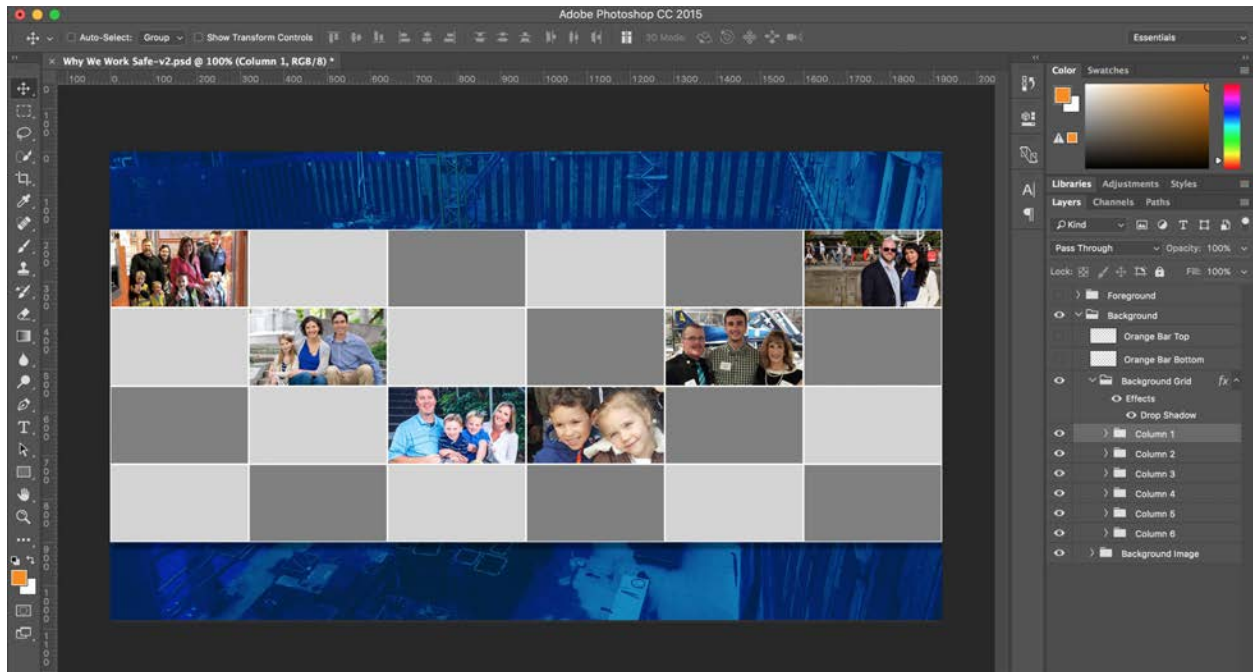
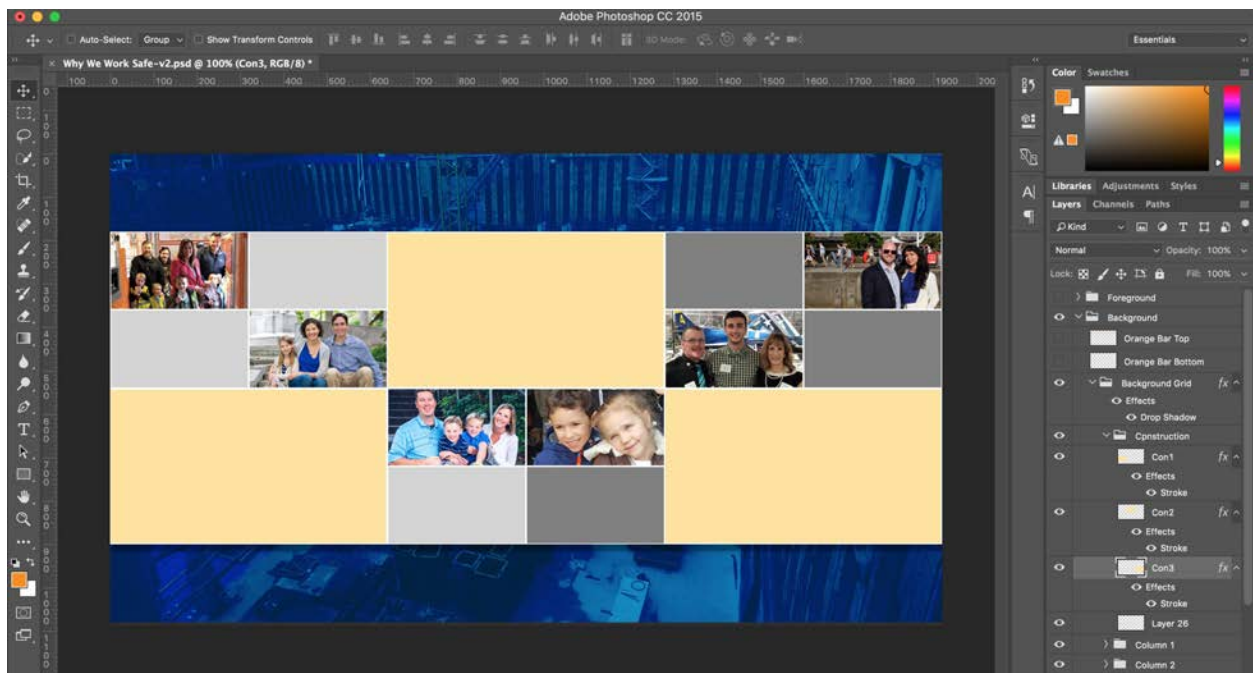


Step 1: Rethinking the Grid



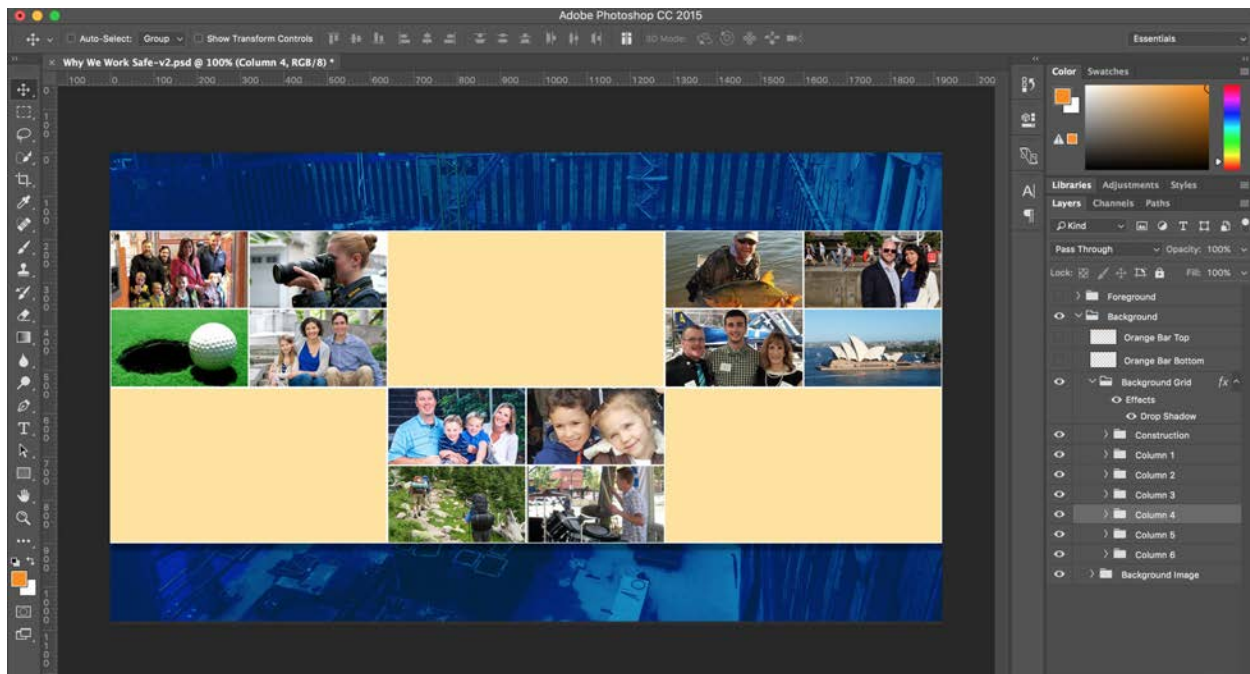
Revision started with reworking the grid pattern. The goal is to combine the Gestalt theories of Proximity and Continuation. Reorganizing the families was my first step.

Step 2: Resize Construction Photos



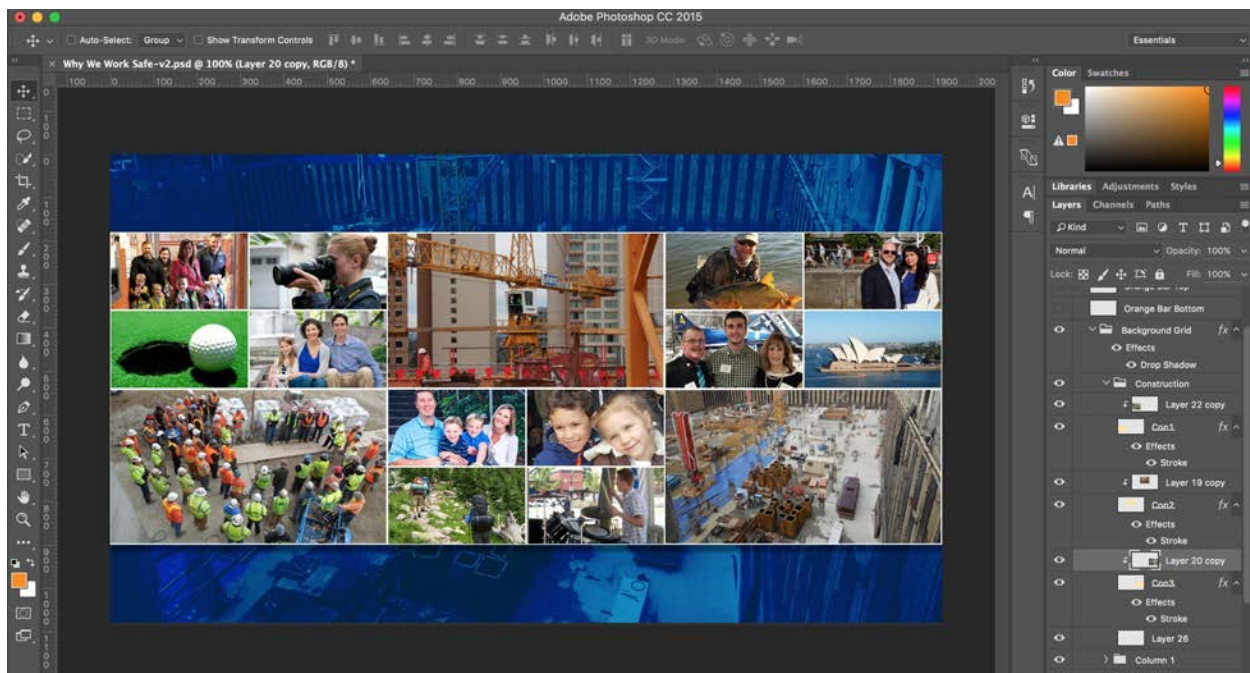
To focus on construction I want to create larger images. I created new mask layers for the larger areas in a new group.

Turn on Hobby Layers



I then rearranged the hobby images and turned back on all the layers.

Place Construction Photos



To focus on construction I wanted to create larger images. I created new mask layers for the larger areas in a new group. Then placed the images.

[illegible]

To make room for company branding, I moved the copy to the top right corner.

Step 7: Adding Branding



Our company branding requires our logo to be set on a horizon line. To accomplish this I created a new layer with a white rectangle

Step 8: Adding Branding



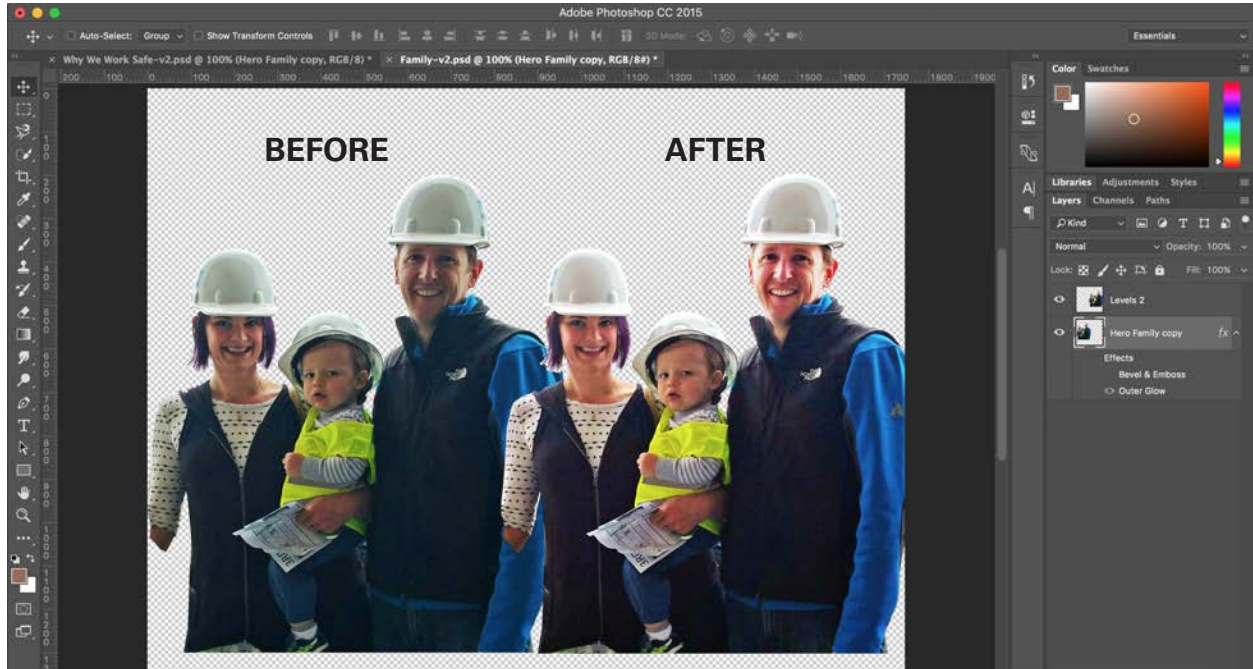
To make sure our logo remains crisp, I imported a vector version and placed it on the horizon line.



The screenshot shows the Adobe Photoshop CC 2015 interface. The 'Edit' menu is open, and 'Free Transform' is selected. The main canvas displays a document titled 'Why We Work Safe-v2.psd' with a blue header and a collage of safety-related images. The right sidebar shows the 'Color' panel with a gradient and the 'Layers' panel with 'Foreground' and 'Background' layers. The top status bar indicates 'X: 930.00 px' and 'Y: 0.00'.

My final step on the grid is making it a tad larger to hide the distracting stroke on the side. To accomplish this I selected my entire background folder and used the Free Transform tool (Cntrl-T) to scale it just a bit, then nudged the entire grid back into place.

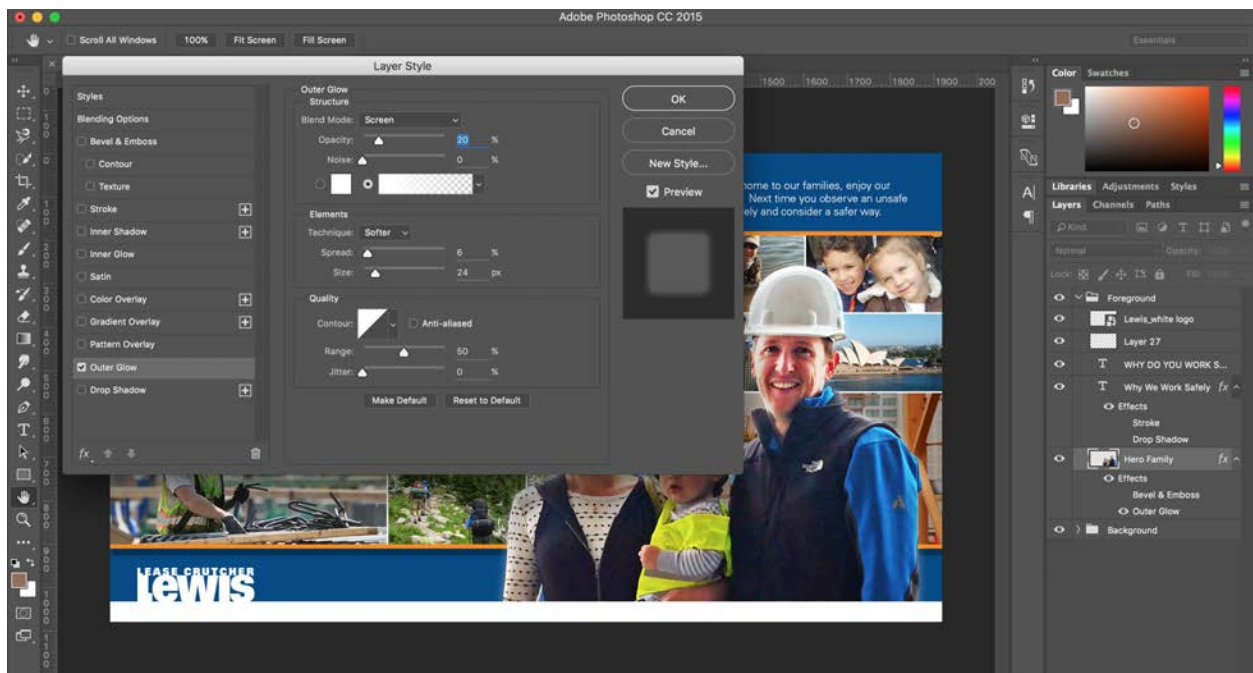
Step 11: Re-editing the Hero Family



The last bit of work was fixing the look of my Hero Family. To achieve the look I wanted I spend a lot of time playing with levels and overlay. I also spent time on the fathers face by creating a new layer,

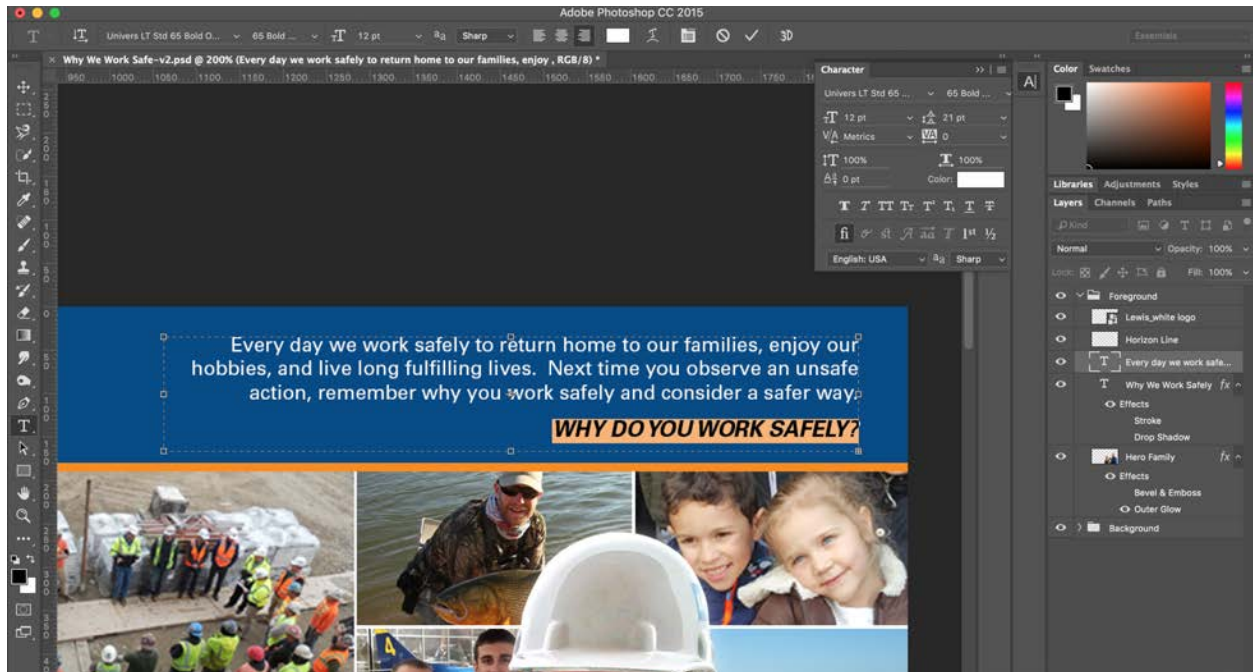
selecting his face with the Magnetic Lasso (L) and working on more levels. To remove pixelatin I used the Shake Reduction Filter. Above is a before and after comparison of the Hero Family.

Step 12: Final Touches



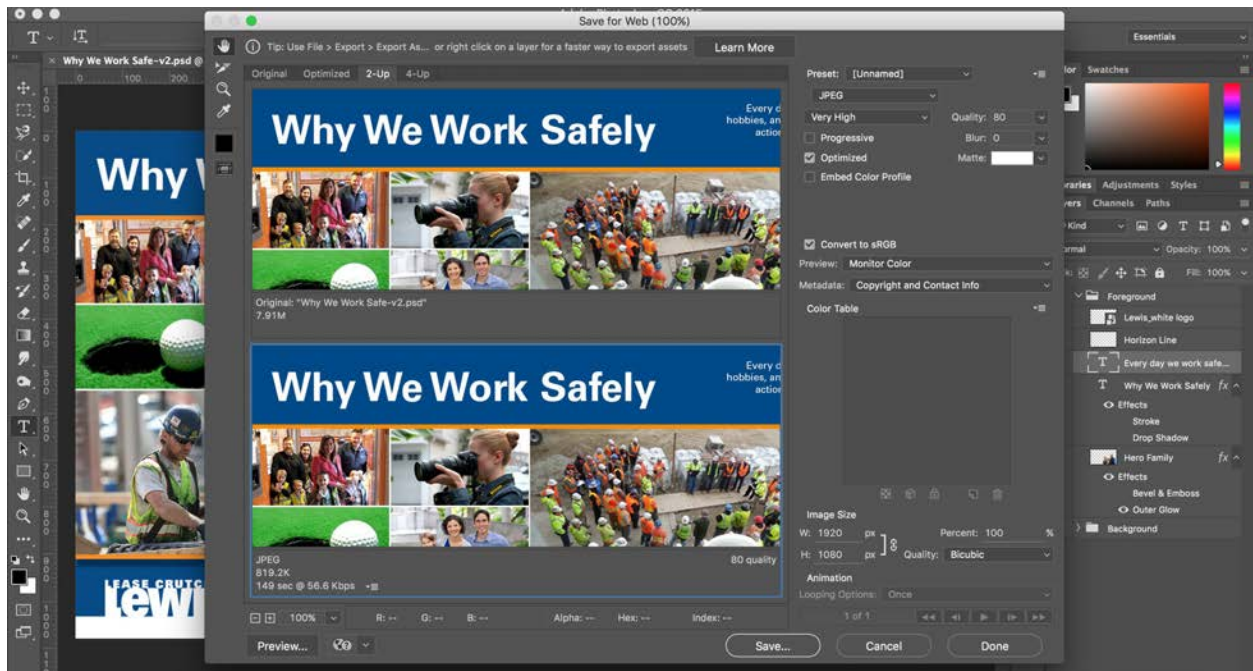
The last step was to bring my Hero Family into the collage and make subtle accents with an outer glow.

Step 13: Copy Finishes



Ultimately I wasn't happy with the copy choices I made and set out changing it. I tried different options within Photoshop's character panel and played with the leading after moving my call-to-action to a suitable location.

Step 14: Preparing the Final Image



The last step was to prepare my image using the save for web feature located under export. As this will be used on people's monitors I chose high quality export settings and saved as a JPEG.

Before and After Comparison



Before



After