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**ANTH 4100: Making Anthropology Public**  
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**Introduction to Image/Photo Editing Software**

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### **Image / Photo Editing**

“Photo editing” refers to the practice of altering digital images using digital software. Photo editing software allows users to **organize**, **optimize**, and **edit** single images or collections of photos and prepare them to print or share online.

Two of the most powerful and well-known paid tools for photo editing on Mac, Windows, and Linux operating systems are Adobe Photoshop and Adobe Lightroom. However, both of these photo editing softwares can come with a steep learning curve and cost.

This handout introduces novice photo editors to common image editing practices, helping you to identify **free**, computer-based photo-editing software that will best fit your needs (regardless of your operating system).

### **Photo Editing 101: Common Photo Editing Practices**

- **Appearance:** Basic alterations to make photos look more professional and fit better with the overall theme of a page or platform.
  - Image correction (brightness, saturation, exposure, sharpness, contrast, shadows, etc.)
  - Touch-ups: Blemish removal, red-eye removal
  - Orientation: Landscape versus portrait
  - Cropping
- **Art and Design:** Adding new or manipulating existing layers on images to create more visually dynamic and customized designs.
  - Adding text (or other images, frames, and stickers)
  - Experiment with various “brush” tools (for example, paint or sketch on layers)
  - Special Effects: Motion blur, color splash, filters
  - Removing backgrounds
  - Adding animated elements
  - Collaging
  - Working within pre-designed templates, such as collages and frames (which can give you new ideas and save time)



- **Digital Information:** Additional contextual information that makes people and objects in photos easy to identify, search, and categorize online.
  - Tagging, face recognition, object recognition

### Free Photo Editing Apps / Software

- **Google Photos:** <https://photos.google.com/>
  - Allows users to upload and organize photos into a digital archive. Google Photos supports photo editing, and enables users to do more advanced experiments creating visuals like: movies, animation, and collages.
  - Best for: Cropping, Adding Filters, Rotating, Image Correction, Individual Animations.
- **Pixlr:** <https://pixlr.com/>
  - Allows users to edit photos, create animations, and assemble collages. Pixlr has pre-made design templates and art brushes to support design, and image correction, filtering, and retouching. Pixlr allows users to export and publish images in multiple formats, and provides many useful features.
  - Best for: Art & Design (all features), Special Effects, Image Correction, Retouching, Working with Pre-Designed Templates, Exporting for Multiple File Extensions
- **Canva:** <https://www.canva.com/photo-editor/> (mobile app version available)
  - Allows users to upload, crop, and add special effects (filters, frames, and stickers) to photos. Users can link Canva to existing social media pages and plan and post scheduled content. The scheduling tool is especially useful for large teams or individuals pressed who prefer automated processes. Canva has an app, so users can access work from any device.
  - Best for: Cropping and Resizing, Image Correction, Adding Filters and Frames, Customization (Adding Text and Stickers), Integration into existing Social Media

### Tips for Getting Started on Editing Photos

- Identify your editorial needs and choose the best software for whatever you are trying to accomplish.
  - Do you need to do a quick color correction and adjust the lighting in a photo, or are your goals more complex? Your needs should dictate the software you choose.
- Have copies of the images you want to edit in multiple file formats (.jpeg/.jpg, .png, .tif/.tiff, etc.). Each format is useful for different purposes. Jpg files are best for online



use, while .png photos can retain transparent pixels, and .tiff files are often used for printing images.

### Tips for Editing Photos/Images

- Know the final venue where your image will be displayed.
  - Are you editing an image for digital display, for print, or both? This will impact the editorial decisions you ultimately make.
- Always retain a copy of the raw (original) image file.
- Do several **versions** in the editing process. Don't forget to give each version a descriptive name when you save it, so that you can easily find different versions.
  - The original photo may not be compatible with the photo editing software you want to use. Be prepared to scan the photo or convert the photo into the software's preferred file format (e.g., .jpg/.jpeg, .png, .tif/.tiff).
  - Do not change everything at once! Break your editing goals into segments that you can tackle individually. The changes that you make in one area may alter your plans for another.
  - **Editing takes a long time!** Be patient, embrace the creative process, and try out new things.
- Reserve space at the Digital Media Commons in Snell Library for professional studios and equipment:  
<https://library.northeastern.edu/services/digital-media-commons>

### Creating Photo/Image Galleries

- Photo collages created in Google Photos, Pixlr, and Canva can be shared online through links or social media. Collages may also be exported and published.
- You can create and publish photo/image galleries in WordPress, with or without the use of image gallery plugins. Image gallery plugins are only available for the paid version of WordPress.
- To create an image gallery in WordPress without using plugins, create a new post or page.
  - On the post edit screen, click the Add New Block button and select the Gallery block.
  - Upload images from your computer or WordPress media gallery.
  - You can add captions, alt-text descriptions, and titles to each image as needed.
- If you are using the paid version of WordPress, you have the option to add and use various image gallery plugins to create more customizable galleries. Popular plugins for image galleries include Envira Gallery (<https://enviragallery.com/>), FooGallery



Office Hours: <https://calendly.com/diti-nu/>

(<https://fooplugins.com/foogallery-wordpress-gallery-plugin/>), and Modula  
(<https://wp-modula.com/>), among many other options.

### **Fair Use, Copyright, and Public Domain Resources**

Here are some resources for finding creative commons and public domain media. Don't forget to provide credit!

- Creative Commons Search: <https://search.creativecommons.org/>
- Wikimedia Commons: [https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)

### **For more information on Copyright and Fair Use:**

- Copyright and Primary Sources:  
<http://www.loc.gov/teachers/usingprimarysources/copyright.html>
- Fair use guidelines: [https://www.lib.purdue.edu/uco/CopyrightBasics/fair\\_use.html](https://www.lib.purdue.edu/uco/CopyrightBasics/fair_use.html)
- Fair Use Handout (under "Digital Storytelling"): [insert bitly link]