

## Dynamic Range

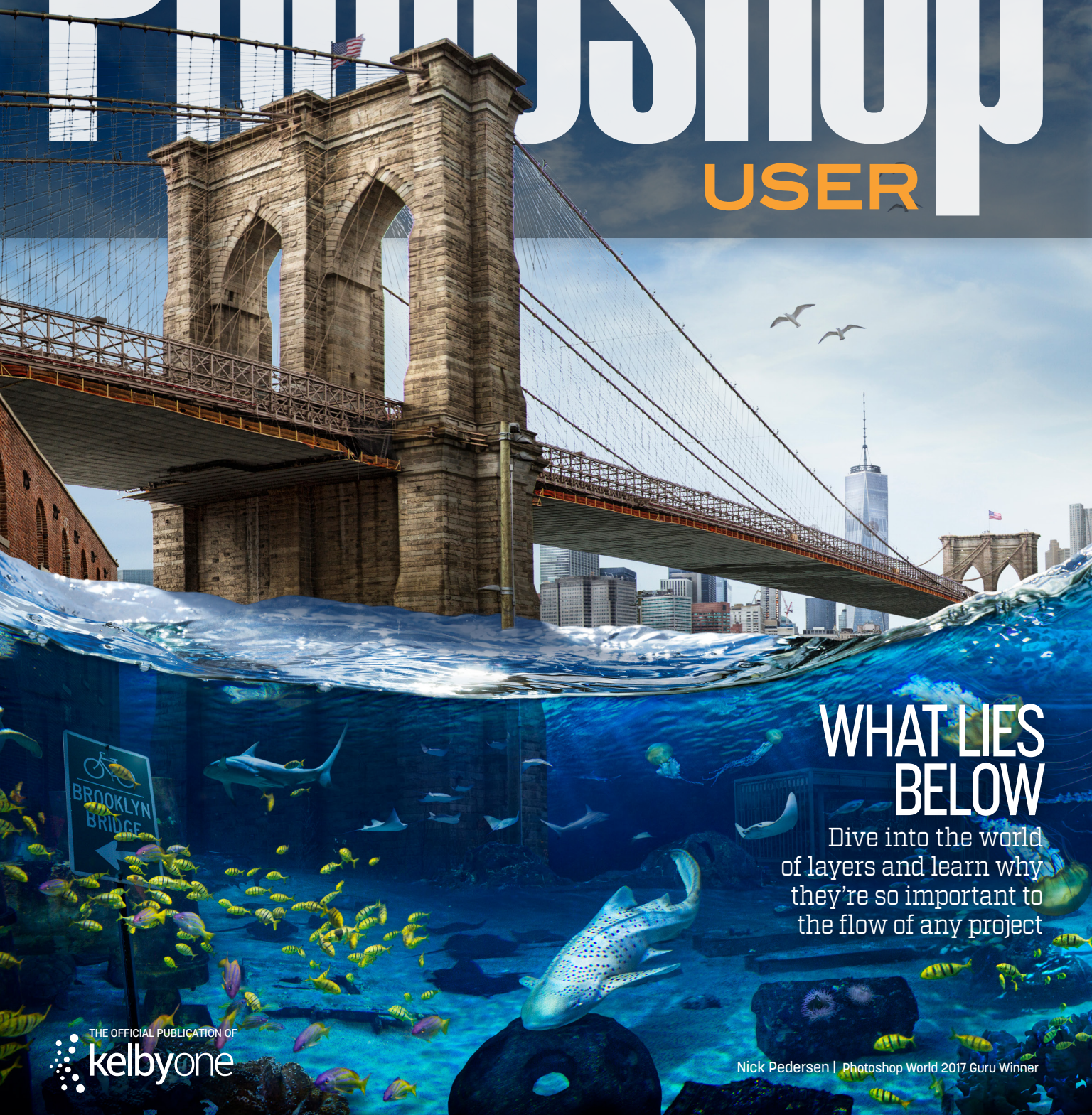
Underwater images present unique postproduction challenges, but it's easy to recover their color and sharpness

Learn how to use Gradient Maps with other adjustment layers to surgically control the colors in your images

## Proving Ground

# Photoshop®

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## WHAT LIES BELOW

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JAKEWIDMAN

# > Design Makeover

## CLIENT

Bryard Huggins  
[bryardhuggins.com](http://bryardhuggins.com)

## jazzing up a press kit

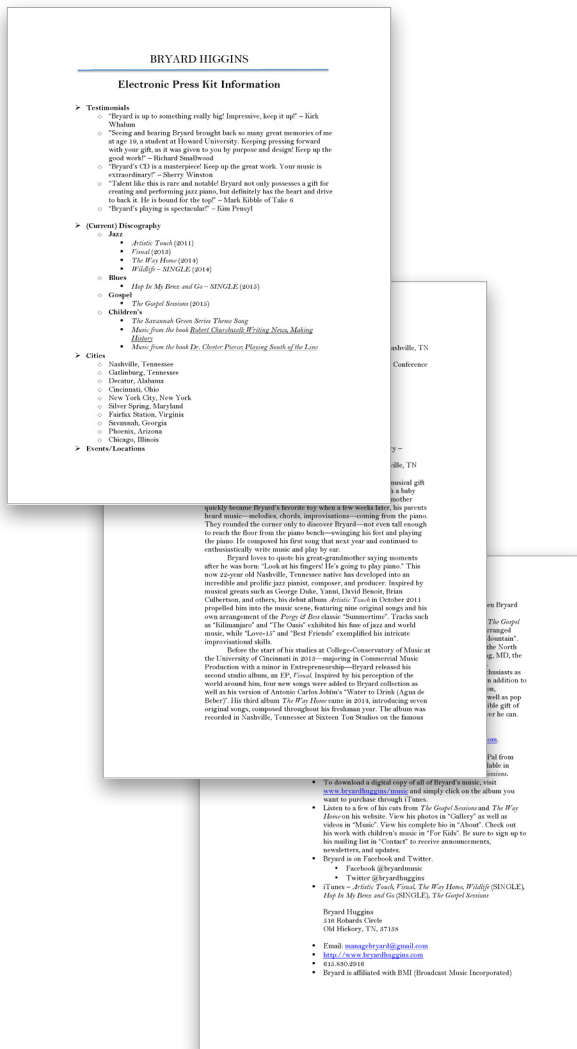
[ before ]

▶ Bryard Huggins is a 22-year-old musician from Nashville, Tennessee. He's been performing and composing music since he was five and won awards for his performances at a young age. He continues to release CDs and perform in venues ranging from concerts to corporate events to church services, and he has added arranger and producer to his roster of music-related talents.

As his list of accomplishments grew, his mother began to informally document them using Microsoft Word. "Over time, I developed the list," says Huggins, "and it grew as I added more stuff." Eventually, with the inclusion of a bio, contact information, and so on, it became what he used as a press kit to promote his career—but it was still a Word document that looked like a résumé.

Huggins released his first album in 2011, and at that point "I also debuted my **website**," he says. The website was based on the information contained in the Word document. "As my career started to take off, I needed to redesign my website," which he did in Wix at the beginning of 2016. The website is "very modern," in Huggins's words, relying on subdued, warm colors with lots of blacks and whites to evoke a piano keyboard.

With the website redesigned, Huggins also wanted to refresh his press kit. "I always knew that I was going to have to redesign it," he says. What finally pushed him to action was seeing the press kit of a friend and fellow musician who had been acting as something of a mentor. With that as an example, Huggins realized that it was time to redo his own.



## makeover submissions

We're looking for real-world makeovers for future installments of the "Design Makeover," so let us know if you recently had a branding makeover or if you did a branding makeover for a client that you'd like us to consider. We cover everything from product packaging and labels, print advertisements, websites, logos, and magazine covers that are currently in the marketplace. So if you'd like to be considered, send us an email at [letters@photoshopper.com](mailto:letters@photoshopper.com).

**CLIENT**

*Bryard Huggins*  
[bryardhuggins.com](http://bryardhuggins.com)

[ the project ]

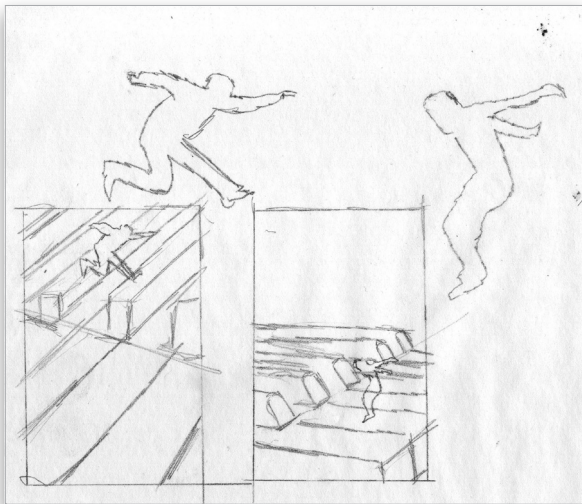
▶ The other musician’s press kit Huggins saw last year was designed by Pam Rice, a graphic designer, painter, and illustrator based in Chicago, Illinois. Huggins’s musician friend introduced him to Rice last fall, and the two of them got to work on a press kit that would match his talents.

“I told her I wanted a look that was young and fun and represented me as an artist,” says Huggins. He wanted the press kit to evoke the same feeling as his website—to look sophisticated but still young. “Black and white is very sophisticated, but I wanted to bring in pops of color,” he says. “Let’s keep it classy but keep it fun.”

“We decided to keep it fun and a little edgy, but corporate at the same time,” says Rice. The goal was to give him something he could email to potential clients (which might be corporate) or hand out at business meetings that would be appropriate but not too staid—that would still express his youth.

The piece was also intended to work in different media, since sometimes it would be emailed and sometimes presented in person. “My objective was to create an electronic press kit that could also be converted as a printed piece without creating new artwork,” says Rice.

Huggins was happy to give Rice free rein, for the most part. “Pam took that and ran with it. I trusted her, because I knew what a good job she did for my friend,” says Huggins. He did retain the right of final approval, though.



Initial Design

about the client

**Bryard Huggins** stumbled upon his musical gift at the tender age of four, when his father surprised his mother with a baby grand piano for Christmas. It quickly became Bryard’s favorite toy, and only a few weeks later, his parents heard melodies, chords, and improvisations coming from the piano room. Huggins composed his first song that next year.

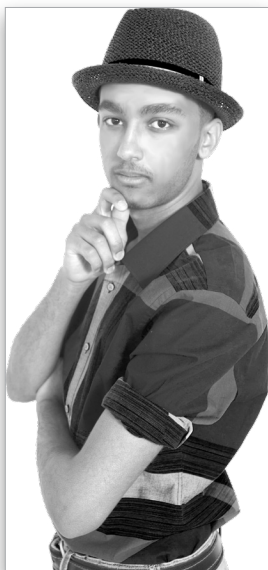
Now 22 years old, the Nashville native has developed into a prolific jazz pianist, composer, and producer. Inspired by musical greats such as George Duke, Yanni, David Benoit, Brian Culbertson, and others, his debut album *Artistic Touch* in October 2011 featured nine original songs and his own arrangement of the Porgy & Bess classic “Summertime.”

In 2013, he began his studies at the College-Conservatory of Music at the University of Cincinnati. He has continued to release music and now has nine albums to his credit, in styles ranging from jazz to gospel to children’s music. He also continues to perform around the country.

**DESIGNER**

*Pam Rice*  
[pamricedesign.com](http://pamricedesign.com)

**[ the process ]**



► Rice initially sketched out a concept based on cutout action photos of Huggins jumping from black keys to white keys on the piano (see previous page). Her intention was to add movement to the page. The top area was to be black, while the copy would reverse out in color. The jumping figures were soon abandoned, though—"I guess Bryard thought it was kind of bizarre," says Rice. "Plus we'd have needed to photograph someone doing the jumps."

Instead, Rice worked with the photos Huggins had used in prior PR efforts and on his CD covers. "I didn't want to use his individual images in a traditional form," she says, "so I made cutouts and created a grunge frame with his image projecting out of it." For the frame, she used a modified piece of clip art.

She did maintain the piano keys as the dominant element on each page. "I wanted the viewer to know right away when they looked at the piece that Bryard was a pianist," Rice says. Also, if they decided to print each page as an individual card to be placed in a pocket folder, it could stand alone and still communicate "piano player."

The rest of the page was filled with a colored texture, created by scanning pieces of paper and coloring them in Photoshop. "I collect a bunch of different papers because I do a lot of children's illustration," says Rice. "If I'm putting a sweater on an image of a child, I'll use an actual sweater texture."

The text on the page is set in Letter Gothic Standard, because it's clean and airy. "I wanted to keep the typeface extremely simple because of the background textures," she says. "It's a font that I use when I don't want the emphasis to be on the type but on the image."

*Elements of the Design*

**DESIGNER**

*Pam Rice*  
[pamricedesign.com](http://pamricedesign.com)

[ the result ]

▶ Even before seeing the final product, Rice was happy with the way the project went. “I was really pleased with the fact that he [Bryard] gave me pretty much carte blanche,” she says. After the initial layout and concept was agreed on, “we didn’t change anything. It was almost the perfect job.” The PDF she presented him with was interactive—for example, the social media buttons work to take recipients to his Facebook and Twitter pages.

“I’m happy with what she did,” says Huggins. “A lot of people I’ve handed it to really do like it. I’ve gotten many compliments, and people I’ve sent it to have called me back.”

“One thing I am proudest of is how Pam organized my discography and contact pages,” he continues. “I can see now that I’ve done all these projects. I can see my work, creatively laid out in that space.”

They both say that the job is still a work in progress. Since Huggins is still evolving as an artist, “every six months to a year, the press kit will be expanded as I continue to grow. We will maintain a relationship for years to come,” he says.

Rice also has plans to add to the PDF’s interactivity. “One of the things I’d like to do eventually is to add video into the PDF file,” she says.



*Final Design*

about the designer

**Pam Rice** comes from a design-oriented family: her father was a commercial artist, and her brother worked in furniture and textile design. Through her long career doing independent and corporate work in advertising design and visual communications, Rice has earned high recognition and top accolades, having won more than 30 design awards. She has made guest appearances as a lecturer at the Illinois Academy of Design and Merchandising and at Northeastern Illinois University. She has also taught at the University of Illinois, Circle Campus, in the Principal Scholar’s Program.

While illustrating for various authors, Pam has developed her unique illustrative style. Currently working with a Peruvian friend and translator of her books, she feels it important to add more diversity to her library of books with stories that are universal to most children.

Now, along with writing and illustrating children’s books, Pam Rice is using her expertise and experience to offer a series of workshops teaching painting techniques. ■