## Photoshop Essentials: Customized for Personal Historians ⊙

After an initial orientation to the Photoshop interface and a brief discussion of Elements vs. CS, you'll learn how to more efficiently scan, enhance, retouch and output images. The class will look at selecting—the fundamental action in Photoshop; the importance of layers; the value of using levels and curves instead of brightness and contrast to enhance images; and the relationships between resolution, image size, and bits per channel. Decide which version of Photoshop (if any) might be best for your work and find out where to go to learn more.

Presenter **cj Madigan** has over twenty years' experience in graphic design and print production. Since 2000, she has focused on digital photo editing and book design. Her firm, Shoebox Scanning & Design in Vero Beach, FL, helps personal historians turn their manuscripts into masterpieces.

## KEY POINTS

1. The final intended use of the image determines the level of work applied to it.

2. An efficient workflow is the major determinant of profitability at this stage.

3. Work from gross to fine adjustments.

4. Use non-destructive editing techniques.

## WORKFLOW

### PREP

1. Organize all your images before you start, putting like images with like.

2. Assess the original and write down what needs to be done.

3. Set up your Photoshop workspace and defaults.

4. Set up check sheets and tracking sheets.

### SCAN

5. Start with the end in mind – what will these images be used for? what final size will you need? how will they be printed?

6. Scan at a resolution that will give you 300 dpi output at the size you need.

### INITIAL ENHANCEMENTS

7. Open a copy of the image as your working file and archive the original scanned image.

8. Rotate, straighten and crop. Combine front and back scans into one image.

9. Adjust tone and colors using adjustment layers.

   a. Add a Levels adjustment layer to set black point, white point, and neutral value.

   b. Add a Color Balance adjustment layer to eliminate color catss, if necessary.

   c. [Optional] Add a Saturation adjustment layer.

### INITIAL REPAIRS

10. Make repairs, working from largest areas to smallest using layers:

   a. Correct red-eye, and simple spots on face and hair.

   b. Clean up dust, scratches, tears and folds in background.

   c. Do finer repair work as appropriate.

If you are going to convert image from color to b&w or sepia, save the master file as is and then do a save as for the new version. The following steps would then be done on each version.

### FINER ADJUSTMENTS

11. Fine tune tonal adjustments for new mode.

12. Make more advanced and targeted tonal adjustments using curves, dodge and burn, blending modes, gradients, selections and masks.

13. Make more advanced and targeted color and/or saturation adjustments.

14. Apply artistic filter effects.

If you are going to have different sizes of final output, save your working file with all its layers, flatten the file and then do a save as and resize for each final output size.

### SIZE AND SHARPEN FOR FINAL OUTPUT

15. Apply sharpening filter to each of the different final sizes and save.

### PREPARE FINAL FILES

16. Save final version as flat file in .jpg or other appropriate format.

### WRAP UP

17. Archive & backup all project files.

18. Invoice client and deliver final files according to work agreement.

### A MEDLEY OF PHOTOSHOP WORKFLOW TIPS

1. Cultivate habits & routines that will keep you from doing something stupid, embarassing and/or costly. Do the same sequence each time; when you are tired or harried, you can rely on good habits.

2. Batch your work as much as possible. Resist the temptation to jump from task to task.

3. Don't start scanning until you have all the images for the project. Before you turn on your computer, organize the images you are going to scan by size and similarity.

4. Develop a file organizing and naming convention scheme that works for your business. Then follow it consistently.

5. Think of your image file name as a social security number - its only purpose is to distinguish one image from another.

6. Learn how to use the features in Adobe Bridge for sorting images by rating, keywords, etc.

7. Realize that concept and design development are not the same as production, even though you are using the same tools.

8. Preparing, organizing and developing workflow systems is 70-80% of your work. Invest in this and the remaining 20% will go far more smoothly.

9. Scan back of photo if it has any info on it, then combine front and back into one image.

10. Don't let scanner do color correction – just get an accurate representation of the image and do your corretions in Photoshop. However, you may do a second scan with color restore on just as a point of reference.

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**USEFUL TOOLS**
Keyboard shortcuts
Actions and batch processes
Index prints

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### WORKING WITH OUTSIDE SERVICES

• Can you more profitably spend your time servicing clients and/or developing new business?

• Ask for a professional discount.

• Have a clear agreement about:
  » whose client this is.
  » exactly what the deadline & deliverable is.
  » how much time they will spend on a restoration.
  » how project creep will be handled.

### TO LEARN MORE

Adobe Creative Team. *Adobe Photoshop CS3 [or CS2] Classroom in a Book*. (Adobe Press, 2007/2005).

Airey, Theresa. *Creative Digital Printmaking: A Photographer's Guide to Professional Desktop Printing*. (Amphoto Books, 2001).

Blatner, David and Glenn Fleischman, Steve Roth and Conrad Chavez. *Photoshop CS2Real World Scanning and Halftones (3rd Edition)*. (Peachpit Press, 2004).

Kloskowski, Matt. *The Photoshop CS2 Speed Clinic: Automating Photoshop to Get Twice the Work Done in Half the Time* (Peachpit Press, 2006).

Deke McClelland has written so many books on Photoshop you'll have to check out his website to see which one is right for you: www.dekemc.com

Scott Kelby is also a prolific Photoshop author as well as editor of *Photoshop User, Layers*, and president of the National Association of Photoshop Professionals (NAPP). His web site is www.scottkelby.com

*Photoshop User* magazine and National Association of Photoshop Users (NAPP) www.photoshopuser.com

*Layers magazine: The How-To Magazine for Everything Adobe*. www.layersmagazine.com

Adobe offers a wealth of tutorials and tips in their design center www.adobe.com/designcenter.

Next step in self-education is to subscribe to www.lynda.com which has tutorials on just about everything by leading experts in the field.

Check out my web site – www.shoeboxscanning.biz – for additional and updated resources and links.