

# Graphic Manipulation Effects

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- Image manipulation involves making changes to the appearance of a photo for various purposes, such as advertisements, magazines, book and music packaging, and gallery artwork.
- Photos are also retouched in the modelling and acting industries, where professionals submit portfolios or photos for auditions.
- Images are altered with the use of computer software.
- Artistic image manipulation is creative and imaginative, producing images that are unexpected, visually appealing, surreal, striking, humorous or eye-catching in some way.

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- Multiple images are often combined to create a juxtaposition, collage or unique image.
- Photos are retouched to correct or perfect shots, with refinements, such as removing blemishes or moles, brightening eyes, whitening teeth and smoothing wrinkles.
- Lighting filters, contrast enhancement, brightness, sharpness and various other tuning adjustments are also common types of photo retouching.

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## 1. Crop and Clean

- **Straighten images:** It's always better to be sure that the horizon is horizontal, straightening is an easy first editing step.
- **Crop images:** It's best to crop to improve minor compositional details, like distracting elements at the edge of the frame or repositioning the subject slightly.



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- **Spot-clean images**
  - Most editing programs have a spot-removing tool.
  - The name varies: “clone stamping” and “spot healing” are two variations.
  - Programs also let you change your view of a photo to highlight the location of spots.



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## 2. Adjust White Balance

- White balance relates to colour levels, not exposure levels.
- If an image has an overall colour tone that you find displeasing or unnatural, white balance can be adjusted to fix it.
- JPG files capture far less digital data than RAW files and offer a minimal amount of white balance adjustment during editing.



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- Many applications have both a “temperature” and a “tint” slider that can be fiddled with to fine-tune the overall lighting cast on an image.

**TEMPERATURE**



**TINT**



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## 3. Adjust Exposure and Contrast

- **Adjusting exposure:** This is the process of making the photo exactly as bright or dark as you want.
- **Adjusting contrast:** Contrast is the range of dark to light tones.
- When it's extra high, a stark image is seen, where all tones, regardless of colour, are either very dark or very light.
- When it's extra low, a flat image is seen where no elements in the frame stand out.
- Middle contrast avoids either of those extremes.





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- **Photo histogram:** This graphic representation of the tonal range of a photo helps optimize final exposure levels during editing.
- Histogram can be helpful when a image has a large amount of dark area or a large amount of light area.



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## 4. **Adjust Colour Vibrancy and Saturation**

- Once white balance is adjusted, we can further refine colours in the photos with the saturation and vibrancy controls.
- The distinction between the two is:
  - Increasing vibrancy increases colour intensity in neutral colour tones and maintains colour intensity in the brighter colours.
  - Increasing saturation makes all colours throughout the frame more intense. When bright colours pop and can give the photo a more dramatic look.

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## 5. Adjust Sharpness

- Sharpening an image gives it a crisper, cleaner look.
- Many programs offer multiple sharpening tools.
- Adjust the overall amount of sharpness (on a scale from 0 to 100), starting at 50 percent, then adjusting the level up or down to get the preferred sharpness.
- sharpening an image can't turn an out-of-focus image into an in-focus shot.
- Sharpening an image too much can result in an unnatural halo effect around the objects in the frame.



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- <https://www.rei.com/learn/expert-advice/photo-editing-basics.html>
- <https://fixthephoto.com/retouch-tips/photo-manipulation-ideas.html>
- <https://speckyboy.com/photo-manipulation-photoshop-tutorials/>