



## Media Graphics

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## Basic Techniques in Adobe Photoshop

There are many options to learn in Photoshop, most of which will learn from practice and trial and error. This document covers most of the basic operations of Photoshop. Your text has exercises and covers advanced features.

### File Formats

psd – native file format of Photoshop, retains layers and effects

tif – exported file format, used in print

eps – exported file format, used in print

jpg – exported file format, used mainly for photos

gif – exported file format, used mainly for graphics

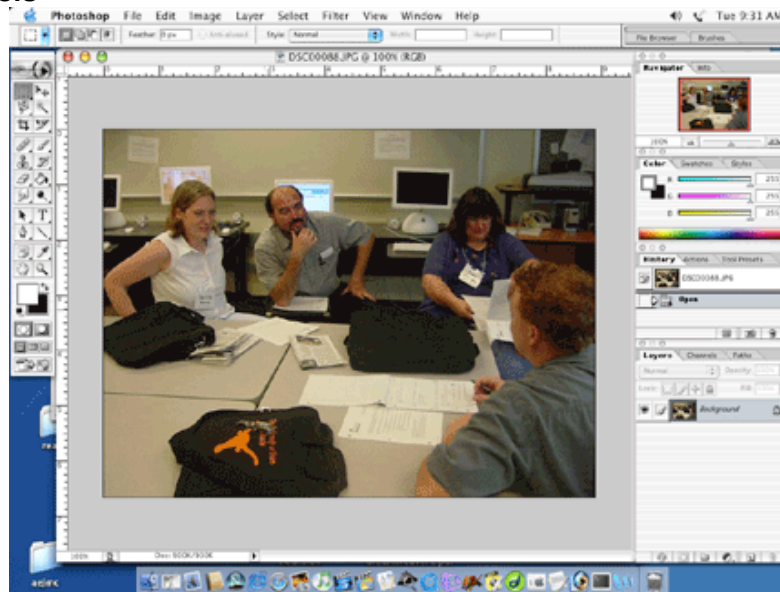
Raster images are composed of pixels, work fine on computer, but don't size well. Vector graphics are composed of shapes and can dynamically size based on mathematical formulas.

### Mode

CMYK – Cyan, Magenta, Yellow, Black – used for printing

RGB – Red, Green, Blue – used for Web

### Palettes and Tools



Selection tools

Move Tool

Cropping

Brushes and pencils

Fills and gradients

Text

Color selection – foreground and background

Zoom

**Photo Manipulation** – you can either take photos with a digital camera or scan an image to make it digital.

**Digital camera** – camera connects to computer via usb. Download images to your disk and open in Photoshop. Make sure you rename the manipulated images, so that you always keep a copy of your originals.

**Scanning** – lab scanners have instructions. Scan image and open file in Photoshop to proceed.

### **Resolution**

When a file comes off a digital camera, in most cases the resolution shown will be 72 dpi. That is because most computer monitors display at 72 dots per inch. When you scan, you can select the resolution to which you want to scan. Web-based images ultimately need to be at 72 dpi, but scan at a higher rate and reduce in Photoshop. If you are planning to print the image, you will need to save at 120dpi for black and white, 300 dpi for color.

Resolution can be held constant in a function with Height and Width. If an image has 2.1M pixels in it, and it is displaying at 10x14 on your screen, you can turn off the resampling feature in Photoshop's Image, Image Size feature. This will retain the original quality of the image while you adjust resolution, height and width. Turn on resample when scaling down the image.

### **Making Adjustments**

1. To change the size of the image, go to **Image, Image Size**. Here you can change the size of the image and the resolution. Make sure you are looking at the picture at 100% (see top of image) to make sure you are viewing at the actual size.
2. One simple thing to do is to go under **Image, Adjustments** and use the **Auto Color, Auto Levels** and **Auto Contrast** options. Check how these look before and after using them. If you don't like the results, simply click Undo under Edit.
3. If you need to make manual adjustments, you can use the other tools under Adjustments to change the **Brightness, Hue, Saturation**, etc. You will need to work with these to get the desired results.
4. The tools to the left give you several options for **selecting, cropping and coloring**. The marquee tool has several shapes and a cropping tool. Use this to crop out the edges of the picture. Just click on tool and draw around image. It will create a box in which you can move the sides. Press enter when you are ready.
5. To make a specific selection on a picture, use either the **freehand lasso, magnetic lasso, or the magic wand**. You can play around with the options on the options panel to make it more or less sensitive to contrast. Sometimes the tools select just the opposite of what you are trying to get, like the background instead of the foreground. In that case, use the **Select, Inverse** command.
6. The **Rubber Stamp and Healing Brush** tools let you select pieces of the image to use to mark out other parts of the image. Choose the tool. To pick up a pattern, use the Alt (PC) or Option (Mac) key and click on an area. Then let go of the key, and move to the place you want to write over and start painting. The **Patch** tool lets you lasso a section and replace with another part of the image. These features are good for filling in patterns or textures.

**Making Graphics** – you can use Photoshop to make headings, logos, buttons and graphics, but often a vector program like Illustrator is used for print projects.

1. Open a new file, **File, New**. Select desired size (you can change this later) and background option (color or transparent)

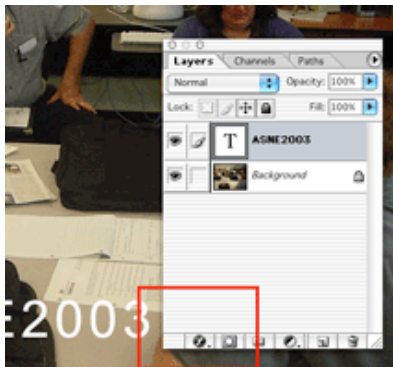
2. Make a new layer for your first image. Go to **Layer** menu and click on **New Layer Tool**. Make sure you are in the Layer by seeing if it is highlighted. You can easily move within layers, click them off (with the eyeball button) or change the order in this menu.
3. Draw something in the layer. You can use the **Selection** tool to draw an area, like a circle or a box and then use the **Fill** (paint bucket) tool to fill it with color. Or you can use paint brushes to draw on your own. By having its own layer, it can be moved and modified independently of the background or other layers. Draw other images in new layers if necessary.
4. Photoshop also has some vector graphic tools. You can use those to draw shapes and apply effects.
5. Now add some text. Click on **Text** tool. Photoshop automatically creates a new layer for Text.

### Adding Text

1. To add text to a photo or image, simply click on the **Text** tool (has an “T” on it). You can start typing right on the image. Select the text to highlight and use the tools on the top toolbar to change the color, size, and font. Photoshop automatically puts text in a separate layer. You can use the **Move** tool (top right tool with cross on it) to move the entire layer around.
2. Use the character palette to adjust spacing, sizing, etc.

### Adding Effects to a Layer

1. Now that you have some text, you want to make it stand out, maybe make it appear three dimensional. You can do this by applying layer effects. Make sure you are in the Text layer. Select the **Effects** button at the bottom of the Layer menu and select an effect. Photoshop will apply the effect and give you a dialogue box in which to try different effects. You can select or deselect by clicking the Apply boxes. You can see the changes and decide whether to keep them or not. Click OK when you are satisfied.



2. You can also apply a Filter to a Layer. Select the Background layer and choose **Filter**. There are several filters that offer different results. Play around with these options.
3. You can also Transform the size of a selection. Select something on a layer. Choose **Edit, Free Transform**. You can then use the handles to size and rotate the image.

### Saving a File

1. When you are happy with your image, you can save it by using the **Save As** feature. If you have more than one layer in your image, you should always save a **.psd** version of the file. You will not use this on the Web, but you can refer to it later if you need to make modifications to the file.
2. Flatten the file and save as a **.tif** for most projects. Use the Save for Web feature, if you are preparing Web graphics.