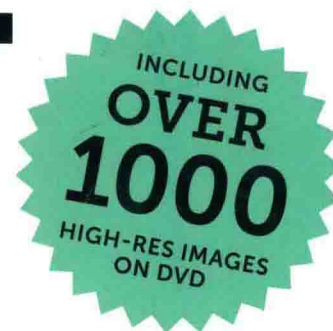


BLANK SLATE

A COMPREHENSIVE LIBRARY
OF PHOTOGRAPHIC TEMPLATES

BY CORDELIA CRAIGIE



HOW DOES IT WORK?



1 Convert an artwork of your choice into a high-quality PDF file. Open it in Photoshop.

2 Flip through *Blank Slate* and pick the template that matches your final product best. Open this template in Photoshop.

3 Mount your artwork on the template using the transformation tools as provided by Photoshop.

4 To create a realistic look: use the layer blending modes. Test the different options to figure out which mode is most suitable for your design.

Use these four easy steps to construct a tangible, 3D vision of your final product in no more than a few minutes. In order to create a perfect fit between the design and template, each template also includes an extra work path around the individual objects.

BLANK SLATE IN WHITE



BY CORDELIA CRAIGIE



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LIBRARY OF
PHOTOGRAPHIC
TEMPLATES

EDITED BY
CORDELIA CRAIGIE

CO-EDITED BY
DMCGROUP

PHOTOGRAPHY BY
EYMELT SEHMER

LAYOUT BY
CORDELIA CRAIGIE

TYPEFACE
MUSEO BY EXLJBRIS

PROOFREADING BY
RACHEL SAMPSON

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CREDITS

whitepage 04

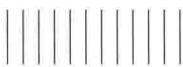
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AND NEWSPAPERS

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BLANK SLATE LIFE

BLANK SLATE IN WHITE

BY CORDELIA CRAIGIE

gestalten

THANK YOU

Eymelt Sehmer | Berlin-based photographer (rot-stich.net)

For going above and beyond, and shooting every single image in this collection. This book never would have been possible without her help.

dmcgroup | Agency for crossmedia branding

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For organizing all the "blank" book and brochure samples, and for the technical advice.

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Burkhard Wittemeier | Designer

For his generously dispensed design expertise and final artwork advice.

Bona Pfeiffer | Designer

For enriching *Blank Slate Life* with her inspiring illustrations.

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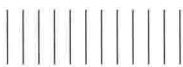
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BLANK SLATE LIFE

Blank Slate is design in its primary state. An empty canvas ready to be imprinted.

Empty vessels make the most sound. *Blank Slate* is design in its primary state. This unique book presents a comprehensive catalog of empty templates: it showcases over 1,000 ready-to-use images, provided on DVD, that cover all fields of branding and graphic design, developed to help show your customer the full potential of your work. *Blank Slate* stems from the universal idea that, as long as you keep an open mind, much is likely to fall into it. Without external creative input, *Blank Slate* is nothing but a vague idea. It's an empty canvas, a white sheet of paper ready to be imprinted with ideas and creativity.

The book is divided into two main parts: by providing the images with both black and white backgrounds, it juggles the flexibility that is inherent in everyday design work. It delivers the visuals both straight and shot each time from the same angle, which makes it easy to try out numerous compatible combinations.

Through all that, *Blank Slate* covers both the first and the last step in the production process. With its lack of built-in direction and outside impressions, it makes for the perfect unbiased starting point of the creative process. Simultaneously, *Blank Slate* furnishes the finishing touch: when put to use, it embellishes your design with a vision of the final product. *Blank Slate* is emptiness conceptualized.

HOW DOES IT WORK?

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Convert an artwork of your choice into a high-quality PDF file. Open it in Photoshop.

02

Flip through Blank Slate and pick the template that matches your final product best. Open this template in Photoshop.

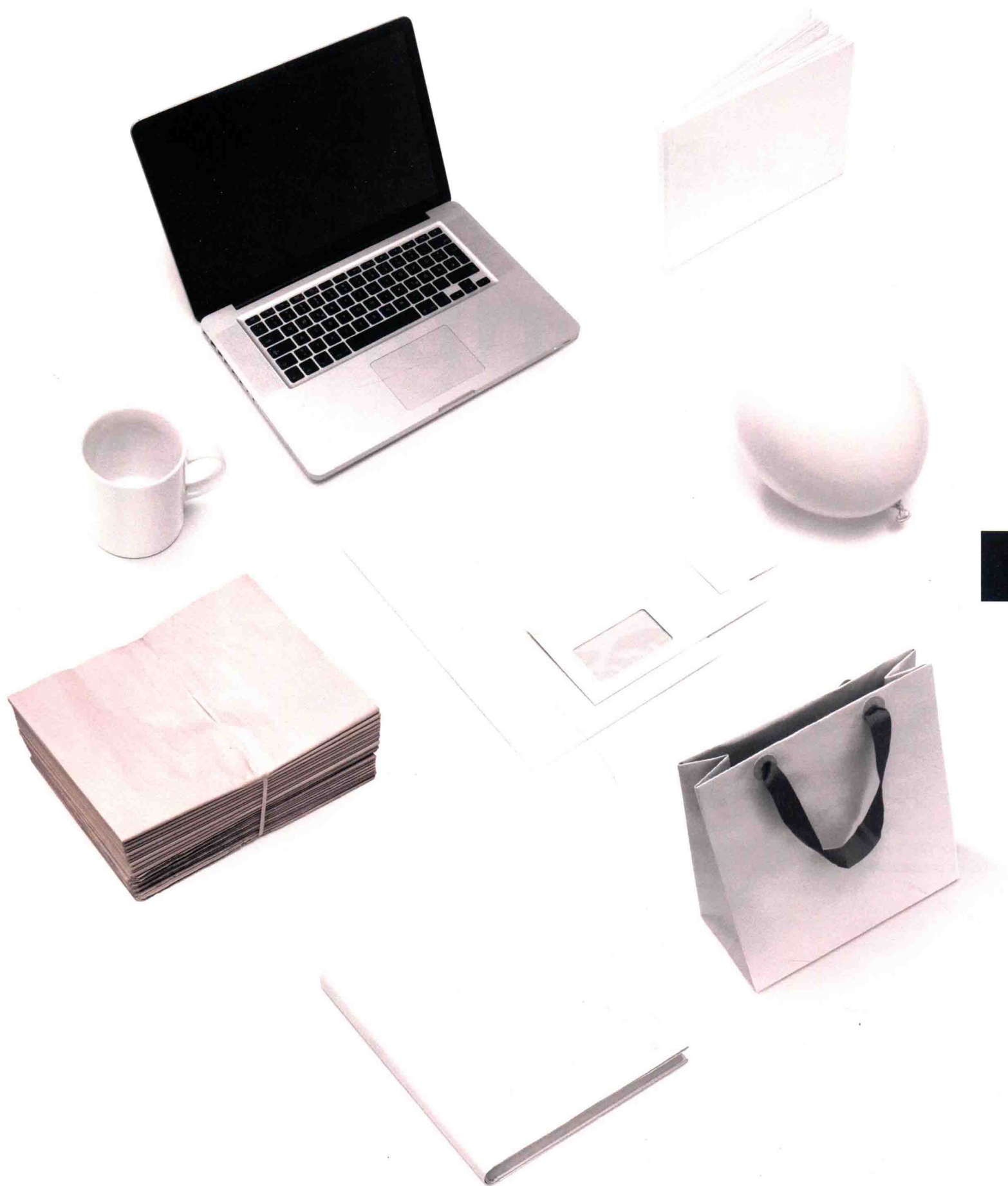
03

Mount your artwork on the template using the transformation tools as provided by Photoshop.

04

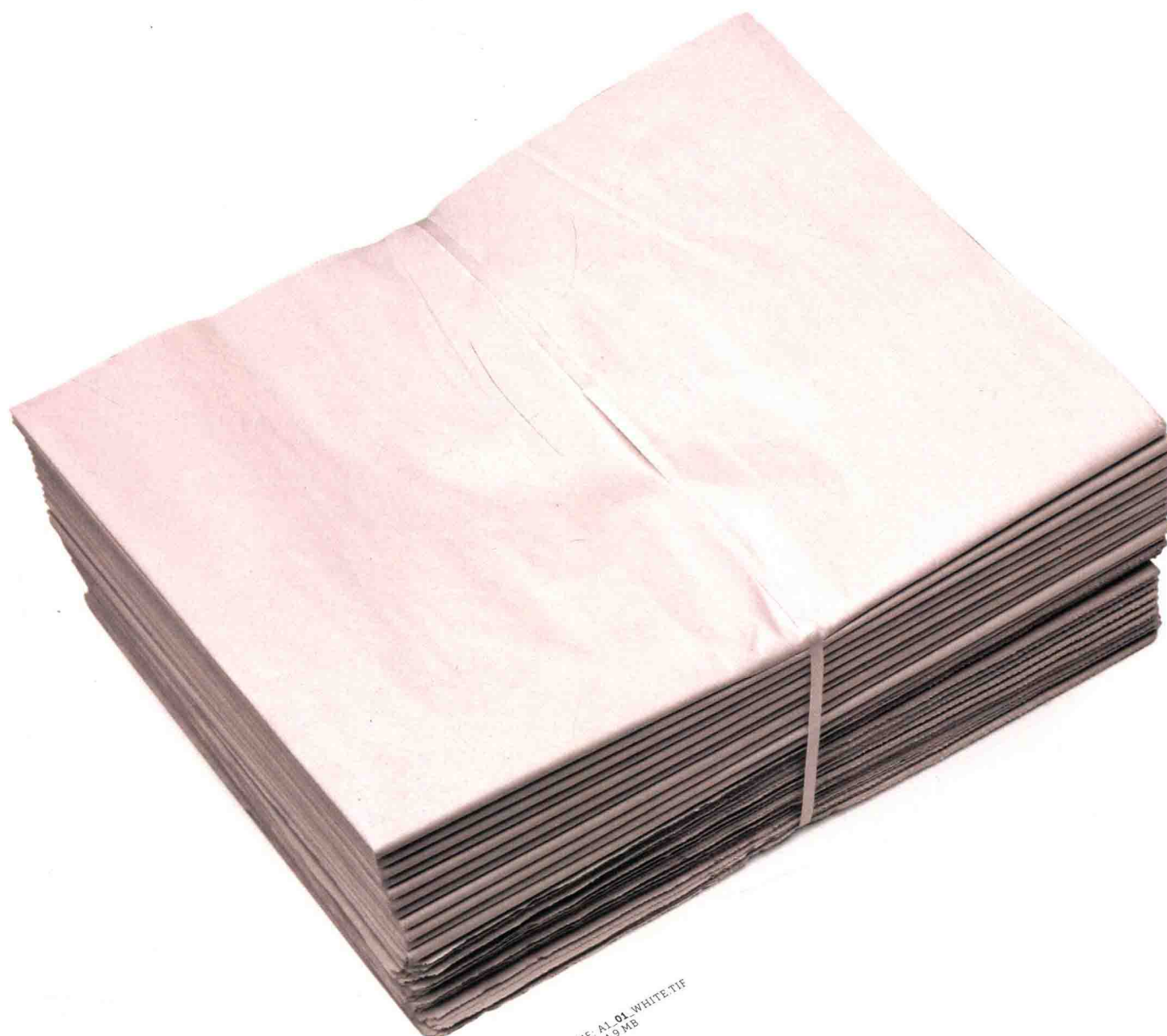
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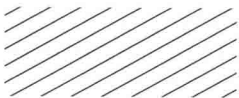




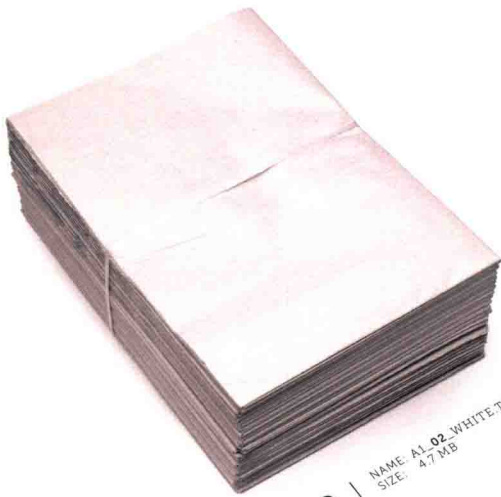


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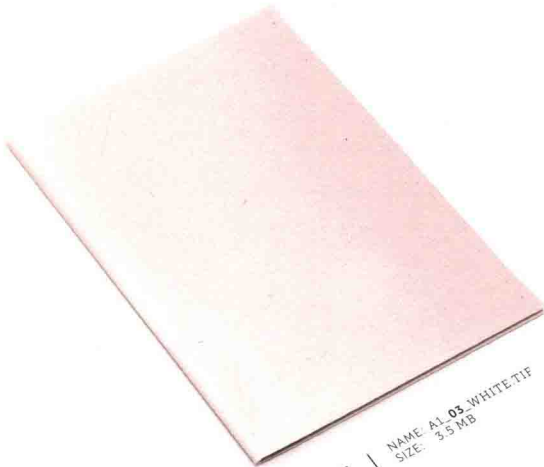
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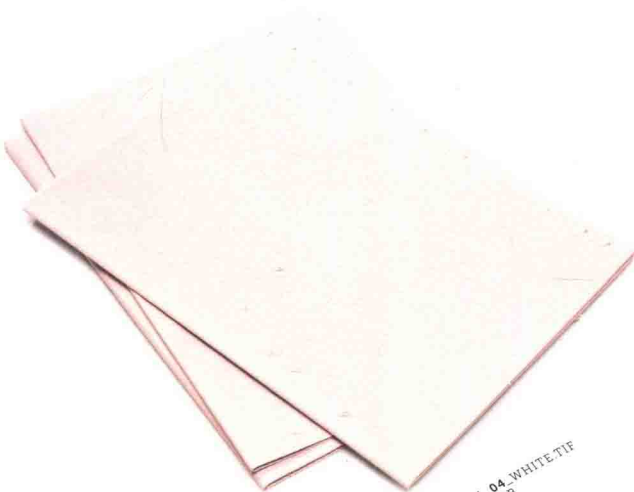
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BOOKS
NEWSPAPERS



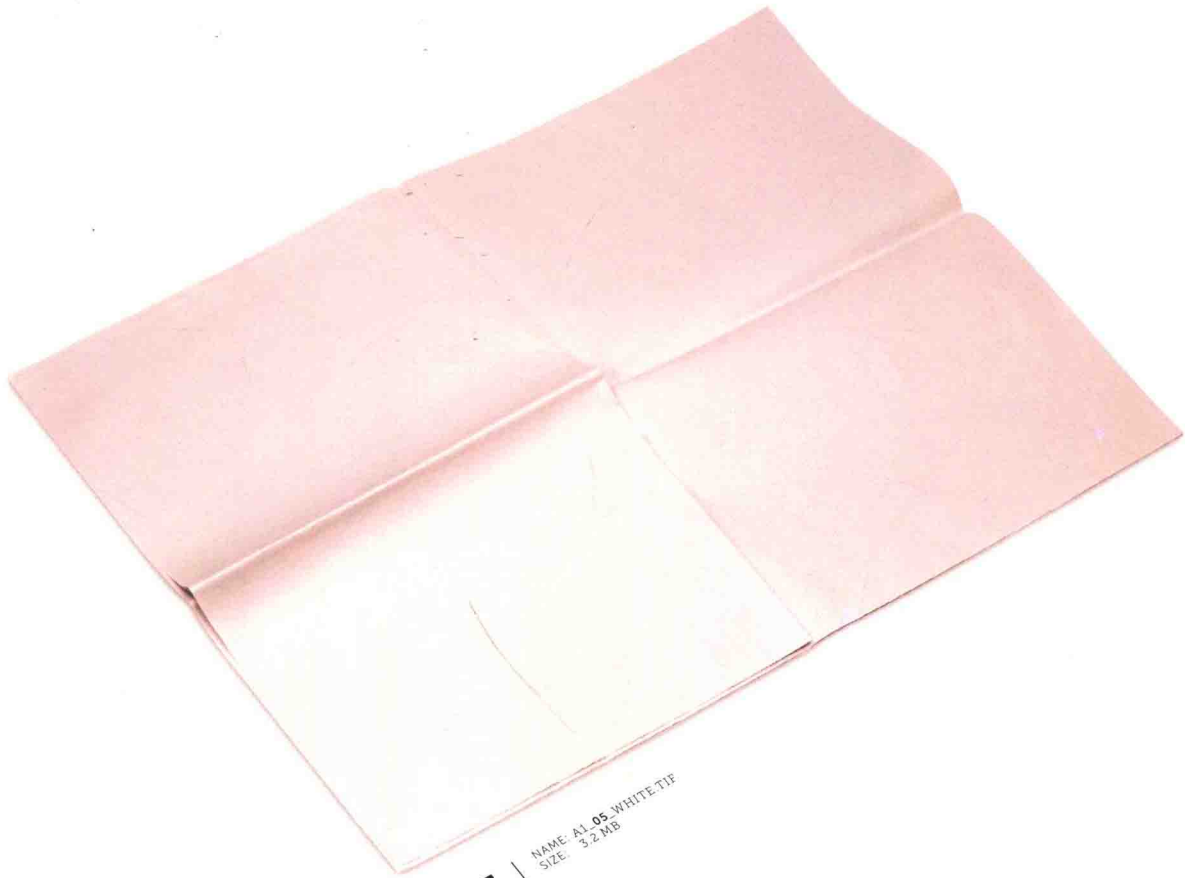
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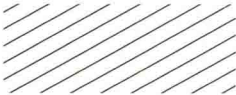


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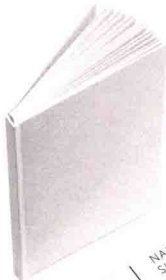
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BROCHURES
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