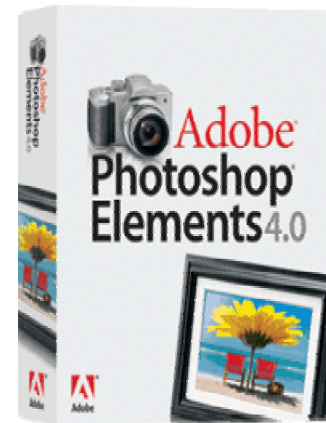




Photography, Digital Photography and Photoshop Elements 4





Digital Photography

- **Digital Photography is evolving closer to traditional photography**
- **New cameras allow more flexibility and control similar to older SLR cameras**
- **But contain more automatic settings for ease of use – point and shoot**



Digital Photography is...

- **Easier**
 - **More automatic settings**
- **Instant gratification**
 - **Instantly see if picture is a “keeper”**
- **Less expensive**
 - **Only keep and print the “best” ones**



How to Share Images With Friends and Family

- **Could gather around the computer monitor – *not so good!***
- **Could display on “big screen” TV**
- **Share them online (web site)**
- **Create and distribute PDF slideshow**
- **Print images as “Pictures”**



Digital Photography's Do's and Don'ts

- **Always use the highest quality settings for every image you capture – even raw, dng or tiff**
- **JPG format is a “lossey” format**
- **Each time you save a JPG file, some data is discarded – save all you can capture**



Do's and Don'ts - 2

- **Save every pixel you possibly can**
- **Memory is inexpensive and memory cards capacity is increasing – purchase additional memory cards**
- **Remember, “you can't make chicken salad out of chicken feathers”**



Protect Your Images... Even the bad ones

- **Immediately burn images to CD**
- **CD's are very cost effective**
- **Then make contact prints of all images on the CD and keep CD's in a binder and...**
- **Keep contact prints in page protectors in another binder**



Less Than Perfect

- **Sometimes images aren't “quite right”**
- **Light was wrong?**
- **Too dark or too light?**
- **Just plain dull?**
- **Too busy or extra details / people?**
- **How do you improve these images?**



Pictures vs. Images?

What is a Picture?

- A Picture is *not really* a picture if you can't hold it in your hand or
- Hang it on a wall or
- Set it on something for viewing
- Until an image is mounted for display, it is simply an image – and not a picture



So You Want to Edit Your Images?

- **Remember, JPG format is “Lossey”**
- **So before editing with any program...**
- **Save image to a “Lossless” file format**
- **Edit and save forever – even print without reducing image quality**



When Editing an Image...

- **Never work on the actual image**
- **Work on a copy in a “Lossless” format**
- **Work on a “duplicate layer” instead of the actual image**



Photoshop

- **Photoshop is “Big Cheese” or the “Granddaddy,” the industry standard of image editors**
- **Everything else is measured against it**
- **Every photo you’ve seen – book, magazine, or catalog – in the past 10 years has passed through Photoshop on its way to print**



Photoshop 2

- **Nothing provides more control over images than Photoshop**
- **Photoshop has drawbacks**
 - **Darn hard to learn well**
 - **Horribly expensive (\$649)**
 - **“Overkill” if you’re not a professional graphic artist**



Photoshop Elements' Evolution

- **Slow evolutionary process**
 - **Photo Deluxe**
 - **Photoshop LE**
 - **Finally Photoshop Elements (PSE)**
- **PSE took off like crazy**
- **Much of the power and tools of Photoshop anyone can learn to use**



What is PSE

- **Less Expensive but not a Toy**
- **Elements is Photoshop, but adapted for use with your home computer printer and for the Web**
- **Primary difference?**
- **Elements doesn't let you work or save in CMYK Mode**



What is CMYK Mode?

- **The format used for commercial color printing**
 - **Magazines**
 - **Brochures**
 - **Catalogs**
- **Lithography**



What is RGB Mode?

- **Your inkjet or photo printer at home uses the same colors to print, but using RGB mode**
- **PSE creates and saves files using RGB**
- **Red, Green and Blue are the “additive colors” – combined to create white light**
- **Black is not produced – only a dark muddy brown color**



RGB vs. CMYK

- **Cyan, Magenta, Yellow and blackK are “subtractive colors” (absorbs the light)**
- **Cyan, magenta, and yellow ink printed on paper absorbs the light that strikes them so the color seen, is the color reflected which is black...**
- **Black ink is added to intensify the actual color**



In Practice

- **Printing inks contain impurities**
- **Light not absorbed perfectly**
- **Black is added to render a “better” or “true” black**
- **Computer monitors, scanners and TVs work in the RGB visual realm**



Elements vs. Photoshop

- **Elements also lacks several tools basic to commercial art departments, like Actions or Scripting (*for repetitive tasks*)**
- **Most advanced features in Elements are tucked away and not obvious, but it really is Photoshop – for your computer and home printer**



What's New in PSE 4?

- **Redesigned custom slideshow**
- **Send slideshow to your TV if using Windows Media Center Edition**
- **New tools to simplify “selecting” complicated objects**
- **Or “removing” them from their background**



What's New in PSE4? - 2

- A handy new *Straighten tool*
- A totally new (and fast) fix, *Adjust Color for Skin Tone* in your image with a click
- A new **Red Eye correction** (may be automatically applied at import into Organizer)



What's New in PSE4? - 3

- **Text tool improvements – create paragraph text**
- **Text menu shows font names using font**
- **New choices for online ordering, like bound calendars, and easier way to order and share photos online**



What's New in PSE4? - 4

- **Better integration with Adobe Premiere Elements video-editing application**
- **Can quickly remove, apply or convert the ICC color profile for any image**
- **Now convert camera's RAW files to Adobe DNG format in the RAW converter**



What's New in PSE4? – 5

And Finally...

- **The Magic Selection Brush**
- **The Image extractor**



What You Can Do With PSE4

- **Organize photos (like Photoshop Album) with the Organizer workspace**
- **All special effects, like turning a photo into a drawing, a painting or a tile mosaic**
- **Combine photos into a panorama or a montage**



What You Can Do With PSE4 -2

- **Move a person from one picture to another – or remove someone from a photo**
- **Repair and restore old and damaged photos**
- **Add type to images and turn them into greeting cards and flyers**



What You Can Do With PSE4 - 3

- **Create slide shows to share with friends and family regardless of platform or PDA (*pdf*)**
- **Automatically resize photos for email**
- **Create and share professional-looking Web photo galleries and email-ready slideshows**



What You Can Do With PSE4 - 4

And finally...

- **Create and edit graphics for Web sites, including making animated GIFs**



Image Editing Trends

- **Include an “album” feature to help organize and locate images on your computer**
- **A Menu / Tool selection system or...**
- **A Multiple choice process where you select the image you think looks best from several choices**
- **PSE4 has both – the Editor and Quick Fix**



Notes Before Upgrading to PSE4

- **Mac version just released**
- **Windows XP w/service pack 2 or Media Center Edition 2005**
- **No Windows 2000 or Windows 98**
- **You're limited to PSE3**



Summary

- **Everyone has a “favorite” image editor**
- **I Don’t expect you to change your choice**
- **Simply be aware of the choices available**
- **Now let’s get a closer look at PSE4!**



Questions?

- **I will attempt to answer questions submitted to me by email**
- **chrobe@cox.net**
- **Thanks, I hope you enjoyed the presentation and demonstration!**