Droste Effect (Photoshop)

The Droste effect is a visual styling that creates the look of an image (or images) continually repeating within the same frame.

This effect has been used for centuries in art and mathematics. Within the last century, this style has become popular in photo and video mediums.

Fun Fact: The name Droste Effect comes from the branding of Droste Cocoa Powder, which used this technique within their labels.

Steps (I'm using the Demo Files as reference):

1. Open all 3 images directly in Photoshop (File -> Open)
2. Create the smaller photo -> Go to Photo 1 -> Command A (Select All) -> Command C (Copy)
3. Got to Photo 2 -> Use Marquee or Selection Tool to trace around the inside shape of the frame -> Edit -> Paste Special -> Paste Into
4. Adjust the size of the photo by pressing Command T (Edit -> Free Transform). Grab a corner box and resize.
5. Turn the whole image into a Smart Object -> Hold Shift and click on each layer -> Release Shift -> Hold Control -> Click on one of the layers to show the Right Click Menu -> Find and choose Make Smart Object. All Layers will combine into one.
6. On Photo 2 -> Command A (Select All) -> Command C (Copy)
7. Go to Photo 3 -> Use Marquee or Selection Tool to trace around the inside shape of the frame -> Edit -> Paste Special -> Paste Into
8. Adjust the size of the photo by pressing Command T (Edit -> Free Transform). Grab a corner box and resize.
9. Save your finished photo -> File -> Save As -> Rename the file and make sure to change the format to JPEG.

The Assignment

- Plan and create 2 images (JPEG) that demonstrate the Droste Effect.
- Your final images must each contain 3 photos that are taken by you.
    - *1 finished photo will create the repeating image style. The other will be made of 3 unique images.*
- Use a DSLR or your phone's camera.
- Each photo must contain a frame.
    - *There are frames available in class, but you can also be creative with what a frame could be…screens, mirrors, book covers, etc.*