Adobe Photoshop Essentials

Agenda
- K/W/L chart
- What is Photoshop?
- Elements of Photoshop
- Getting Started
- Learning Resources
- Demo

K/W/L Chart

ACTIVITY: Let's complete a K/W/L chart. What do we know about Photoshop? What do we want to know? At the end of class, we'll return and talk about what we learned?

What is Photoshop?

Photoshop is
- a professional image editing software designed by Adobe
- used by graphic artists, designers, and photographers for print and web
- contains vast tool set
- available for Mac and Windows

Common Uses
- Edit existing images
- Touch up, remove blemishes, enhance, and manipulate
- Restore older photos - Class offered on Wed. January 24.
- Create images and high quality graphics by adding text
- Combine images together into a composite

Example of retouching
Example of restoring an older photo
Example of image composite with text
Example of logo created in Photoshop
Example of multilayered designs

Cost and Space
- Free trial lasts seven days
- Subscription based: $10/month / $120/year
- Powerful program that takes up significant memory on your computer
- Consider Photoshop Elements (PSE) as an alternative
    - Contains many of the same tools but they are easier to use
    - Less intimidating interface
    - You can outright buy the software for $60 - $100 instead of leasing

Elements of Photoshop

Layers
- Layers, within Photoshop are means of organizing and manipulating specific part of an image
- Layers allow for specific parts of an image to be altered without affecting other layers (i.e. non-destructive editing)
- You can change the visibility, order, and combine layers

Layers Palette

- Separate each step of your work
- Each layer can have separate effects applied it it

ACTIVITY: Take out "layers" of paper and have the group lay them on top of one another. You can combine these layers together to change the look of your design without actually destroying original image.

Adjusting the Image
- Adjustments
  - Adjustments are a set of operations that enable the user to enhance an image
  - Basic adjustments can manipulate an image's hue and saturation, levels, contrast, curves, and color balance.
- Levels
  - The levels adjustment layer is a tool that allows you to stretch and squeeze the black and white values of a photograph to maximize certain attributes, such as saturation and brightness.

Selection
- Selection in Photoshop allows you to create a space in a project that travels between layers and can be used to mark, edit or create a specified layer.
- All selections are distinguished by a crawling dashed line surrounding the areas selected. Once created, selection allow you to edit the area within their bounds.
- Use selections to create masks. Masking is the practice of creating a space in which only on part is viewable or editable.

Brushes
- More than a tool for painting a drawing
- Many tools (including the quick select tool, clone stamps, eraser) use brush mechanics and concepts to operate
- A brush is made up of 3 components: size, hardness, and a preset shape
  - Brush size: is measured in pixels and relates to the diameter of the brush
  - Brush hardness is the edge shape of the brush preset

RGB v. CMYK
- RGB color is a color model in which Red (R), Green (G), and Blue (B) light sources are added together in different strengths and combinations to give a full array of colors. This color model works well for digital media because the same process is used to create color on the majority of screens.
- CMYK is the primary color model for print. From home printer to professional publishing operations, printers generally combine Cyan (C), Magenta (M), Yellow (Y), and Black (K) to create dynamic color anges on a variety of media.
- Because these color modes are fundamentally different, it is always important to match the color model with the intent. This can be chosen when you a create a document or by locating Image > Mode.

Selecting Color
- Color Picker
- Located in the bottom of the tool bar, you will see two overlapping squares filled with black and white
- (use Jason's image here)
  - click to switch color
  - double click on a square to select a new color in the color picker

Working with Type
- Type Tool
- Tip: Always make the type box larger than the type you want to put in it
- This will allows you to manipulate the type without it disappearing (being overset)

Getting Started

Let's get started
Once you have a handle on navigating the interface it is time to learn how to create new projects and open existing ones.

Saving your work
- File types
  - .PSD - Adobe photoshop uses photoshop document of PSD file format by default. Layers are preserved in this file format.
  - .JPEG- The joint photograph experts group (.jpeg, .jpg, jpe) file name extension is used for digital photography
  - .GIF- th graphics interchange format or GIF (.gif) file name extension is popularly used for creating webpages, elements, logos, etc.
  - .PNG-the portable network graphic or PNG (.png) format was designed as an alternative to GIF and JPEG formats.
  - .TIF-the tagged image file format or TIFF (.tif, .tiff) saves and preserves all of the original image data.

Size and Orientation Image
- Mode: Type of color (CMYK or RGB)
- Image Size: change size of image
- Canvas: change size of canvas
- Rotate canvas: change orientation of canvas

Learning Resources

Learning Resources
- ITPL cardholder
  - Creative studio & Macboos
  - Lynda.com
  - Gale courses
- Other tips and tutorials
- Photoshop tutorials on YouTube

Similar free software
- Canva
- Gimp
- Paint.net
- Pixlr

Demo