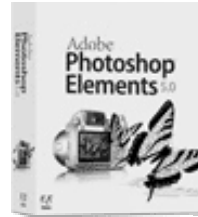




## Using the Organizer to Catalog and Manage Your Images Using PSE5

- Importing images
- Sorting
- Rating
- Adding Keywords



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The Adobe downloader facilitates getting your images into your photo folders on your computer: from camera, scanner, mobile phone or a file on your computer

Downloader has multiple options for importing your images: special folders; naming conventions and formats

PSE5 Organizer workspace allows you to: review your photos, sort, rate and tag your photos with metadata for future searching or finding



## Importing Images

- You may elect to activate the Adobe Image Down-loader or not
- You can always use it regardless

**You can use the image downloader or not**

**The downloader is always available even if not activated (running)**



## Sorting Images

- Review your images as soon as they have been imported
- Use full screen display to review
- Decide which are worth working and which to discard

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**Immediately review your images (full-screen) to look for color problems possibly caused by inaccurate white balance**

**Determine which images are worth keeping and which should be discarded immediately**



## Rating Images

- You either rate your images by “Stars,” or as “favorites”

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Proceed to “rate” your images by using a “star” rating system (1 - 5 stars with more being better)

Or you may designate any image as one of your “favorites”

Sometimes it works to use both — select favorites within the star rating



## **Adding Keywords via "Tags"**

- **A common set of default "tags" are included**
- **Add additional tags to cover other topics as needed: e.g. events, people, places, pets and etc.**

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**You should then look at the "tags" that are available  
A good selection of categories are immediately  
available**

**Within each category, you can add new tags for  
individual items like people: Paul, Bill and etc.**

**You can also add tags and create new categories like  
work; WACUG; Bowling team and etc.**

**You can also create more tags for events or places as  
needed**

**You can customize your tags by putting an image on  
them**



## Be Sure to Copyright Your Images

- Now switch to full-editor
- Select => File => Image Info
- Insert your copyright information: your name, year of copyright, web url
- Then save as: use PDS format => lossless
- This information shows up in the Exif data

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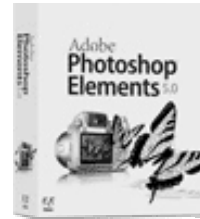
Once you've finished in the organizer switch to the editor to add your copyright information.

Remember any image that is not copyrighted falls into the public domain and is free to anyone and everyone



## Photoshop Elements 5 Workflow

- Having a plan for digital imaging “workflow” is important for optimized efficiency as well as image quality



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While I am referencing specifically PSE 5, the principles here can readily be applied to any imaging application

The steps and processes presented here begin with the simple and progress through the more complicated



## Where Do You Start?

- How do you approach fixing your images?
- What do you do first?
- Things to consider...

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**These are simple questions that are asked consistently at seminars**

**While there is no silver bullet that fits every image and address each image problem, these steps form a good foundation for developing and enhancing your work process**

**The term “workflow” is fairly new to photography.**

**It was big in the early days of office automation.**

**Workflow is like using a recipe in the kitchen**





## Image Quality

- Final image quality is usually of paramount importance
- Use the highest resolution possible *(you can always downsize the image to make it smaller)*
- Memory cards are cheap now — *always carry extra memory cards*

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**Assumption:** For the majority of us, final image quality is the driving force.

**To that end:**

- always use the highest resolution possible
- PSE 5 has special tools to modify images for web or email
- Memory cards are cheap now - always have extras with you
- Your planned usage plays a major role in image production



## Efficiency

- Efficiency also important — transforming good images to remarkable images should not be an all day affair
- I'd rather be out taking new pictures
- Developing a general workflow helps you work more efficiently

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One of the primary benefits of a good workflow is efficiency

Don't spend "forever" working on a single image (unless it is a irreplaceable image)

You're better off taking new photos

Having a good workflow helps you work more efficiently!



## **Workflow = Consistency**

- **By maintaining a consistent workflow, you'll ensure consistent quality and a familiarity that will improve your efficiency**

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**What is workflow?**

**The steps you use to move from sorting your new images through cropping, adjusting, correcting, printing and distributing your photos.**

**Using a consistent workflow will help you step-by-step to become more proficient at producing great images in a shorter time frame**



## Determine Priorities

- No single answer or silver bullet
- Varies depending on the project
  - Photojournalists focus on ways to speed up their process
  - Nature photographers - high quality and large prints
  - Scanning old images - dust and scratches

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**All photographers have different priorities based on the current project**

**This means that your priorities could change with each “shoot” which could also impact the workflow for that project**



## Focus on Results

- We want to produce the best images possible, and a proper workflow will ensure we are able to maintain that quality throughout the process
- Images for a brochure, for example, might include increased color saturation and increased contrast

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**Always focus on the results**

**Different projects will have different priorities and may involve different steps in your workflow**



## Focus on Results - 2

- May need to tone down same image for use on a restaurant menu
- A general workflow that is based on layers will provide the flexibility to adjust the image either way but the actual process may be different for each

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Again, based on the project, your workflow may have to be modified

PSE 5 allows extensive use of “layers” in adjusting images — most importantly in Photoshop and Photoshop Elements - learn to make selections and to use layers!

Layers allow for extreme flexibility in the image results without actually changing the image (non-destructive changes)

There is more than one way to generate similar results in adjusting images



## Maintain Flexibility

- You might change your mind about what you want the image to look like
- Keep a flexible attitude - don't always apply the same effects to every image
- Each image is unique
- Workflow is basic guideline

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**We are all creative — some of us are more creative than others**

**We are all good at copying what works**

**So remain flexible - try new things**

**Each image is a unique opportunity to express yourself**

**You usually have to answer only to yourself**

**It's finished when you say it's finished!**



## Layer-Based Workflow

- Ensures you will be able change your mind and revise your adjustments
- Layers available in Full Edit but not in Quick Fix

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Using layers, you can undo almost anything and everything you have done to an image adjustment-wise

Layers are only available in the full-edit mode and *not* in quick fix mode

Learn to use layers for doing all your image adjustment





## **Revise Your Workflow**

- **Nothing is Forever**
- **Requirements Will Evolve (customers)**
- **Technology Will Evolve (hardware and software)**

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**Everything changes**

**Requirements change**

**Technology changes — cameras, lenses, software, printers, paper, ink — everything!**

**Always experiment and try new things**

**Your workflow is a work in progress and is due to change soon!**



## A Sample Workflow

- The following Workflow is simply an initial suggestion
- Using the ideas presented earlier, you need to identify the workflow that fits your style and purposes
- Tasks become increasingly more complex as we follow the workflow

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**Remember each project and image is different**

**What works with some images will not work with others but the general process introduced here will get you started...**



## Sorting

- Download images
- Review & Discard non-usable images
- Preview (full screen) to refine selections
- Evaluate favorites to verify selection

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**Not all images are good to start with**

**Eliminate those not work considering and move on**

**Preview images in full screen - easier to see imperfections**

**Evaluate and rank your favorites to verify your selection**

**When finished, move to next step**



## **Initial Image Preparation**

- **Convert RAW images and adjust**
- **Perform basic rotation on images**
- **Perform basic cropping & rotation to eliminate unwanted pixels at edges and to straighten as necessary**

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**If shooting in RAW, adjust and convert to DNG or PSD files**

**Perform basic rotation**

**Crop to eliminate distractions, edge imperfections, and to straighten**



## Basic Optimization

- Check White Balance — Perform basic adjustment for color cast
- Perform basic tonal adjustment using levels
- Perform saturation adjustment
- Clean up dust, scratches, blemishes

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These are the basic starting points for basic image optimization

White balance in RAW or Quick Edit and adjust temperature for white balance

Then adjustment layer — Levels

Adjustment layer — hue / saturation

Then Dust, scratches and blemishes clean up



## **Advanced Adjustments: 1**

- **Perform advanced tonal adjustments using color curves: Dodge & Burn tools w/layers**
- **Perform color adjustments targeted to specific colors: Hue/Saturation, Solid Color and Average Color Removal**
- **Perform targeted color fixes and saturation painting**

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**Remember to use layers — Layers => duplicate layer**

**Dodge & Burn and Color Curves tools**

**Target specific colors with: Hue/Saturation**



## Advanced Adjustments: 2

- Create & save selections that isolate areas requiring targeted adjustments
- Make targeted adjustments to specific areas of images by both creating selections and painting on masks
- Perform any creative adjustments such as Colorize, Convert To Black And White, or apply filters

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Advanced tools / procedures



## Workflow Wrap-Up

- Decide on file-naming and organization plan determining the best locations for storing files
- Apply "Metadata" to images
- Save your master file in PSD or Tiff format
- Prepare your master image files for output: printing, email, or web

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**Finish any tasks previously mentioned but left undone**

**Always save your images in a "lossless" format like PSD (native Photoshop) or Tiff**

**Resize your image for print, the web, or email as necessary (gif, or jpg)**

**Professional printing bureaus usually ask for tiff images for printing**





**Thats' All Folks!...**

**Thank you!**