Adobe Photoshop Mastery (Enterprise Level)

Module 1: Getting Started with Photoshop

What is Adobe Photoshop?

Professional photo editing and digital art software used by designers worldwide.

Photoshop vs Canva:

Feature	Canva	Photoshop
Ease of Use	□ □ □ □ Easy	□ □ Complex
Power	□ □ Limited	□ □ □ □ □ Unlimited
Price	Free/Paid	$20-50/month
Best For	Quick social media graphics	Professional photo editing
Learning Curve	Minutes	Weeks

When to Use Photoshop:

- Professional photo retouching

- Complex photo manipulation
- Print-ready artwork
- Detailed masking and compositing
- Client work requiring industry standards

Installing Photoshop:

Option 1: Adobe Creative Cloud (Official - Paid)

1. Go to Adobe.com
2. Subscribe to Photography Plan ($9.99/month)
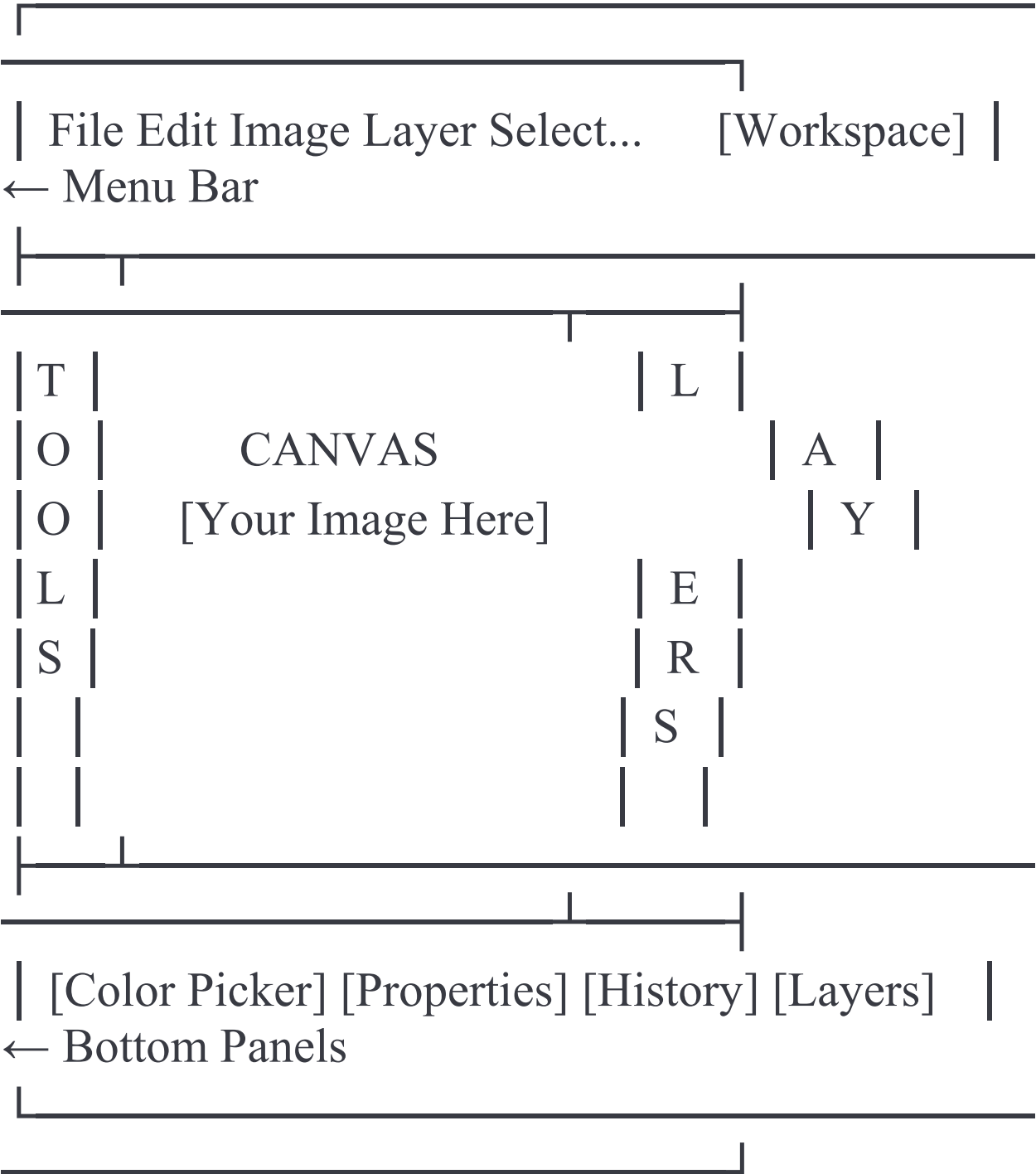3. Includes Photoshop + Lightroom
4. 7-day free trial available

Option 2: Free Trial

- 7 days full access
- All features unlocked
- Cancel before charged

Option 3: Photoshop Express (Free Mobile App)

- Limited features
- Good for learning basics
- Available on iOS/Android

Photoshop Workspace Tour:

| File Edit Image Layer Select...   [Workspace] |
← Menu Bar

```
| T |                              | L |
| O |        CANVAS                | A |
| O |    [Your Image Here]         | Y |
| L |                              | E |
| S |                              | R |
|   |                              | S |
|   |                              |   |
```

| [Color Picker] [Properties] [History] [Layers] |
← Bottom Panels

Key Areas:

- **Tools Panel (Left):** Selection, painting, retouching tools
- **Canvas (Center):** Your working area
- **Layers Panel (Right):** Layer management
- **Properties (Right):** Adjustment options

Essential Photoshop Tools:

Selection Tools:

1. Rectangular Marquee (M) - Select rectangles
2. Elliptical Marquee (M) - Select circles
3. Lasso (L) - Free-hand selection
4. Magic Wand (W) - Select similar colors
5. Quick Selection (W) - Smart selection
6. Object Selection - AI-powered selection

Drawing/Painting Tools:

7. Brush (B) - Paint with various brushes
8. Eraser (E) - Remove pixels
9. Pen Tool (P) - Precise vector paths
10. Shape Tools (U) - Rectangles, circles, etc.

Retouching Tools:

11. Clone Stamp (S) - Copy pixels

12. Healing Brush (J) - Remove blemishes

13. Blur/Sharpen - Adjust focus

14. Dodge/Burn (O) - Lighten/darken areas

Other Essential Tools:

15. Move Tool (V) - Move layers

16. Crop Tool (C) - Trim images

17. Eye Dropper (I) - Pick colors

18. Text Tool (T) - Add typography

19. Zoom (Z) - Magnify view

20. Hand (H) - Pan around canvas

Keyboard Shortcuts (Speed Up 10x):

Action	Windows	Mac
New document	Ctrl+N	Cmd+N
Open	Ctrl+O	Cmd+O
Save	Ctrl+S	Cmd+S
Save As	Ctrl+Shift+S	Cmd+Shift+S

Action	Windows	Mac
Undo	Ctrl+Z	Cmd+Z
Redo	Ctrl+Shift+Z	Cmd+Shift+Z
Copy	Ctrl+C	Cmd+C
Paste	Ctrl+V	Cmd+V
Free Transform	Ctrl+T	Cmd+T
Deselect	Ctrl+D	Cmd+D
Select All	Ctrl+A	Cmd+A
New Layer	Ctrl+Shift+N	Cmd+Shift+N
Merge Visible	Ctrl+Shift+E	Cmd+Shift+E
Zoom In	Ctrl +	Cmd +
Zoom Out	Ctrl -	Cmd -
Fit to Screen	Ctrl+0	Cmd+0

Module 2: Understanding Layers

What are Layers?

Think of layers like transparent sheets stacked on top of each other.

Layer 5: Text   [SALE 50% OFF]

Layer 4: Shape   [Red circle]

Layer 3: Logo   [Your logo]

Layer 2: Photo   [Product image]
Layer 1: Background [White]

—————————————————————

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    ↓

  Final Image

—————————————————————

Layer Types:

1. Background Layer:

- Bottom layer (locked by default)
- No transparency
- Convert to normal layer to edit

2. Normal Layers:

- Can have transparency
- Can be moved, edited, deleted
- Most common type

3. Adjustment Layers:

- Non-destructive color/tone adjustments
- Affects all layers below
- Can be edited anytime

4. Text Layers:

- Contains editable text
- Indicated by "T" icon
- Can apply effects

5. Shape Layers:

- Vector shapes (scalable)
- Indicated by shape icon
- Maintains quality at any size

6. Smart Objects:

- Preserves original quality
- Non-destructive editing
- Can apply smart filters

Layer Operations:

Creating Layers:

- Click "New Layer" icon in Layers panel
- Or: Layer → New → Layer
- Shortcut: Ctrl+Shift+N

Duplicating Layers:

- Right-click layer → Duplicate
- Or drag layer to "New Layer" icon
- Shortcut: Ctrl+J

Deleting Layers:

- Drag to trash icon
- Or press Delete key
- Right-click → Delete Layer

Renaming Layers:

- Double-click layer name
- Type new name
- ALWAYS name your layers!

Organizing with Groups:

- Select layers → Ctrl+G (group)
- Name group (e.g., "Headers", "Photos")
- Collapse/expand by clicking arrow

Layer Blend Modes:

What are Blend Modes? How layers interact with layers below them.

Most Useful Modes:

Normal - No blending (default)

Multiply - Darkens (good for shadows)

Screen - Lightens (good for light effects)

Overlay - Increases contrast (good for textures)

Soft Light - Subtle contrast (good for color grading)

Color - Changes color only

Luminosity - Changes brightness only

How to Use:

1. Select layer
2. Click "Normal" dropdown in Layers panel
3. Choose blend mode
4. Adjust opacity slider if needed

Layer Masks:

What is a Mask? Hides parts of a layer NON-DESTRUCTIVELY (can undo anytime).

White reveals, Black conceals

Layer content: [Full image]

Layer mask: [Black areas = hidden]

Result: [Partial image visible]

Creating a Mask:

1. Select layer
2. Click mask icon (rectangle with circle)
3. Paint black to hide, white to reveal
4. Use gray for partial transparency

Practical Uses:

- Blend images together
- Remove backgrounds
- Create vignettes
- Fade edges smoothly

Module 3: Photo Editing Fundamentals

Opening and Preparing Images:

Supported Formats:

- **JPG/JPEG:** Photos (most common)
- **PNG:** Transparent backgrounds
- **PSD:** Photoshop's native format (keeps layers)
- **TIFF:** High-quality, large files
- **RAW:** Unprocessed camera files

Image Size vs Canvas Size:

- **Image Size:** Resize entire image (File → Image Size)
- **Canvas Size:** Change workspace size without resizing image

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Basic Adjustments:

1. Brightness/Contrast:

- Image → Adjustments → Brightness/Contrast
- Increase brightness for underexposed photos
- Increase contrast for flat-looking images

Better Method: Use Adjustment Layer

- Layer → New Adjustment Layer → Brightness/Contrast
- Non-destructive (can edit later)

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2. Levels:

- Image → Adjustments → Levels (Ctrl+L)
- Adjust shadows, midtones, highlights independently

- Move sliders to correct exposure

Input Levels:

[Black slider] [Midpoint] [White slider]

   ↓   ↓   ↓

  Shadows   Midtones   Highlights

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3. Curves:

- Image → Adjustments → Curves (Ctrl+M)
- Most powerful adjustment tool
- Pull curve up = brighten
- Pull curve down = darken
- S-curve = increase contrast

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4. Hue/Saturation:

- Image → Adjustments → Hue/Saturation (Ctrl+U)
- **Hue:** Shift colors
- **Saturation:** Color intensity (+) or desaturation (-)
- **Lightness:** Brightness (use sparingly)

Change Specific Colors:

- Select color from dropdown (Reds, Yellows, Greens, etc.)
- Adjust only that color range

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5. Color Balance:

- Image → Adjustments → Color Balance
-

give me the content of graphic design in 3 tiers

7:50 AM

Shift between:

- Cyan ↔ Red
- Magenta ↔ Green
- Yellow ↔ Blue
- Adjust Shadows, Midtones, Highlights separately

Crop & Straighten:

Crop Tool (C):

1. Select Crop Tool
2. Drag corners to resize
3. Rule of Thirds grid appears (compositional guide)
4. Press Enter to apply

Straighten Crooked Photos:

1. Select Crop Tool
2. Click "Straighten" in top toolbar
3. Draw line along horizon or vertical element
4. Image auto-rotates
5. Press Enter

Removing Blemishes & Objects:

Spot Healing Brush (J):

- Best for small blemishes, spots, dust
- Click on blemish
- Photoshop auto-fixes

Healing Brush (J):

- Alt+Click to sample good area

- Paint over blemish
- Blends sampled texture

Clone Stamp (S):

- Alt+Click to sample
- Paint anywhere to duplicate
- Good for patterns and textures

Content-Aware Fill:

1. Select object with Lasso Tool
2. Edit → Fill
3. Choose "Content-Aware"
4. Photoshop intelligently fills selection

Module 4: Advanced Selection Techniques

Select and Mask Workspace:

Purpose: Precisely refine selections (especially hair, fur).

How to Access:

1. Make rough selection (Quick Selection Tool)
2. Click "Select and Mask" button in top toolbar
3. Refine edge with brushes

Tools in Select and Mask:

- **Refine Edge Brush:** Trace along complex edges (hair)
- **Brush Tool:** Add to selection
- **Lasso Tool:** Remove from selection

View Modes:

- Onion Skin
- Marching Ants
- Overlay
- On Black/White
- Black & White

Global Refinements:

- **Smooth:** Soften jagged edges
- **Feather:** Soft transition
- **Contrast:** Sharpen edge
- **Shift Edge:** Expand/contract

Output Settings:

- New Layer with Mask
- New Document
- Selection

Pen Tool for Precise Selections:

Why Pen Tool?

- Vector-based (infinitely scalable)
- Perfectly smooth curves
- Best for logos, products, hard edges

How to Use:

1. Select Pen Tool (P)
2. Click to create anchor points
3. Click-and-drag to create curves
4. Complete path (connect back to start)
5. Right-click → Make Selection
6. Set Feather Radius (0px for sharp, 1-2px for slight softness)

Pen Tool Tips:

- Fewer points = smoother curves
- Hold Alt to convert between corner/curve points
- Press Ctrl to move points

Module 5: Photo Manipulation & Compositing

What is Compositing?

Combining multiple images into one seamless scene.

Project: Product Mockup

Goal: Place logo on T-shirt realistically

Step 1: Prepare Elements

- Open T-shirt photo
- Open logo (PNG with transparent background)

Step 2: Place Logo

- Drag logo onto T-shirt document
- Transform to fit (Ctrl+T)
- Position over chest area

Step 3: Blend Logo with Fabric

- Select logo layer
- Change blend mode to "Multiply"
- Logo adopts shirt texture

Step 4: Warp Logo to Match Shape

- Edit → Transform → Warp
- Drag control points to match fabric contours
- Press Enter

Step 5: Add Shadows (Optional)

- Duplicate logo layer
- Fill with black (Shift+F5 → Black)
- Filter → Blur → Gaussian Blur (5-10px)
- Lower opacity (30-50%)
- Move slightly offset from logo

Project: Replace Sky

Goal: Replace boring sky with dramatic sunset

Step 1: Select Sky

- Use Quick Selection Tool (W)
- Select existing sky
- Refine with Select and Mask

Step 2: Create Mask

- With selection active, click Mask icon
- Sky is now hidden

Step 3: Add New Sky

- Place sunset image as new layer
- Move below main image layer
- Position appropriately

Step 4: Blend

- Adjust colors to match (Hue/Saturation)
- Add gradient on mask for smooth transition
- Use soft brush on mask to blend edges

Module 6: Text Effects & Typography

Adding Text:

Text Tool (T):

1. Click Text Tool
2. Click on canvas
3. Type text
4. Select text to change:
   - Font (top toolbar)
   - Size
   - Color
   - Alignment

Character Panel (Window → Character):

- **Font Family**
- **Font Style** (Bold, Italic, etc.)

- **Size**
- **Leading** (line spacing)
- **Tracking** (letter spacing)
- **Kerning** (space between specific letter pairs)

Paragraph Panel:

- Alignment (left, center, right, justify)
- Indentation
- Space before/after paragraphs

Text Effects (Layer Styles):

How to Apply:

1. Select text layer
2. Double-click layer (or click "fx" icon)
3. Layer Style window opens

Popular Text Effects:

Drop Shadow:

- Creates shadow behind text
- Adjust: Distance, Spread, Size, Opacity, Angle

Outer Glow:

- Glow effect around text
- Choose color and size

Bevel & Emboss:

- 3D effect
- Make text appear raised or carved

Gradient Overlay:

- Fill text with gradient
- Choose colors and direction

Stroke:

- Outline around text
- Choose color and thickness

Pattern Overlay:

- Fill text with pattern

Popular Text Effect Tutorials:

1. Gold Metallic Text:

- Gradient Overlay (gold gradient)

- Bevel & Emboss (depth)
- Inner Shadow (dimension)

2. Neon Glow Text:

- Bright color text
- Outer Glow (same color, large)
- Inner Glow (lighter shade)

3. 3D Text:

- Use 3D tool (3D → New 3D Extrusion from Selected Layer)
- Adjust depth, angle, lighting

4. Text Behind Object:

- Place text layer below object layer
- Mask parts that should hide behind object

Module 7: Filters & Effects

Essential Filters:

Blur Filters:

- **Gaussian Blur:** General blur
- **Motion Blur:** Speed effect

- **Radial Blur:** Zoom/spin effect
- **Lens Blur:** Camera-like depth of field

Sharpen Filters:

- **Sharpen:** Subtle sharpening
- **Unsharp Mask:** Controlled sharpening (best)
- **Smart Sharpen:** Advanced sharpening

Artistic Filters:

- **Oil Paint:** Painting effect
- **Cutout:** Poster-like effect
- **Watercolor:** Watercolor painting

Distort Filters:

- **Liquify:** Push, pull, bloat, pucker pixels
- **Warp:** Bend and twist
- **Pinch:** Pull inward

Filter Gallery:

How to Use:

1. Select layer
2. Filter → Filter Gallery
3. Browse categories

4. Click filter to preview
5. Adjust settings
6. Click OK

Pro Tip: Convert layer to Smart Object first

- Filter becomes "Smart Filter"
- Can edit/remove later (non-destructive)

Module 8: Practical Projects

Project 1: Social Media Ad

Goal: Create Instagram ad for product sale

Requirements:

- 1080x1080px
- Include product image, "50% OFF", CTA button

Steps:

1. New document (1080x1080px, RGB, 72 dpi)
2. Add gradient background
3. Place product image (remove background first)
4. Add drop shadow to product
5. Add text ("50% OFF SALE")
6. Apply text effects (gradient, stroke)

7. Add button shape (rounded rectangle)
8. Add button text ("SHOP NOW")
9. Save as PNG

Project 2: Before/After Slider

Goal: Show photo editing transformation

Steps:

1. Open unedited photo
2. Duplicate layer
3. Edit duplicate (adjust colors, retouch, etc.)
4. Add vertical rectangle shape (50% width)
5. Create clipping mask with edited layer
6. Add drop shadow to rectangle
7. Add "BEFORE" and "AFTER" text
8. Save

Project 3: Remove Background

Goal: Remove background from product photo

Steps:

1. Open product image

2. Use Quick Selection or Object Selection Tool
3. Select product
4. Refine with Select and Mask
5. Click mask icon (layer mask created)
6. Export as PNG (maintains transparency)

Uses:

- E-commerce listings
- Composite designs
- Marketing materials

Project 4: Vintage Photo Effect

Goal: Give modern photo a vintage/retro look

Steps:

1. Open color photo
2. Adjustment Layer → Hue/Saturation → Desaturate (or -30)
3. Adjustment Layer → Curves → Slight S-curve
4. Adjustment Layer → Photo Filter → Sepia or Warm
5. Add vignette:
   - New layer

- Fill with black
- Mask with radial gradient (black center, white edges)
- Lower opacity (20-40%)
6. Add grain:
    - Filter → Noise → Add Noise (5-10%)
7. Optional: Add scratches/dust overlays

Module 9: Exporting for Different Uses

Export Formats:

For Web/Social Media:

Format: PNG or JPG

Resolution: 72 dpi

Color Mode: RGB

Size: Optimize for platform (Instagram: 1080x1080)

For Print:

Format: PDF or TIFF

Resolution: 300 dpi minimum

Color Mode: CMYK

Size: Actual print size + 3mm bleed

Save for Web (Legacy):

Best for Web Graphics:

1. File → Export → Save for Web (Legacy)
2. Choose format:
   - **PNG-24:** Transparency, high quality (logos, graphics)
   - **JPG:** Photos, no transparency
   - **GIF:** Animations, limited colors
3. Adjust quality slider (JPG)
4. Preview file size
5. Save

Quick Export as PNG:

1. File → Export → Quick Export as PNG
2. Saves with transparency
3. Fast workflow

Module 10: Professional Workflow Tips

Best Practices:

1. Always Work with Layers

- Never flatten unless final export
- Keep layers organized and named

2. Use Adjustment Layers

- Non-destructive
- Can edit anytime

3. Save Incrementally

- file_v1.psd, file_v2.psd, file_v3.psd
- Never lose work

4. Convert to Smart Objects

- Before applying filters
- Preserves quality when transforming

5. Use Layer Comps

- Save different layer visibility states
- Window → Layer Comps
- Good for client presentations

6. Keyboard Shortcuts

- Memorize top 20 shortcuts
- 10x faster workflow

7. Create Templates

- Save commonly used sizes/layouts
- Reuse for consistency

Common Mistakes to Avoid:

☐ **Over-sharpening:** Makes images look unnatural
☐ **Solution:** Use Unsharp Mask subtly (Amount: 50-150%)

☐ **Over-saturation:** Colors look fake ☐ **Solution:** Increase saturation by max 20-30

☐ **Too many effects:** Looks amateur ☐ **Solution:** Less is more, 1-2 effects maximum

☐ **Wrong color mode:** RGB for CMYK for print ☐ **Solution:** Check before starting project

☐ **Low resolution:** Pixelated, blurry ☐ **Solution:** Always work at final size or larger, 300 dpi for print

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Practice Exercises:

Week 1:

- Photo editing: Adjust 10 photos (brightness, contrast, color)
- Remove backgrounds from 5 product images
- Retouch 3 portrait photos

Week 2:

- Create 5 social media graphics with text
- Design 3 promotional ads
- Composite 2 images (sky replacement, product mockup)

Week 3:

- Apply 10 different filters and compare
- Create vintage effect on 3 photos
- Design a poster with advanced text effects

Week 4:

- Complete 3 real projects:
    1. Social media ad campaign (3 variations)
    2. Product photo editing (5 products)
    3. Event poster design

Next Level Preview:

In **Premium** level, you'll master:

- Professional logo design in Illustrator
- Complete brand identity systems
- Advanced Illustrator tools
- Print production workflows
- Client presentation techniques