creating
Mastheads with
IMPACT
with
Affinity Publisher

What we're trying to achieve

There is a current trend in magazine design to have mastheads (the magazine name) sitting behind the main subject of a cover image. This effect is very easy to achieve using the Affinity Suite of graphics applications. In this tutorial, all the work was done in **Affinity Publisher** which was linked to **Affinity Photo** via the persona icons.

The starting point is the selection of a suitable image for your cover. Ideally, it should have good contrast between the main subject and the surrounding background.

Place the image to fill the page, including the bleed area if needed. Next, create your masthead using the artistic text tool. Use a good strong font for best effect.

Size and position your masthead where it needs to be. At this point your page should look something like this.
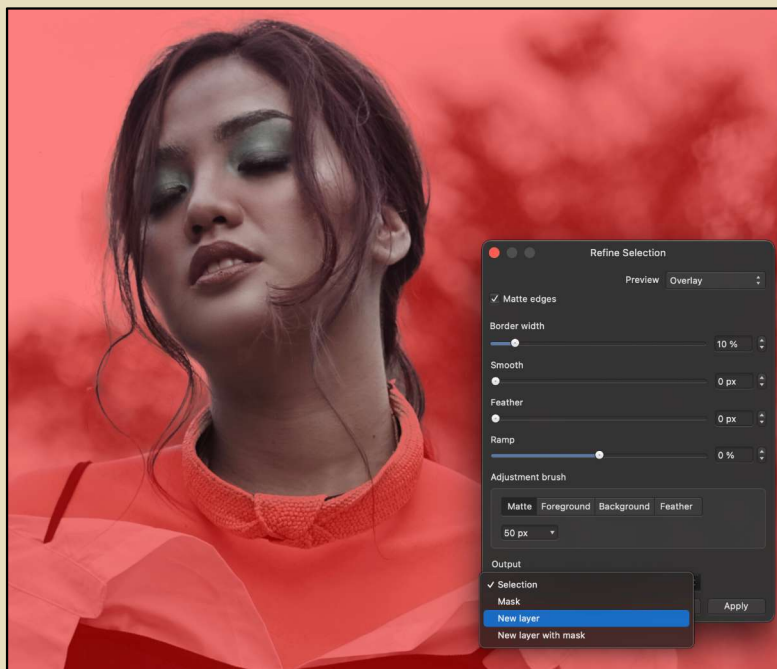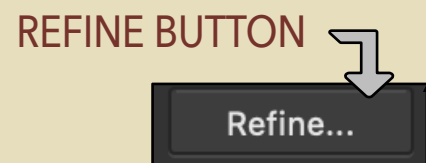
Editing the Image

N ow that everything is positioned correctly, hide the masthead layer by deselecting the checkbox next the layer name in the layers panel.

Magazine Text (MAGAZINE)

Select the image in the layers panel and switch to the **Affinity Photo** persona.

Zoom in on your image and use the selection brush tool to make a selection over the part of the image you want sitting above the masthead. In our example, we selected just the head and neck of the girl. When you have made your selection, click on the Refine button. This will allow you to paint over the edges of your selection to get rid of any minor edges you may have missed. You should now have an image that looks something like this.

Refine...

Refine Selection

Preview Overlay

✓ Matte edges

Border width · · · · · · · · · · 10 %

Smooth · · · · · · · · · · 0 px

Feather · · · · · · · · · · 0 px

Ramp · · · · · · · · · · 0 %

Adjustment brush

Matte Foreground Background Feather

50 px

Output
✓ Selection
  Mask
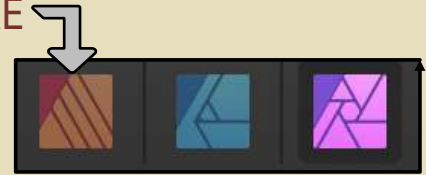 New layer
  New layer with mask

Apply

The area in red is the part of the image that will be discarded, leaving just the head and neck. In the output options of the refine dialog box, select New Layer then click apply. This will place your selection on a new layer in the layers panel. It should display on your screen like the image below.

Finishing up

Switch Back to the Publisher Persona and make sure that all the layers in the layer panel are visible. Your selection should be at the top of the layers panel. If it isn't, move it to the top by clicking and dragging. This will place it above all other layers.

At this point it would be a good idea to select all the layers and group them. You can then lock the layers to prevent accidental movement while you design the rest of your page.

CLICK HERE

The final masthead

More Examples