

PHOTOSHOP TIPS FOR WEB & PRINT

Kristin Zastoupil

Corsicana ISD Webmaster/Graphic Designer

Corsicana Education Foundation Executive Director

kzastoupil@cisd.org

(903) 602-8133

To download this presentation, visit:
www.cisd.org/kristinz



or visit TSPRA's Document Vault
after the conference.



Are you...

- An explorer?
 - Learning about Photoshop for the 1st time
- A vacationer?
 - Familiar with Photoshop
- A prisoner?
 - Your supervisor forced you to be here.



**THE PHOTOSHOP IS
STRONG IN THIS ONE**



How many tips & tricks in 60 minutes?

- Tip #1 – Don't promise 60 tips in 60 minutes or less (Just kidding!)



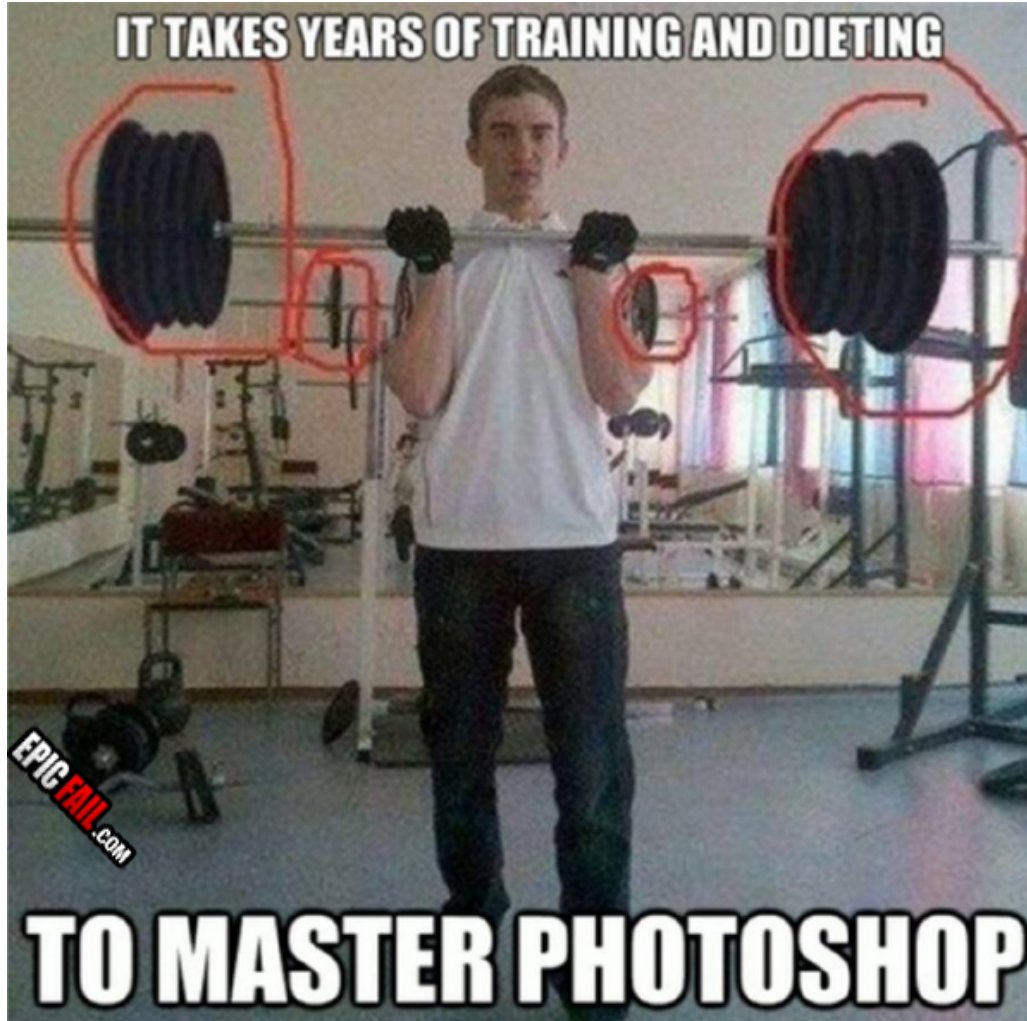


1. Follow Tutorials

- [Tutorial9](#)
- [PS Hero](#)
- [Tutzor](#)
- [PhotoshopStar](#)
- [Tutorial Dog](#)
- [Abduzeedo](#)
- [PhotoshopGUIDesign](#)
- [Worth1000](#)
- [Digital Grin](#)
- [Photoshop Support](#)
- [PSD Learning](#)
- [PSDFAN](#)
- [PhotoshopTutorials.ws](#)
- [Photoshop Essentials](#)



2. Experiment



Free form experimentation can open up your creativity and help you to get more comfortable with Photoshop.



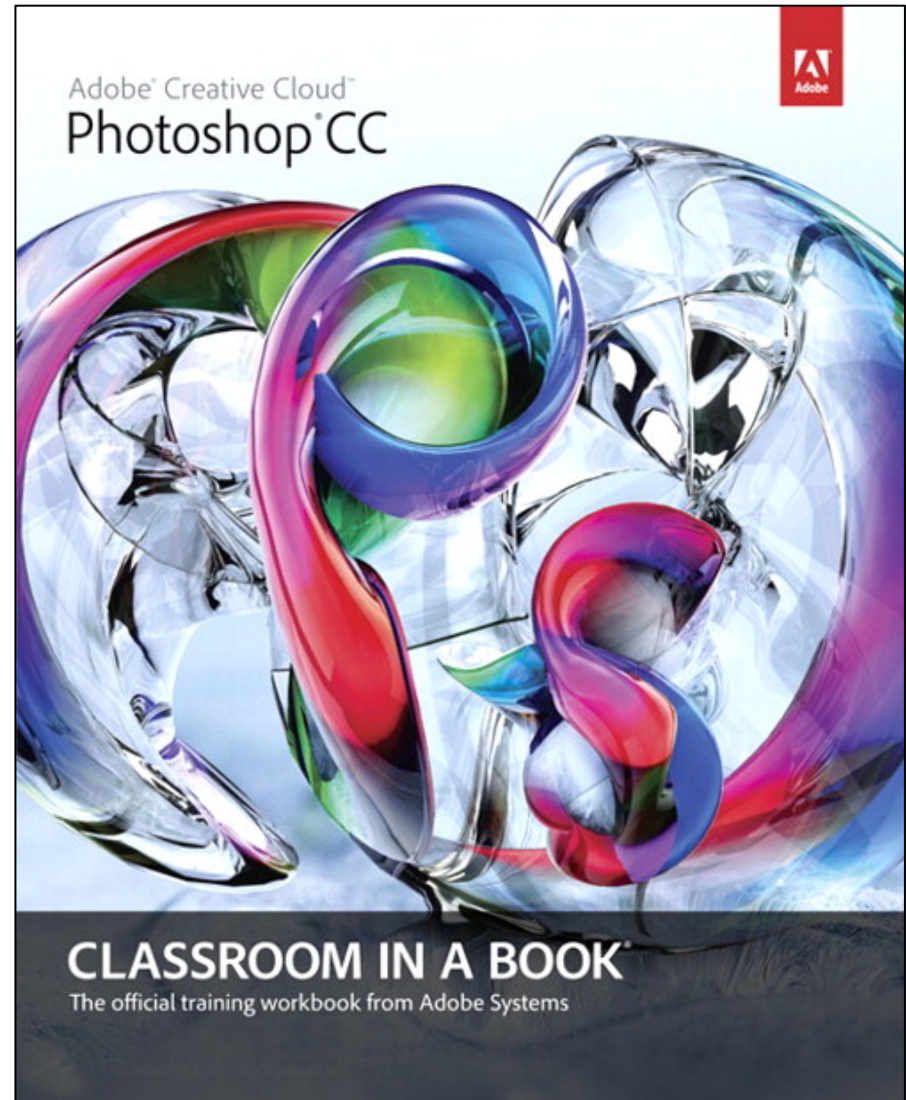
3. Rule of Thirds





4. Start with Fundamentals

- Adobe Classroom-in-a-Book series
- Ask your high school/ community college.
- Check your local library.





5. Web vs. Print

- Web
 - 72 dpi/resolution
 - RGB
- Print
 - 300+ dpi/resolution
 - CMYK





6. Typography

- Serif (print) vs. Sans Serif (web, billboard)
- Better to add text outside Photoshop (pixelated)

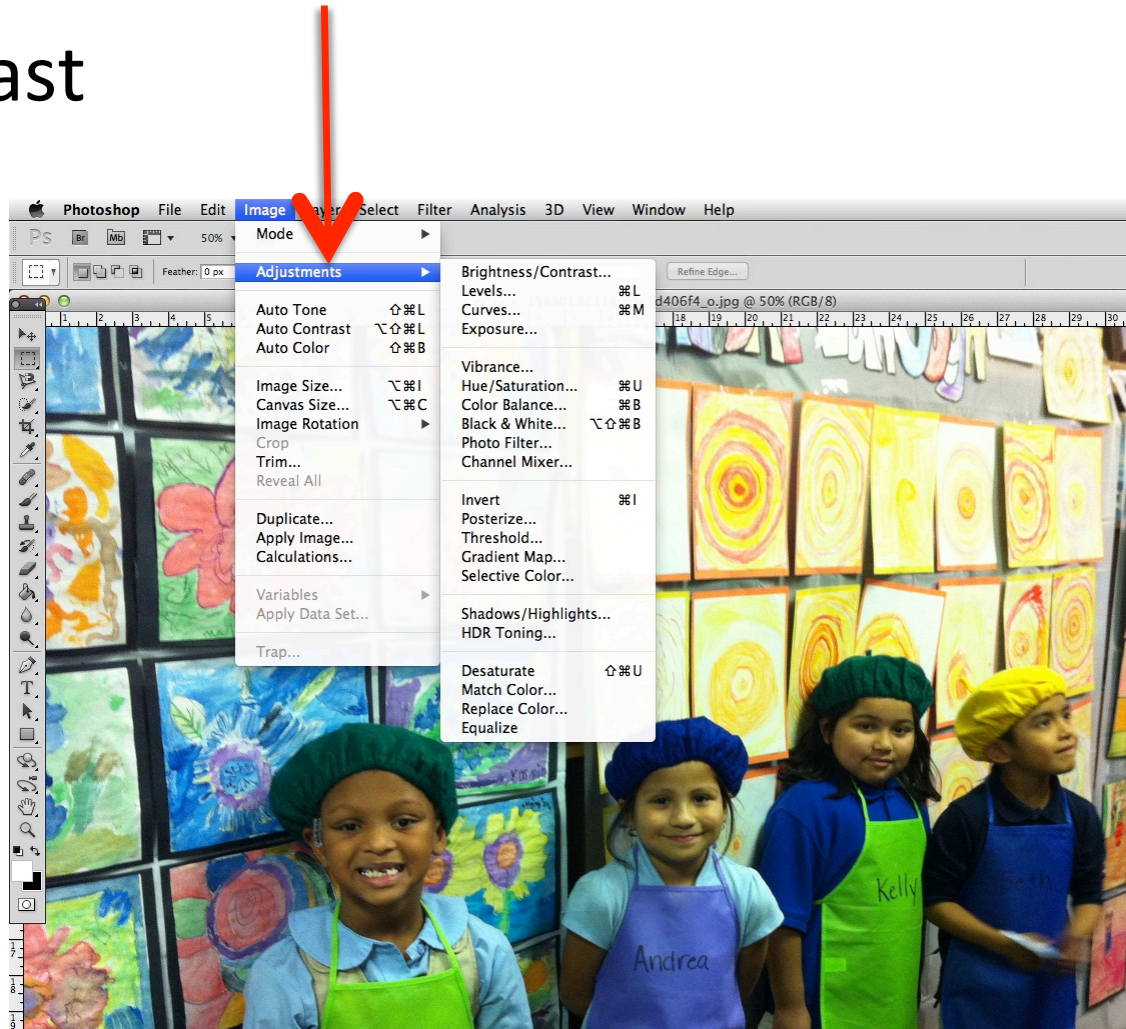
Times New Roman

Arial



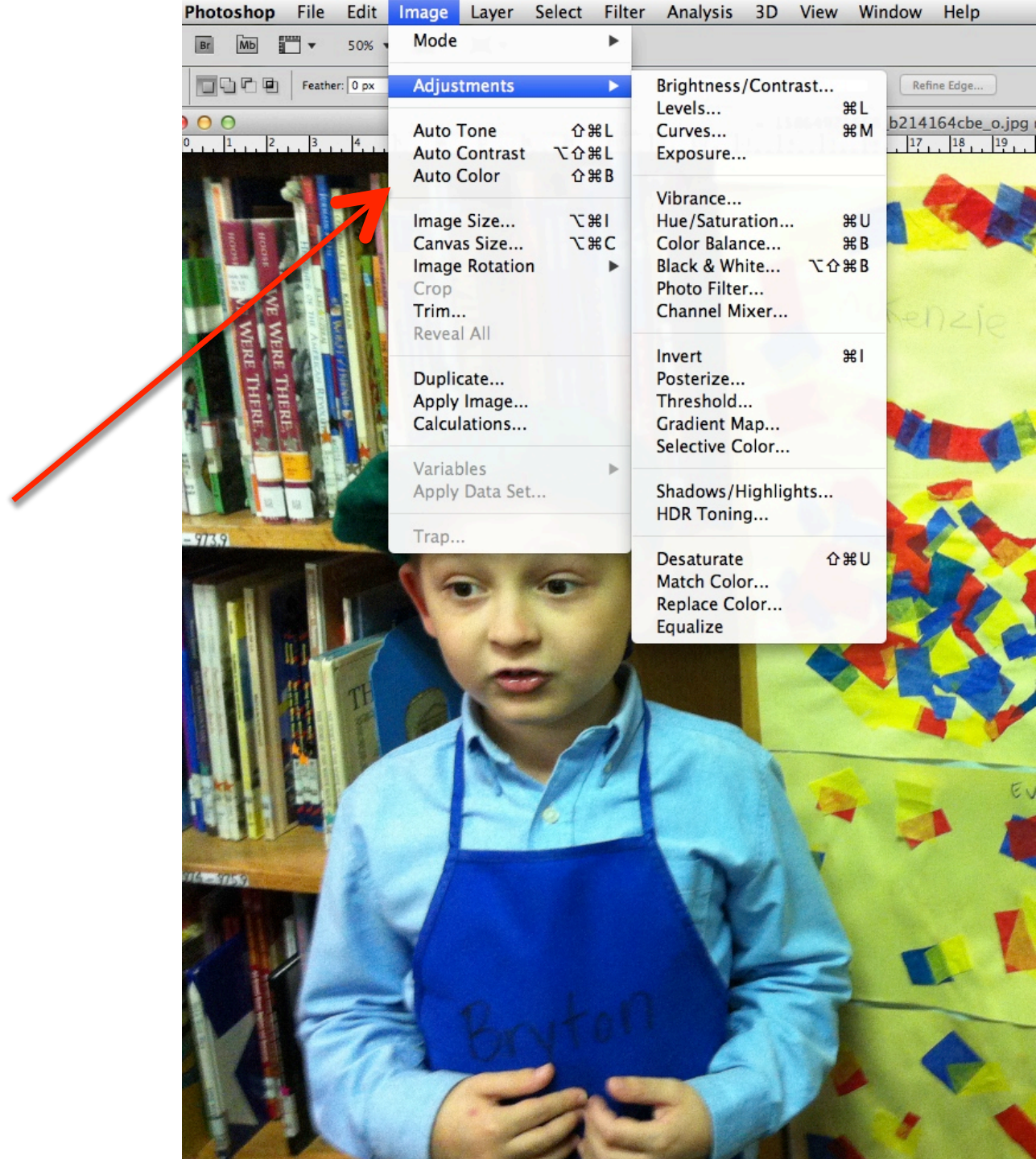
7. Step One: Adjustments

- Brightness/Contrast
- Levels
- Curves
- Exposure
- Vibrance
- Hue/Saturation
- Color Balance



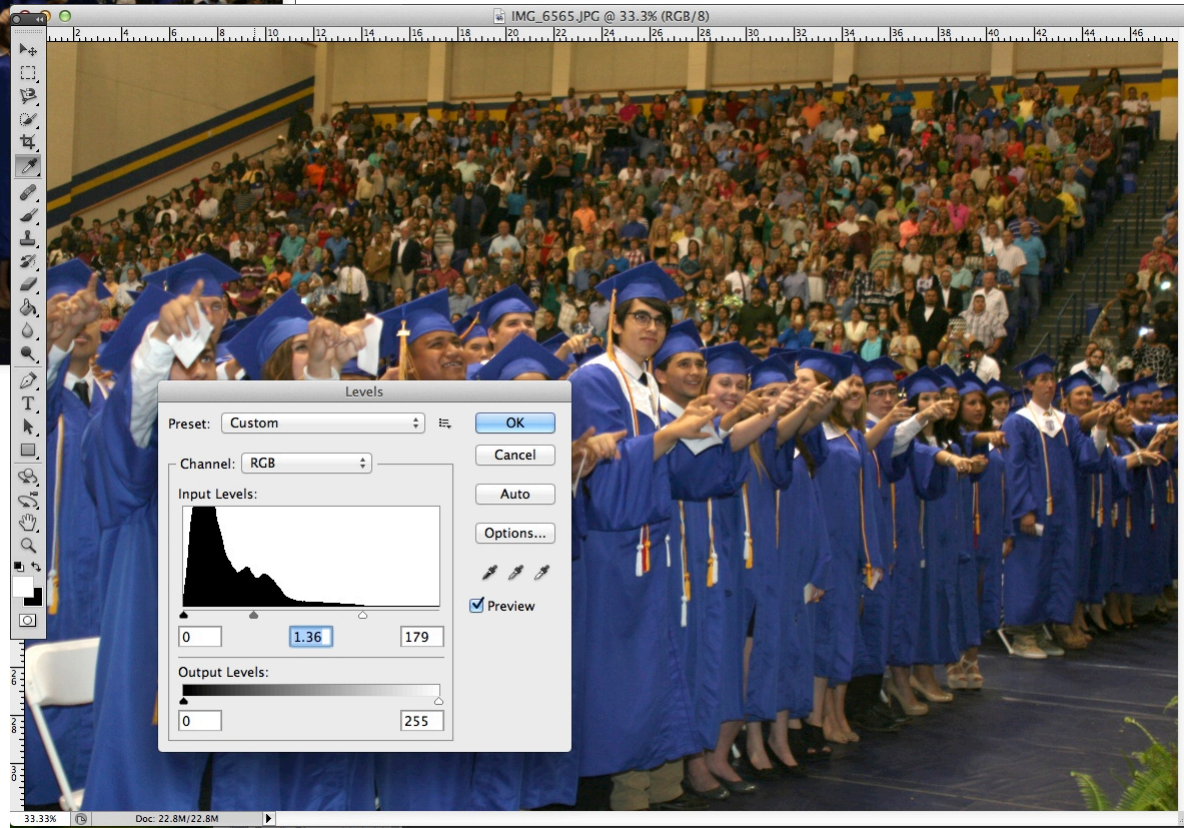
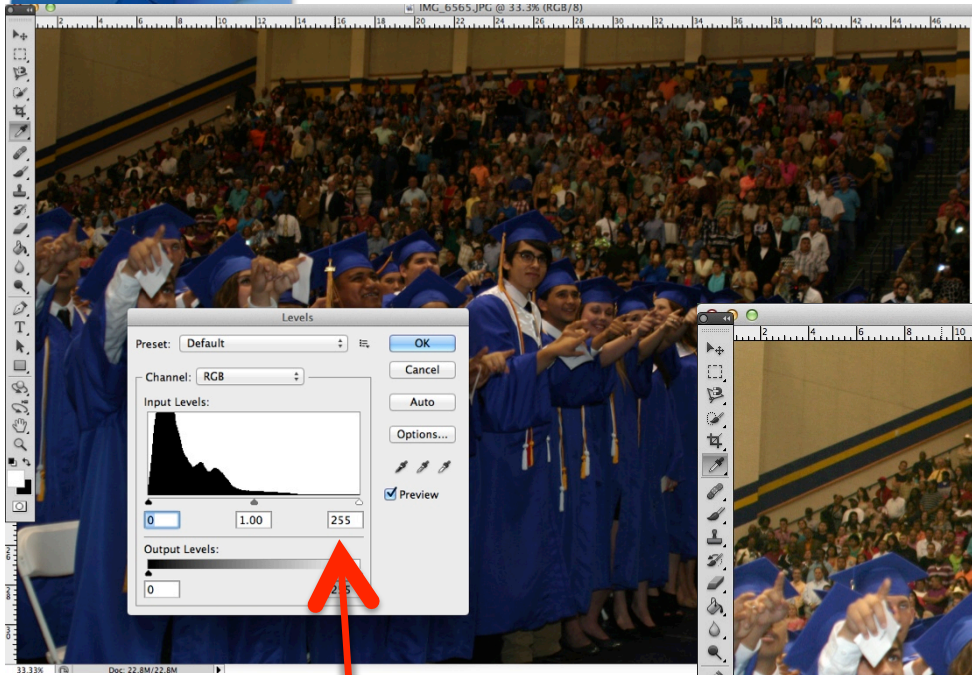


8. Auto Adjust





9. 255 Shades of Black (Levels)





10. Contrasting Color

- Boosting the contrast in a color photo can produce some stunning results.
- Bump up the contrast, play with the colors, and add that sort of “grunge” mood to your photo.





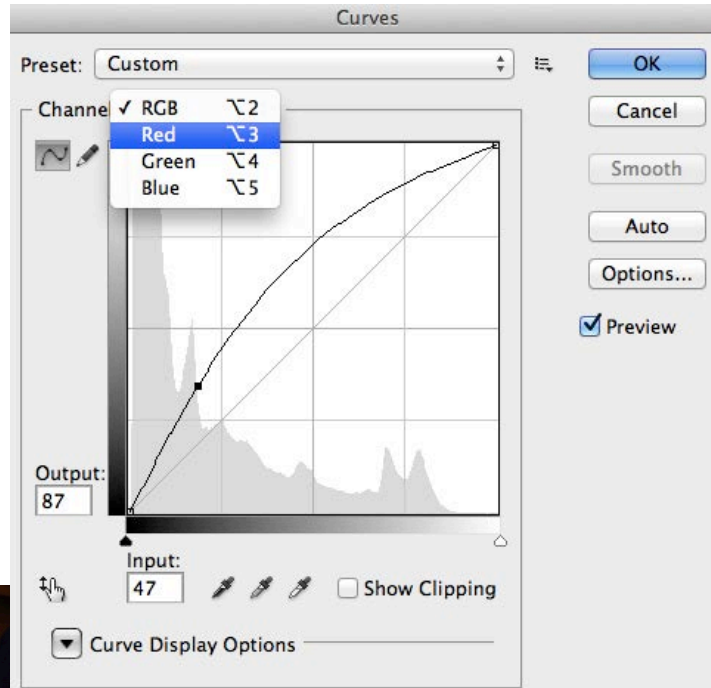
11. Contrasting B&W

- Boosting contrast on black & white creates a focus on the shapes, lines, and patterns rather than the tones.





12. Curves





13. Saturation

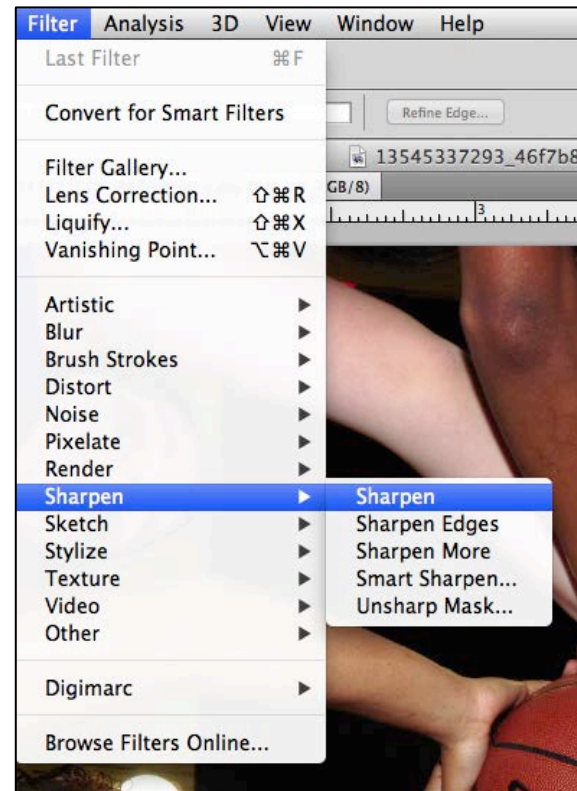
- One way to make your photo “pop” is to really push up the color saturation.





14. Unsharp Mask

- A.K.A. haze cutting, HIRALOAM, or local contrast enhancement
- This technique involves using the Unsharp Mask filter at a low amount and high radius to increase tonal transitions between adjacent pixels.



1. Merge all your visible layers into a new layer (Mac: Shift-Alt-Apple-E, PC: Ctrl-Shift-Alt-E (I think))
2. Select the new layer and open the Unsharp Mask filter.
3. Set the Amount to 20, the Radius to 50 and the Threshold to 0.
4. Change the layer style to "Luminosity" to prevent any color shifts.
5. Pull the layer opacity down to suit and/or add a mask to localize the effect.



15. Sharp

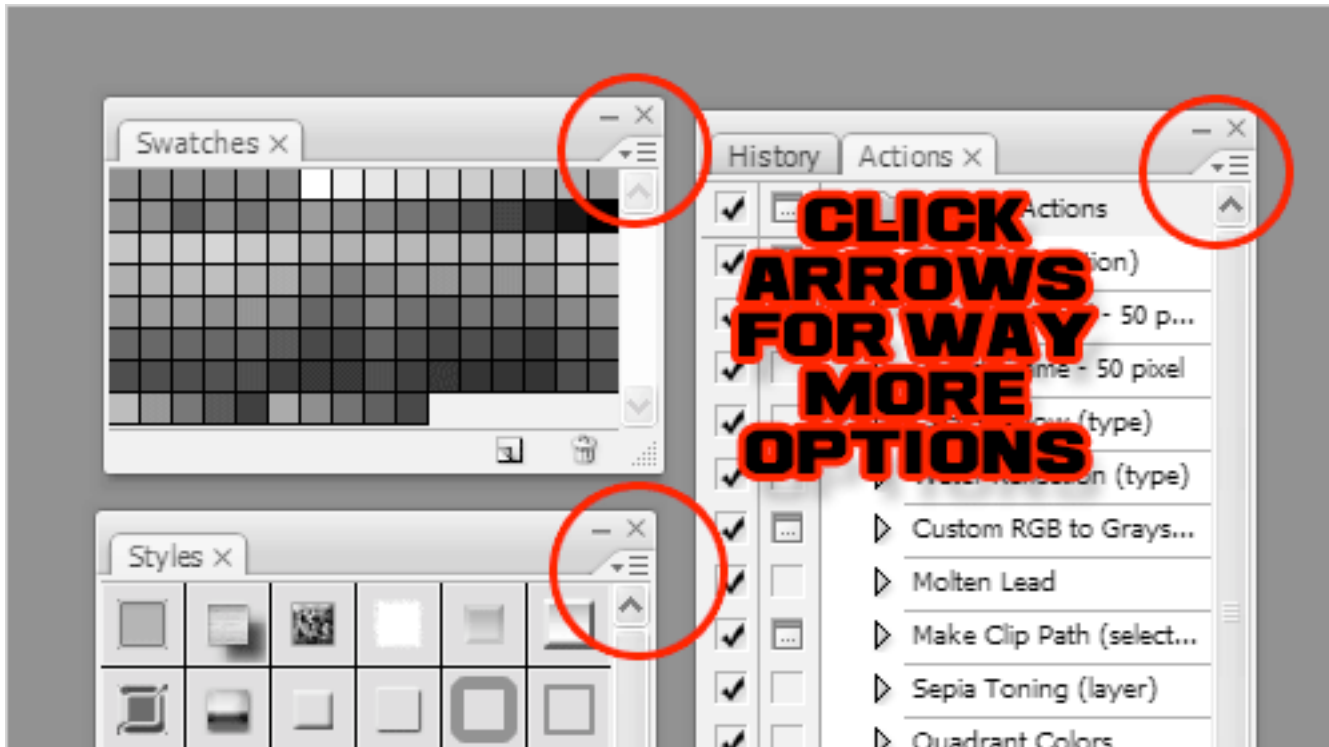
- Most photos need to be sharpened anyways, but some photos can actually benefit from oversharpening. This method gives the image a “harder” look and feel.





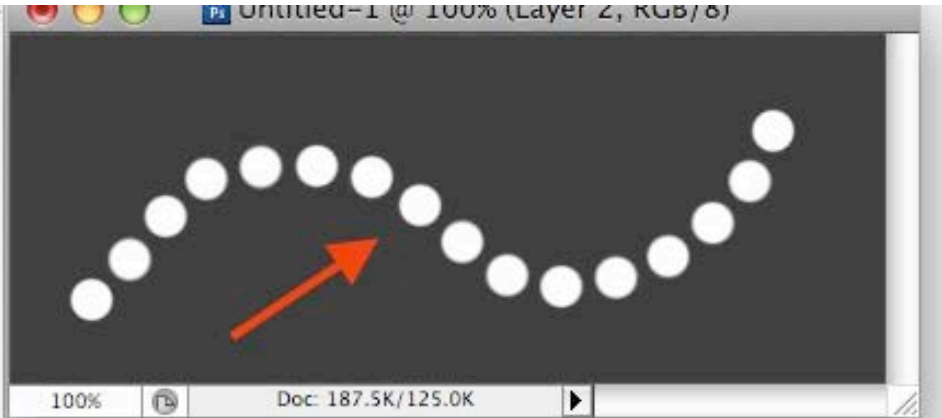
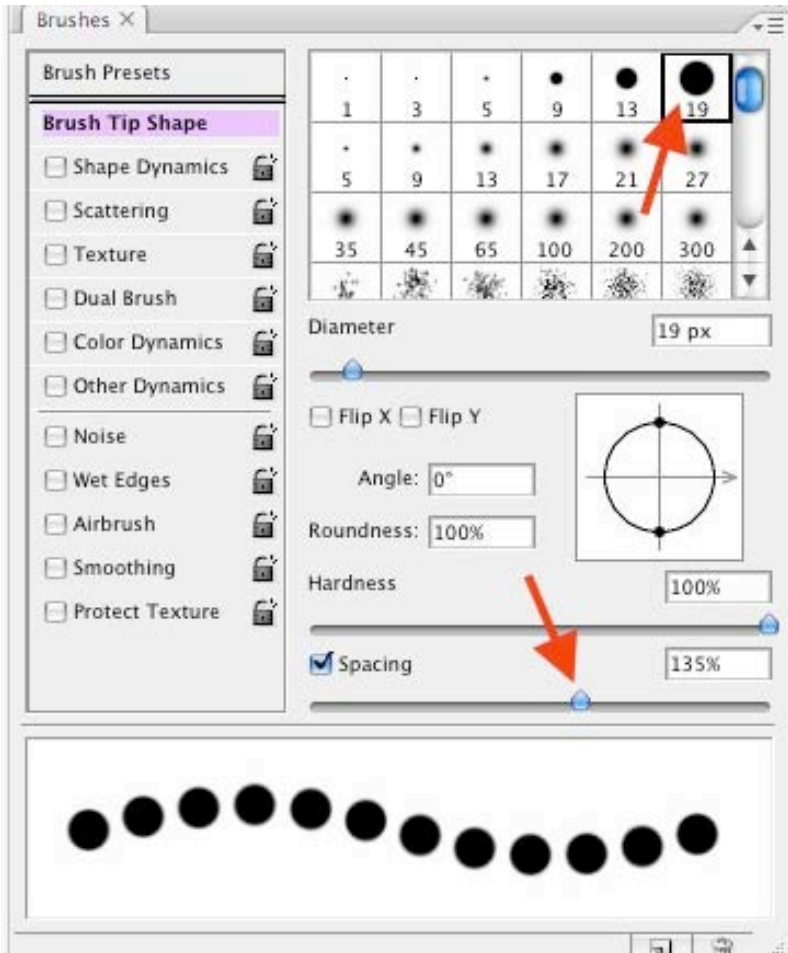
16. Hidden Options

- There are hidden options behind tiny arrows on almost every tool bard in Adobe Suite.



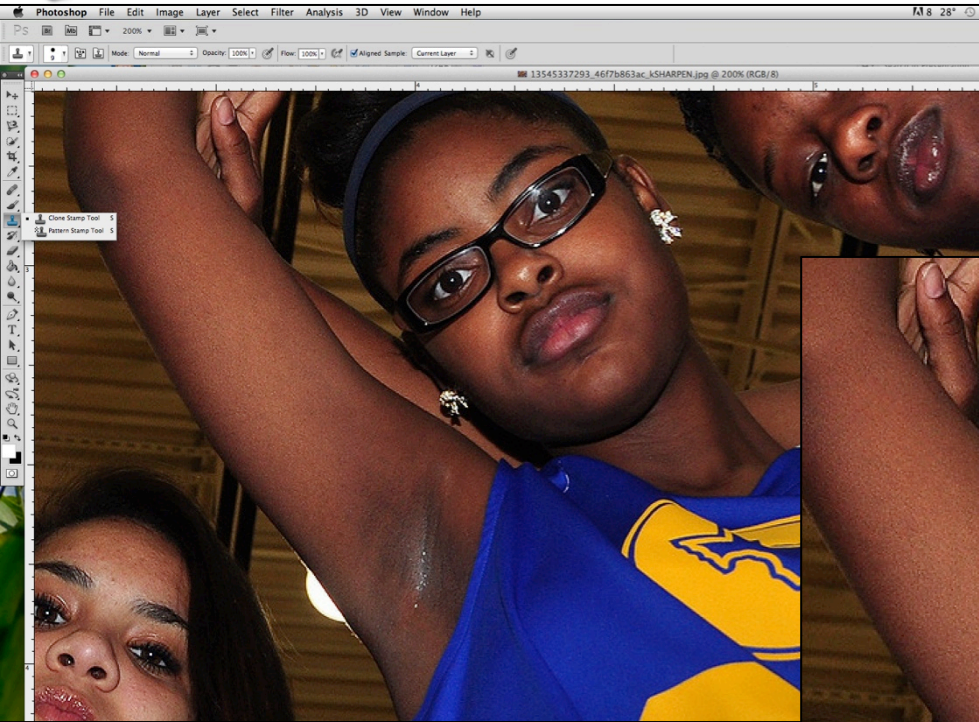


17. Brush Tool

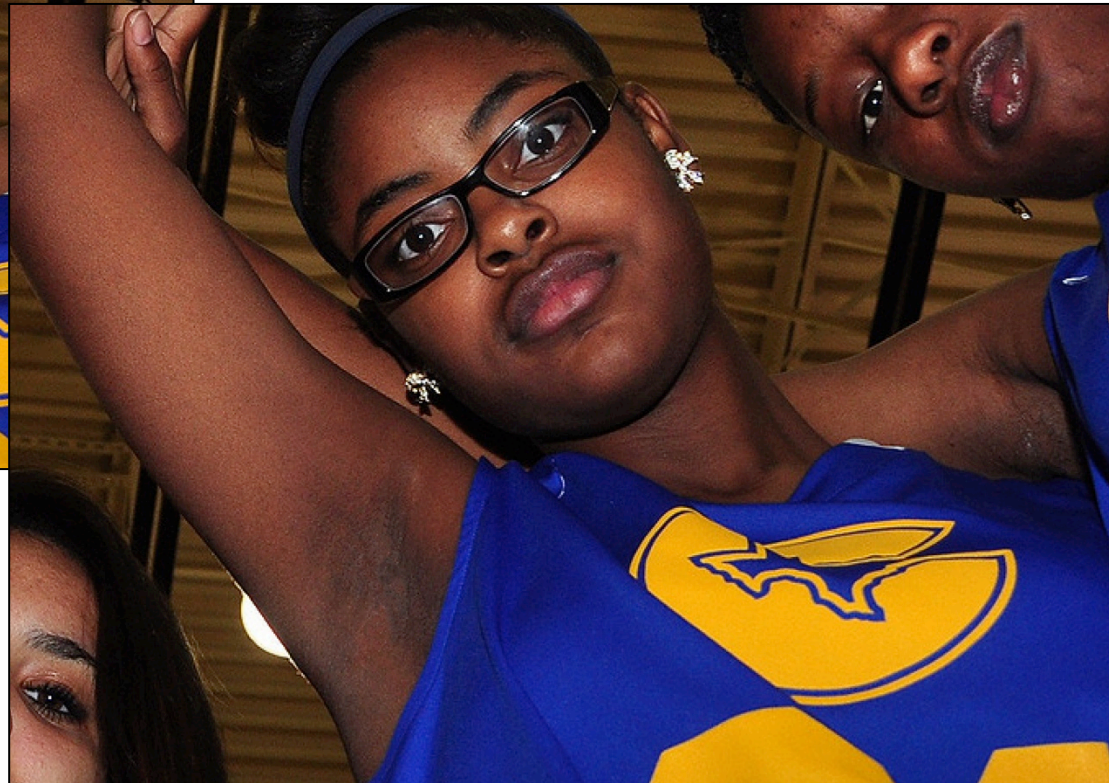




18. Cloning (Zits, not sheep)



- Alt + Click to clone
- Click to paste





19. Dodging & Burning

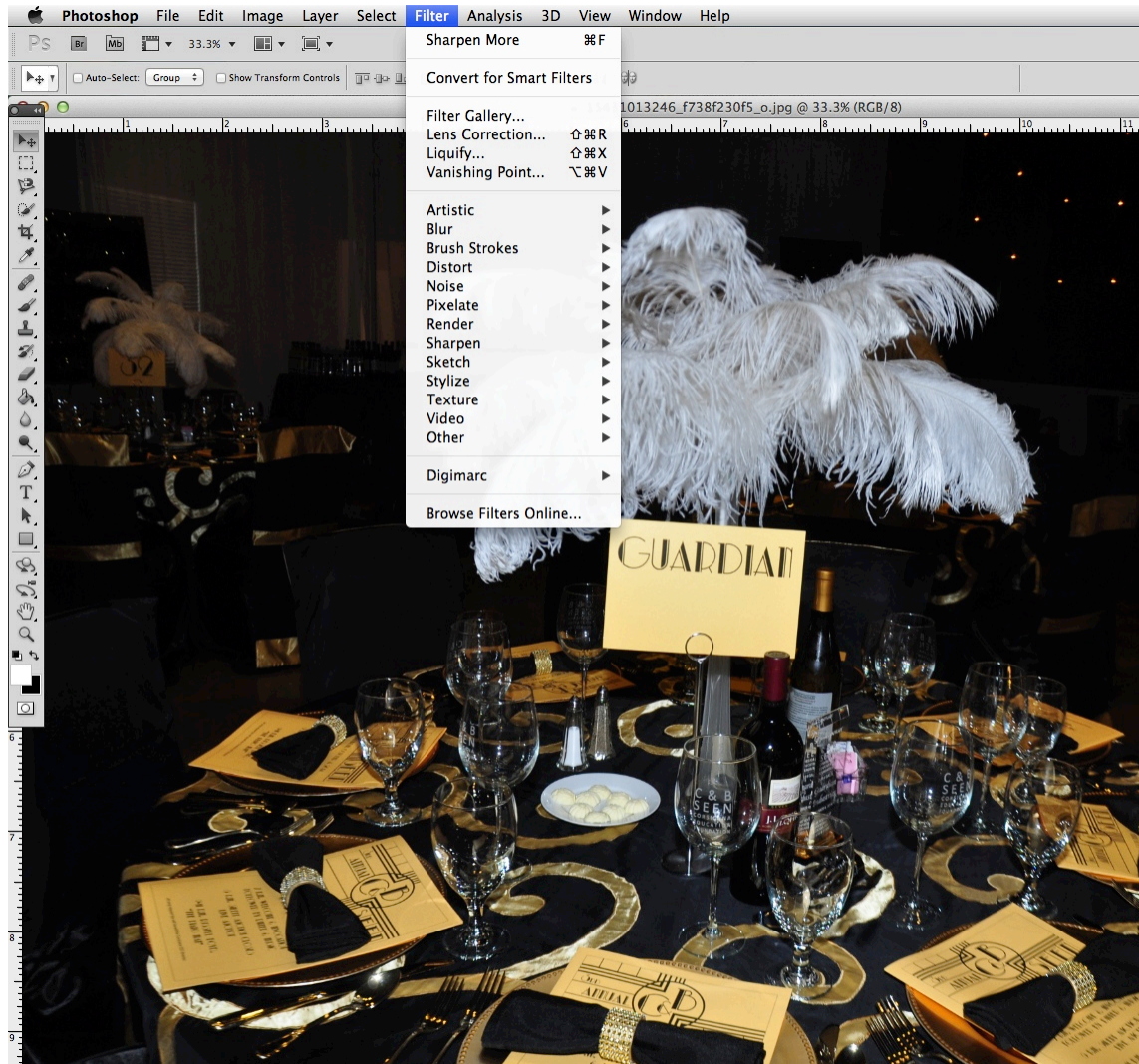
- Dodging and burning is a technique carried over from darkroom days.
 1. Hold Alt and click the 'New Layer' button on the Layers palette.
 2. Change the blending mode to 'Overlay' and click the box 'Fill with Overlay-neutral color'.
 3. Duplicate this layer, and name one of them 'Burn' and the other 'Dodge'.
 4. Using a low opacity brush (5-15%) paint with black onto the 'Burn' layer to darken things, and with white on the 'Dodge layer' to lighten things – effectively increasing contrast.
- Key point: Dodging and burning will only help to exaggerate tonal differences already present in the image, it can't make something out of nothing.





20. Filters

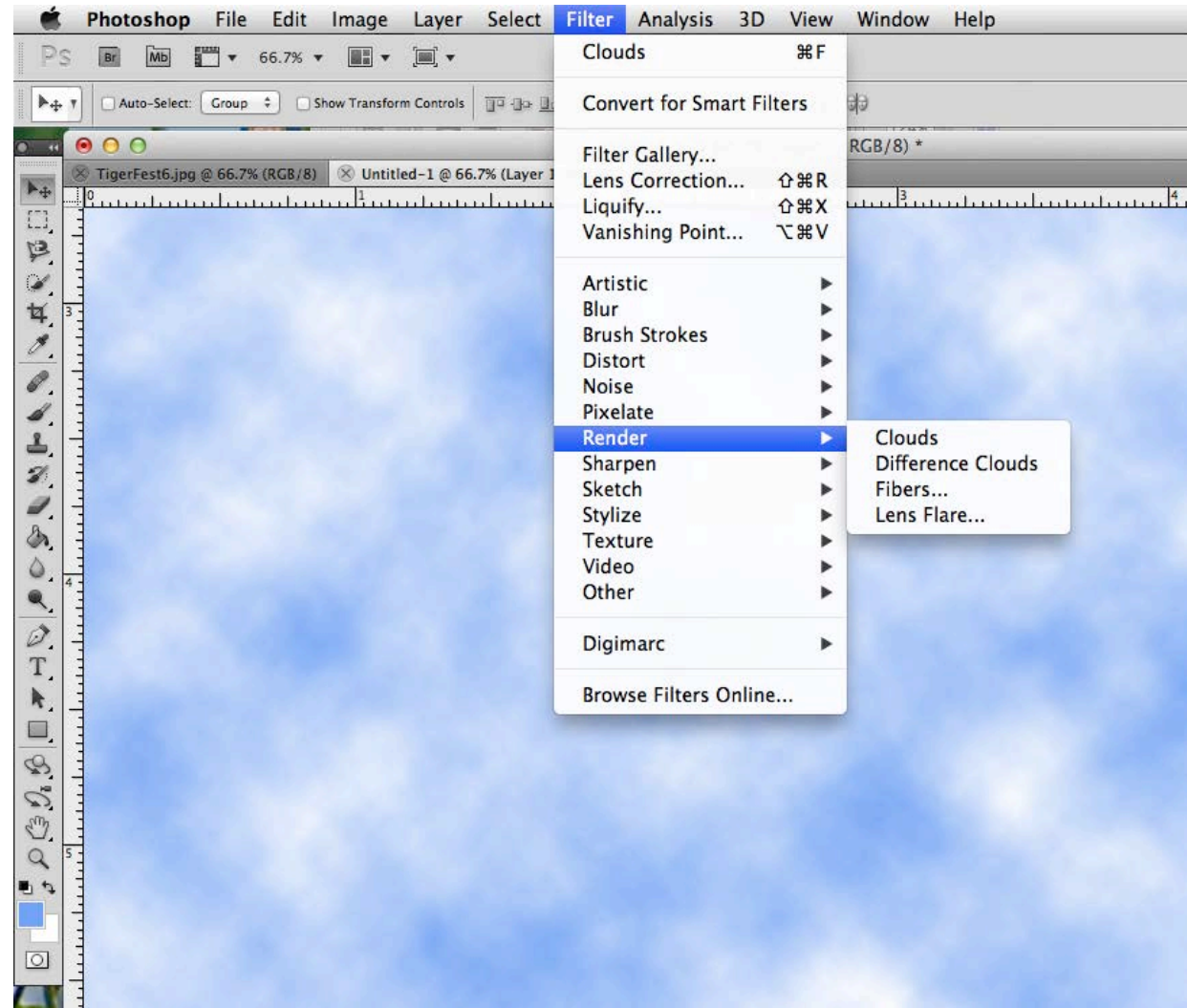
Friend or Foe?





21. Clouds

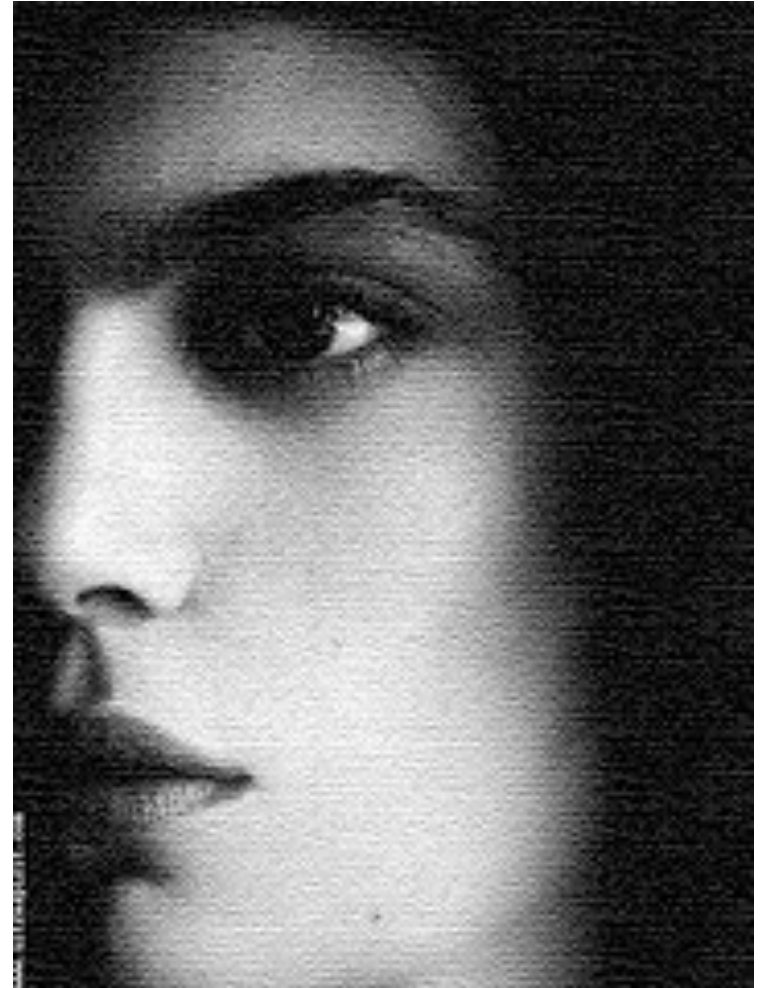
- Set foreground/background colors first
- “Render” in a new layer





22. Texturize

- Overlay texture to bring in subtle elements to your image. It's a great way to deal with flat and bland portions of the photo by introducing detail and complexity into it.





23. Noise & Grain

- This is another way to spice up the bland parts of your image. Adding noise or simulated grain adds texture and feeling to a photo, and can sometimes produce very “gritty” results.





24. Vignette

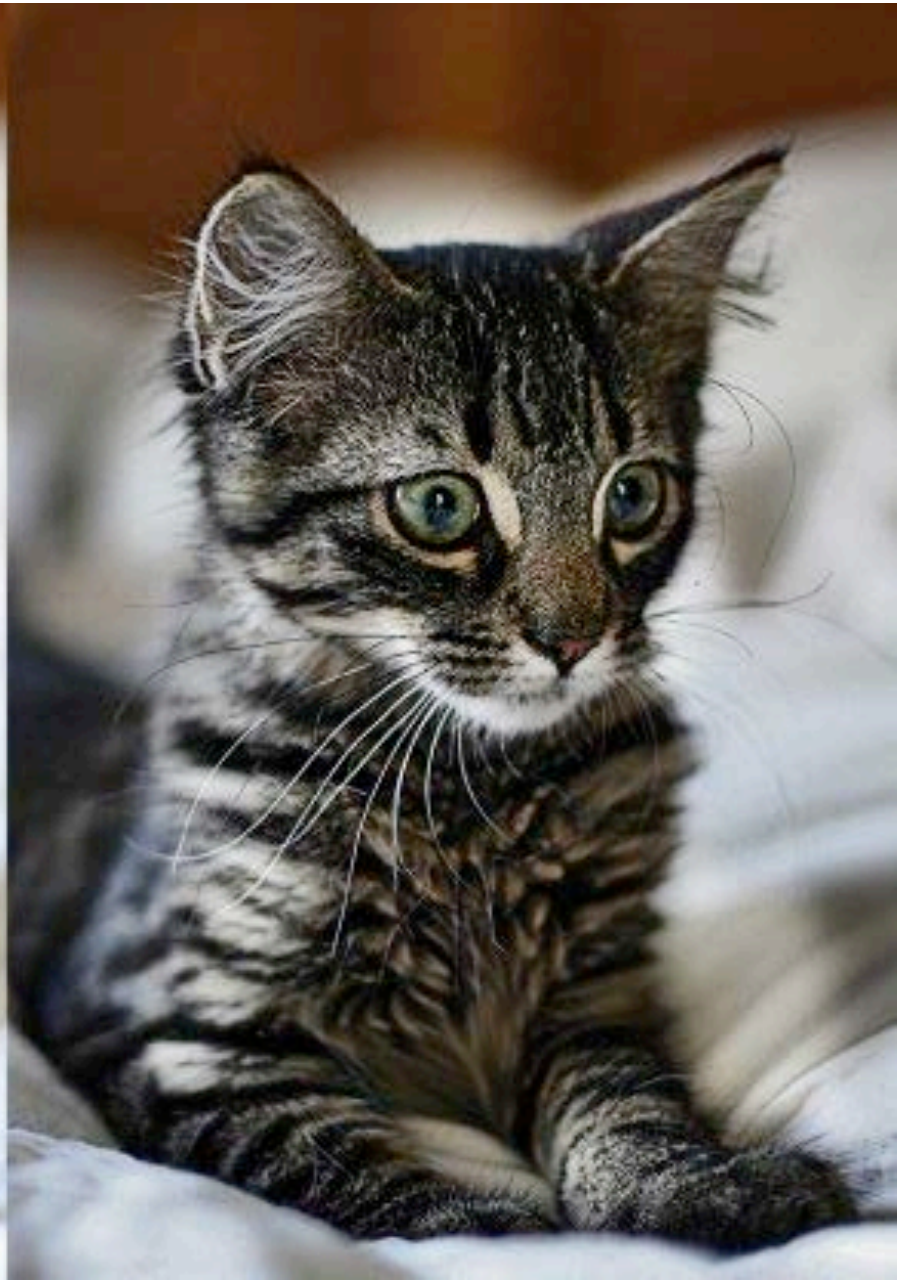
- Some images really stand out with some applied vignette. It helps create a natural frame around the image and it draws the eye toward the center of the photo.





25. High Pass Filter

- Duplicate the layer and go to **Filter>Other>High Pass**. Use **5 pixels**. Then change the **Blend Mode** of the layer to **Hard Light**. Duplicate the High Pass layer. Keep the blend mode with Hard Light.
- Duplicate the original photo and change its **Blend Mode to Screen**. Then with the **Eraser Tool (E)** or with a **Mask**. Delete the dark areas of the photo. Leave just the light areas, the eyes, nose, and mouth.
- Group all layers and convert them to **Smart Objects**, **Layers>Smart Objects>Convert to Smart Objects**.





26. Overlay Photo On Text

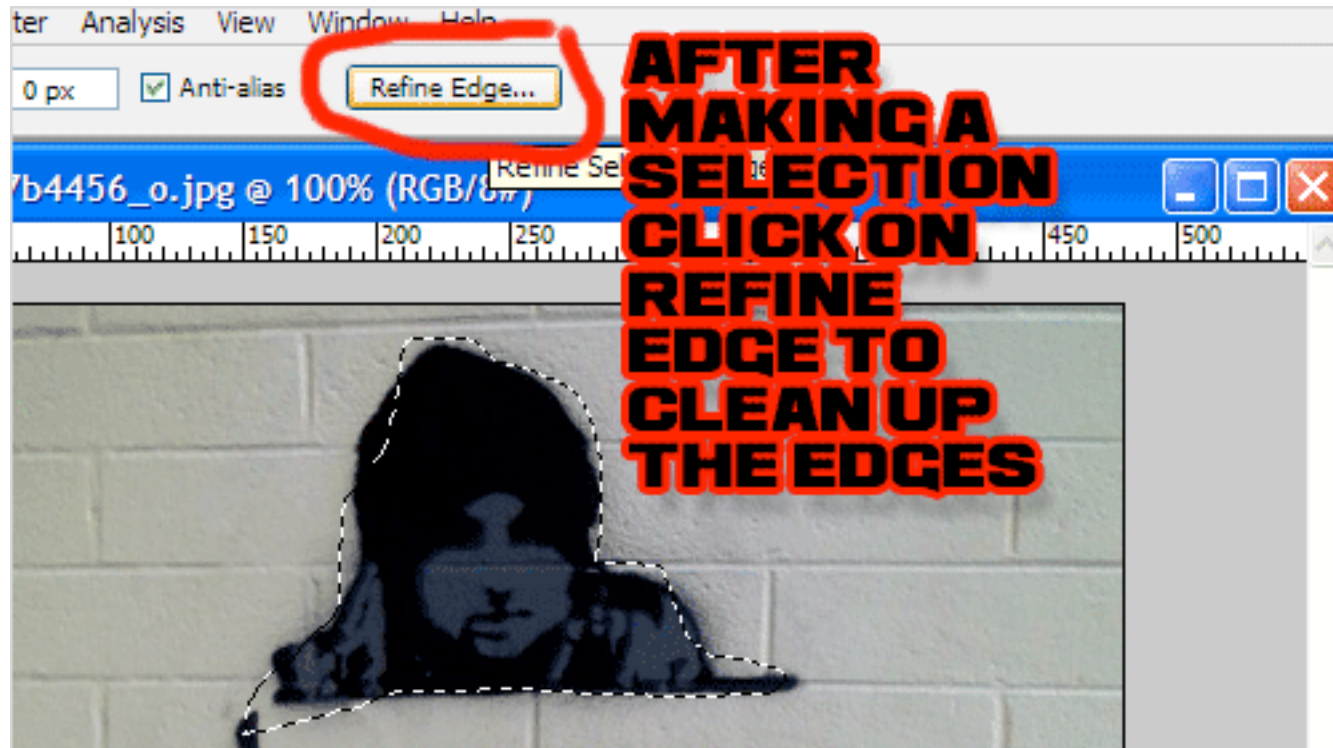
- Drop an image layer over a type layer then hold down **Alt** and click the line between the two layers in the Layers Panel to clip the image to the text.





27. Refining a Selection

- After you make a selection in Photoshop you can easily edit the selection using refine edge in the top toolbar.

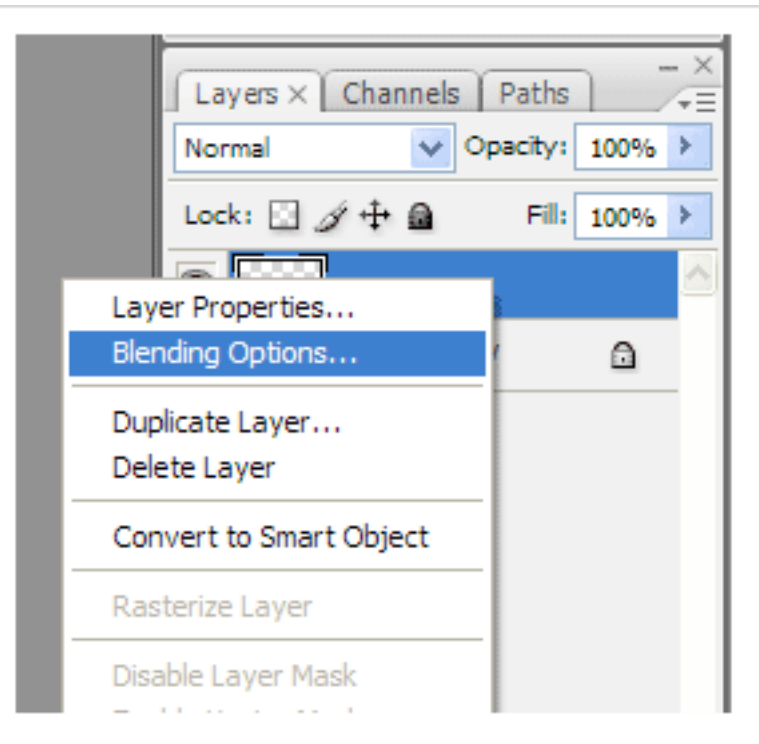




28. Blending

- Right click a layer in the layers toolbar and click “blending options” for an array of effects.

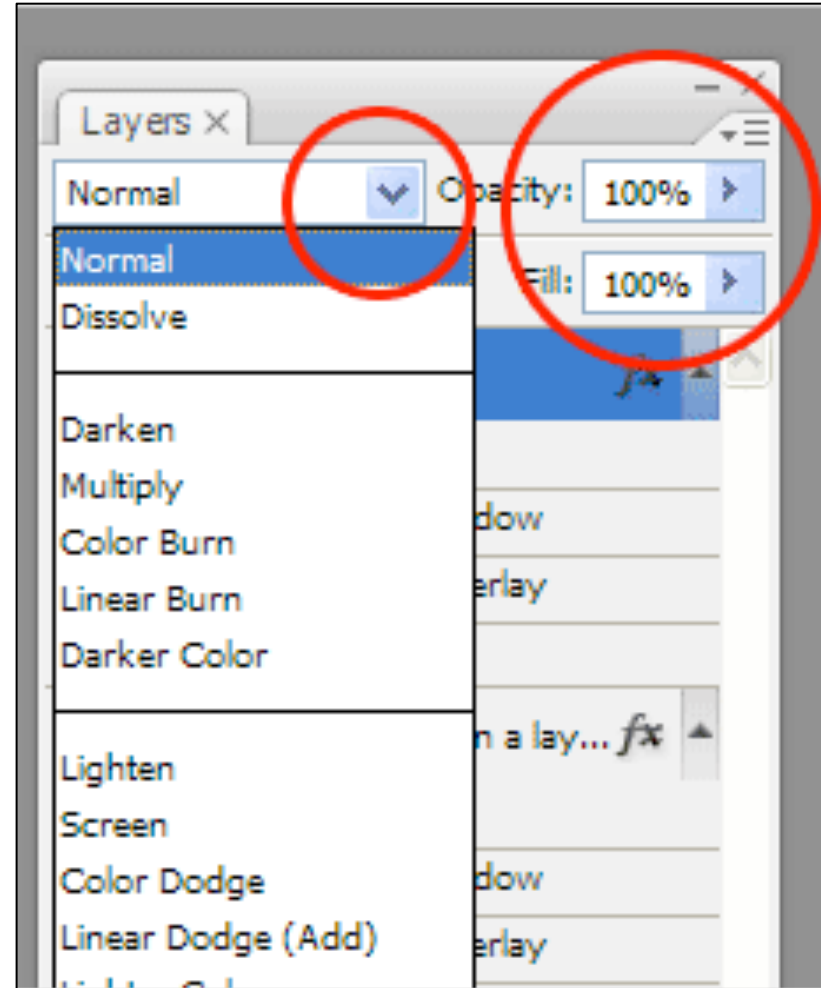
**RIGHT
CLICK ON A
LAYER AND
CLICK
BLENDING
OPTIONS**





Blending...

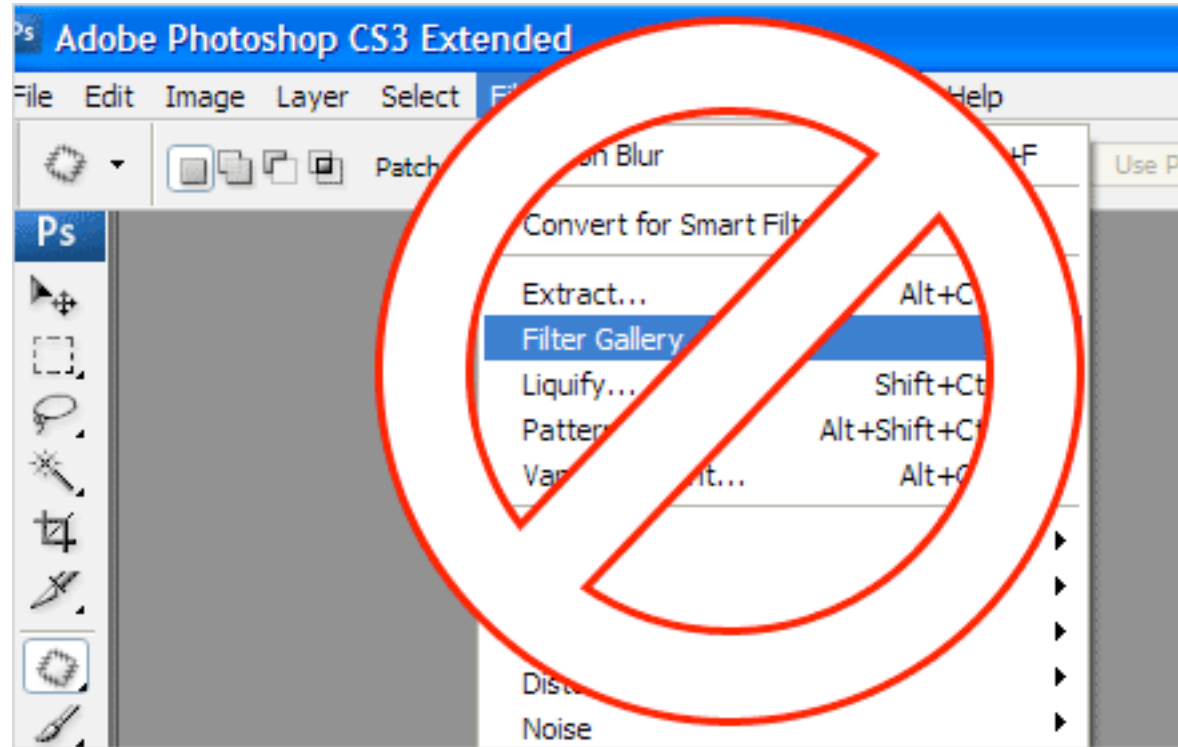
- If you can master blending modes in Photoshop, you “own” it. Open up the layers palette, select a layer and click the downwards arrow where it says Normal. Try experimenting with different blending modes on different layers, put layers above or below other layers, change the opacity and so fourth and you will be amazed!





29. Resist the Filter

- Do not use the filter gallery unless you know how to use it well or for an effect that you need. Resist adding lens flare, rainbow gradients, embossed type and drop shadow.



“15 Signs You’re a Bad Graphic Designer”

<http://justcreative.com/2007/12/06/bad-graphic-design/>



30-34. Shortcut Commands

-] and [Change your brush tip size
- **Cmd/Ctrl+J** Duplicate a layer or selection
- **Space Bar** Hold Space and drag to navigate around the image
- **TAB** Hides or shows all panels and tools
- **Cmd/Ctrl+T** Transform a layer



35-39. Shortcut Commands

- **Cmd/Ctrl+E** Merge selected layer down, or merges several highlighted layers
- **Cmd/Ctrl/Ctrl+Shift+Opt+S** Save for web & devices
- **Cmd/Ctrl+L** Bring up levels box
- **Cmd/Ctrl+T** Open Free Transform tool
- **Cmd/Ctrl+M** Open Curves



40-44. Shortcut Commands

- **Cmd/Ctrl+B** Edit Colour Balance
- **Cmd/Ctrl+Shift+Opt+C** Scale your image to your preferred state
- **Cmd/Ctrl+Opt+G** Create clipping mask
- **Cmd/Ctrl+0** Fit on screen
- **Cmd/Ctrl+Shift+>/<** Increase/decrease size of selected text by 2pts



45-49. Shortcut Commands

- **Cmd/Ctrl+Option+Shift->/<** Increase/decrease size of selected text by 10pts
- **]/[** Increase/decrease brush size
- **Shift+F5** Fill the selection
- **}/{** Increase/decrease brush hardness
- **,/. previous/next brush**



50-54. Shortcut Commands

- **</>** First/last brush
- **Cmd/Ctrl+]** Bring layers forward
- **Cmd/Ctrl+[** Send layer back
- **Cmd/Ctrl+Shift+[** Send layer to bottom of stack
- **Cmd/Ctrl+Shift+]** Bring layer to bottom of stack



55-59. Shortcut Commands

- You probably know that **Cmd/Ctrl+Z** is Undo, but you may not know **Cmd/Ctrl+Alt+Z** lets you undo more than one history state.
- **Cmd/Ctrl+Shift+Alt+E** will merge a copy of all Layers
- **F** Cycle through workspace backgrounds
- **X** Change your foreground and background colors
- **D** Reset foreground and background colors to black and white



60-62. Shortcut Commands

- Name your layers – Double-click and type.
- Use color coding to organize your Layers Panel. **Right-click** over a layer's eye icon to quickly access 8 color code choices.
- Close all images at once - **Shift-click** any image window's close icon.



63-65. Shortcut Commands

- Interactive zooming - Hold **Cmd/Ctrl+Space** then drag right to zoom in, or left to zoom out. The zoom targets where your mouse icon is, so it's one of the quickest ways to navigate around an image.
- Bird's Eye View - When zoomed in close, hold down **H** and drag in the image to instantly dart out to full screen then jump back to another area.
- Backgrounds - Want to change the default grey background to something more funky? **Shift-click** over the background area with the Paint Bucket tool to fill it with your foreground color. **Right-click** it to go back to grey.



66-69. Shortcut Commands

- Hitting Tab hides all of your palettes. Hitting Tab again brings them back.
- Shift+Tab hides all the palettes except your toolbar.
- Hitting the "D" key resets your color palettes to Black foreground, White Background.
- The "X" key will toggle your foreground and background colors.



70-72. Shortcut Commands

- Use CMD+Delete to fill your layer or selection with the current background color.
- Option+Delete fills your layer or selection with the foreground color.
- Change your paintbrush circle into a crosshair for precise control by pressing the Caps Lock key.



73-75. Shortcut Commands

- Double-Click the ruler on the top or side of your document brings up the Units & Ruler Dialogue box. (handy if you work in both print and web)
- To quickly change the blend mode of a layer Shift +Option+(letter corresponding to mode) ie: Shift +Option+M is Multiply. Shift+Option+V is Vivid Light.
- Using Shift+ the "+" or "-" will toggle through the various blend modes one at a time.



76-77. Shortcut Commands

- Double-click the Background Layer and hit OK to convert it to an editable layer
- A new layer filled with 50% grey is useful in lots of situations. For example, you can dodge and burn with it, add texture, or manipulate a Lens Flare effect, all in a completely non-destructive way. To create a 50% grey layer, make a new layer then go to Edit>Fill, then set the Blend Mode to Overlay.



78. Quick Masking

- You may be familiar with Color Range in the Select drop-down menu. But did you know that you can access a similar command through the Color Range button in the Masks Panel? (Window>Masks). This allows you to quickly make a mask by sampling colors, which can be used for making a quick spot color effect.



79. Copy in Fire

- Open a portrait image and a generic fire image, then grab the **Move tool** and check **Auto-Select Layer** and **Show Transform Controls**. Drag the fire image into the girl image to copy it in, then change the **Blend Mode** of the layer to **Screen**.





80. Best Tip – Practice!

- Tutorials
- Video
- Experimenting
- Classroom-in-a-Book

My favorite Photoshop Prince Charles & Honey Boo-Boo





Great resources!

- 120 Photoshop Tips
 - <http://www.creativebloq.com/photo-editing/photoshop-tips-and-fixes-612316>
- <http://www.photoshopsupport.com/tutorials/cb/tips-and-tricks-1.html>
- 41 Nicest Photoshop Effects
 - <http://www.hongkiat.com/blog/41-nicest-photoshop-photo-effects-photoshop-tutorials/>

Questionnaire

QES

To download this presentation, visit:
www.cisd.org/kristinz



or visit TSPRA's Document Vault
after the conference.