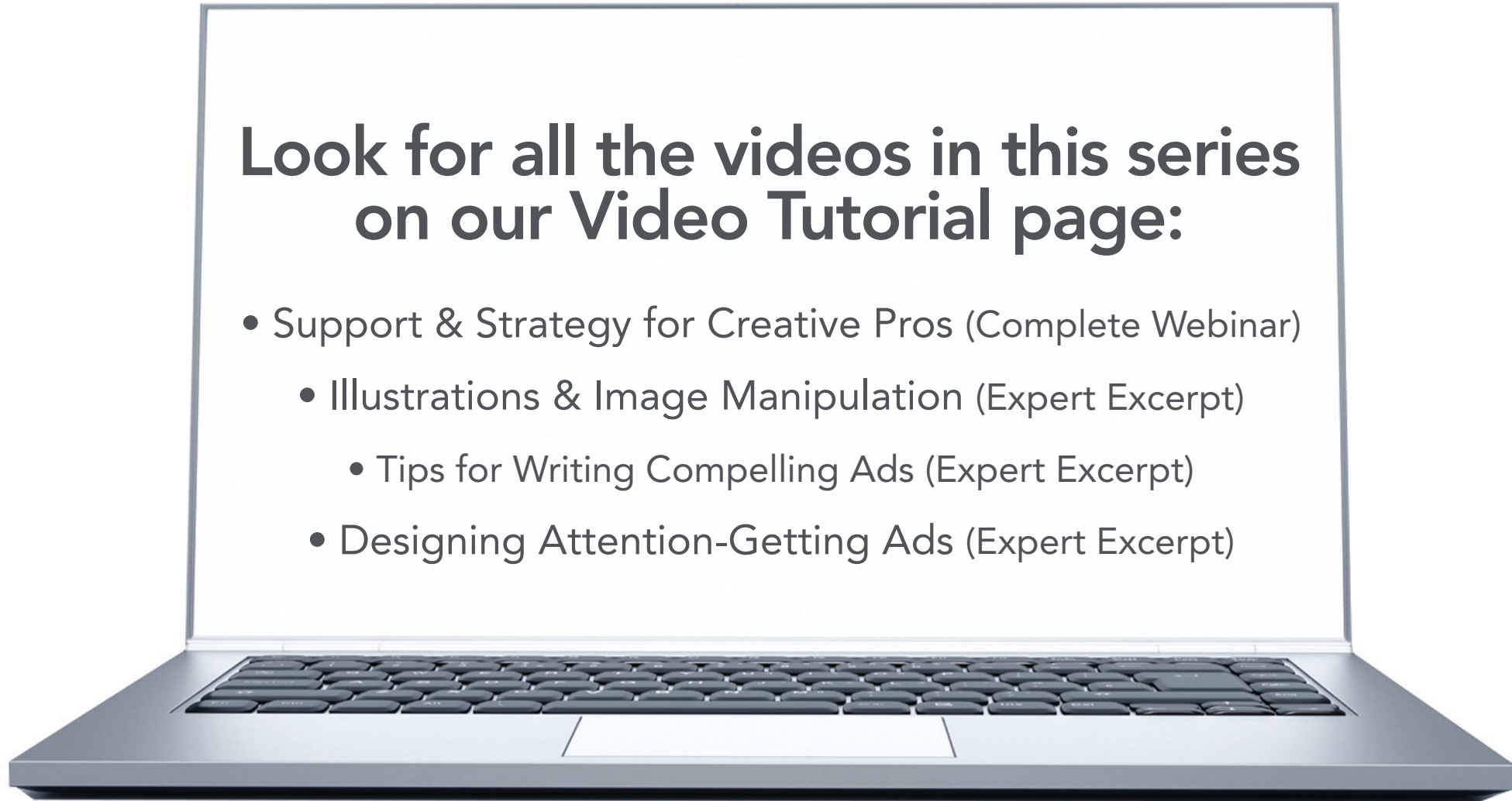
The Final Image



Use the Clone Stamp Tool at Various Opacities From 100% to 12% to Transfer Transparent Areas of the American Flag to the Sunrise Photo. Use Less and Less Opacity as You Go Down From the Top.

Look for all the videos in this series on our **Video Tutorial** page:

- Support & Strategy for Creative Pros (Complete Webinar)
 - Illustrations & Image Manipulation (Expert Excerpt)
 - Tips for Writing Compelling Ads (Expert Excerpt)
 - Designing Attention-Getting Ads (Expert Excerpt)



METRO[®]

Thank You

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