



Corporate Flow



Illustration



Image Editing



Automation



Web



Text Effects

Canvas Tips and Techniques



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Watermarking Images

Learn to protect your images with watermarks created in Canvas.

With more and more artists and photographers putting their work online, it is just a matter of time before your images fall into the wrong hands; however, you could do something about it — watermarks. A watermark, as defined in this tutorial, is any text or graphic image that is made to overlap an existing image in a document, either in the background or foreground.

Watermarks should be perceptually visible to reduce the commercial value of a stolen image and allow easy identification of ownership. At the same time, they should be subtle enough as to not obscure the image beyond recognition. In other words, placing watermarks on images that you plan on displaying on the Internet will identify them as yours and discourage people from copying them or claiming them as their own.

In this tutorial, we will first take an existing image, downsample it for use on the Web, and then add a watermark to the image to protect the masterpiece from theft.

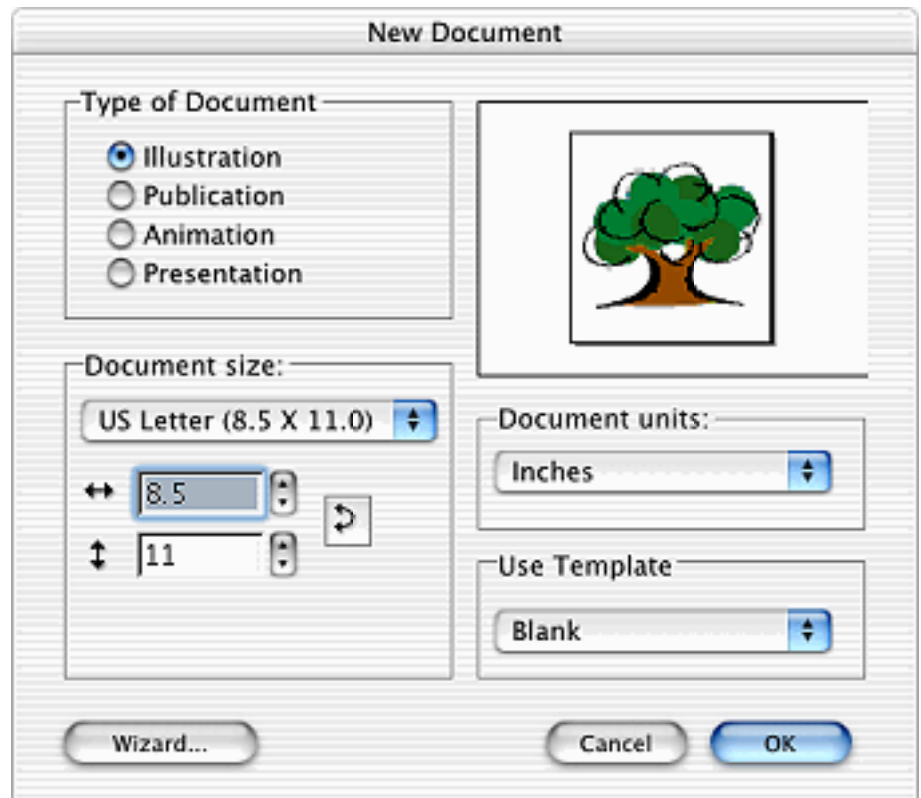
Step 1

Preparing the Document

We begin by starting Canvas and opening a new Canvas Illustration file. Choose File > New.

When the New Document dialog box appears, choose Illustration as Type of Document. Note that from within this dialog box you also have the option to select a different document size and set the unit of measurement for your document.

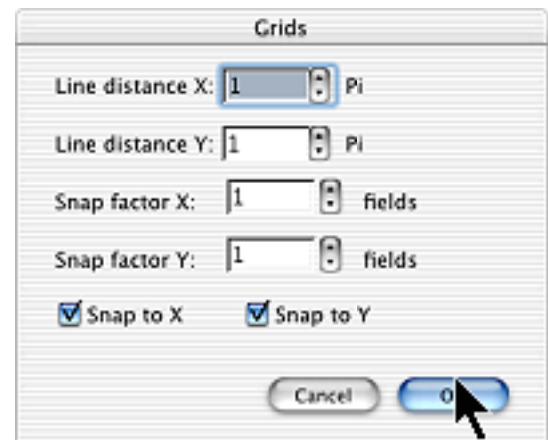
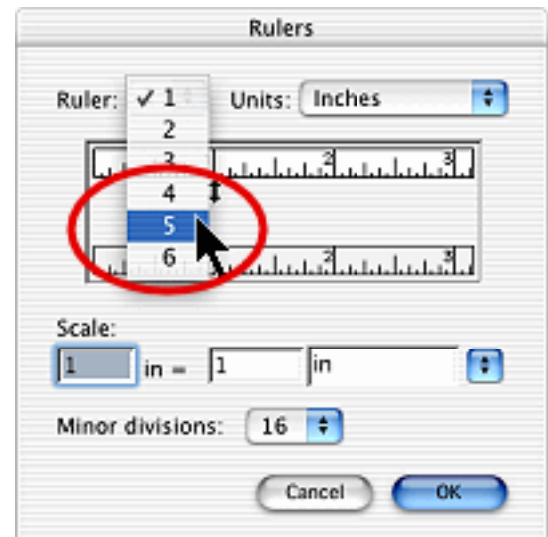
After you have made your selections, click OK.



Watermarking Images (continued)

Next, we will prepare the document to measure in pixels. To do this, choose Layout > Rulers. When the Rulers dialog box opens, pick Ruler 5 from the drop-down menu (see example) and press OK. Ruler 5 is preset to measure in pixels.


Now we want to set our grids to snap to pixels. This will prevent objects from falling between pixels. To set your grids, choose Layout > Grids. In the Grids dialog box, change the Line Distance X and Y to 1 pixel. Then, check Snap to X and Snap to Y. Finally click OK to save your choices and close the dialog box.



Step 2

Placing the Image

For this exercise, we will use the image of a peacock taken at the San Diego Zoo. The image is set at 300 dpi. We want to first convert the image to 72 dpi (Web standard) and resize the image to make it a reasonable size for Internet browsing. To do this we must first place (File > Place) the image we want to downsample into the work area.

 **Note:** You must make sure your image is in RGB color for this tutorial to function properly.




Watermarking Images (continued)


Step 3

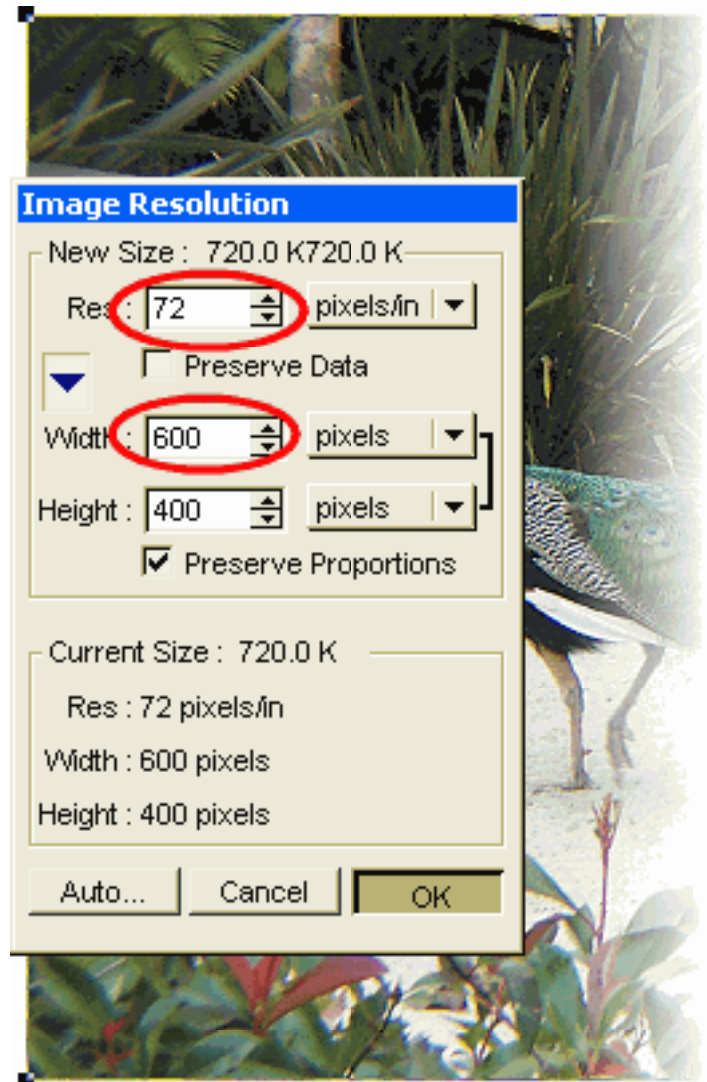
Downsampling the Image

To downsample the image, open the Image Resolution dialog box (Image > Area > Resolution). In this dialog box, we will first enter the resolution we want to use. Since these images are destined for the Web, we will use a resolution of 72 dpi. Make sure you do not have Preserve Data selected. Having this option selected will prevent resampling when the resolution of size is changed.

Next, enter the width in pixels that you want your images to be after the downsampling. Select Preserve Proportions to maintain the image's proportions. Deselecting this option will allow you to change the width, for example, without changing the height resulting in a distorted image.

 **Tip:** If these images were going to be used for a catalog or other project that involved printing, we would choose a resolution of 150 or 300 dpi.

 **Tip:** You could determine the image's current resolution by looking at lower right corner of the Status bar below the work area.



Step 4

Using the Sharpness Filter

Sometimes when resampling an image, you may find that your image loses sharpness. This effect is easily resolved by selecting the image then choosing Image > Filter > Sharpen > Sharpen.

On the right, you can see the difference in sharpness. The image on the top has been resized but not sharpened. The image below is the same but the Sharpen filter has been applied.



Watermarking Images (continued)



Step 5

Placing corporate logo

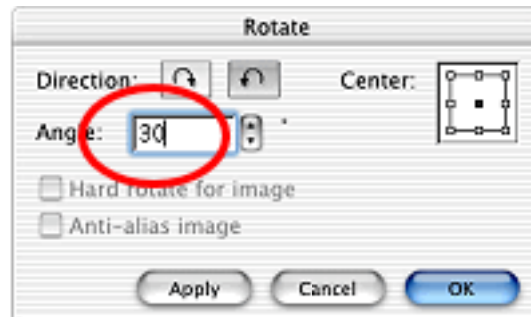
Next we are going to place (File > Place) the corporate logo that we will use as a watermark. The logo can be an image of a vector object, but for this tutorial we will use a vector object.



Step 6

Rotating the logo

Next, we will rotate the logo object at a 30° angle to the left. To do this, select the logo object, then choose Effects > Rotate Left > Other. In the Rotate dialog box, we will enter 30 as the angle and press OK.

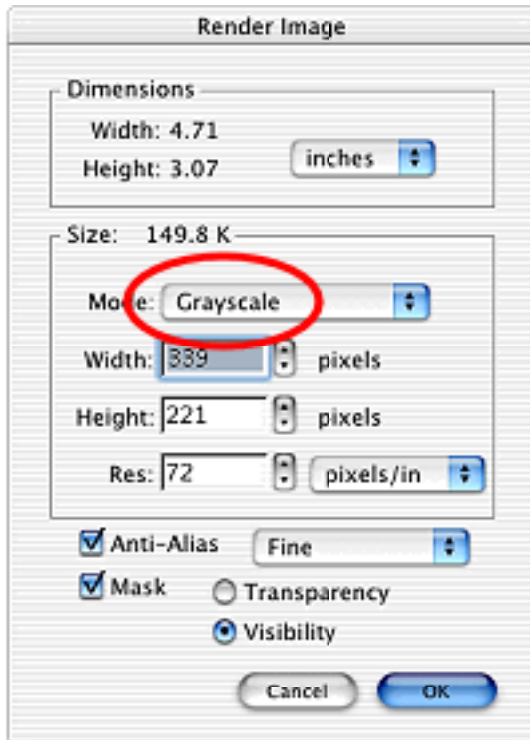


Watermarking Images (continued)

Step 7

Rendering the Logo

Next, we will render a Grayscale version of the rotated logo object. To do this, first select the logo with the Selection tool. Then, open the Render Image dialog box (Image > Area > Render). In this dialog box, choose Grayscale as the Mode and select Anti-Alias so your logo will render with smooth edges. Finally add a Visibility Mask by selecting the appropriate boxes. This mask will give your rendered logo a transparent background. When you have made all your choices, press OK.



Note: It is important to render your image as a Grayscale so that the following steps in this tutorial function properly.



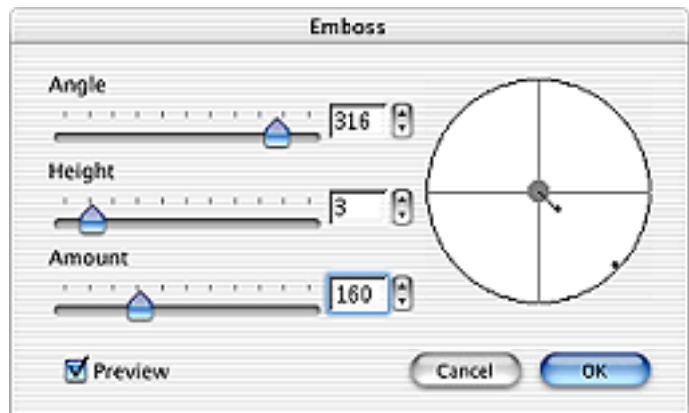
Step 8

Embossing the Image

Next we are going to make the rendered logo image appear raised with the Emboss filter. This filter converts low-contrast areas to gray and accentuates high-contrast areas with color (or black and white if the image is Grayscale mode) according to the placement of a theoretical light source.

To apply the Emboss filter, first select the image. Then, choose Image > Filter > Stylize > Emboss. When the dialog box appears enter the following settings:

Angle - 316 °
Height - 3 pixels
Amount - 100



The resulting image should look similar to the example on the right.



Watermarking Images (continued)

Step 9

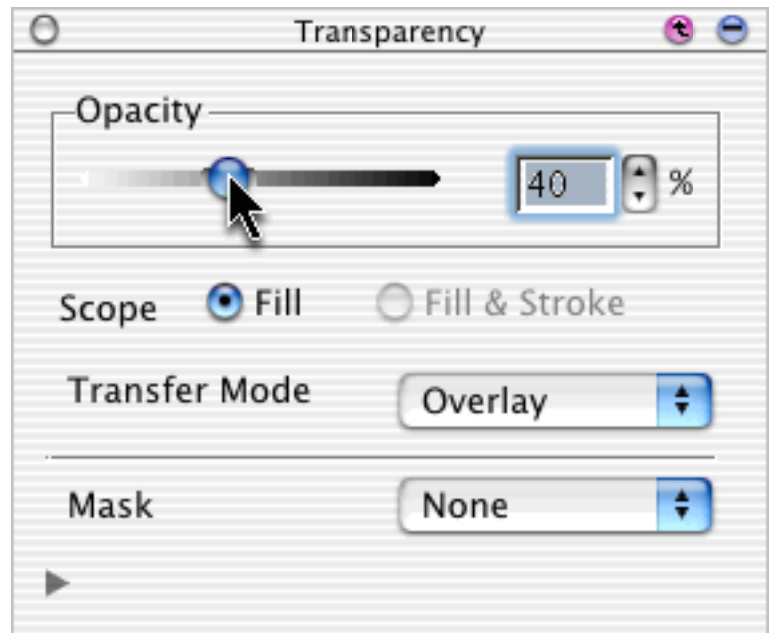
Finalizing the Watermarks

To finalize the watermark, you must first make sure you have the rendered logo selected, then, you need to open the Transparency palette (Window > Palettes > Transparency).

When the palette opens, move the Opacity slider to 40% and set the Transfer Mode to Overlay.



Note: (Overlay) In Overlay mode, a front object's color overlays colors in the background, while preserving highlights and shadows. White and black in the background are not affected.



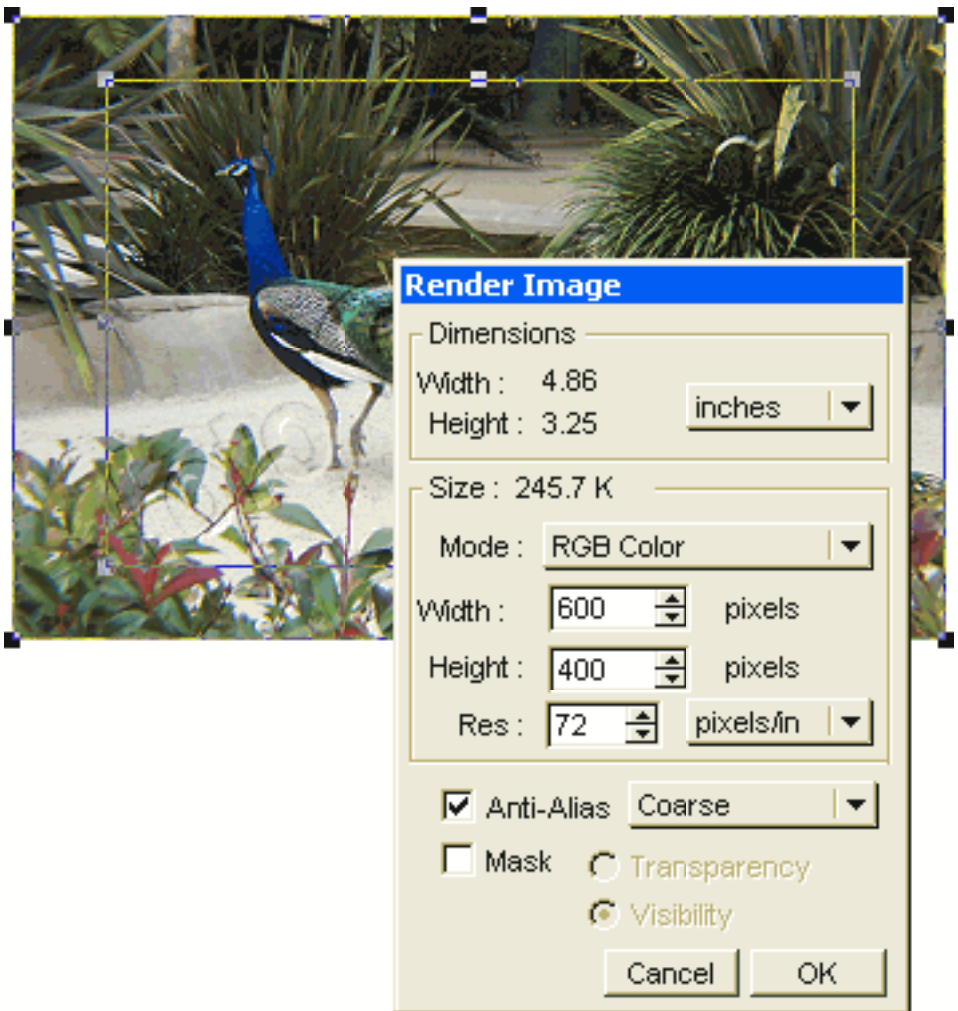
Now, finish creating the watermark by placing the logo in front of the image you want to protect. If the watermark logo is behind the image, it must be brought to the front to function properly. This could be easily done by selecting the logo and then pressing Ctrl+F in Windows or Alt+F in Mac OS.

To complete the watermarking, select both the image and logo, then open the Render Image dialog box (Image > Area > Render). In this dialog box, select RGB Color as the Mode. Enter the resolution (72) and select Anti-Alias. When you have made your choices, press OK.

The new rendered image with the watermark will appear on top of the original.



Note: It is very important to switch back to RGB Color when rendering the image if you want to keep the color information.



[View Completed Project](#)

Watermarking Images (continued)

Below you can see the completed project. Notice that the watermark is only slightly visible in this image. It allows the viewer to appreciate the image posted while at the same time displaying the owner's logo for identification.



On the right are a few more examples of images where a watermark has been used for identification

