

INSTAMASK TUTORIAL FOR MAC

This is a simple, step-by-step tutorial for using Instamask files. If you are a beginner in Photoshop – it's a quick must read.

01. CHOOSE & OPEN A MASK

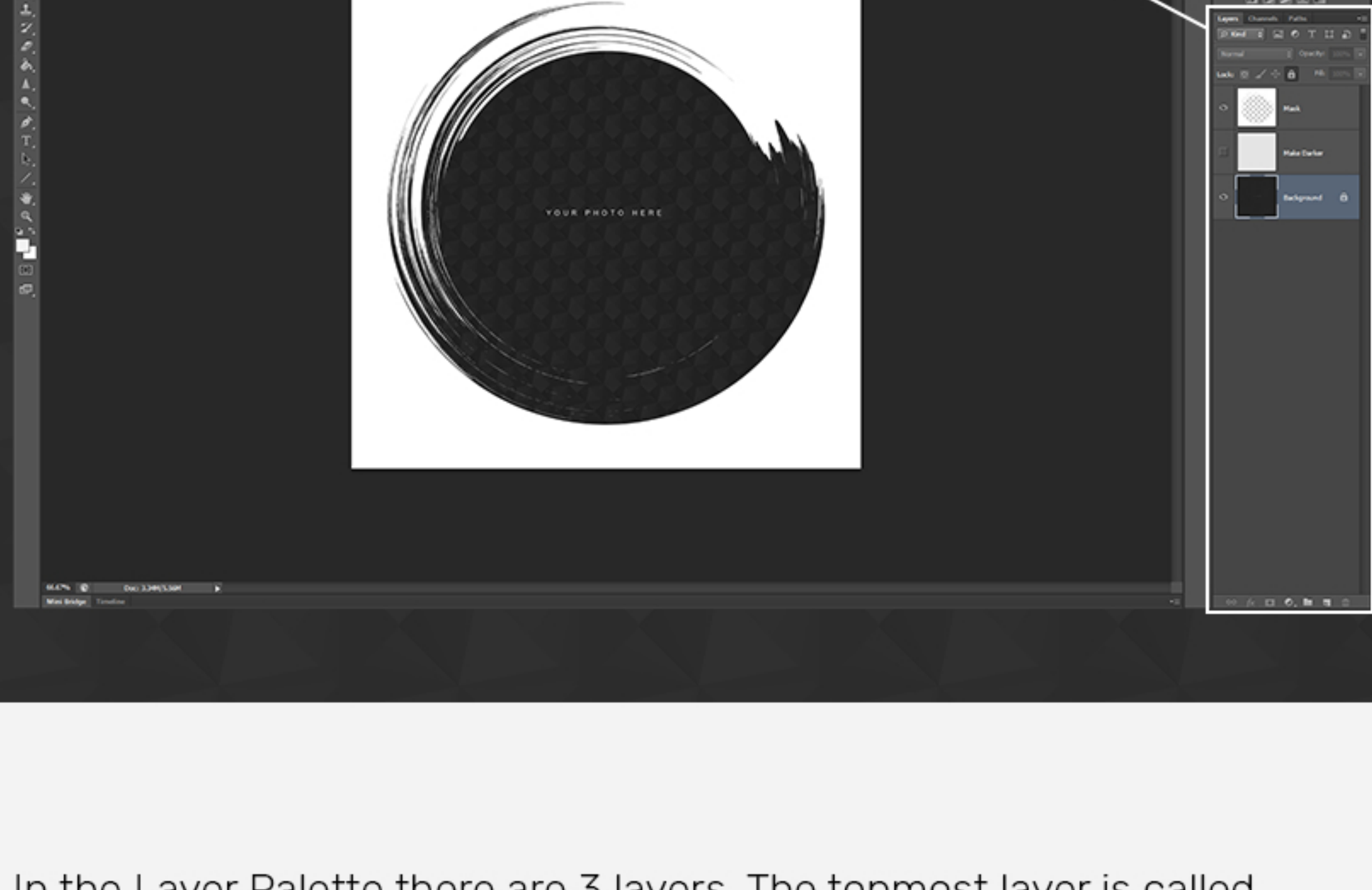
Inside the **InstaMask** folder you will find 5 sub-folders sorted by style. Inside each of these folders you will find a Photoshop (.psd) file & an image (.jpeg) file for all 101 masks.

You can quickly preview all masks by opening the .jpeg versions and after finding the one you like – double clicking the .psd file with the same name.

This will open up the almighty Adobe Photoshop.

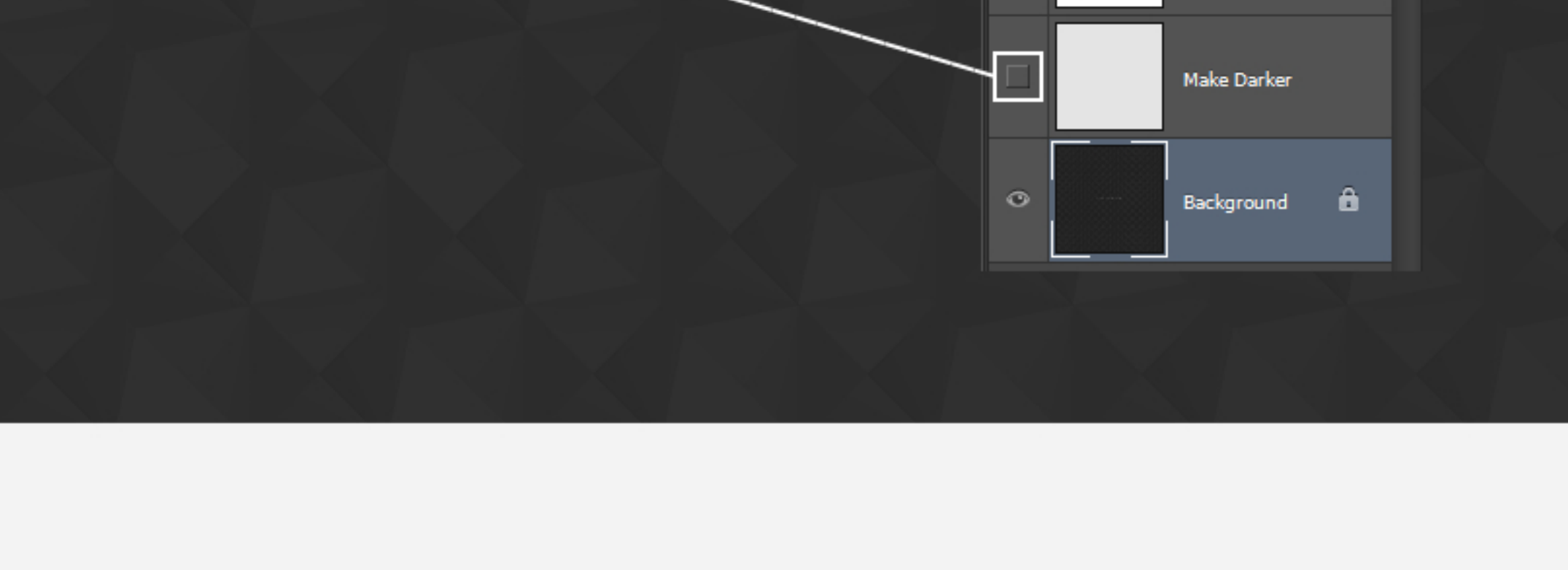
02. INSTAMASK LAYERS

Every element you need to create your fancy new Instagram images – is in the **Layers Palette** located on the right side of the Photoshop interface. If you can't see the Layers Palette, click on **Window** in the main menu and then on the **Layers** option. This will turn the Layers on if they are not already visible.



In the Layer Palette there are 3 layers. The topmost layer is called **Mask** and this one is the white mask that will make your Instagram photo pop-out on anybody's Instagram feed.

The second layer is **Make Darker**. If your photo is too bright or has a ton of white space it's possible that the shape of the mask will not be that visible so you can use this layer to make your original photo just a little bit darker so that the mask is more visible. If you want to use this layer – click on the small rectangle box on the left side to turn it on (see image below). But don't do this now! We will explain this in a minute.



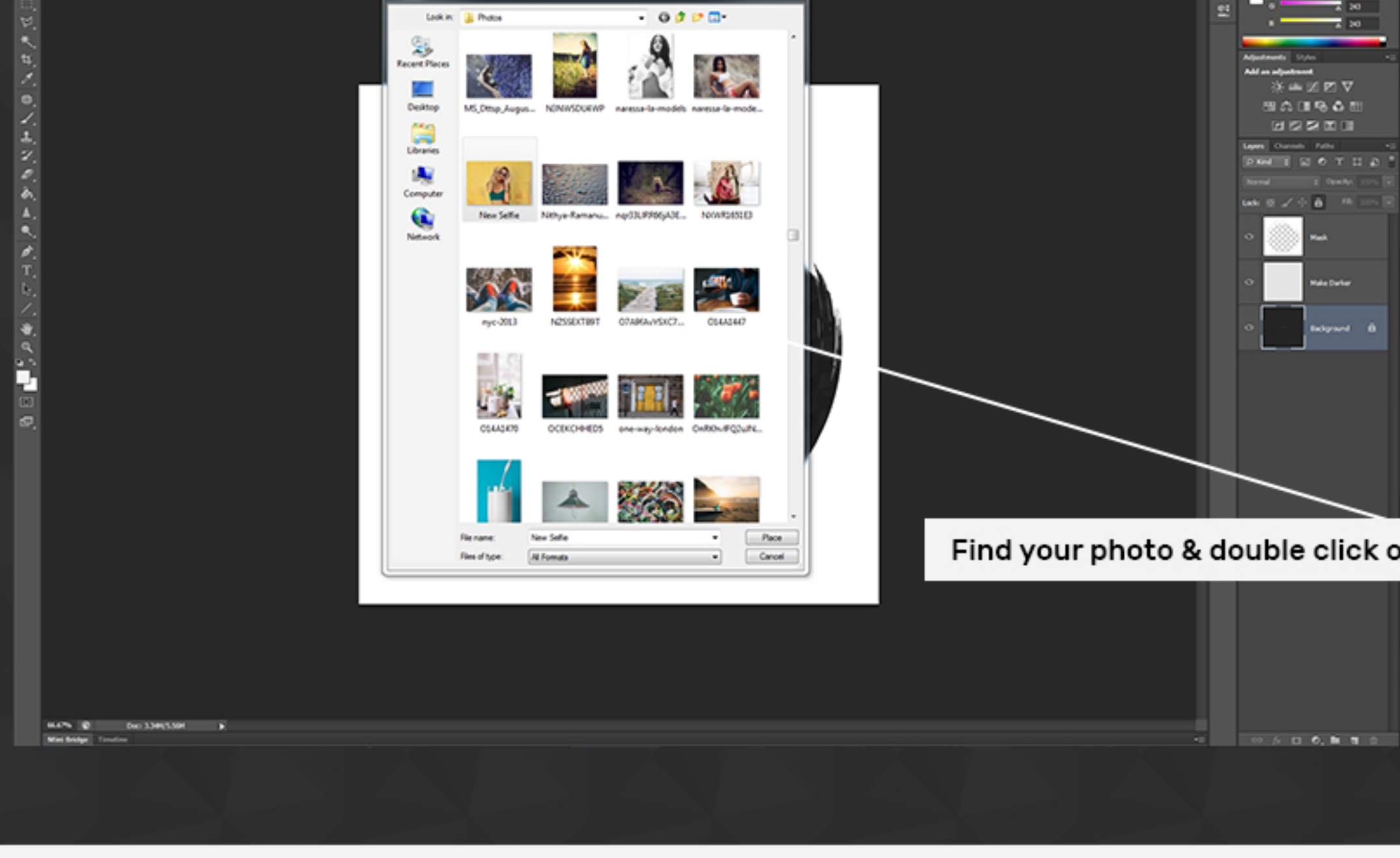
The last layer is the **Background** layer and it's main purpose is to show you the shape of the mask. That's why we created it in dark shades so you can see clearly what the mask looks like. Just make sure that before you place your image, this layer is selected (highlighted in blue, just like on the photo above). If somehow this layer is not already selected – click once on it's name and it will turn blue.

Now it's time to fire up your photos!

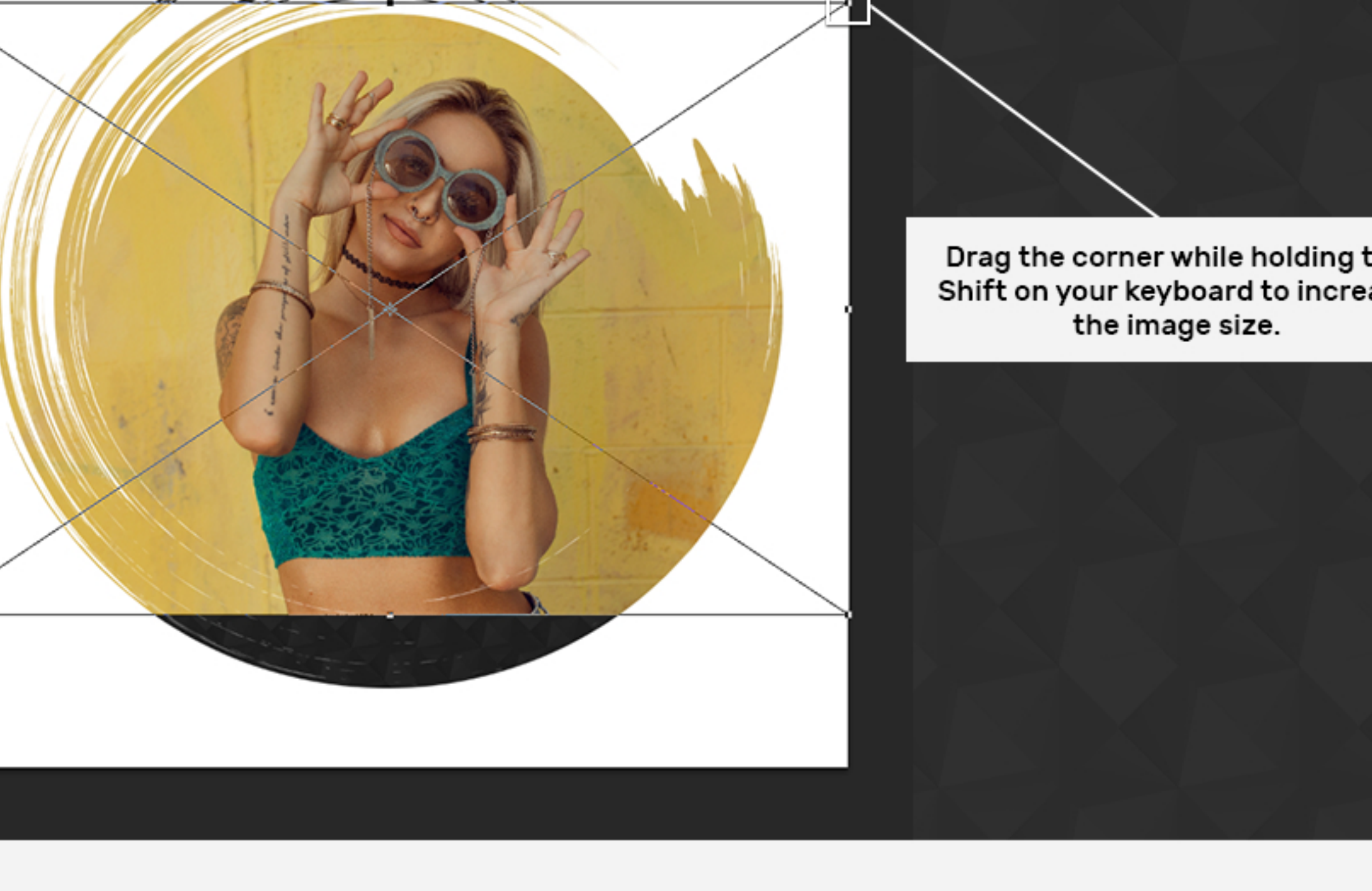
03. PLACE YOUR PHOTO

Once again, check if the bottommost layer **Background** is selected (highlighted in blue). Now, click on the **File** option in the top main menu and then click on **Place**.

This will open a window where you can navigate throughout your computer to photos that you want to use. When you find the photo you want to use, just double click on it.



There it is! But it's not quite finished yet. Photoshop will place your photo below the mask but now you need to adjust the photo size. Notice the rectangle shape going around the new placed image? This is the **Transform tool**.



Click and drag any corner of the rectangle **while** holding the **Shift** key on your keyboard to make the photo bigger. Make sure you fill the entire mask space with your photo for the best result.

You can adjust the composition more by clicking and dragging the **middle** of the rectangle (let go of the Shift key when you're doing this). This way you can move your entire photo around freely so you can find the best position. When you are satisfied, hit **Enter** on your keyboard or double click inside the rectangle. This will place your image into the file and the transform tool will disappear.

If you want to adjust the photo size and composition after you've placed the photo, you can always press **Cmd+T** on your keyboard to return to the transform tool and tweak some more. Again, when you're satisfied, just hit Enter on your keyboard to confirm.

Photo is too bright?

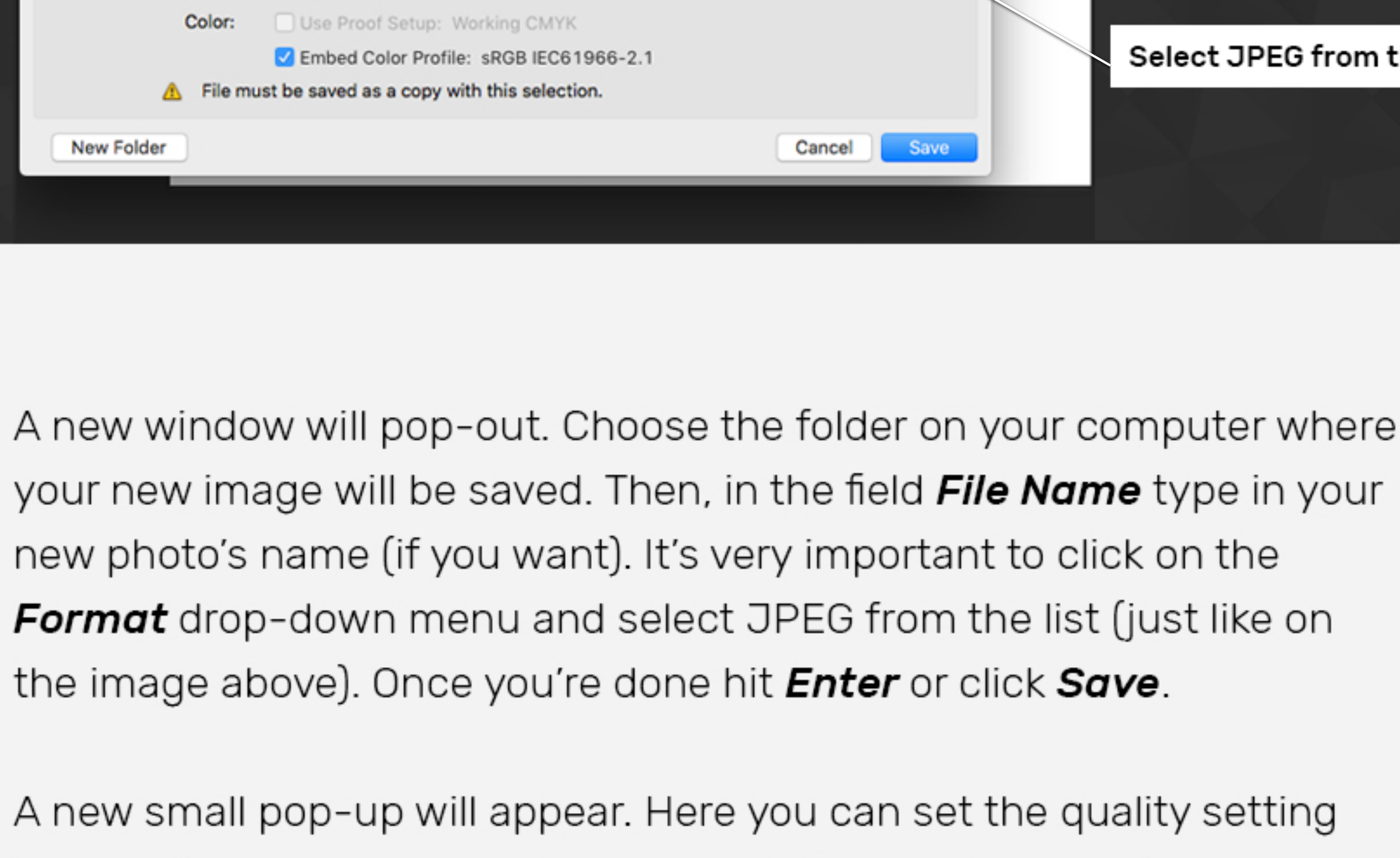
Now, if your photo is too bright or has too much white space (as we mentioned before), you can turn on the **Make Darker** layer in Layers Palette to make the photo just a little bit darker (See above for this).

Composition advice

As you experiment with different photos you'll notice that some photos work better with some masks than with others. This depends on the composition and color richness of your original photo and the mask you have chosen. Masks from the **01 Simple Masks** folder will work with most photos but the more advanced masks (like the crazy ones in the **04 Double Exposure Masks** folder) will require more effort, but when you hit the perfect composition – the results will be awesome.

04. SAVE YOUR PHOTO

OK! You've finished making your new masked Instagram photo and it's time to save it to your computer. Click on **File** in the top main menu, then click on **Save As**.



A new window will pop-out. Choose the folder on your computer where your new image will be saved. Then, in the field **File Name** type in your new photo's name (if you want). It's very important to click on the **Format** drop-down menu and select JPEG from the list (just like on the image above). Once you're done hit **Enter** or click **Save**.

A new small pop-up will appear. Here you can set the quality setting for your image. Larger number means better quality and vice versa. There is no need to use the maximum quality, so something around 10 is just right. When you set your quality, click on **OK** and that's it! You've saved your first masked Instagram image!

Want ideas?

Check out our Instagram profile if you want ideas on how to use our masks :)