



General tips on how to use foil effect in mockups from mockups-design.com

WHY

When I was creating a foil effect on a business card mockup - I approached it a bit differently than other mockup designers. In other mockups, the foil (hot or cold stamping) effect is usually controlled by Layer Style effects.

I took different approach. I rendered two images for foil effect. One with shadows and one with highlights. Those two layers are responsible for how foil effect will look on the mockup. This is a slightly less customizable, but in my opinion it looks bit more natural.

SHAPE & COLOR

You can set the shape and the color of the foil in the "Foil" Smart Object layer.

Experimenting with the foil color could give you great results. When applying silver foil on business card, try using white, grey or even black color for the shape of the foil. The same goes for gold foil or UV (try to match the foil color with business card background).

PLAY WITH IT!

Two layers that are responsible for foil effects are in "Mockup > Foil" group.

"Shadow" layer is responsible for darker parts of the foil. **"Highlights"** for lighter. And the **"Contrast"** Adjustment layer controls overall look of the foil.

I can't predict where your foil will be placed, so it is very likely that you will need to adjust these layers for achieving best results. If your foil will look too dark, try to decrease "Shadow" layer. If it is too bright, then decrease "Highlights" layer. Try to decrease both of them. Turn on and off the "Contrast" layer. **Play with it!**

Finally, try to adjust the contrast of the "Shadow" or "Highlight" layer using Photoshop Levels. This can also greatly improve the look of your foil. Also, don't forget about playing with colors in "Foil" Smart Object layer.