

DECODER SPECIFICATIONS

How does it work?

A decoder is an overlay of two layers... a yellow message pattern and a cyan camouflage pattern. There is a hidden message that is contained within the yellow layer. The cyan layer disguises the message by drawing the focus of the eye to this copy. When placed behind/in front of a blue film/screen the cyan camouflage pattern disappears revealing the hidden message in the yellow layer.

Creating the message and the camouflage pattern:

There is a starting pattern for both the yellow message layer and the cyan decoder layer. The pattern is made up of a combination of type, numbers and patterns. You will want to substitute your client's information into the supplied Photoshop file.

Some things to keep in mind:

- The hidden message should not be too complicated. One word reveals work best.
- Linear letters and numbers hide easier. (example: a "W" will hide better than an "S"). Notice the supplied sample file used the lower case "s" to allow it to hide.
- Upper vs. lower case and slant/tilt can make a difference in the message being hidden, yet readable once the overlay is placed over it. This is an area that may need adjusting depending on the copy needed for your project.
- The sample file provided has only been proven with one certain color overlay. If your client is requesting different colors, you will have to test the reveal with actual materials to confirm that it works correctly.

There is a layer in Photoshop that can be used to soft proof your file. If you can't read the message when that layer is activated, you should be ok to print.

Our suggestion is to not vary from the pattern supplied greatly, use the existing pattern, font style and size when customizing it to your project. The Photoshop file is supplied completely layered with the text accessible for this purpose. The "star" layer will be able to be moved to make adjustments when hiding your hidden message.

Once the reveal text is set, you will need to duplicate the layer, expand by 4 to 6 pixels, then fill in with white and place under the reveal text to create the outline needed for readability. Reference the layer set called "adjustable reveal knockouts (created from reveal text layer)".

If you have any questions or concerns, please contact the Prepress Manager at 262.338.6101.

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For more information contact a
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