

Professions & Careers

Mendocino College - Digital Image Manipulation with Photoshop



Adobe Photoshop CC

What do you need?

- How to use Photoshop
- Non-destructive workflow
- Typography, and using the Text Tool
- Layers and Masks
- Creating Visual Effects
- Colour Matching
- Retouching
- Restoration

What skills are useful?

- Learn how to use the Adobe Creative Suite, in particular:
 - Illustrator
 - InDesign
 - Animate
 - Premiere Pro
 - After Effects
- SEO and Marketing
- Design Principles
- Creativity and Imagination

Skills that are needed for any high-paying job

- Team work

- All companies are made up of people working in groups, and it is important to be a good team player.
- A person who can work with their coworkers and resolve interpersonal issues is likely to become a supervisor or promoted into management.

- Communication

- Do not be ambiguous, communicate your message clearly.
- Reply to your coworkers/clients promptly.
- Always have a smile on your face.
 - Even if the other person cannot see you, having a smile while writing a message or on the phone will improve your disposition and help you communicate effectively.

- Problem Solving

- Be able to find and solve problems on your own, without relying on others.
- Know when and how to communicate issues with your bosses/managers/clients.
- Work with your team to solve issues and problems too big for just yourself.

Skills that are needed for any high-paying job

- Curiosity
 - Always learn new tools, techniques and ways of doing things.
 - This is key to staying up-to-date in any field nowadays, and will give you an edge over those who are more complacent.
- Focus
 - Self-Discipline is important in today's modern world, where the tools we use for work we also use for life and recreation.
 - Stay on task until it is complete.
- Detail-Oriented
 - Take the time needed to finish your tasks with a high degree of quality.
 - Small details which seem insignificant at first may end up being your strongest selling point.
- Confidence
 - People respond better to someone who is able to square their shoulders, look them in the eyes and speak with clarity and confidence.
 - Understand what good work is, and when you have done a good job.
 - Being confident does not mean you are arrogant. Do not allow your pride to overwhelm your personality.

The Main Career Types

- Web Development
- Advertising and Marketing
- Photography and Animation
- Content Creators
- Professional Specialists

Web Development

- User Experience Designer
 - Create interactive designs that optimize a digital product's ease of use and accessibility. UX designers need basic to intermediate knowledge of Photoshop as some of their daily tasks may involve image manipulation and creation. Photoshop is a job requirement for UX designers.
 - Average Salary: \$98,816
- Web & Mobile Developer
 - Design and Manage websites and web applications using a combination of popular programming languages such as JavaScript, Java, and C++.
 - Photoshop is used to create buttons and graphics within web pages.
 - Average Salary: \$75,073
- Web Designer
 - Web designers work on websites and web pages. They are skilled in using programming languages such as CSS and JavaScript to design scalable and responsive web pages. The majority of the job involves improving the aesthetic appearance of the website or web page, and Adobe Photoshop offers design elements that support interactive web designing.
 - Average Salary: \$60,202

Marketing and Advertising

- Advertising Copywriter

- write sales and advertising copy for digital platforms. They will need to know how to edit pictures, videos, and create flyers to promote their services as entrepreneurs.
- Average Salary: \$91,839

- Advertising Manager

- Coordinate the advertising efforts of an organization. They work with creative directors and marketing teams to come up with strategies, tools, and campaigns to sell their company's products. Involves visual creation and appeal using Photoshop for their advertising campaigns.
- Average Salary: \$65,886

- Digital Marketer

- Digital marketers use their knowledge of marketing to promote the sale of products across digital platforms. To be a successful digital marketer, you should understand the importance of visual appeal and how it can help sell products or services to consumers. Photoshop's features enable them to create interactive photos and videos.
- Average Salary: \$54,672

Photography and Animation

- Animator

- Animators create animated images displayed on digital platforms. They combine a set of images in a sequence and display them in rapid succession to give off the illusion that the image is moving. Animators use Photoshop for all kinds of image manipulation and image editing projects.
- Average Salary: \$62,591

- Photographer

- Photographers take pictures for a living and rely on photo editing and manipulation tools like Photoshop to improve the outcome of their images. They use Photoshop to fine-tune the image, change the background, remove blemishes, scale the size of the image, and color grade in their photos.
- Average Salary: \$43,114

- Videographer

- Videographers record moving images on media devices and use Photoshop to create 3D animations and motion graphs. They also use Photoshop to modify the layers and colors captured during recording, and integrate other contents like object sequence files, audio, and text into the video.
- Average Salary: \$48,660

Content Creators

- Content Creator

- Content creators create digital content designed to draw the attention of a target audience. This content can be appealing videos, audio, or photos. Professionals in this role use Photoshop for taking and editing responsive images, making interactive videos, and animations. They also use Photoshop for basic graphic design tasks like creating email newsletters and blog posts.
- Average Salary: \$47,416

- Influencer

- An influencer is someone who has enough popularity or authority to impact purchasing decisions. From a business perspective, influencer marketing is when you work with one of these people to promote your brands. Businesses can take advantage of influencers' wide reach and authority to increase brand awareness and drive sales.
- Average Salary: \$57,376

- YouTuber

- Photoshop is used for creating in-video graphics and the video Thumbnails, which are an incredibly important component for driving traffic to videos.
- Average Salary: \$60,004

Professional Specialists

- Creative Director

- Creative directors collaborate with other design professionals. They generate ideas while managing the development and launch of advertisements, marketing and campaign events, and products and services. They need knowledge of Photoshop, especially visual design and image manipulation, to convey their innovative ideas to the design team.
- Average Salary: \$87,957

- Design Architect

- Design architects provide consultation on prospective building designs, specify the resource requirement needed, and develop a blueprint for building projects. Design architects are one of the major users of Photoshop. They have advanced knowledge of graphic designs and image editing since they use them in creating holograms and digital renderings of their work.
- Average Salary: \$76,592

Professional Specialists

- Art Professor

- Art professors are one of the major users of Photoshop. Although they mostly use it for educational purposes, most of their job tasks require them to create videos, animations, websites, digital products, and services for their students. As art lovers and advocates, they have skills in digital sketching, painting, communication, and editing.
- Average Salary: \$61,612

- Design Engineer

- A design engineer is a professional who uses combined knowledge of design and engineering processes to plan and execute projects. They are required to possess the technical skills and problem-solving mentality of an engineer, along with the creativity and application-oriented thinking of a designer. Requires a bachelors in Design and/or Engineering.
- Average Salary: \$79,208

Additional Resources

- Photoshop Jobs — Glassdoor
 - https://www.glassdoor.com/Job/photoshop-jobs-SRCH_KO0,9.htm
- Indeed.com
 - <https://www.indeed.com/jobs?q=photoshop>