

Carl Bulger presided.



Mike Marshall, Ritz Camera and Image trainer. (Photo by Dennis Edgington)

PRESENTATION: The presenter was Mike Marshall, an Educational Instructor for Ritz Camera & Image in the Baltimore area. His presentation was on **Digital Photography Software**. There are three types of **photography software**:

- **Organizational**
- **Editing**
- **File Sharing**

Organizational Software

The two most commonly used:

- Picasa by Google (powerful and free)
- Adobe Photoshop Elements 10 Organizer (The organizer is part of Photoshop Elements 10.) Our Computer Lab/Classroom features Photoshop Elements **9**, last year's version.)

Picasa will search whichever drives you specify for photos and organize them in folders or albums you create. It doesn't duplicate your photos; it generates links to thumbnails of your photos. You can organize them according to the date or location the photo was taken, names of people or places, etc. Picasa includes face recognition software for photos clearly showing both eyes and the nose.

Picasa includes a few basic editing functions which can be saved only within Picasa. Edits done in other software will be updated also in Picasa. Picasa will also allow you to create slideshows with sound tracks (audio and/or music). You can also create collages.

Picasa will allow you to share photos via Google email and to back up your photos to Google servers. If you don't want Google to use your photos or share them on the internet, do NOT check the box to share them with Google.

By enabling the **Sync to Web** feature, edits made to your photos in Picasa will be reflected immediately in your web albums online.

Once you've enabled the **Sync to Web** feature, you can sync the following changes from Picasa to your web albums:

- Photo edits (Basic Fixes, Tuning, and Effects)
- Added or deleted photos
- Added captions, tags, or geotags
- Name tags (visible only to you, in Picasa Web Albums)
- Edits made in other applications that are saved to your hard drive
- The order of your photos

The following changes will not be transferred to your online albums:

- Changes made to folder or album properties

- Changes made to filenames

Once you reach your storage limit, any new photos you upload using sync to web that exceed the size limit will be automatically resized.

Editing Software:

There are numerous software brands devoted to editing digital photos. All of them use **layers**. Mike demonstrated using layers with a color picture of a bride. He then created a black-and-white version of the same picture which he placed on top of the color picture. Then he erased (made transparent) the bouquet the bride was holding, allowing us to see the red roses in the color photo below. The result was a black-and-white photo of the bride holding a red rose bouquet that actually was red.

Mike considers Photoshop Elements the best software for photo editing. The current version is 10. (Our computers in the computer lab/classroom have version 9 installed on them.) Photoshop Elements 10 sells for \$99.99. Amazon sells it for \$80.82. For \$109 Amazon will sell you both Photoshop Elements 10 and Adobe Premier Elements which edits videos. Mike also mentioned Corel's PaintShop Pro X4 Ultimate which sells for \$69.99 or \$61.99 from Amazon. Top Ten Reviews rates it about the same as PhotoShop Elements 10. <http://photo-editing-software-review.toptenreviews.com/> Amazon will sell Paint Shop Pro X4 Ultimate bundled with Video Pro X4 Ultimate for \$76.02.

Whichever you choose, the secret to doing good photo editing is learning the photo editing tools and practicing using each. As Mike says, "It just requires patience and 'seat time'." There are often multiple ways to achieve approximately the same result.

Mike demonstrated how to adjust lighting levels and contrast using a graph of the light intensities across the photo.

Photo Sharing:

Mike mentioned Flickr www.flickr.com for sharing your pictures on the internet. Anybody can access the pictures including the exif (Exchangeable Image Format) data in a small TIFF (Tagged Image File Format) file embedded in the .jpg or .jpeg formatted image which describes date, location, camera settings, etc. For competitive or privacy, many photographers edit or erase this data before sharing their photos online using Adobe's Lightroom 4 software. www.adobe.com/Lightroom

Other online sharing websites are: picasa.google.com, www.snapfish.com, photobucket.com, and www.shutterfly.com .

One way to privately share your pictures with friends is via email. Less private is via Facebook.

Mike Marshall's comments and recommendations for copying photos:

Home printers can vary in quality. They are convenient but pricey and NOT archival, i.e., they won't last 100 years.

He recommends not using a kiosk for adjusting your photos. Kiosks are limited in features and quality. Have professionals adjust the colors, brightness, etc. That's part of the price for copies.

Ritz Camera has one process for prints 8 X 10 and smaller and a better one for larger prints using an archival inkjet process. They also have a Shoebox option for transferring 425 photos to DVD for \$60. Slides are created for \$0.65 ea. and negatives for \$0.45 per frame.

For those of you who want your monitor to display colors which are closely calibrated to those your camera saw your printer will print, Pantone sells huey PRO for \$99.
www.pantone.com

Sign up for Ritz Camera's annual membership (\$13) and become eligible for their educational offerings listed and announced on www.ritzcamerauniversity.com

If you liked Mike Marshall's presentation, let his supervisor know:
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