



IMAGING

by Kiran K Singh



We do "think" in day to day's life, about our family, friends, career, job etc (the list will go on and on and on). Thinking does make an impact to our "decisions". Sometimes we take bad decisions, sometimes good. Those again make an impact back to our thinking process. Decisions and thoughts both are related and dependent to each other. We used to think and decide, then share it with people around us. Of course, there are several ways to share our thoughts.

I will consider IMAGES are one of the ways to share our thoughts. Are you with me???



You use yahoo messenger? Do you use smiley to express your emotions (a reaction on another person's thought process). Hum...started thinking.

Well, before jumping into the technology; let's take a line of one "HINDI" song (one of the way to express your thoughts).

"CHAND SI MEHBOOBA HO MERI KAB AISA MAINE SOCHA THA"

In English: "I never thought that I will have a beautiful (CHAND: like moon) ladylove"

Above, CHAND (moon) is one of the different ways of expressing "Beauty". PHOOL (flower) can also be used to express "Beauty". You must be thinking now, why I am talking about other things, not on the topic **IMAGING!**

I mean to say that by the above example, we can represent our thoughts in different ways.

Back to IMAGING:

Let's say you are designing a logo for a company SUNRISE. Before sharing my thoughts on the logo I would like you to visit the link below:

<http://images.google.co.in/images?q=sunrise&hl=en>

Still you haven't clicked the link. Just open the page.

I hope you have opened page in a neighbor window. Well there are so many images, you will find on that page. Which one did you like the best?

Please, go and see the images and then come back and read below.

I assume, you have observed the images carefully and decided which image you like the most.

Let's think about the company's profile. We will take two examples

1. Company is selling sweet biscuits
2. Company is selling spicy burgers

I would like to ask you to visit the link again and try to find out which images you will like choose as per the above company profile. Remember (Sweet & Spicy).

If I read your mind correctly then I think you must have chosen bluish background for sweet and orange/yellowish background for spicy. Anyway I may be wrong! But the point is what

you have thought before choosing the respective images. If I am correct it the impact of the color you had related the profile of the company.

Colors are impotent, which allows us to present your thoughts in a nice way. If you are into making the images by yourself, sometimes we visualize some color, which may not look good when you use the same. Reason: we usually don't sense the color while making new images/logos/pages etc. More you understand the natural impact of the color; you will feel more comfortable to use it into your design.



Hope the above one is not true.

If you can go back to the link again, you will find that Mr. Sun is visible in some images, some images he is not visible. Does that make any difference to sunrise? No, not at all they still represent sunrise. Hum...are you thinking? Good.

Well, you can design an image which you represent your thoughts. I would like you to visit the following link:

<http://images.google.co.in/images?svnum=10&hl=en&lr=&q=sunrise+logo>

I am sure you are looking at the page. You can find some logos without having an image of Mr. Sun. In some logos Mr. Sun has been represented in different way. I am not asking you to stay on that one page only (click on next link to see the next pages). Please spend a little time, there are more stuffs for you in this document.

Now you must have realized why I have written "CHAND SI MEHBOOBA HO MERI KAB AISA MAINE SOCHA THA" at the first page.

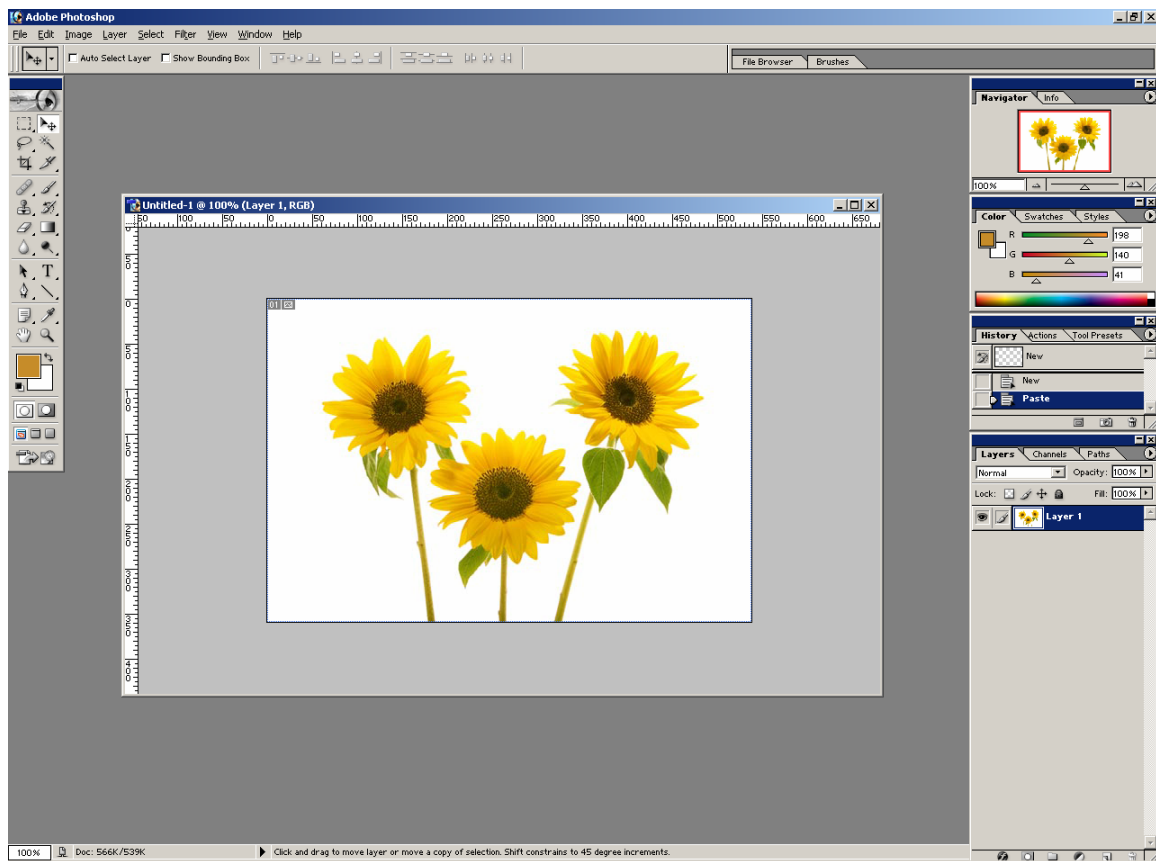
I am very sure; you can reject a design or share your thoughts to improve the design, if you receive an image which you feel not up to the mark. You must be feeling good now, something you can do as far as the IMAGING is concerned.

Technology:

Usually, I prefer to use ADOBE PHOTOSHOP. I hope you all must be aware of the same technology. It helps me to convert my thoughts to images. In Photoshop, there are lots of utilities, which can be used to make the image more appealing.

Before designing an image, I would like to suggest you that take any image and open the same with Photoshop. Follow the following steps:

- Select the whole image (Select-All)
- Copy the same (Edit-Copy)
- Open a new file (File-New)
- Click on the button "OK". You can see at the layers window "Layer 1" has been created.
- Paste the image (Edit-Paste)



See the above image. What changes you can make to the above image. See the following images:



Interesting? Use (Image-Adjustment-Gradient Map...) to do the above changes. This was just an example. There are lots of tools available, which you can explore by yourself.

If you are a beginner then you can use the following link to know how to use Photoshop:

<http://www.pegaweb.com/tutorials/beginners-guide-adobe-photoshop/>

If you need more information then you can visit the following link:

<http://www.informit.com/guides/guide.asp?g=photoshop>

Welcome to the world of IMAGING

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