

Photoshop Fundamentals for Digital Design

Mark Hannon, Instructor

In this program, you'll learn the fundamentals of Photoshop while creating projects that allow you to express yourself creatively and also learn digital design aesthetics.

This is a participatory course, and you will get the most out of it if you learn actively and participate in the class community.

Meet Mark Hannon

Mark Hannon is a graphic designer who was thrust into the world of web design years ago when his clients kept asking "Do you design websites too?" Never one to shrink from a challenge, he replied "Yes" and then, after the initial panic attack, discovered that HTML and later CSS did not require an Enigma Machine to understand.

Having built many websites for small businesses and nonprofits, Mark saw that many of these clients found managing their sites intimidating and were forced to rely on the web developer for even small edits.

Searching for a solution, Mark discovered Wordpress which had come a long way from a simple blogging platform to a useful web application which enabled businesses to keep their websites current without having to learn code. Mark now develops websites exclusively in Wordpress.

Mark lives on the Connecticut coast on Long Island Sound with his wife Anne and their three cats. He is also a fine artist and is the President of the Coastal Arts Guild of CT.

Getting Started

This poster for the class was produced in Photoshop.



Course Schedule

This is a 10-week course. The schedule for the course is as follows:

- Week 1: Selections (This video)
- Week 2: Layers
- Week 3: Type and Typography
- Week 4: Image Repair
- Week 5: Color
- Week 6: More Complex Cutouts
- Week 7: Preparing Work for Output
- Week 8: Integrative Project 1
- Week 9: Integrative Project 2
- Week 10: Integrative Project 3

In general, course materials for each week will be distributed on Monday.

Class Community

The class community is an integral part of your learning experience. In the class community, you will present your work each week, engage in critique and learn from others in the program as well as your instructor team.

Please note that Framework's members come from around the world and represent dozens of nationalities, races, religions, and perspectives. This class is not a place for that discussion. Please focus your analysis on the work at hand and engage in friendly, professional discourse. This will keep the learning environment comfortable for everybody. If someone is making you feel uncomfortable in the learning environment, please contact Mark Lasso (mark@frameworktv.com) immediately.

We use Slack for our class community. This course is assigned the channel #photoshop_fund in Slack. If you have not received instructions for accessing the Framework Television Slack, please let us know right away.

As part of this course, you'll be asked to review the work of other participants. When you do so you are asked to follow the following format:

Review Format

1. What is something that you like about the work from a technical or design perspective?
2. What is something that can be improved about the work from a technical or design perspective?
3. (Optional) How did the member who designed the piece show creativity?

Remember to keep the environment supportive and warm as your work will also be reviewed by others!

The review process can be intimidating at first; however, you will quickly grow accustomed to it. If you are constructive, others in the program will gladly be constructive in return.

Section 001: Selections

In this section of the course you'll learn how to make selections in images. The tools and techniques reviewed include:

- ☐ the magic wand tool
- ☐ the rectangular marquee tool
- ☐ the lasso tool
- ☐ the polygonal lasso tool
- ☐ elliptical marquee tool.
- ☐ copy and paste pixel selections

Downloads

There are many files you'll need for this section of the course. They have been zipped for you, and you may download them at <https://s3.amazonaws.com/coursewareframework/photoshopfundamentals/Photoshop+Week+1/Week1.zip>.

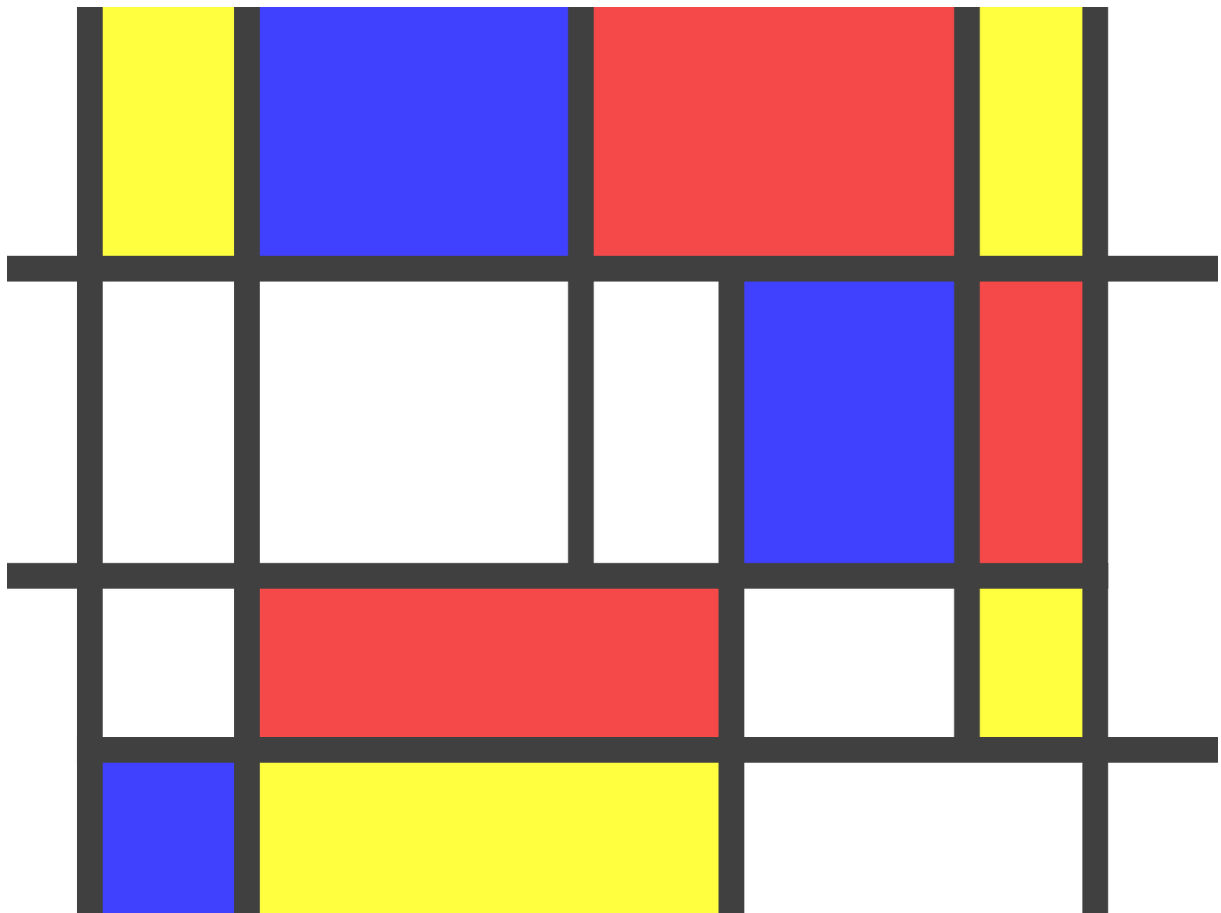
You will need to unzip the document into a folder so you can use the files for the video lecture and activities.

The following files are included for use in this:

- ☐ Blocks
- ☐ cityscape_destination.psd
- ☐ grapes_source.psd
- ☐ mondrian-1504681_1920.png
- ☐ W hotel_source.psd
- ☐ wine_destination.psd

Watch This

Before watching this weeks video, open the file `mondrian-1504681_1920.png` in Photoshop. This is the file that Mark will be using in the video. As Mark demonstrates various techniques, you are encouraged to pause the video and try the skill yourself with the file open. You can pause the video as often as you like to give yourself to keep up.



The video is available at <https://www.youtube.com/watch?v=SyDAC1iQrJ0>. Please be kind and **like** our video and channel.

Once you have reviewed the video and worked through it using the Mondrian file, you may move on to the activities.

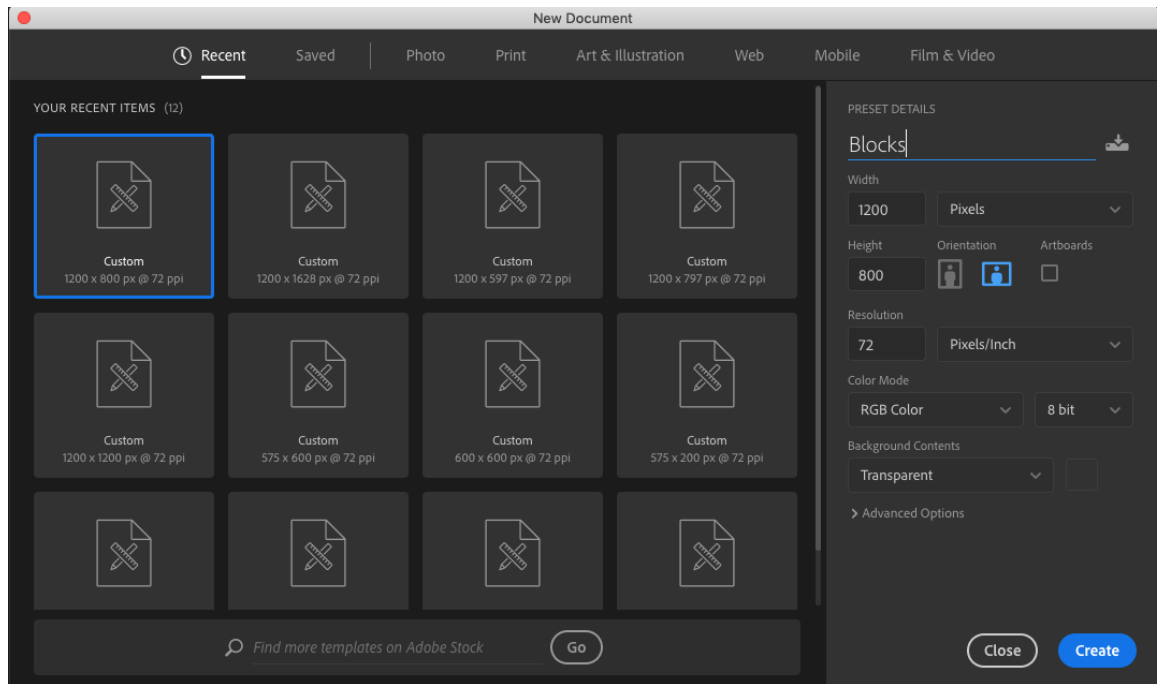
Activities

Blocks

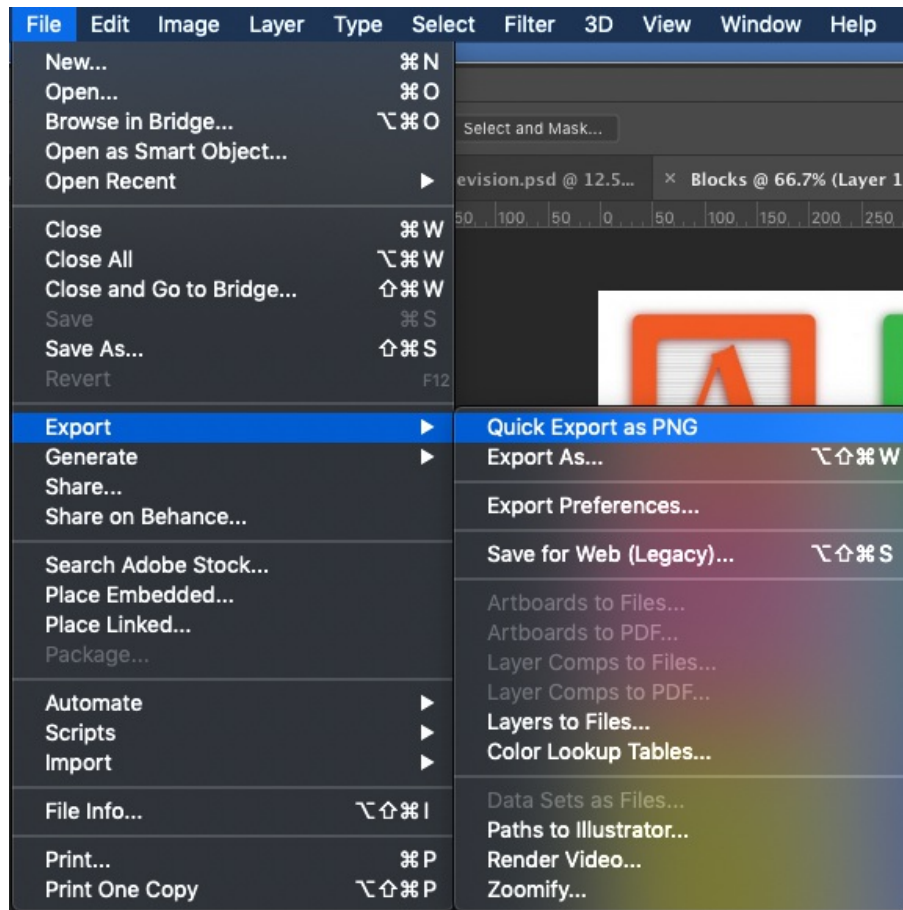
1. Load the file Blocks from the zip into Photoshop. (You may need to append the .psd extension to the filename if you can't load it.)



2. Create a destination file in Photoshop by clicking File --> New from the drop downs. Create the new document using the settings in the screenshot below:



3. Using the Blocks image as a source document, select the necessary blocks and copy and paste them into the new document to create a recognizable phrase or saying.
4. Once your destination document is complete, save it with File--> Save in a place you'll remember, with a recognizable file name.
5. Choose File --> Export --> Quick Export as PNG to export the file into PNG format. (This is a non-editable format, so make sure you save your PSD).



6. Upload your exported document to Slack by dragging it into the Slack channel conversation for the Photoshop Course.

The Wine Ad

For this project, you have been provided with a source document and a destination document.

Source



Destination



Using whatever tools you learned in the video lecture, and whatever other selection tools you'd like to try to select either individual grapes or bunches of grapes and copy them into the destination document.

Don't just place them haphazardly. As you add the grapes into the destination document, consider the impact on the image as a whole. Try to add and distribute the grapes in the destination in a manner that's deliberate and enhances the original document.

Once your destination document is complete, save it with File--> Save in a place you'll remember, with a recognizable file name. Choose File --> Export --> Quick Export as PNG to export the file into PNG format.

(This is a non-editable format, so make sure you save your PSD).

Upload your exported document to Slack by dragging it into the Slack channel conversation for the Photoshop Course.

The W Hotel

For this project, you, once again, have been provided with a source document and a destination document.

Source



Destination



Here the challenge is to relocate *part or all* of the W Hotel Structure into the destination document.

Once your destination document is complete, save it with File-> Save in a place you'll remember, with a recognizable file name. Choose File --> Export --> Quick Export as PNG to export the file into PNG format. (This is a non-editable format, so make sure you save your PSD).

Upload your exported document to Slack by dragging it into the Slack channel conversation for the Photoshop Course.

Review The Work of Others and Read Your Reviews

As the week progresses periodically check in on the course community discussion. Provide reviews of the work of others and read the reviews others leave for you. This type of collaboration is one of the best ways for you to learn.