IN BRIEF: **Task:** Protect the copyright of your images with Photoshop 7.0

Difficulty: Intermediate
Time I need: Five minutes

PROTECT YOUR IMAGES WITH PHOTOSHOP 7.0

ANYTHING YOU PUT ONLINE RUNS THE RISK OF BEING RIPPED OFF – ESPECIALLY ARTWORK. PROTECT YOUR PROPERTY USING WATERMARKS

Although it may seem like the Internet shuns copyright laws, all information in the Internet is still very much protected. Copyright concerns itself with who has the right to make a copy of a work, be it a book, photograph or music. If a person has created anything that can be copied, it automatically becomes protected by copyright and the creator owns the copyright. That person then has the right to give or deny permission to those who want to make a copy. Copyright is still treated seriously in the courts and the threat of legal action is usually enough to stop most perpetrators in their tracks.

It is a great shame that many unscrupulous surfers often regard work presented on the Internet as open game, and there's a strong chance that anything you create and put on the Web will get ripped off. It's a depressing thought and can be enough to stop you from presenting your work, but there are a couple of things you can do to protect yourself.

The first is to use an indelible watermarking system, such as Digimarc, to track your images. The downside is that this system requires an annual subscription, but if you are a professional who relies on computer imagery for their living, it is a good idea. Alternatively, you can always use Photoshop to create a discrete watermark. This clearly announces who the copyright belongs to, without detracting too much from the image.

1 TYPE YOUR TEXT

First, you need to type out your copyright statem
Select the 'Horizontal Type' tool and enter your te
might need the Character Map application in Wind
find out where the copyright symbol is. If you are
Times New Roman or Arial, for example, the short
the symbol is 'ALT+0169'.

4 CAREFULLY BLENDED

With the Layer Style menu still open, select 'Blen
Option' from the list of style categories. Now sele
Light' from the drop-down 'Blend Mode' menu. Yo
see your text disappear, leaving a bold outline. M
opacity slider control and adjust the opacity to ta
Press 'OK' when you are happy with the final res

7 FLATTEN IT OUT

Once you are happy with the image, remember to flatten the layers. Do this by selecting 'Layer' from the top menu and clicking 'Flatten Image'. Now you can save your final, watermarked image, but remember to only add a watermark to a copy of your image and not your original, as it will be impossible to remove successfully.

8 TOTAL IMAGE PROTECTION

If you need serious protection for your images, you might want to use Digimarc (**www.digimarc.com**) to protect your pictures. This is a subscription service aimed at the professional and embeds an invisible, coded watermark into your images. The company has a fleet of Webspiders scouring the Net for any copyright abuse.

9 ADDING DIGIMARC

Photoshop 7.0 comes with Digimarc filters alread
in. To take advantage of this service, you will nee
pay $49 for a year's cover of up to 99 images. To
Digimarc watermark, open the image you want to
and click on 'Filter' on the menu, select 'Digimarc
select 'Embed Watermark'.

2 COLOUR ME GOOD

We are going to create a pseudo watermark, so you need to make sure your original text is the right colour before you start adding layer effects. For the best effects, use the 50% grey setting on Photoshop's colour swatch.
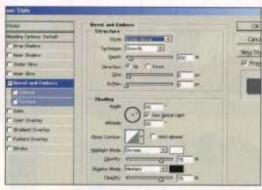
3 ON THE BEVEL

To add an outer bevel effect to your lettering, select the text layer and click 'Layer', 'Layer Style', then 'Bevel and Emboss' from the drop-down menu. On the Bevel and Emboss menu, click the 'Style' tab and select 'Outer Bevel'. You can alter the depth of the bevel but remember that your original text needs to remain legible.

5 SAVE YOUR STYLE

When you are happy with your watermark style, don't forget to save it on the Text Style palette. You can do this by selecting the active layer and clicking the 'New Style' button. Enter a name for the style and then press 'OK'. This will save you having to run through all the steps every time you want to add a watermark.

6 PLACEMENT PRIORITIES

Placement is key with watermarks. If you place it at the bottom of an image, the picture can easily be cropped and the copyright symbol lost. If you don't mind obscuring some of the detail of your image, it is always advisable to have the symbol running across the centre of the image, so that it can't be removed easily.
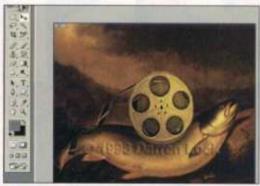
10 PERSONALISE YOUR WATERMARK

If you decide to subscribe to the Digimarc service, you will be issued with a Digimarc ID and PIN number. Enter these details in the required fields and then press 'OK'. Every image that you now watermark will be linked directly to your Digimarc account, and be protected by the service.

11 READ YOUR WATERMARK

Once the invisible Digimarc watermark has been added to your image, you can verify its entry by clicking on 'Filter' from the main menu, and clicking on 'Digimarc', then 'Read Watermark'. If there is a watermark, a screen will appear giving a URL that will link you to your Digimarc account and your copyright information.