



Watermarking Images

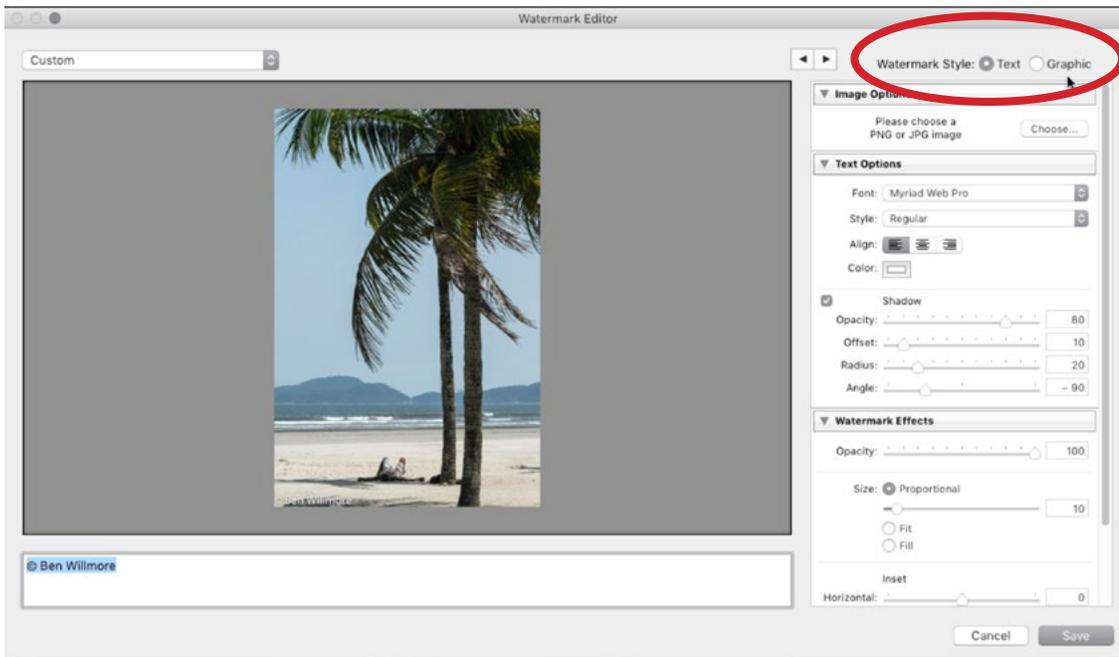
# Watermarking Images

In this lesson, we're going to cover the various methods of watermarking your images. We'll start in Lightroom, where we have automated ways of incorporating watermarks. We'll then head to Photoshop to learn how you can have a little more control over the process.

## Watermarking in Lightroom

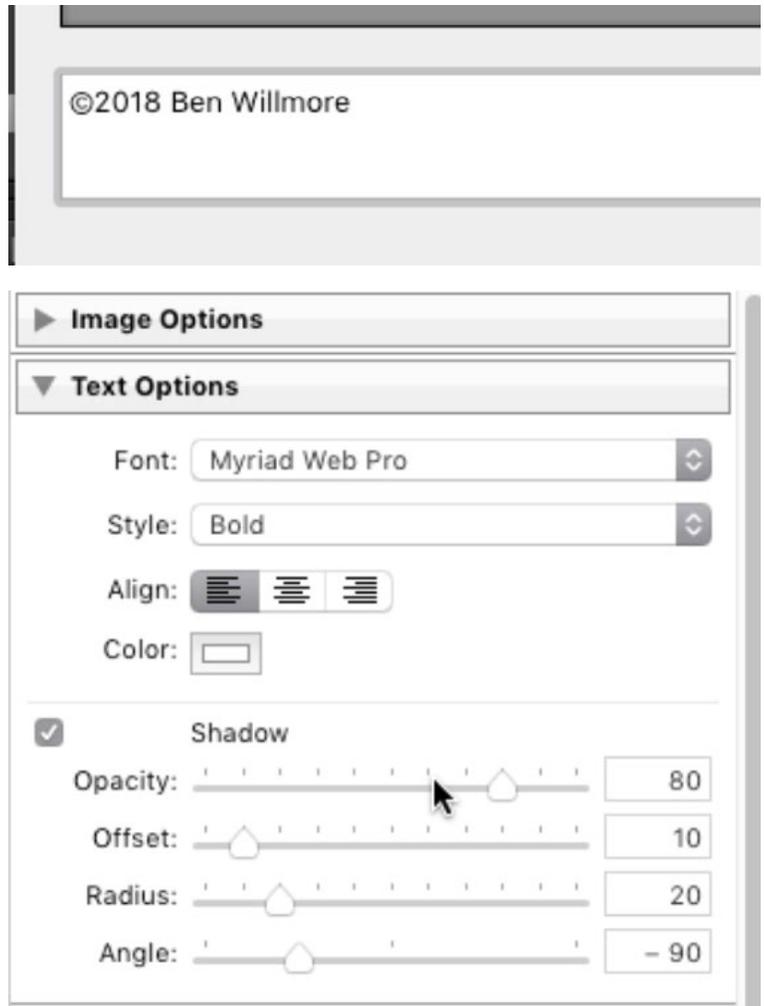
When you create a watermark in Lightroom, the image itself will not change. You will not see the watermark on the image when you are previewing it. Instead, the watermark will be applied when we export the image, print the image or use it for other purposes.

To create a watermark, go to the Lightroom menu at the top of the screen and choose Edit Watermarks. (In Windows, this will be located under the Edit menu.) The Watermark Editor will appear on your screen. The image that was active when you opened the Watermark Editor will be the preview image and in the top right corner, you will find the setting where you can choose between a Text watermark or a Graphic watermark.



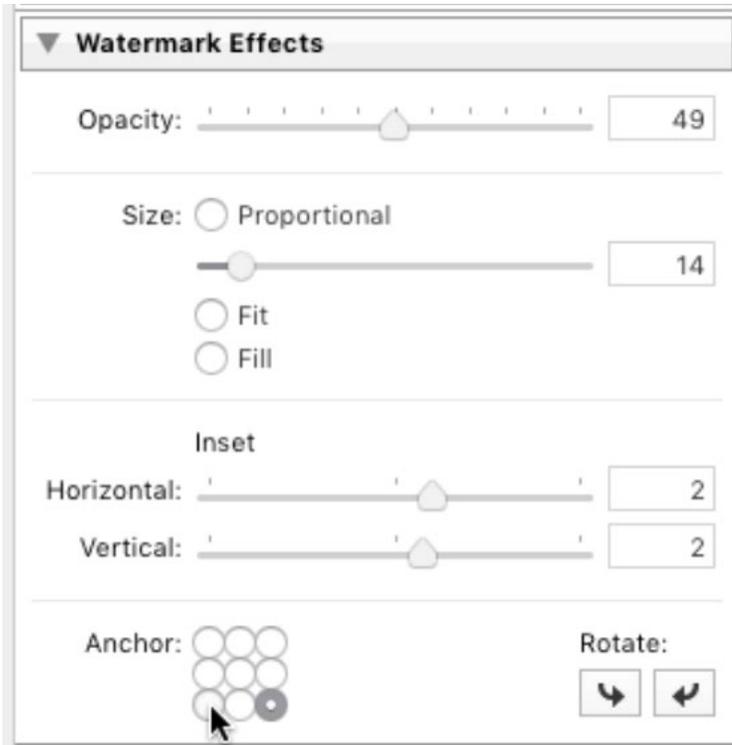
The top of the Watermark Editor dialog is where you choose between a text or a graphic watermark.

**Creating a Text Watermark** With the Text watermark style selected in the upper right corner of the Watermark Editor, you can type in your custom watermark text. The settings on the right give you control over what the watermark looks like and when you make changes to these settings, you will see those changes reflected in the watermark preview on the image. The Text Options settings allow you to choose the font, font style, alignment and color. You can also add a drop shadow to the watermark text by turning on the Shadow check box within the Text Options. The sliders will give you control over the opacity of the drop shadow, the offset (how far away from the text it is), the radius (how soft the edge of the shadow is) and the angle (the direction of the shadow in relation to the text).



**The text for the watermark is typed in below the image preview and then the Text Options are being used to specify the font and drop shadow.**

The Watermark Effects settings give you a different set of controls. The Opacity slider controls how transparent the watermark is. The size settings allow you to choose between Proportional, Fit and Fill. Choosing Proportional will allow you to use the coordinating slider to determine the size and then that size will be scaled proportionally within every image the watermark is placed on. The Fit setting will make the watermark fit the horizontal width of the image and the Fill setting will make the watermark fit the vertical height of the image. The inset sliders will de-



Left: The Watermark Effects settings. Above: We are using the Inset sliders to specify how far the watermark should be separated from the edges of the image.

termine how far the watermark will be separated from the horizontal and vertical edges of the image. The Anchor setting will determine where the watermark will be positioned. I like to save four watermark presets, where the anchor point is located in each of the four corners of the image. To save your watermark settings as a preset, click on the menu in the upper left corner of the Watermark Editor and choose Save Current Settings as New Preset. You'll be prompted to give the new preset a name and then click Create. Then, your new preset will be available in that menu in the upper left. The Rotate buttons will allow you to rotate the watermark 90 degrees in each direction. This can be useful if you would like the text to run vertically along one of the left or right edges.

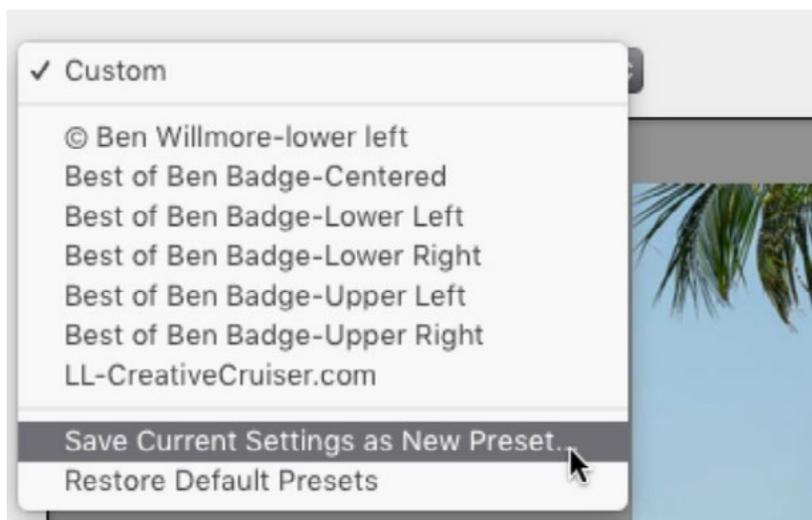
**Creating a Graphic Watermark** You may decide to use a graphic watermark instead of a text one. This may be your logo or a custom watermark you created in a different program. To do this, click the Graphic watermark style in the upper right corner of the Watermark Editor. You'll be prompted to navigate your hard drive to the



A graphic watermark is being used here.

location where the graphic file is stored and click the Choose button. Note that the graphic must be a jpg file or a png file. After selecting your graphic, it will be placed on the preview image within the Watermark Editor and additional settings will appear on the right. The Text Options settings will be unavailable because the watermark is a graphic. The Watermark Effects settings will be the same as the settings for creating a text watermark, including settings for Opacity, Size, Inset and Anchor.

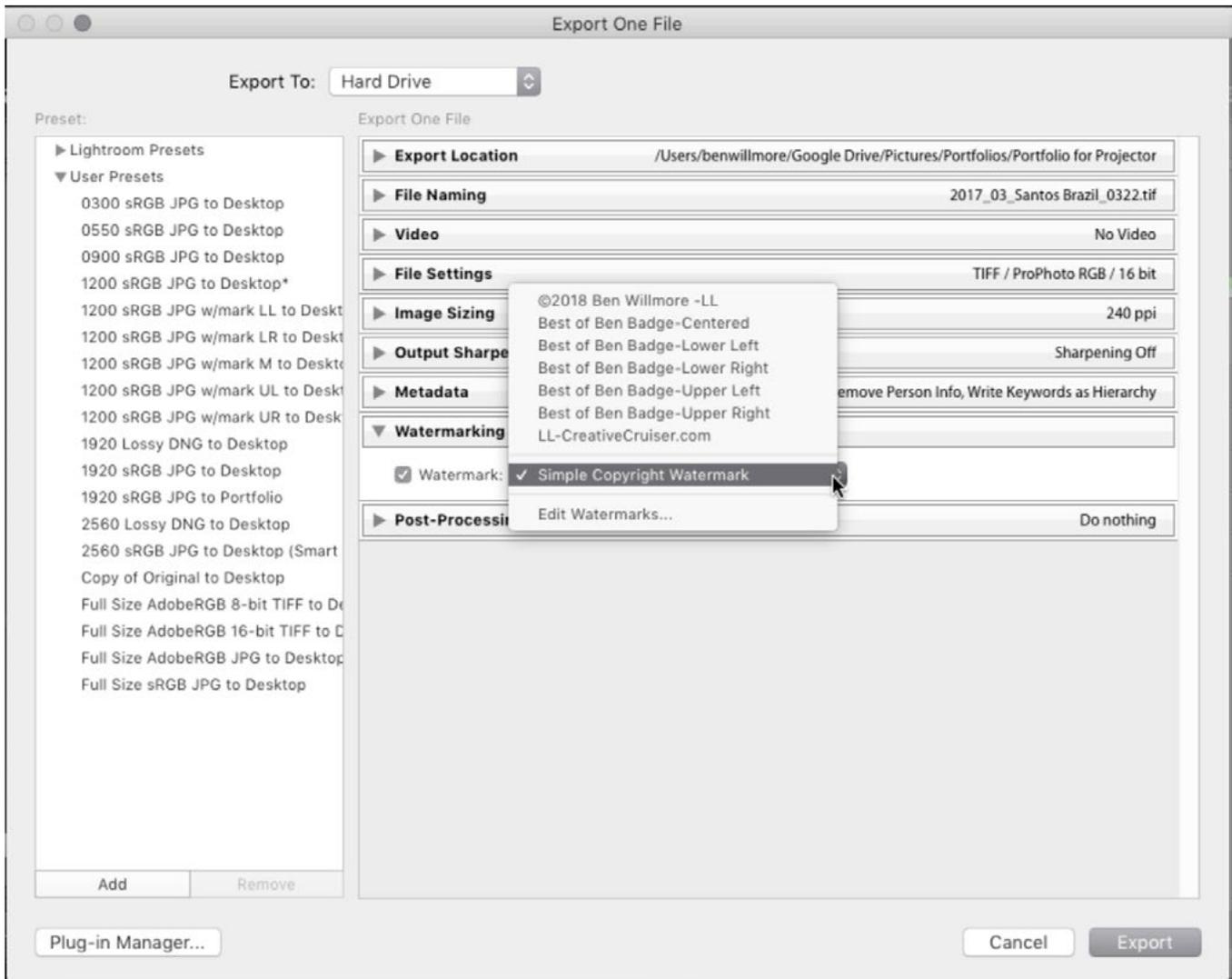
**Watermark presets** We mentioned earlier that you can save watermark presets by choosing the preset option within the menu in the upper left corner of the Watermark Editor. After creating presets, they can be accessed in many different areas of Lightroom. One of these locations is within the Export dialog.



**The Preset menu in the upper left corner of the Watermark Editor.**

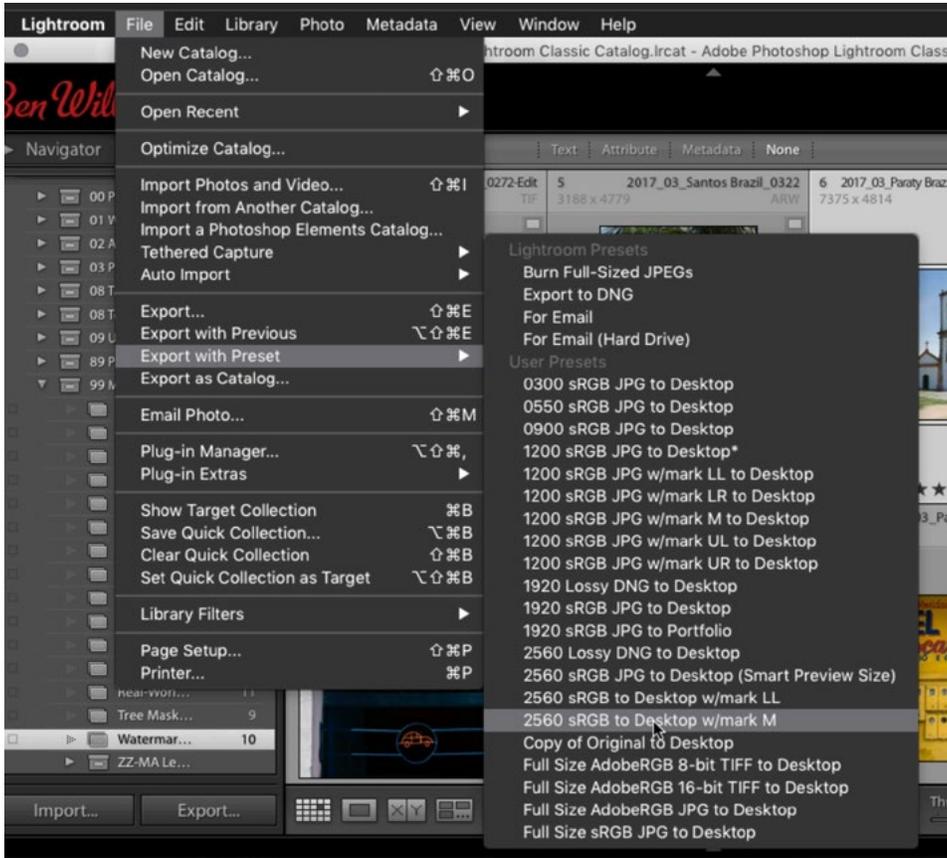
**Watermarking in the Export Dialog** To export a selected image, go to the File menu and choose Export. The Export Dialog contains many expandable settings tabs and one of them is for Watermarking. When this tab is expanded, there is a Watermark checkbox. Turn on the checkbox to access the menu containing all of the watermark presets you have created. When you export the image (or images), the chosen watermark will be included. The Watermark menu also contains an “Edit Watermarks” option, which will bring you back to the Watermark Editor. There, you can edit or create new watermarks.

Within the Export Dialog, the list on the left side of the box contains all of the export presets. An export preset is basically a saved group of settings that tells Lightroom



The Export dialog is shown above. We are choosing to export with a watermark by turning on the Watermarking checkbox and using the menu to select a watermark preset.

how the image should be exported. You can include a watermark within an export preset so the watermark is placed on the image with all of your other desired settings (resolution, size, file format, etc.). To create an export preset, work through all of the settings tabs on the right side of the Export dialog, specifying exactly how the image should be exported. Then, click on the Add button at the bottom of the preset list on the left. You'll be prompted to give the new preset a name and then



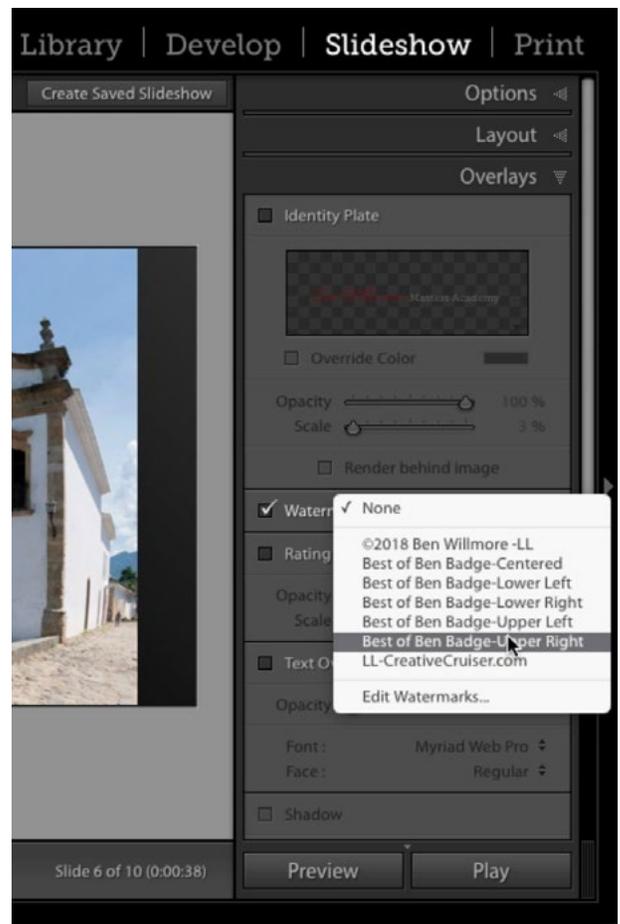
**When exporting with a preset, you don't need to open the Export dialog. Simply go to the File menu and choose Export with Preset. The list of export presets will appear in a menu.**

click the Create button. After doing this, the new export preset will be included within the User Presets category in the list on the left side of the Export dialog. After saving some export presets, you don't need to return to the Export dialog when exporting an image. Instead, select the image you want to export, go to the File menu and choose Export with Preset. A fly-out menu will appear that includes all of the export presets you have created.

**Watermarking in the Print Module** Lightroom's Print Module can be accessed by clicking the Print option in the upper right portion of the interface. In the Print Module, all of the print settings can be found within panels on the right side of the interface. The Watermarking option is located within the Page panel. Turn on the Watermarking check box to access the menu that contains all of the watermark presets you have created. Just like when exporting an image, you can include a watermark within a print preset (known as a Template). To create a print preset, click on the little plus sign to the right of the Template Browser panel header on the left side of the interface.

## Watermarking in the Slideshow Module

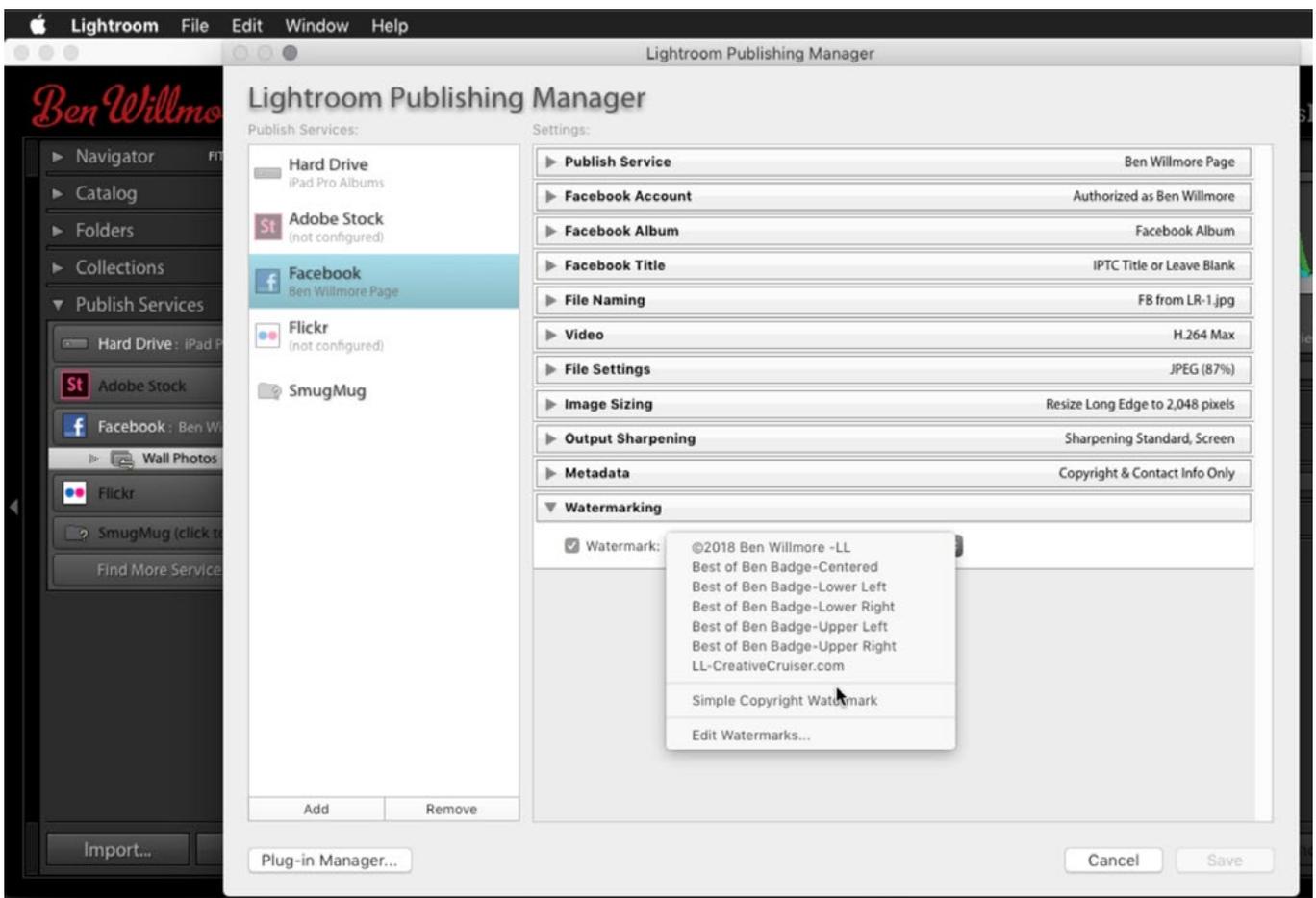
Lightroom also allows you to display a watermark on your images as you are playing a slideshow. The Slideshow Module can be accessed by clicking the Slideshow option in the top right portion of Lightroom's interface. Just like in the Print Module, all of the settings relating to the slideshow are located within panels on the right side of the interface. The Watermarking option can be found within the Overlays panel. Once the Watermarking checkbox is turned on, you will have access to the menu that includes all of the watermark presets you have created. You can save slideshow presets and include a watermark within one of those presets. To save a slideshow preset, first specify all of the slideshow settings (including any watermarks) by using the settings on the right side of the interface. Then click the little plus button ( + ) to the right of the Template Browser heading on the left side of the interface.



**In the Slideshow Module, we're choosing a watermark preset within the Overlays panel.**

**Watermarking in the Web Module** Lightroom's Web Module is used for creating web sites that display a selected set of images. Watermarks can be added to these images as well. In the Web Module, the watermarking settings can be found under the Output Settings panel and it is the same menu (containing watermark presets) that is found in all of the other areas mentioned above.

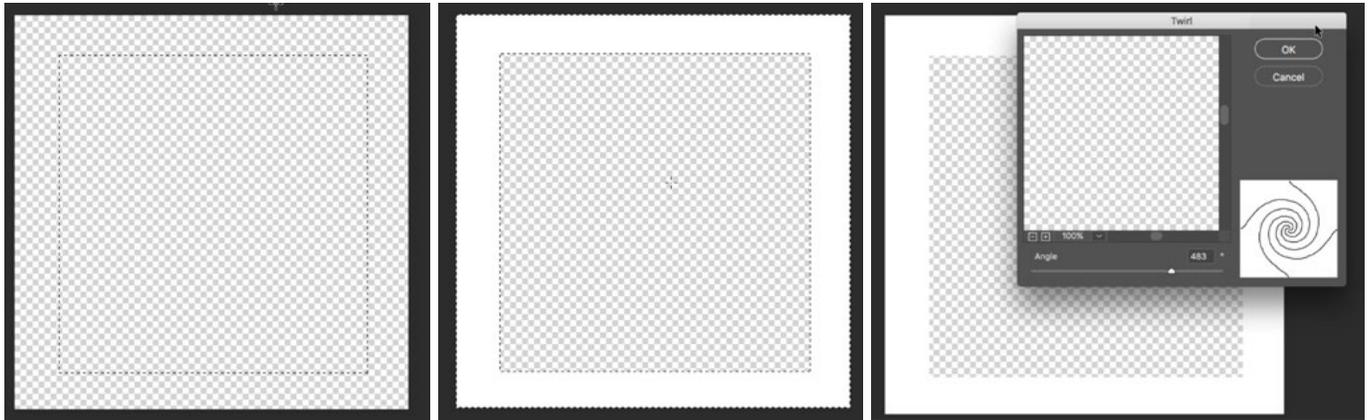
**Watermarking within the Publish Services** Lightroom's publish services allow you to export your images directly to places like Facebook, Flickr, etc. Watermarking can be applied to your images when exporting using these publish services. The Publish Services panel can be found on the left side of the interface when in the Library Module. If you have a publish service set up, right-click on it and choose Settings from the menu that pops up. The Publish Service settings dialog will appear and it will contain settings very similar to the Export settings, including the Watermarking tab. Here, you can specify which watermark preset you would like to use for the chosen Publish Service.



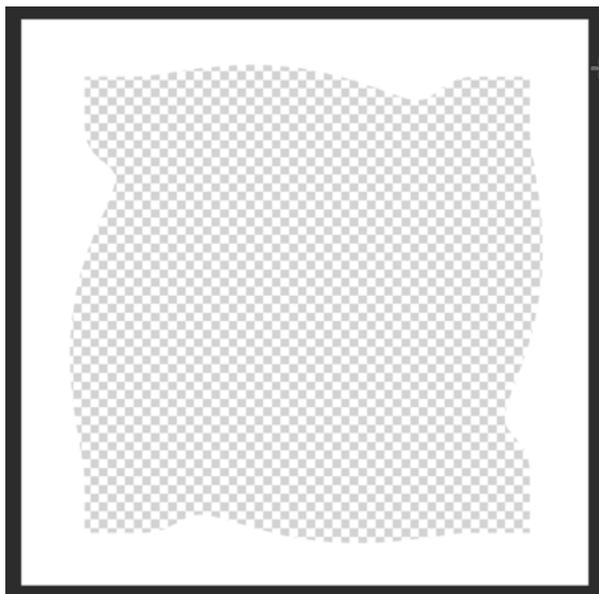
The Publish Services panel can be found on the left side of Lightroom's interface while in the Library Module. Right-click on a publish service and choose settings to get this Lightroom Publishing Manager dialog. Here, we are selecting a watermark from the preset menu.

**Watermarking workflow** Let's say you need to export a series of images where the watermark will not appear in the same location in every photo. The following is a workflow that could potentially streamline this process. Note that this process will rely on your having created different presets for placing the watermark in each of the four corners of an image. First, place all of the images you would like to export into a Quick Collection. (You can quickly add a selected image to the Quick Collection by tapping the B key.) Then, drag the images so that they are in order based on where the watermark should appear. For example, drag all of the images that should have a lower right watermark to the beginning of the Quick Collection. Then, drag all of the images that should have a lower left watermark so they appear next, and so on. You basically just want the images that should have similar watermarks to be grouped together within the Quick Collection. Select the first series of images (the ones that should have watermarks in the same location) and then go to the File menu and choose Export with Preset. Choose the preset with the desired watermark location from the preset list that appears in the fly-out menu. Now that those images have been exported, you can remove them from the Quick Collection by selecting them and then tapping the B key. Next, select the next series of images that should have a watermark in the same location and follow the same procedure. Eventually, the entire Quick Collection will be cleared and all of the images will have been exported with watermarks in the appropriate locations.

**Use the watermark feature to create a border effect** Let's look at how we can use Lightroom's watermarking feature to create a border effect on your images. We'll first need to create a graphic in Photoshop to use as the "watermark." In Photoshop, we'll create a new document that is a perfect square (7" x 7" for example). That's because the image we want to apply this border effect to is also a square. Then, we'll use the Rectangular Marquee Tool to make a selection around the center part of the image, about a quarter of the way from the edge of the frame to the center of the frame. We'll go to the Select menu and choose Inverse, which will give us the opposite (a selection of the edges) and then we will fill that selection with a color by going to the Edit menu and choosing Fill. In the video example, we chose to fill the selection with White and then we clicked OK. We deselected the frame by going to the Select menu and choosing Deselect.



**Left: We made a selection just inside the edges of the document. Center: we inverted the selection and filled it with white. Right: We are applying the Twirl filter.**



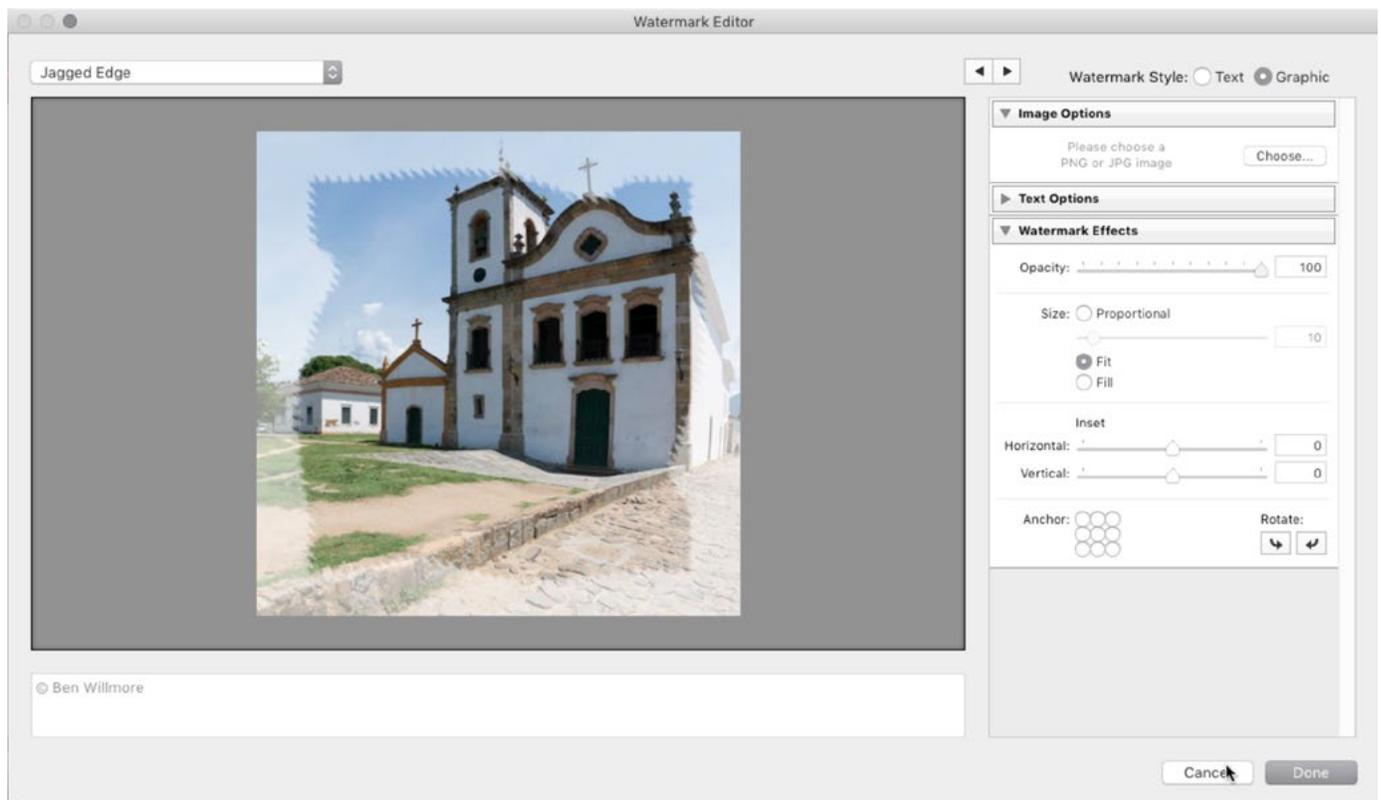
**This is the frame after we applied the Twirl filter.**

Now we want to distort the edge of the frame we just created in order to give it a textured look. We'll go to the Filter menu and choose Distort > Twirl. We'll adjust the Angle slider and then click OK. Note that you can play with the different Distort filters in order to get different styles for the edges of this frame and you can also use multiple filters. You basically want to create an interesting frame that you'd like to place around your images. In the video example, we also used the Gaussian Blur filter in order to soften the edges of the frame and we lowered the opacity so that it wouldn't completely obscure the view of the underlying photo.

When we're done creating the frame, we'll go to the File menu, choose Save As and then save the document as a png file. Back in Lightroom, we'll select the square image that we want to apply the border effect to. Then, we'll go to the Lightroom menu and choose Edit Watermarks. (In Windows, this can be found

under the Edit menu.) We'll choose the Graphic Watermark style in the top right corner of the Watermark Editor and then select the frame file we just created as the graphic. We'll set the Size option to Fit or Fill and tweak the Opacity slider if necessary. We'll then use the menu in the upper left to save the settings as a new watermark preset. Finally, we can select our square image (any square image) and export using the new watermark preset.

The previous technique used a set of filters to create a border effect on a square image. Note that you can create a border for any size image you'd like. You just need to know the proportions before creating the border. Additionally, you can use any techniques you can think of to create an interesting border effect. We just used the filters as a quick and easy solution.

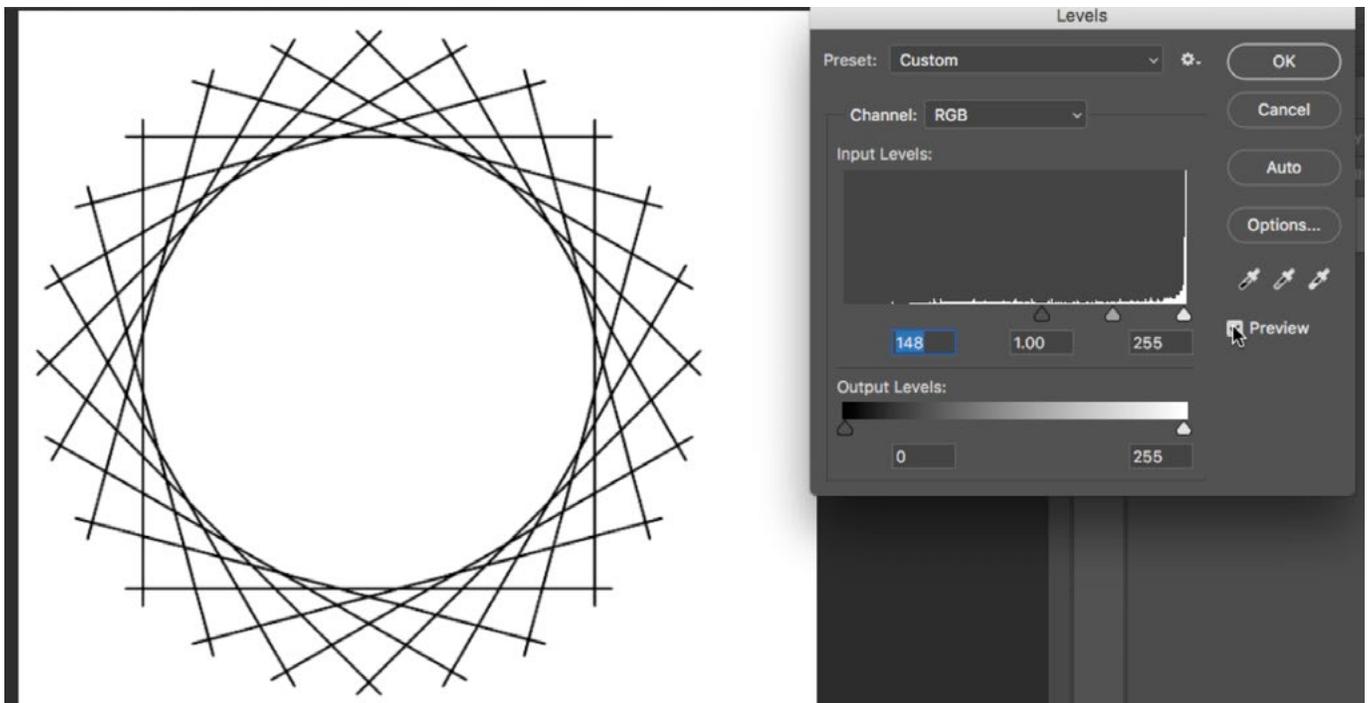


**In the Watermark Editor, we chose the Graphic watermark style and then selected the frame graphic we just created.**

## Watermarking in Photoshop

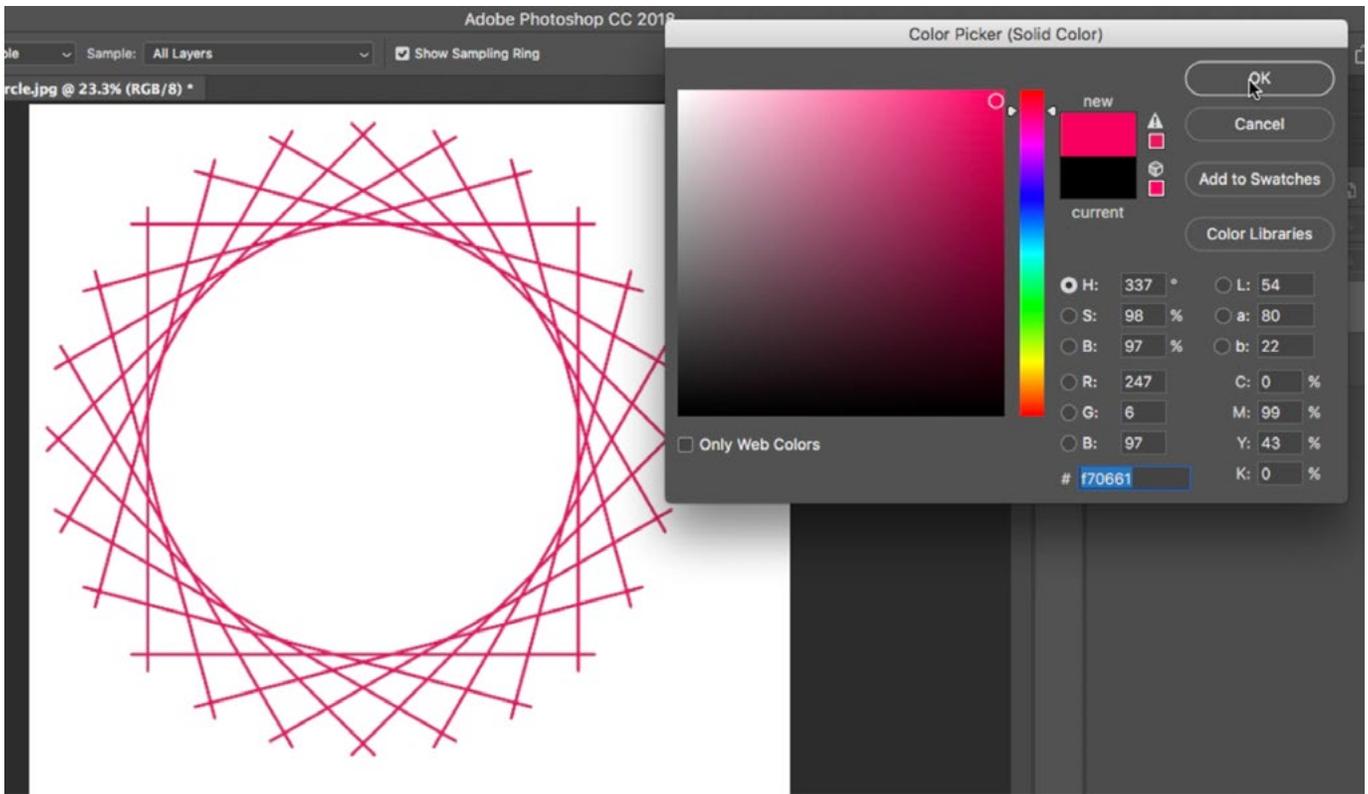
A logo or graphic can be used as a watermark, but in order for that to work, the graphic must have no background. Any part of the document that does not contain part of the graphic needs to be transparent. Let's look at how to remove the background on a graphic.

**Removing the background on a black and white graphic** If the logo is solid black on a white background, the task will be fairly easy. We'll first need to adjust the image to make sure that the white area is truly white and the black area is truly black. We can do this by going to the Image menu and choosing Adjustments > Levels. If the Levels chart shows any humps or spikes that are not on the far ends of the chart, that means there's a part of the image that isn't truly white or truly black. If there are parts that aren't solid white, we'll drag the white slider (the one on the right below the Levels chart) to the left until those areas become solid white. If there are areas that are not solid black, we'll drag the black slider (the one on the left below the Levels chart) to the right until those areas become perfectly black. Then we'll click OK.



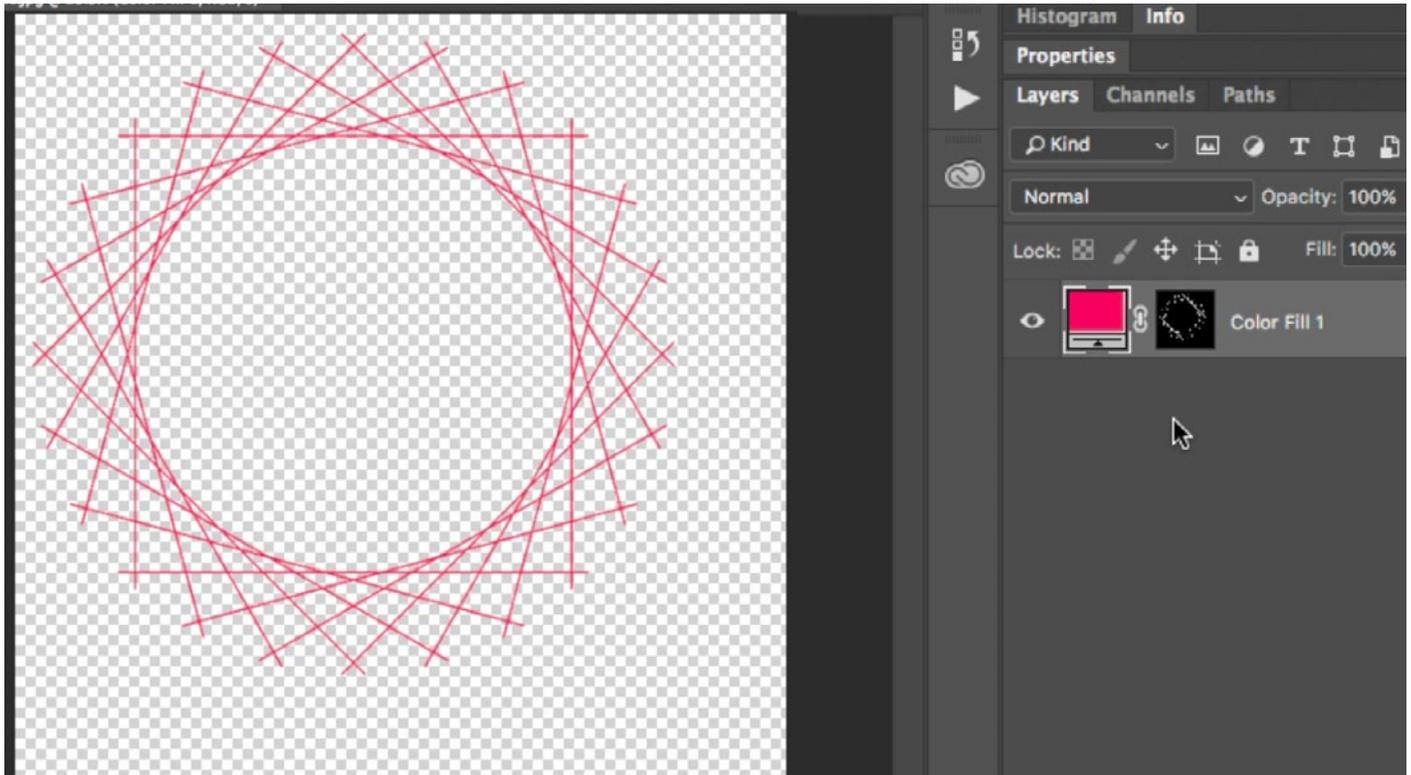
A Levels adjustment is being used to make sure that this document contains only solid white and solid black.

Next, we'll want to select the entire picture by going to the Select menu and choosing All. Then, we'll go to the Edit menu and choose Copy. We'll hit the Q key to enter Quick Mask Mode, but there will be no visual indication that we are in Quick Mask Mode because the entire image is selected. If there were any areas of the image that were not selected, those areas would have a red overlay in Quick Mask Mode. We'll go to the Edit menu and choose Paste and then we'll tap the Q key again to exit Quick Mask Mode. In the end, all of the areas that are solid white will be selected. This is actually the opposite of what we want so we'll go to the Select menu and choose Inverse. With the black part of the logo selected, we'll click on the Adjustment Layer icon at the bottom of the Layers panel and choose a Solid Color layer. This will create a new layer for the logo and it will bring up the Color Picker, where we can decide what color the logo should be (we can always go back and change it at any time). Now we can throw away the original



After we make a selection around the graphic, a Solid Color layer was created and we are using the Color Picker to choose the color for the graphic.

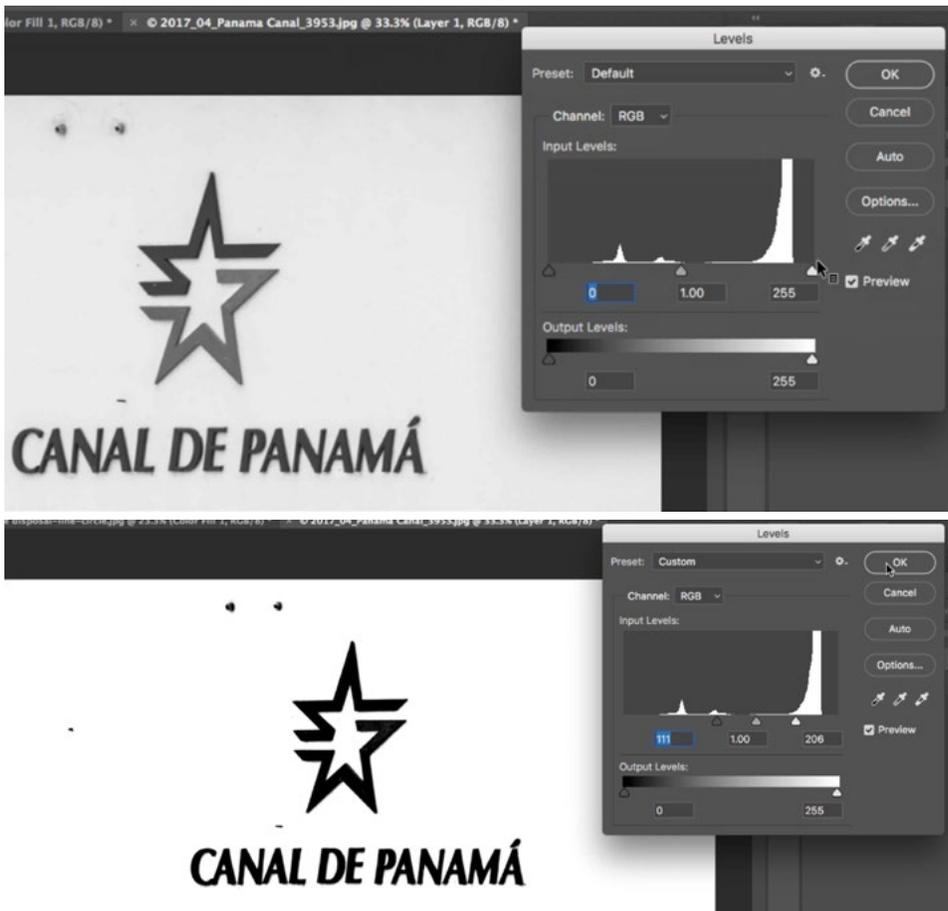
image layer because we no longer need it. This will leave us with only the logo on a transparent background. Lastly, we'll go to the Image menu and choose Trim. This will crop the image as tightly as possible so that it only contains the graphic and none of the surrounding empty space.



**The original graphic layer was discarded, leaving only the solid color layer that's being used to create the logo.**

After removing the background on a graphic, you'll need to save it in a file format that supports transparency. The png file format is good for this. Lightroom allows you to use watermarks in the jpg format and in the png format. If the watermark was created from a photograph, it's best to use the jpg format. If the watermark was created from a graphic, like the one in this example, it's best to use the png format.

**Removing the background on a multi-colored graphic** When you need to remove the background on a graphic that is not black and white, the process will be a little different. Let's look at how to remove the background a multi-colored graphic. We'll start by duplicating the background layer by using the keyboard shortcut Command+J (Ctrl+J on Win) and then we'll turn off the visibility for the bottom layer. We duplicate the layer so that we can retain the original colors of the graphic. We want to remove color from that top layer, so we'll make sure it's active in the Layers panel and then we'll go to the main menu and choose Image > Adjustments > Desaturate. We will now follow a similar process to the previous technique in order to make the image perfectly black and white, with no gray areas. We'll go to the Image menu and choose Adjustments > Levels. In the Levels dialog, we'll use



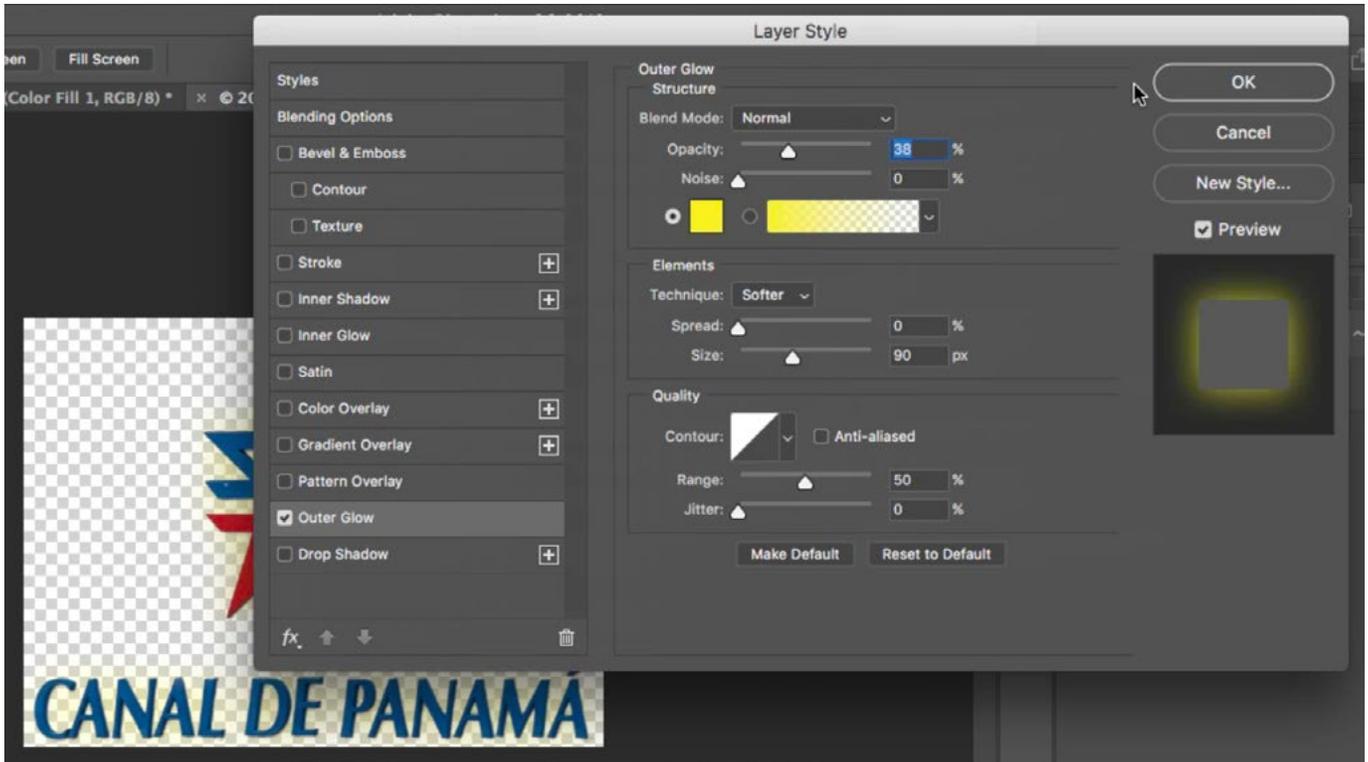
the black and white sliders directly beneath the chart, dragging them toward the center enough to remove any gray areas. We want the graphic to contain only solid black and solid white. After achieving this as closely as possible, we'll click OK. If there are any dark areas left that are not part of the graphic, as we have in the video example, we can use the Brush Tool and paint with white over those areas.

**A Levels adjustment was made to ensure the image was made up of only solid black and solid white. You can see the before and after view above.**

Now that the image contains only solid black and solid white, we can follow the same process used in the previous technique. We'll select the contents of the entire document by going to the Select menu and choosing All. We'll then go to the Edit menu and choose Copy. We'll tap the Q key to enter Quick Mask Mode and then go back to the Edit menu and choose Paste. We'll exit Quick Mask Mode by tapping the Q key again. The white part of the document will be selected and that's the opposite of what we want so we'll go to the main menu and choose Select > Inverse. The graphic is now selected, but we want it to have its original colors. We'll throw away the top layer by dragging it to the trash can icon at the bottom of the Layers panel and then we'll turn on the visibility of the background layer. With the graphic selected, we'll add a layer mask by clicking the Layer Mask icon at the bottom of the Layers panel. This will hide all areas of the document that don't contain the graphic, so we end up with our logo on a transparent background.

We can now go to the Image menu and choose Trim. This will be the test as to whether we truly made sure the entire background area was white. If Photoshop does not trim the document to contain just the logo, it means there are some non-transparent pixels out there. One way of finding them would be to view the layer mask in the main image window. Do this by holding down the Option key (Alt on Win) and clicking on the layer mask thumbnail. If you see any white spots (other than the logo), you can paint on them with black to clean up the mask.

**Add Outer Glow to increase separation** After isolating a graphic designed to be a watermark, you might want to add an effect that will make the graphic separate from the image you place it on. In Lightroom, we had the option of adding a drop shadow, but there are more options when using Photoshop. Here, we're going to apply an Outer Glow effect. We'll make sure that the layer containing the logo is active and that the image itself is active (not the mask). You can tell whether the layer or the mask is active because the thumbnail will be surrounded by little white brackets. Then, we'll click on the FX icon at the bottom of the Layers panel and choose Outer Glow from the menu that pops up. The Layer Styles dialog



An Outer Glow effect is being applied to this graphic. We accessed these settings by activation the graphic layer, clicking on the FX icon at the bottom of the Layers panel and choosing Outer Glow from the menu that appeared.

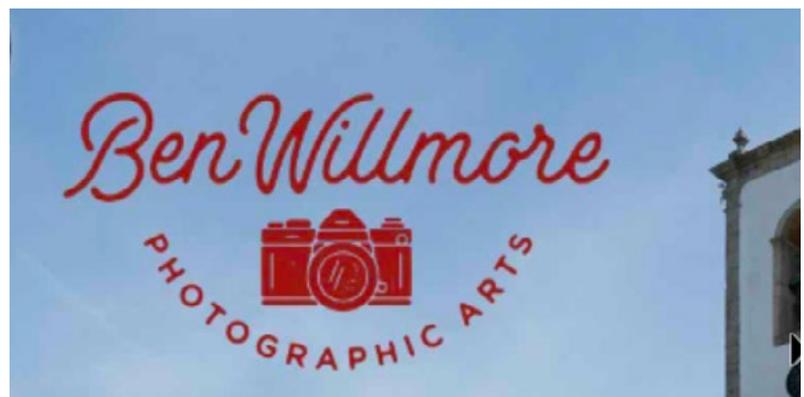
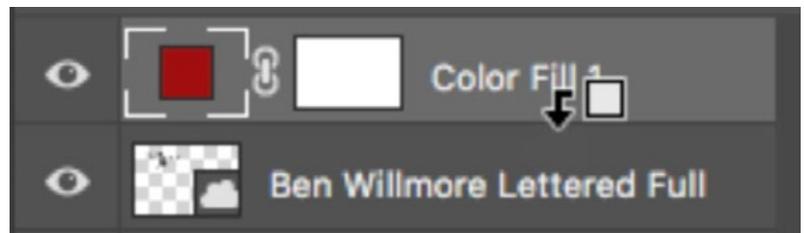
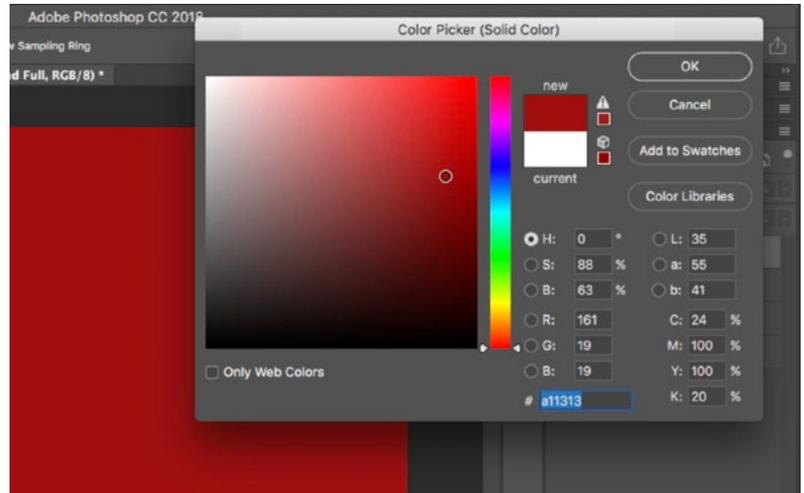
will appear, giving us the options for the Outer Glow effect. For the use as a watermark, we'll change the Blend Mode menu to Normal. We'll click on the color swatch to call up the Color Picker and we'll choose a yellowish color and click OK. Then, we'll play with the size and opacity settings, looking at the preview to make sure it looks ideal. We'll click OK.

Now, because we cropped the image before applying this effect, we likely have part of this outer glow being cut off by the edges of the document. If you ever think this could be the case, go to the Image menu and choose Reveal All. This will make the document larger to include anything that's extending beyond the bounds.

**Applying watermarks in Photoshop** Photoshop's Libraries Panel gives you a place to store commonly-used elements, such as graphics. If you have different graphics that you frequently use for watermarks, it can be convenient to store them here. If the Libraries Panel is not already open on your screen, go to the main menu and choose Window > Libraries. To add a graphical element to your library, simply drag it from the document window into the Library panel. It will remain in the Library so you have access to it when working on any image. To add the watermark to a photo, drag the graphic from the Libraries panel directly into your image. Free transform handles will appear around the graphic so that you can scale it down and position it where you like. Hit Return/Enter to lock in the transformation.

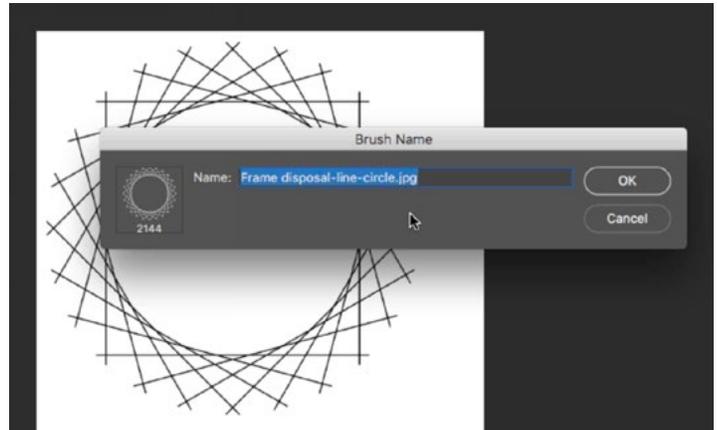


**Adding color to a black or white logo** You can add color to a black or white graphic by using a Solid Color adjustment layer. With the logo layer active, we'll click on the Adjustment Layer icon at the bottom of the Layers panel and choose Solid Color from the menu that pops up. We'll use the Color Picker to determine what color we'd like the logo to be and then click OK. The color will fill the document and we need it to appear only on the logo. To achieve this, we'll create a clipping mask, which will only allow the active layer to appear where there is content in the layer beneath it. With the Solid Color layer active, we'll hold down the Option key (Alt on Win) and hover our cursor over the line between the color layer and the logo layer. When the cursor turns into a square with a down-pointing arrow next to it, we'll click the mouse button. This will make the solid color fill the logo and nothing else. Just note that if you want to add any additional effects to the logo, the graphic layer must be active and not the solid color layer.



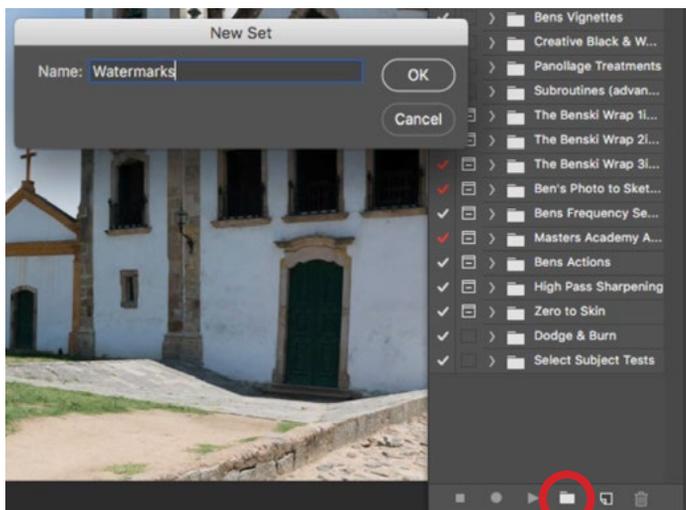
**Top:** A Solid Color layer was created and we are using the Color Picker to choose the color of the logo. **Middle:** The Solid Color layer is being clipped to the logo layer. **Bottom:** The Solid Color layer is being used, in conjunction with a clipping mask, to change the color of the logo layer.

**Adding watermarks with the Brush Tool** The Brush Tool can also be used to add a watermark to an image. We'll first have to create a brush preset based on the logo/graphic file. To do this, we'll open the logo file, go to the Edit menu and choose Define Brush Preset. This will turn the graphic into a brush that we can paint with. We'll be prompted to give the Brush a name and then click OK. Now, we can choose the new brush from the Brush Preset menu within the Options Bar and use it to add the watermark to an image. We'll likely need to scale the brush using the left and right bracket keys so that it is a desirable size and then click once to "stamp" on the logo.



**With the graphic file open, we went to the Edit menu and chose Define Brush Preset. This dialog appeared and we are giving the brush a name.**

**Automate the watermarking process with Actions** We can create an action within Photoshop in order to automate the watermarking process. If the Actions panel is not already viewable on your screen, you can access it via the Window menu.



**We're creating a new folder within the Actions panel by clicking on the folder icon and giving the new folder a name.**

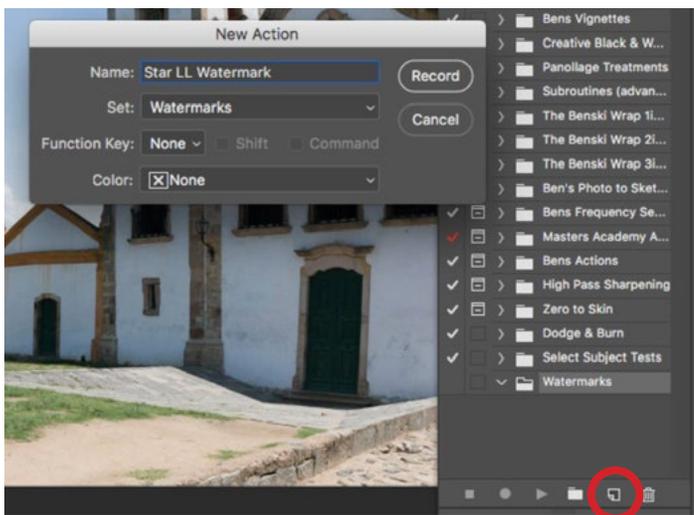
We're going to create a folder in the Actions panel for all of our watermark actions. To do this, we'll click on the folder icon at the bottom of the Actions panel, we'll name the folder "Watermarks" and then click OK. Now, because we're going to use the Brush Tool to create the watermark, we need to click on the little side menu in the top right corner of the Actions panel and choose "Allow Tool Recording" from the menu that appears. We also need to set our rulers to show percent-

ages and not size units. This will ensure that the watermark is placed in the same location in proportion to the size of the document it's being added to. If the rulers are not already visible around your image window, go to the View menu and choose Rulers. Then, right-click on the ruler above or to the left of your image and choose Percent from the menu that pops up.



**We're telling the rulers to measure by Percent by right-clicking on the ruler and choosing Percent from the menu that pops up.**

With the Watermarks folder active, we'll click the New Action icon at the bottom of the Actions panel. We'll name the action based on the graphic we're going to use and the location in which it will be placed in the image and then we'll click the

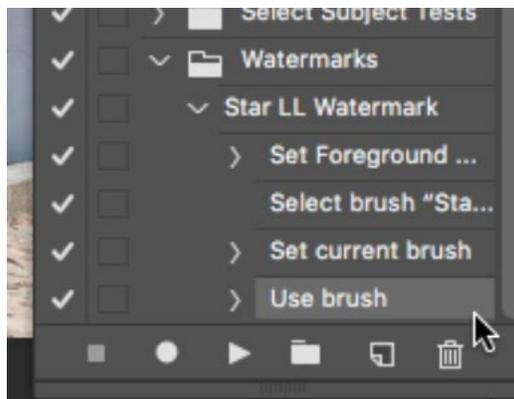


**To create a new action, we clicked the New Action icon at the bottom of the Actions panel, gave the action a name and then clicked OK.**

Record button. Photoshop will now pay attention to every step we make so that it can apply the same steps to another image at a later time. We need to set our foreground color to the color we want the watermark to be. Even if the foreground color is already correct, we still need to complete this step, clicking on the foreground color icon at the bottom of the Toolbar and selecting the appropriate color in the Color Picker. If we don't complete this step, then the action will use whatever foreground color is active when the

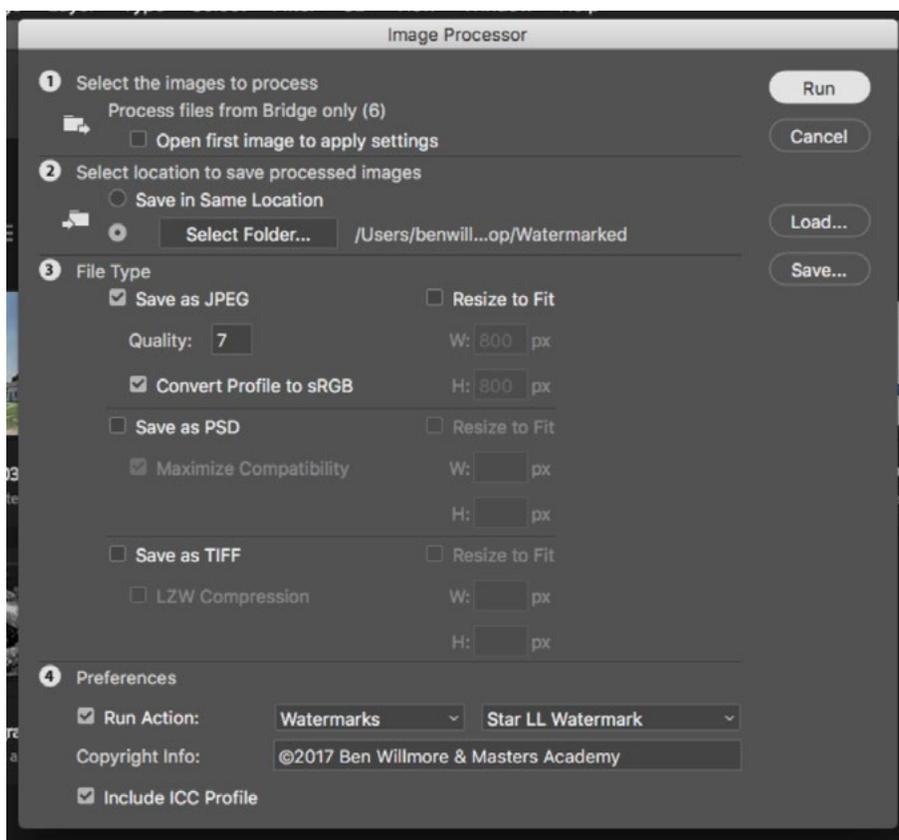
action is applied and that color may vary in the future. Next, we need to select the appropriate Brush Preset that will be used to create the watermark. Again, we need to complete this step even if the watermark brush is already active. That's because when the action is used in the future, Photoshop will use whatever brush is active at the time (if we don't specify a brush). Then, we'll set the size and

opacity of the brush by using the settings in the Options Bar above the main image window. We can now click with the Brush Tool in the location we'd like to place our watermark. Lastly, we'll click the Stop button at the bottom of the Actions panel to stop recording the action.



Above, you can see the steps taken to create the watermark inside the Actions panel. It's important that you include the "Set Foreground Color" step as well as the "Set Current Brush" step.

**Applying an action to several images at once** To apply the watermark action to several images at once, we'll start in Adobe Bridge. In Bridge, we'll select all of the images we'd like to apply the watermark to and then go to the Tools menu and choose Photoshop > Image Processor OR Photoshop > Batch. The Batch option will

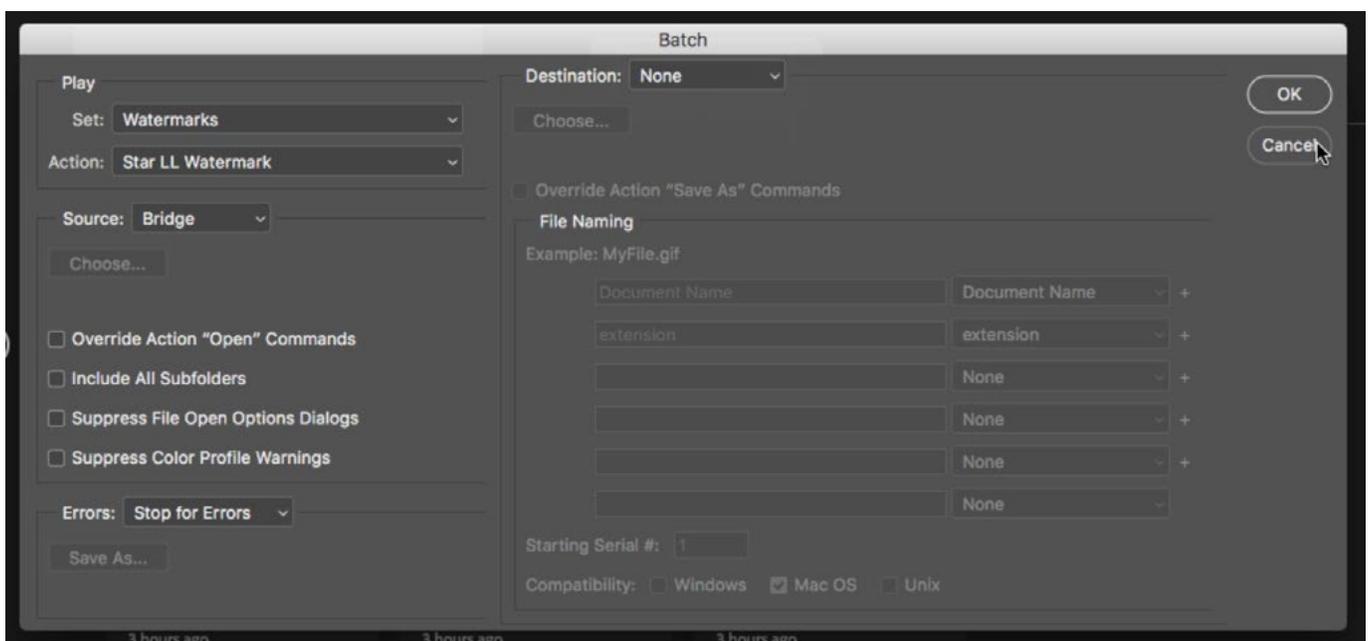


simply apply an action to the image and then save the picture. The Image Processor option will be able to do much more than that. It will not only apply the action, but we can also specify the file format and whether the image should be scaled as well. We'll choose the Image Processor option and the dialog will appear, containing several settings. We can ignore the settings under step number one. Under step

Above, you can see the settings available within the Image Processor dialog.

number two, we can decide whether we'd like the images to be saved in the same location or in a new location that we specify. The settings under step three allow us to choose the file format and decide whether we'd like the image to be scaled to specific pixel dimensions. Step four is where we specify the action that should be run on the images. We'll first click on the left dropdown menu and choose the Watermarks folder we created. Then we'll click on the right dropdown menu and choose the specific watermark action to use. After specifying all these settings, we'll click the Run button. Photoshop will then watermark all of the selected images, scale them if applicable and save them in the location we specified.

Had we chosen the Batch command (instead of the Image Processor), we would get a dialog box that allows us to choose the action that should be run as well as the location the images should be saved in.



The Batch dialog allows you to choose an action to be applied and specify where the resulting files should be saved.