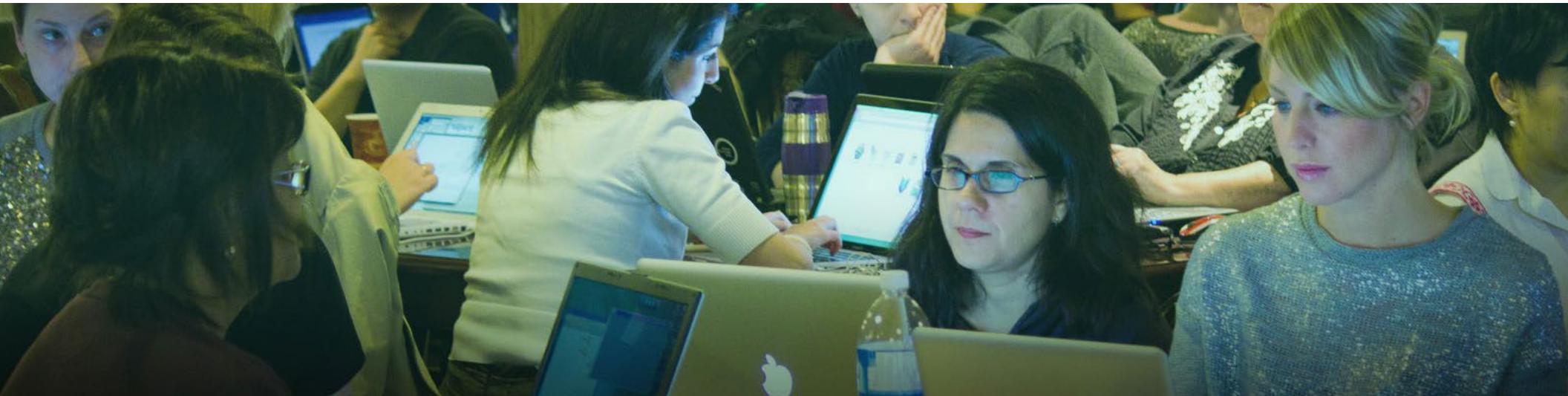


INTRODUCTION TO PHOTOSHOP





Hi, I'm your Lead Instructor

Here we go.

INTRODUCTION

What is Photoshop anyway?



I'm glad you asked! Photoshop has become shorthand for lying in our culture, for manipulation, for unhealthy body images. But, to me, **Photoshop, was always a reminder that the world, that everything, is layered.**

@faris, Strategist/Writer/Speaker.
xChief Innovation Officer/MDC.

Many people think of Photoshop as a photography tool – which it is but, about half the people who use Photoshop professionally identify as graphic artists and designers.



Today we're going to attempt to touch on both. What we're going to try to do is try to make the most of our time by covering key features like layers, filters and blend modes.

We'll learn how to select an image against a colour background and set it against another. We'll also explore how to integrate text and vectors into our designs.



N. 9



101



N. 12

INTERFACE BASICS

Getting to know Photoshop

Menu bar

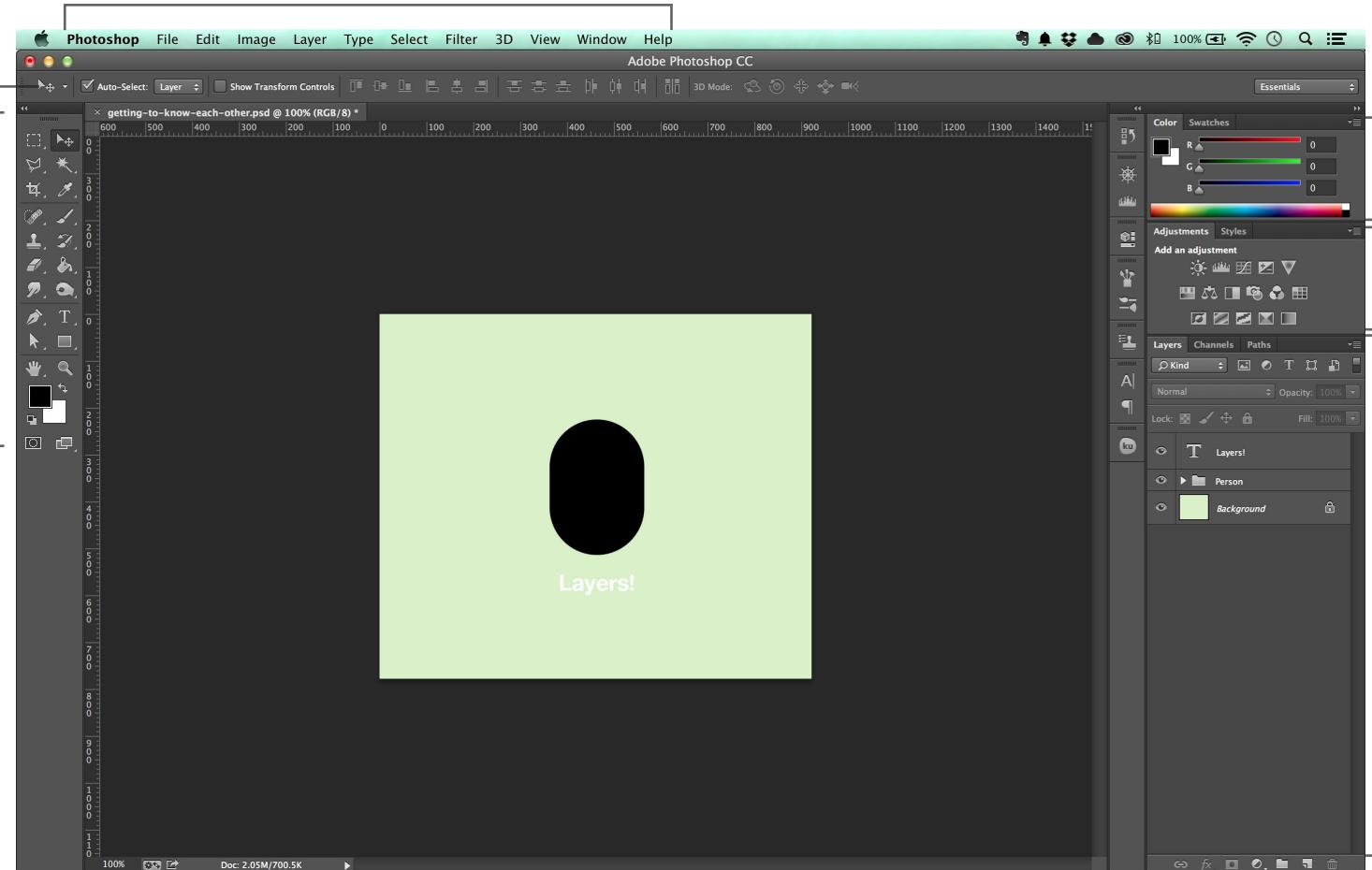
Options

Tools

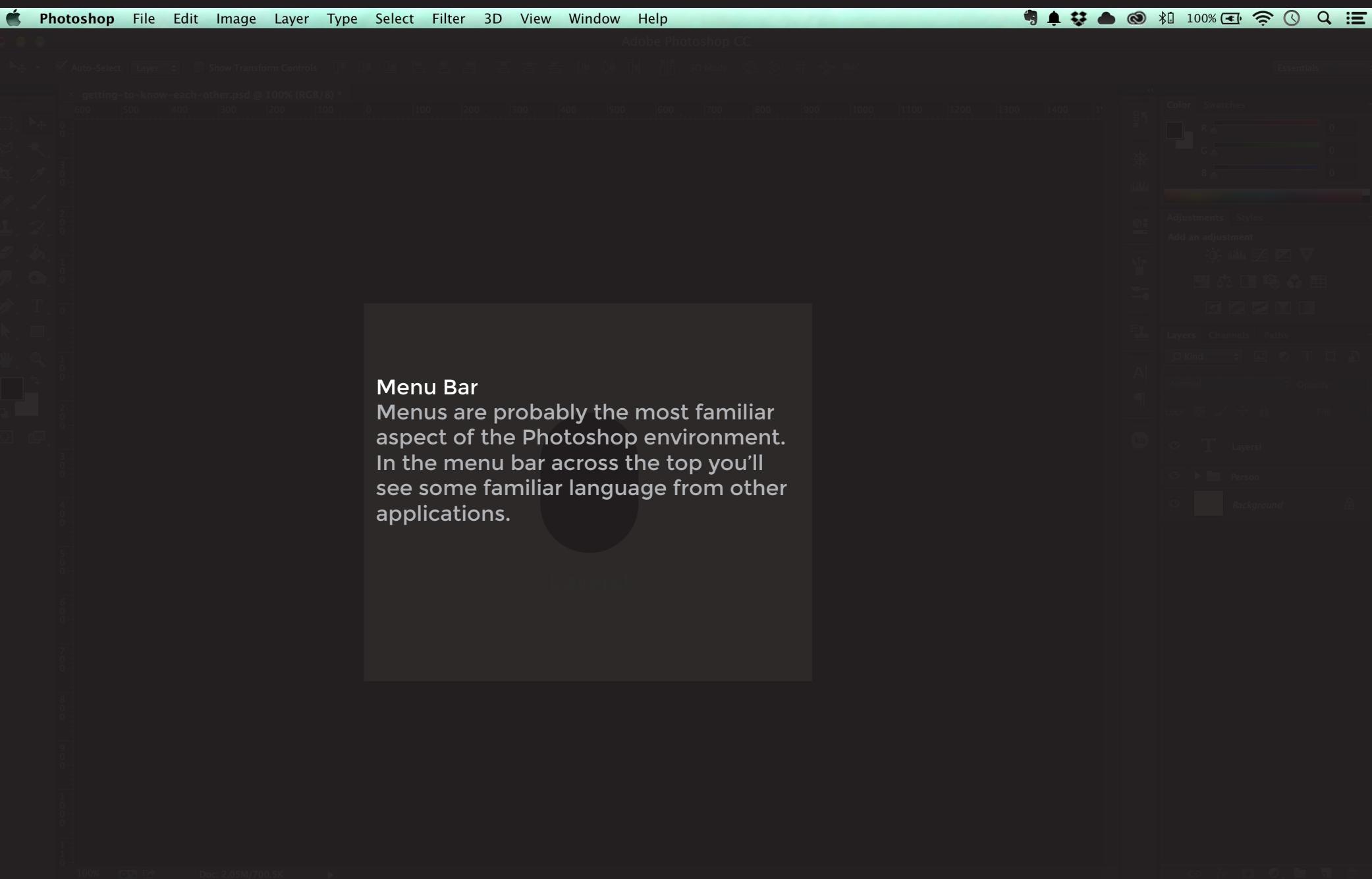
Colour Panel

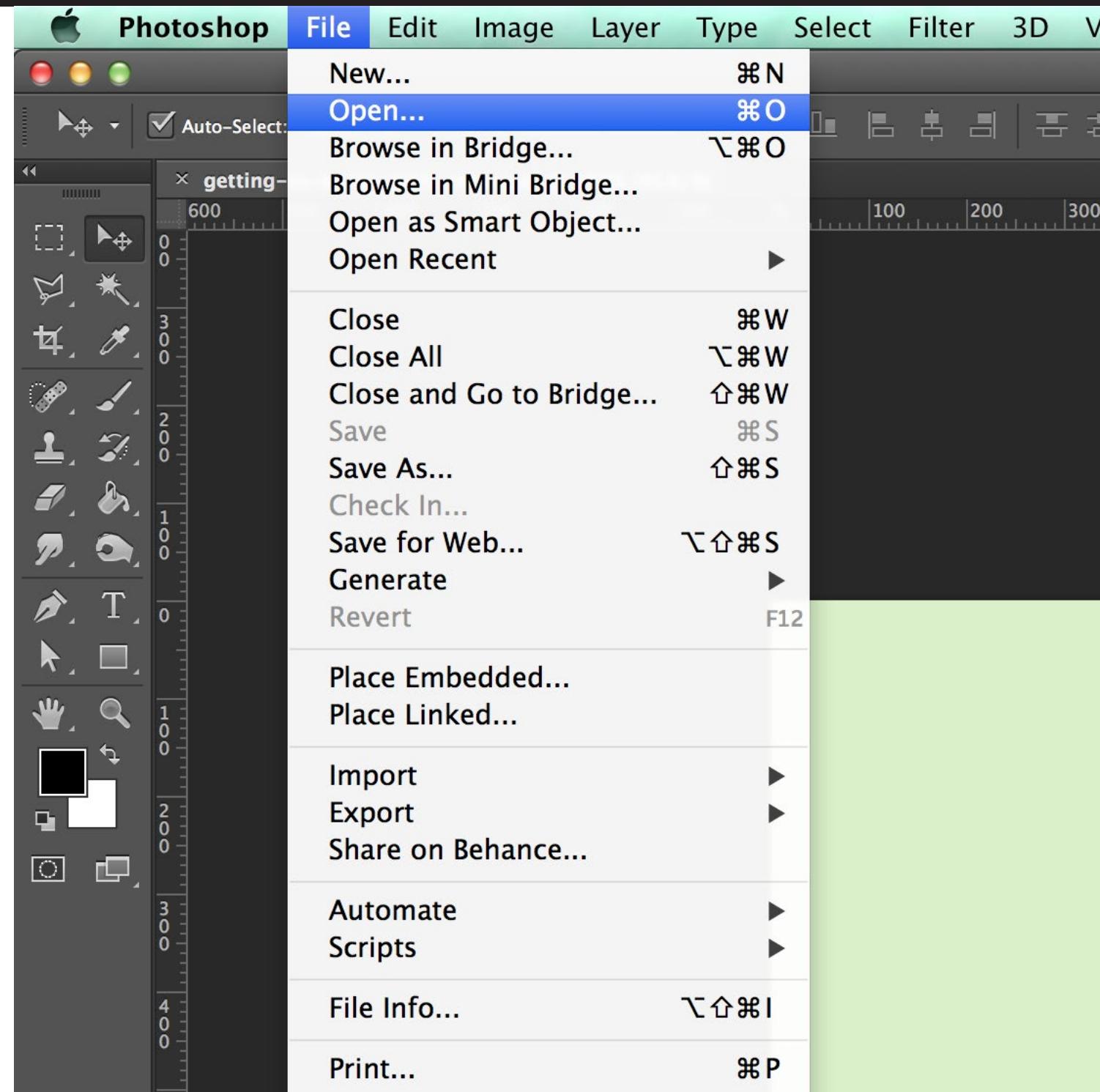
Adjustments
Panel

Layers Panel



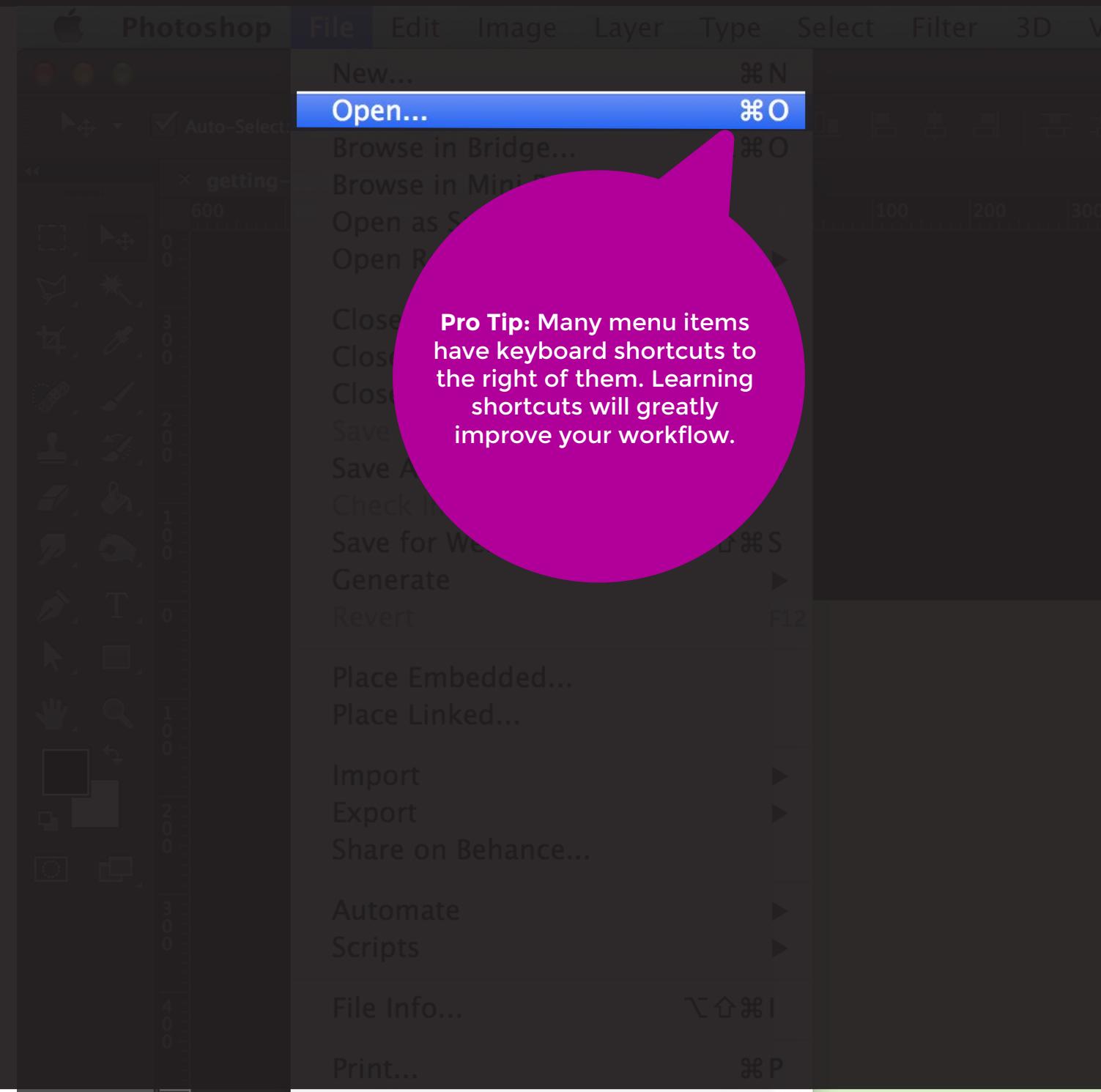
Photshop circa 2014





File Menu

There are 2 primary ways to work inside Photoshop one is to open an existing image or file, the other is to create a new composition from scratch for now we're going to open an existing file to get to know our way around the interface.



Shortcuts Cheat Sheet



Command



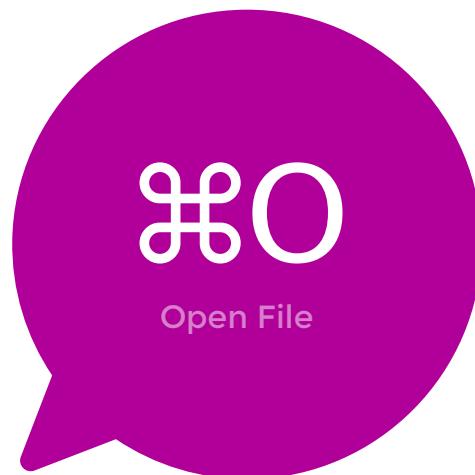
Option

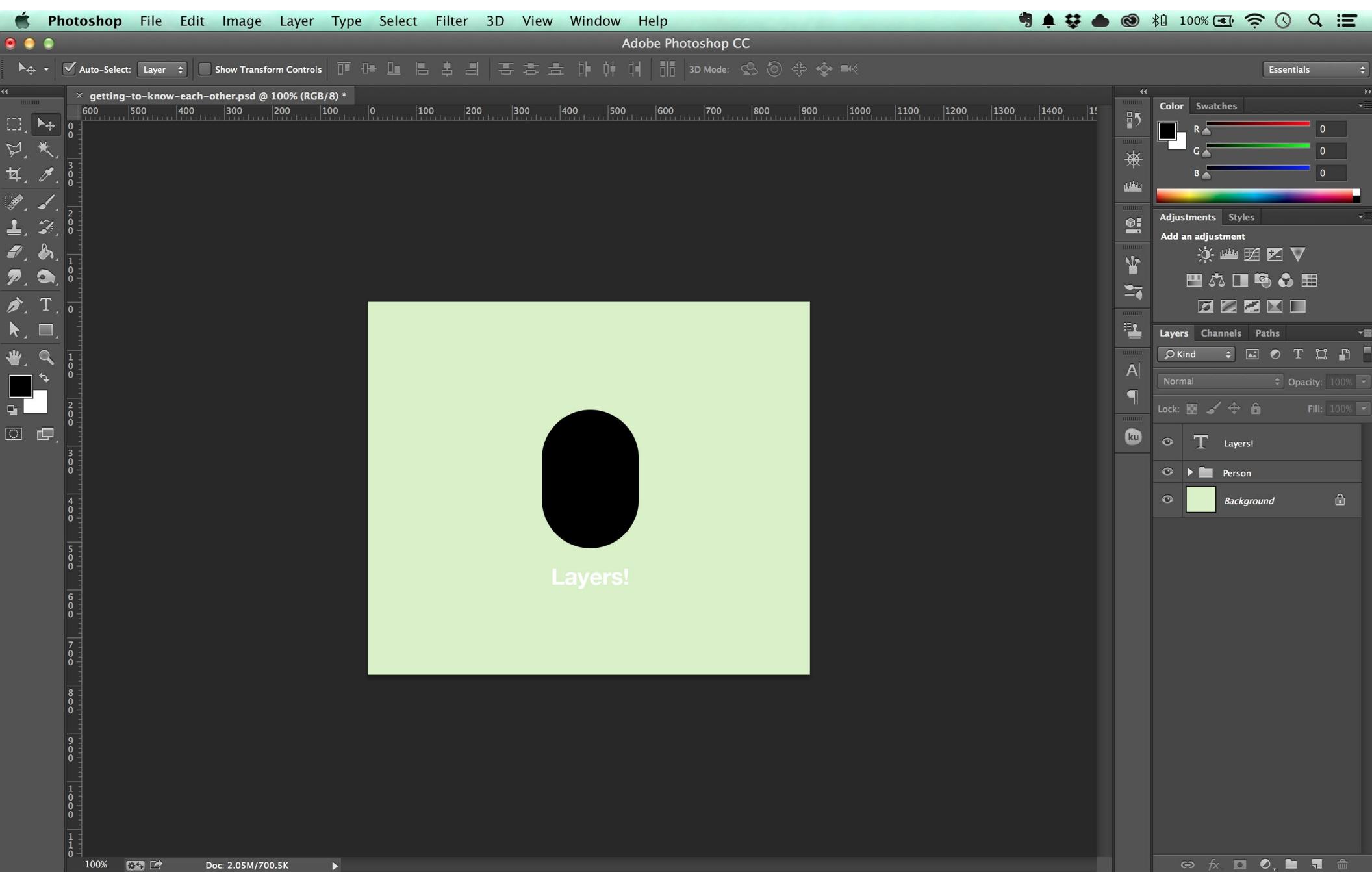


Shift

OPEN FILE

Getting-to-know-each-other.psd





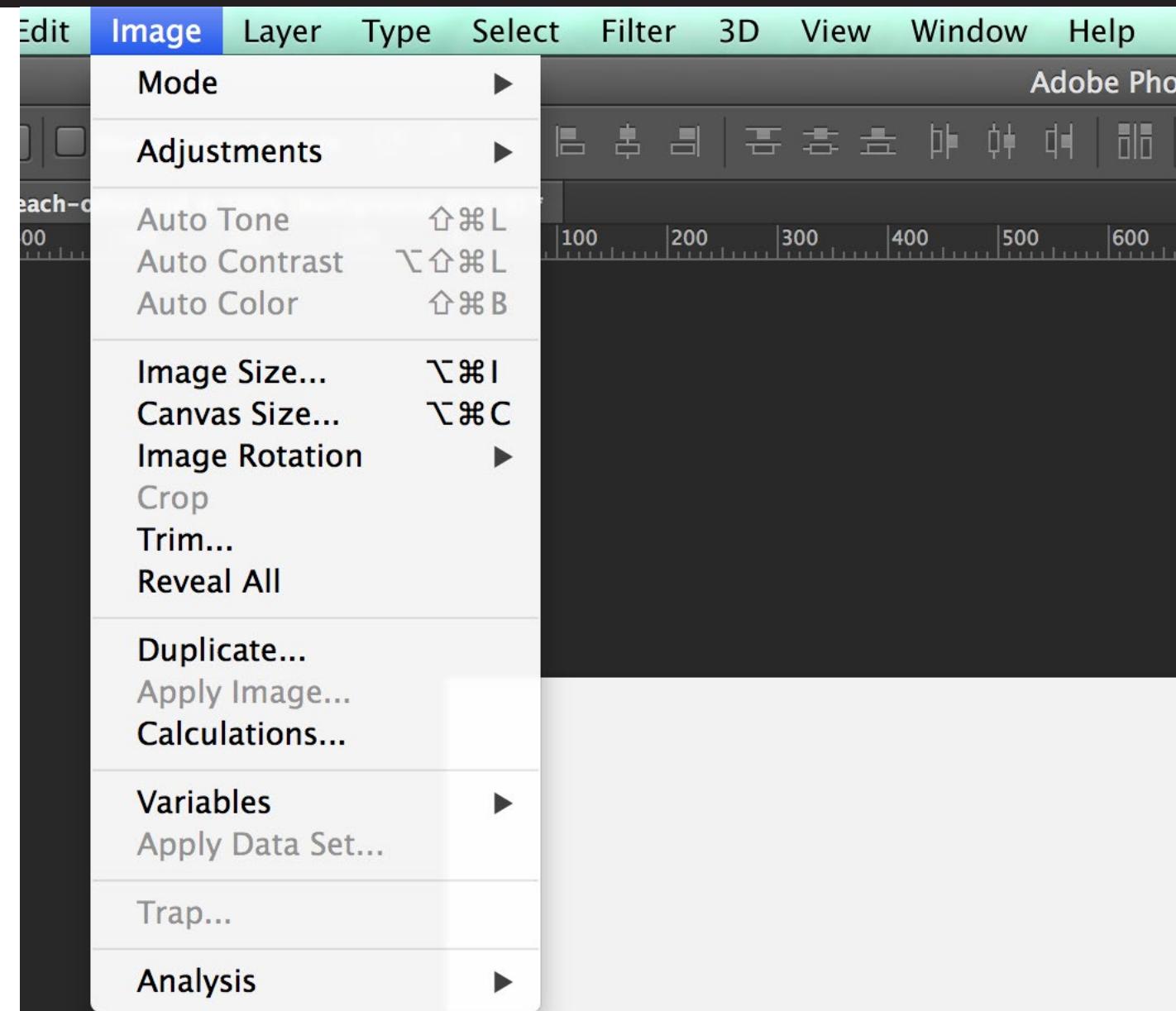
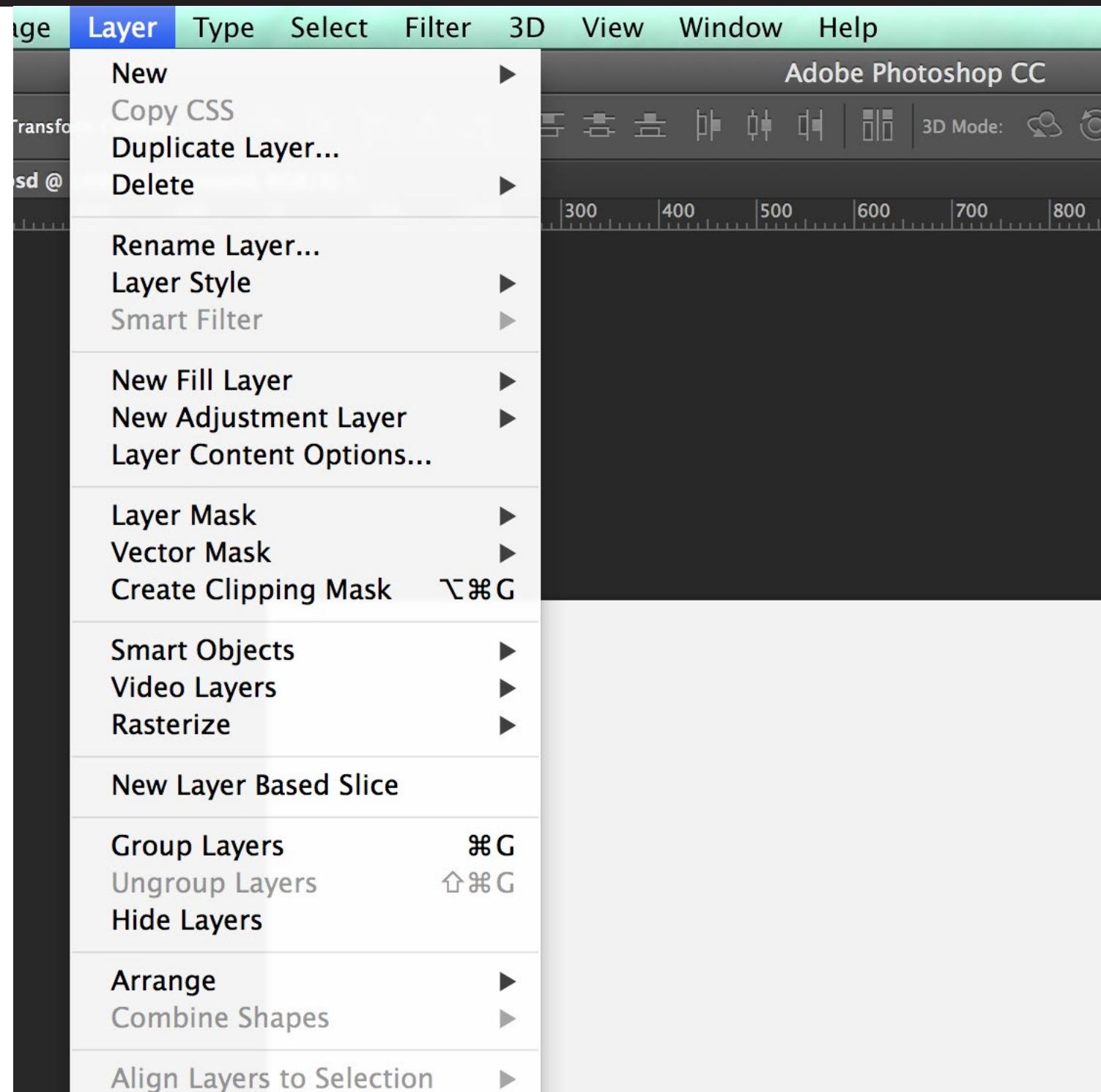


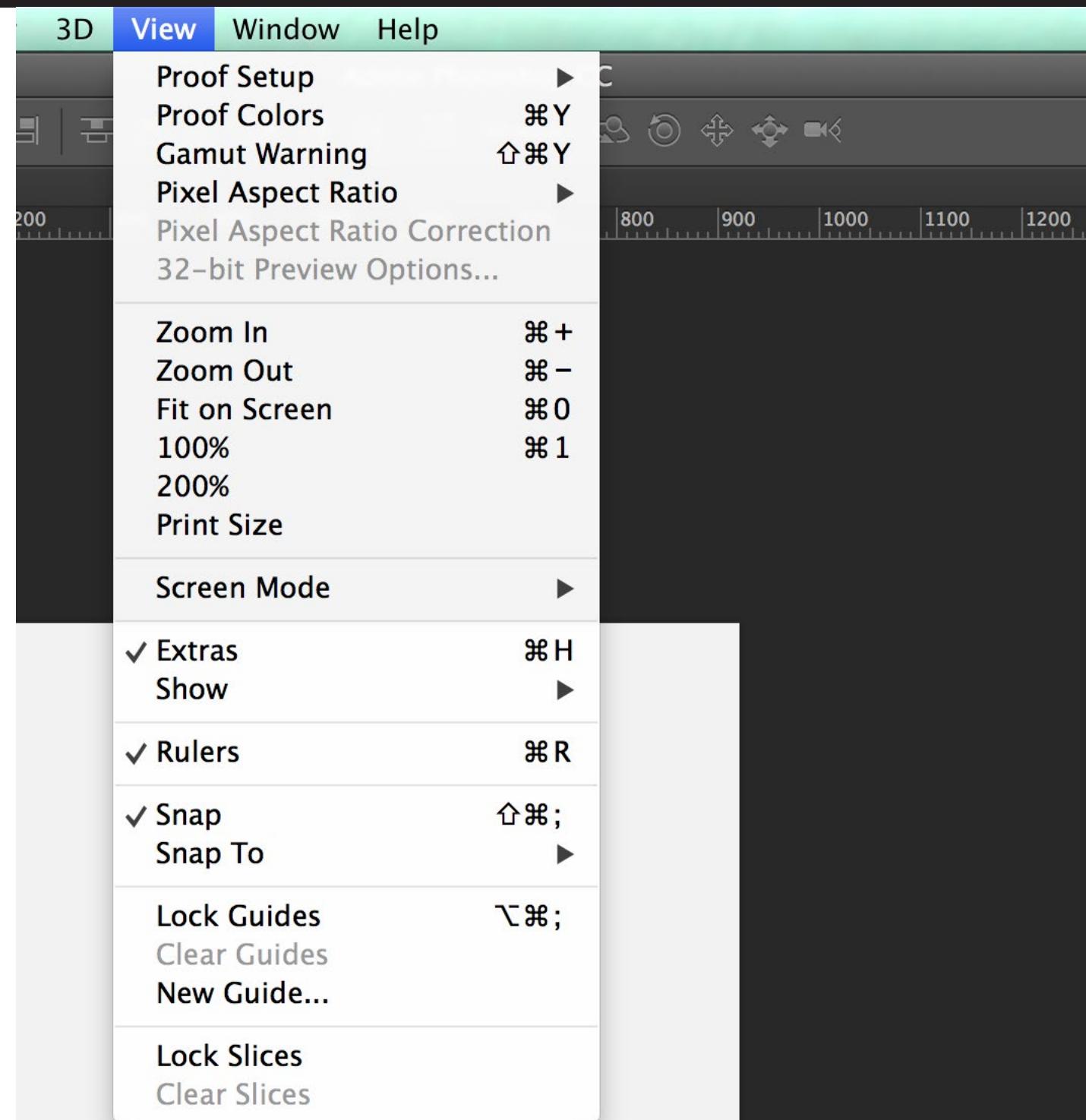
Image Menu

Contains items that affect the whole Photoshop document like canvas size, adjustments, crop, etc.



Layer Menu

Contains items that affect individual layers: new layer, vector mask, group layers, etc.

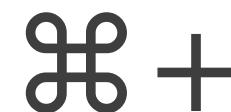


View Menu

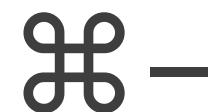
affects the way you are viewing the document this is where you can control things like zoom level and actual pixels, or other helpful tools like rulers and guides.

EXERCISE

Now you're zoomin'! Try these
'View' keyboard shortcuts



Zoom In



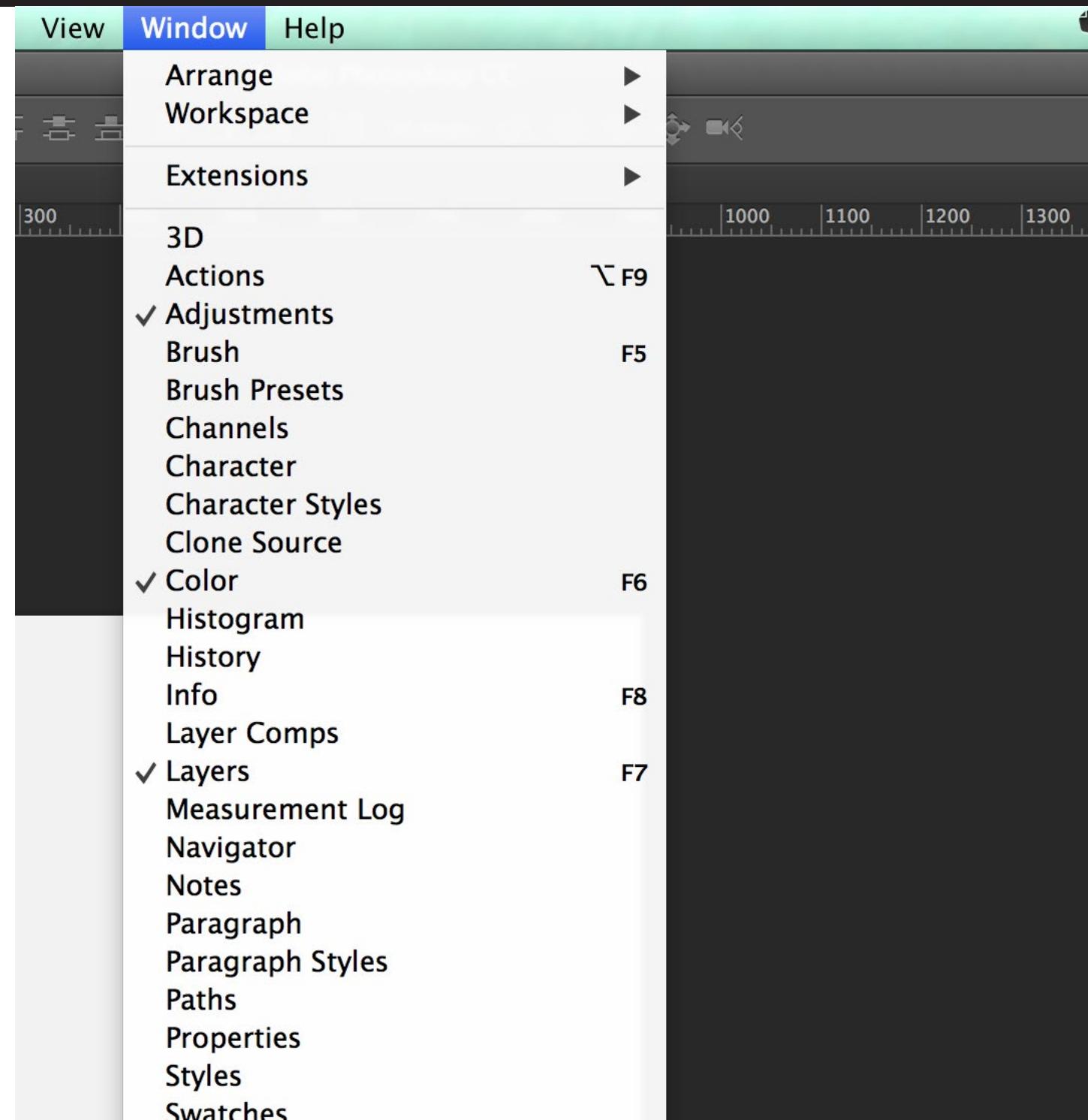
Zoom Out



Fit to Screen



Actual Pixels



Window Menu

An important menu where you can decide what panels and toolbars are being displayed.

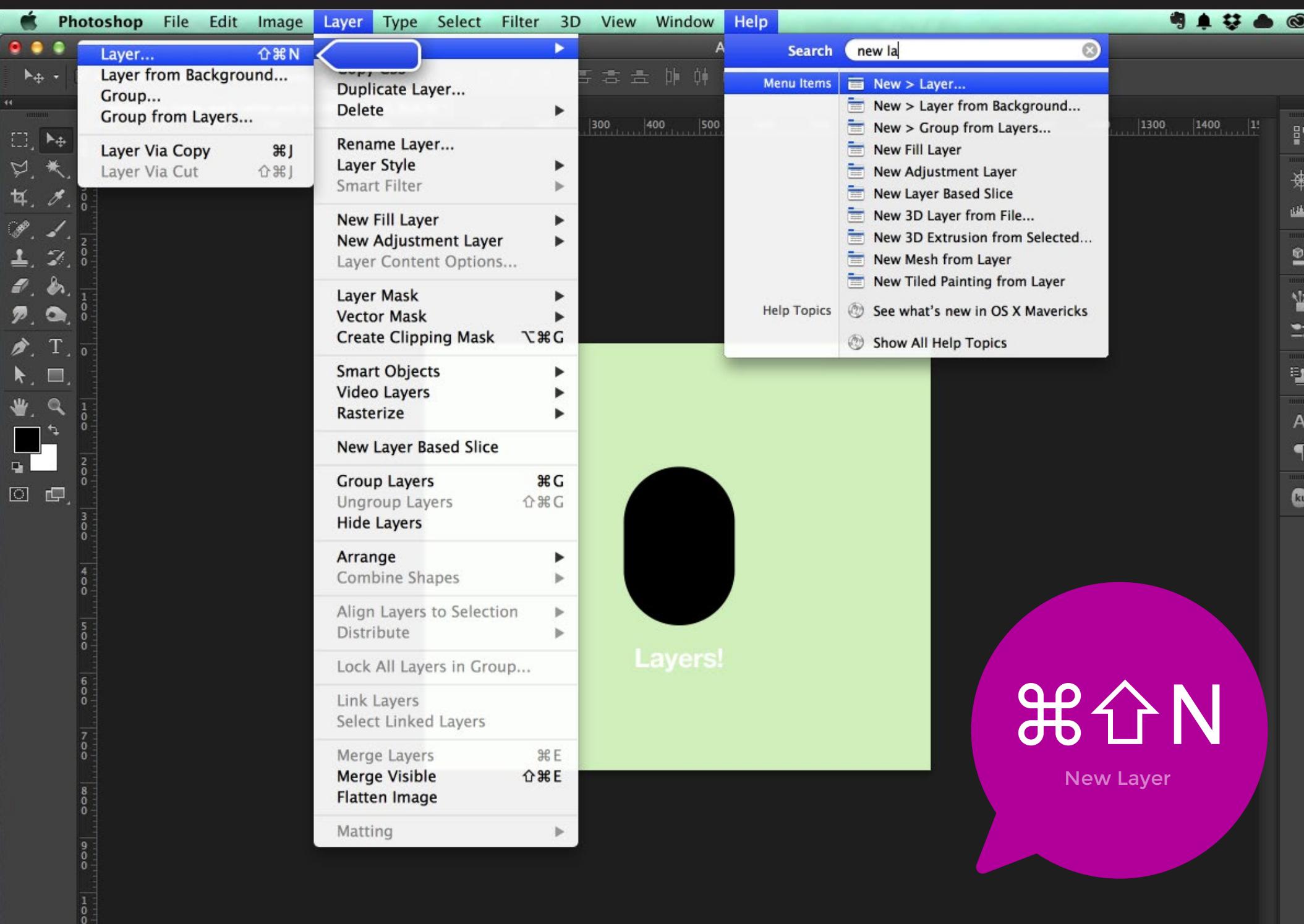
If you ever are having a hard time finding a tool you're looking for, going to the window menu and making sure it's turned on can be a helpful fix.

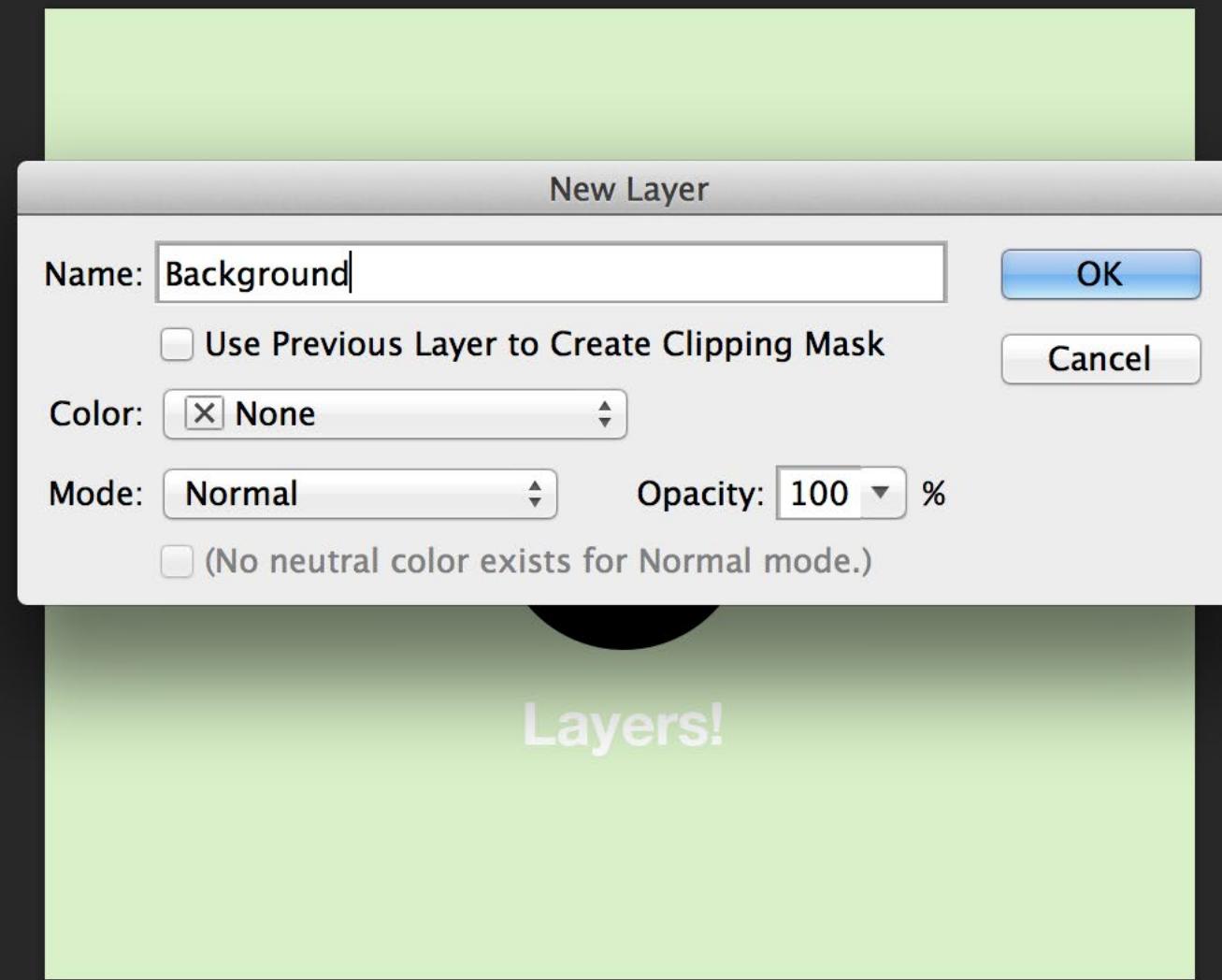


Help Menu

If you're working on a Mac there is a helpful search feature that can help you find a menu item you are looking for.

Type the item into the search field until you see it appear in the list below. Then hover over it with your mouse, the item will be revealed to make wayfinding less difficult.

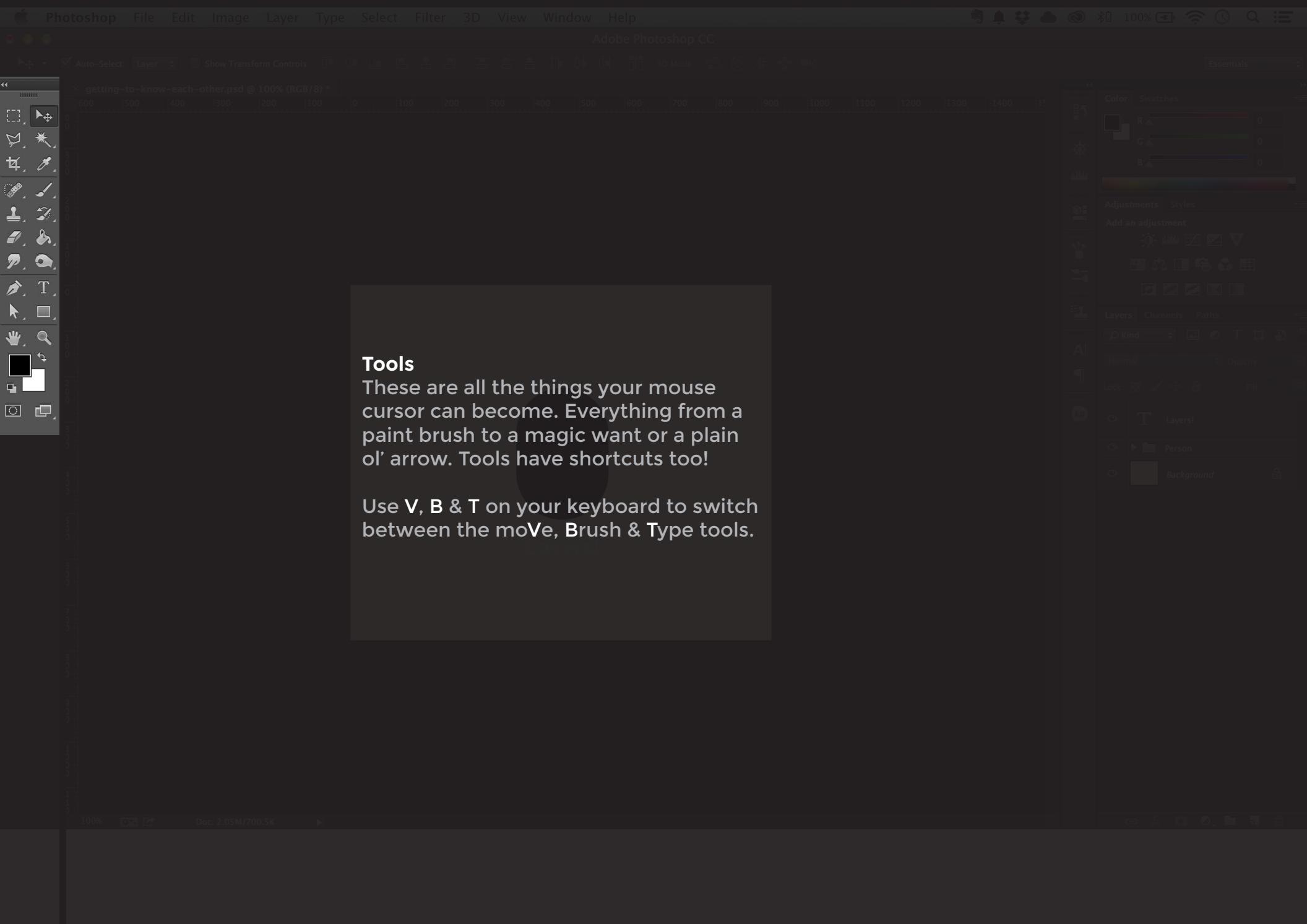


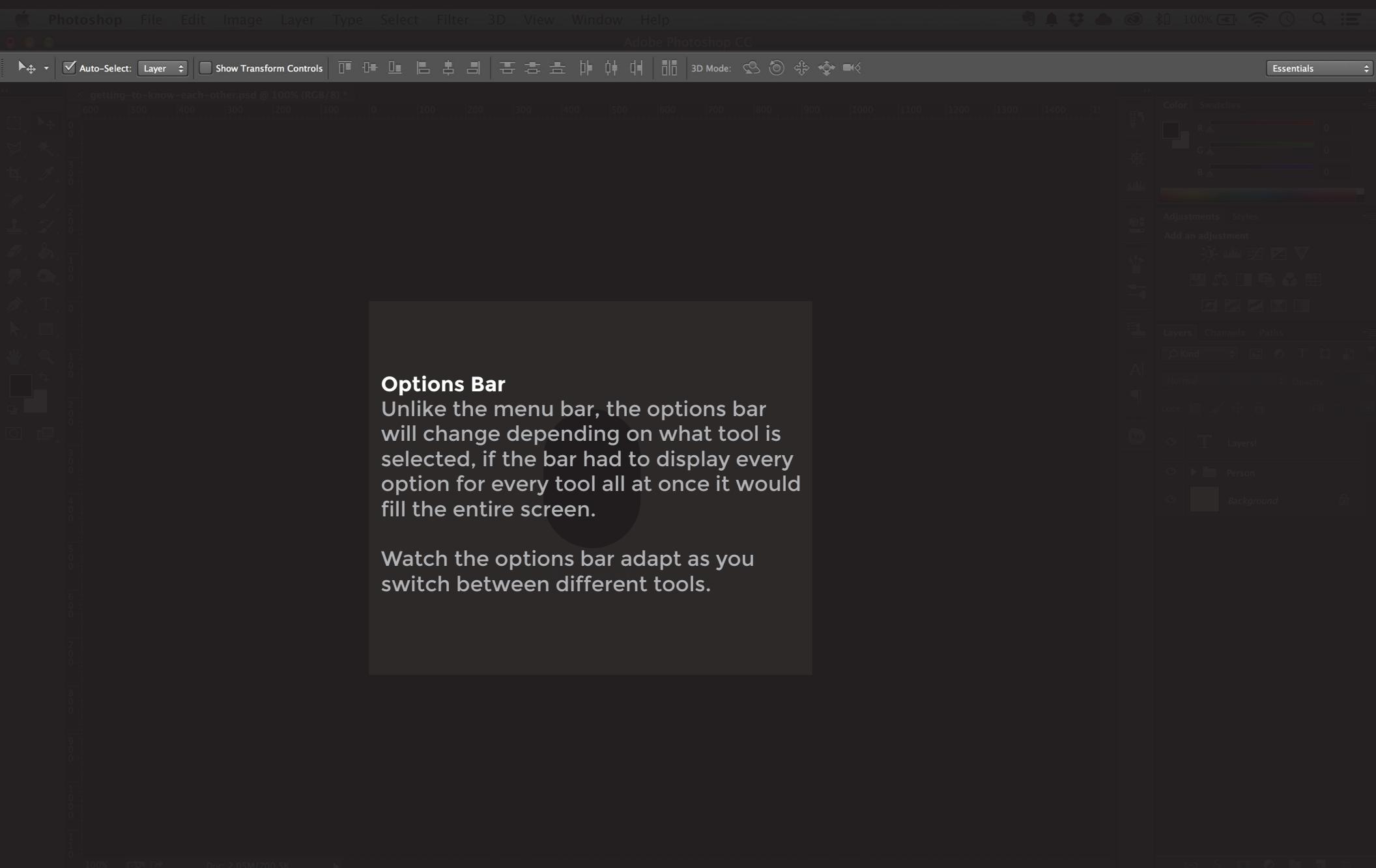


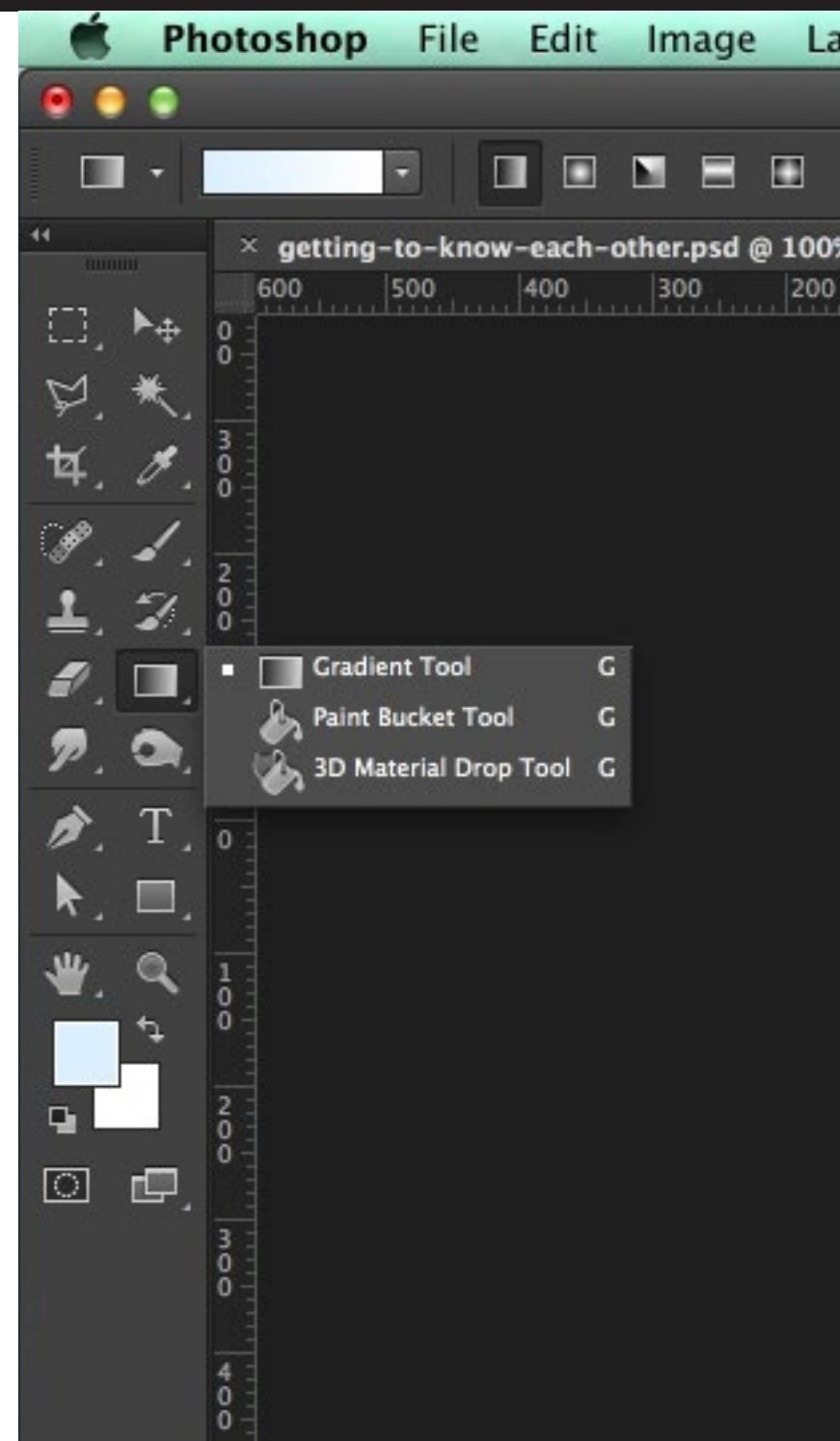
Pop Quiz!



Quick! Does anyone
remember what this is?



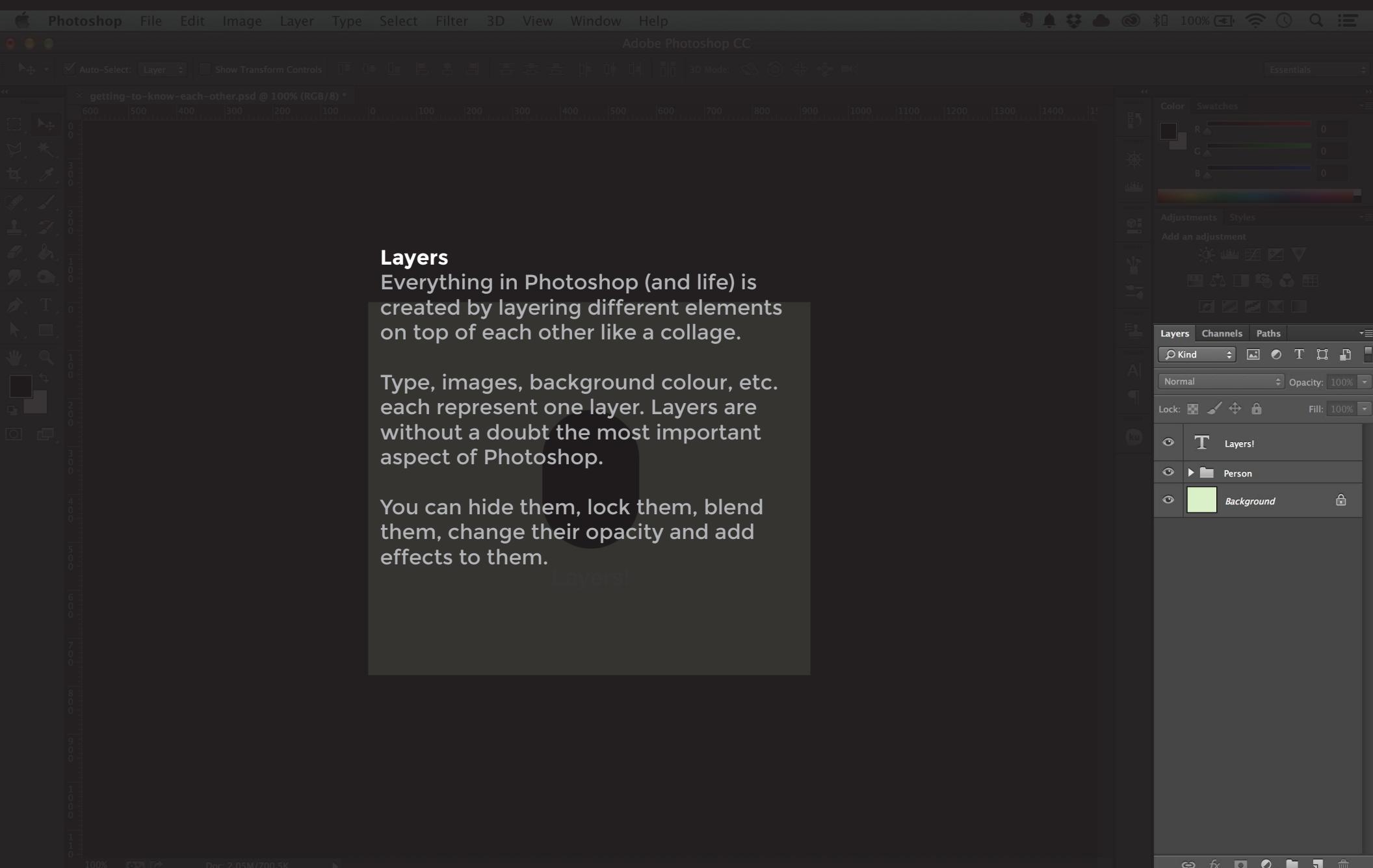


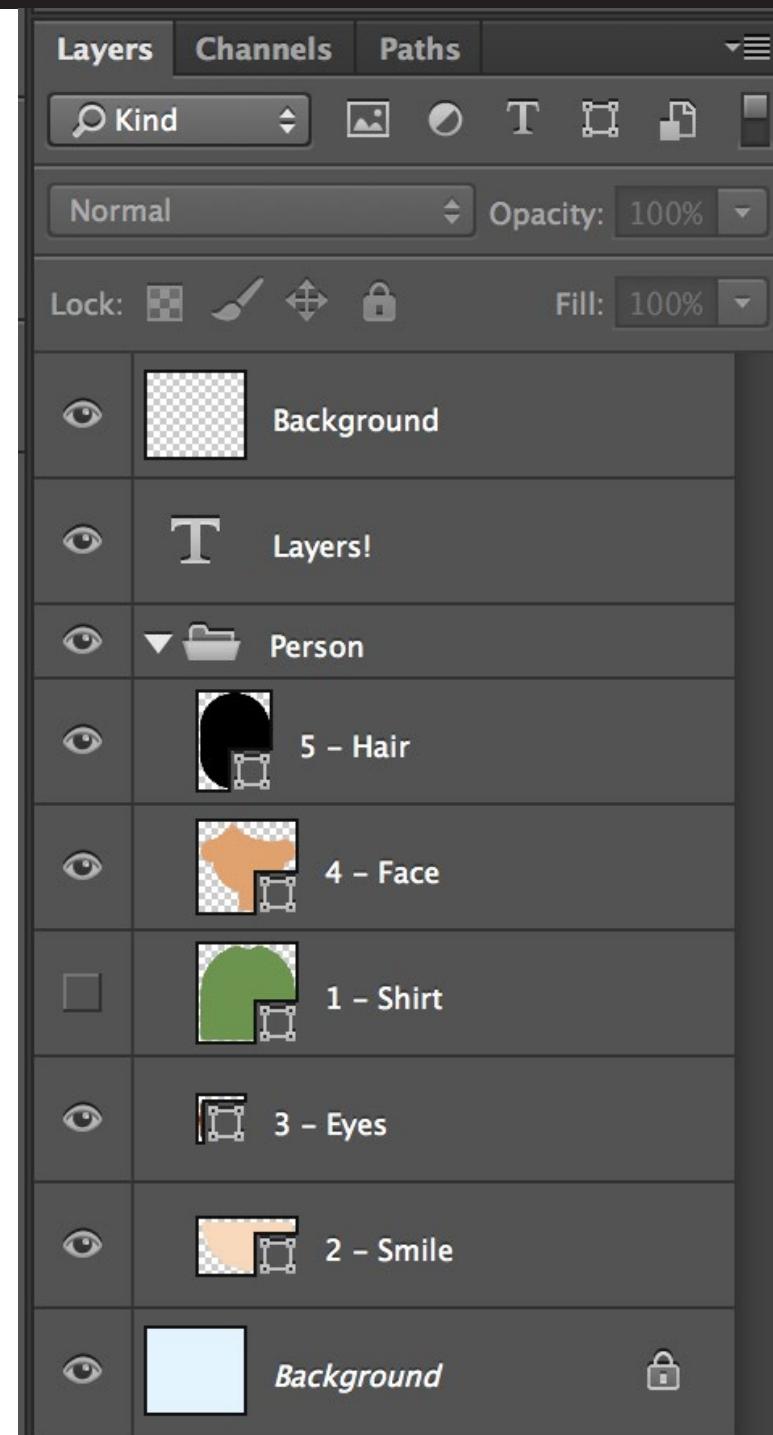


Nested Tool Menus

You'll notice that most tools have a small arrow beside them, this is to indicate there are similar tools nested with that tool.

By clicking and holding on a tool, the nested menu will appear. Find the Paint Bucket Tool, nested in with the Gradient tool and then click anywhere in your canvas.





Hidden Layers / Order Matters!

The eyeball to the left of the layer thumbnail indicates whether a layer is visible or not.

Drag your new background layer below the smile layer, make the shirt layer visible, and reorder the person layer to get an appreciation for how much order matters to layers!

Awesome!!



Popular types of layers.

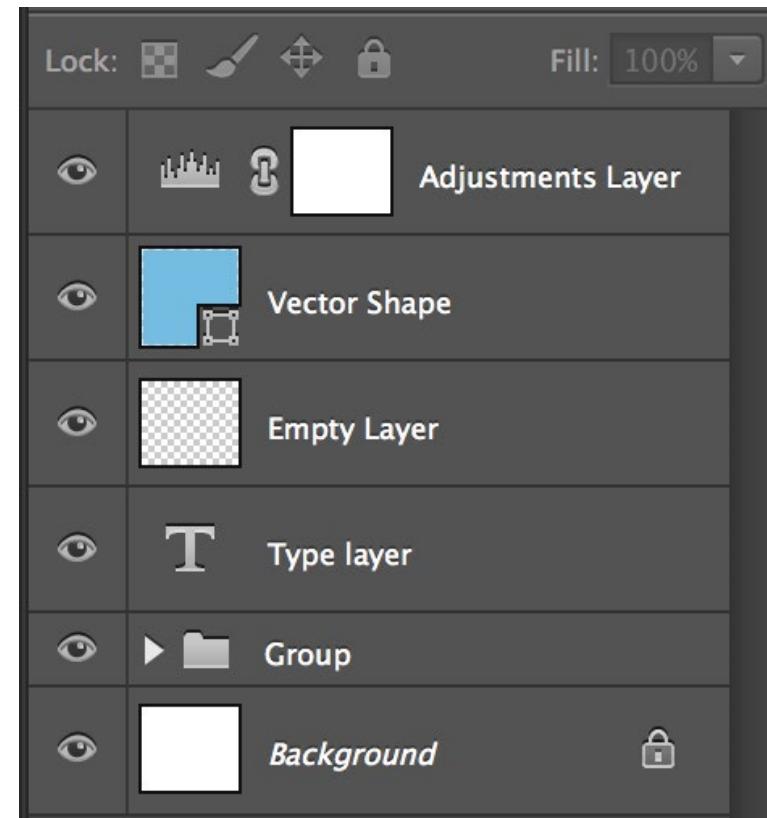
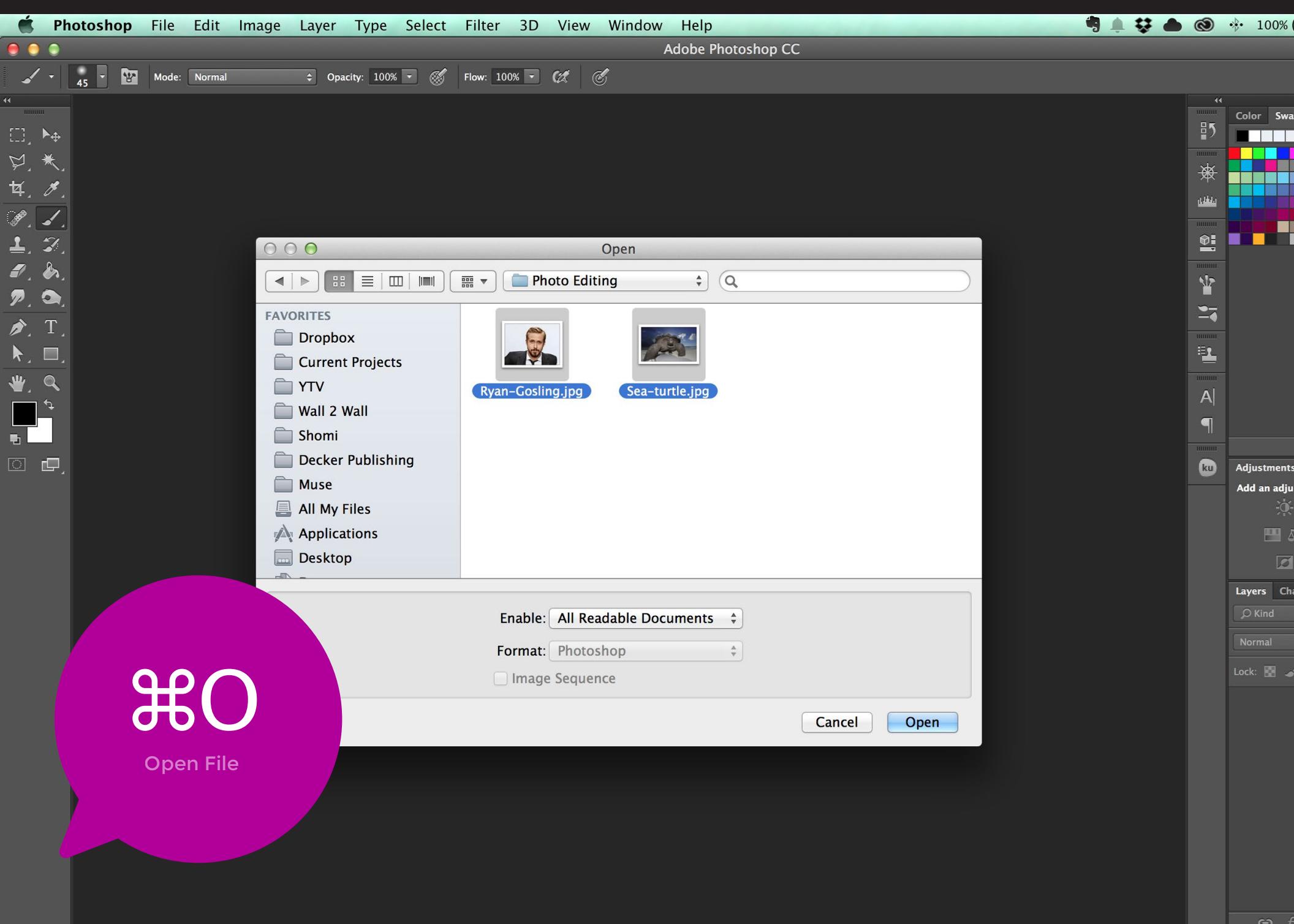
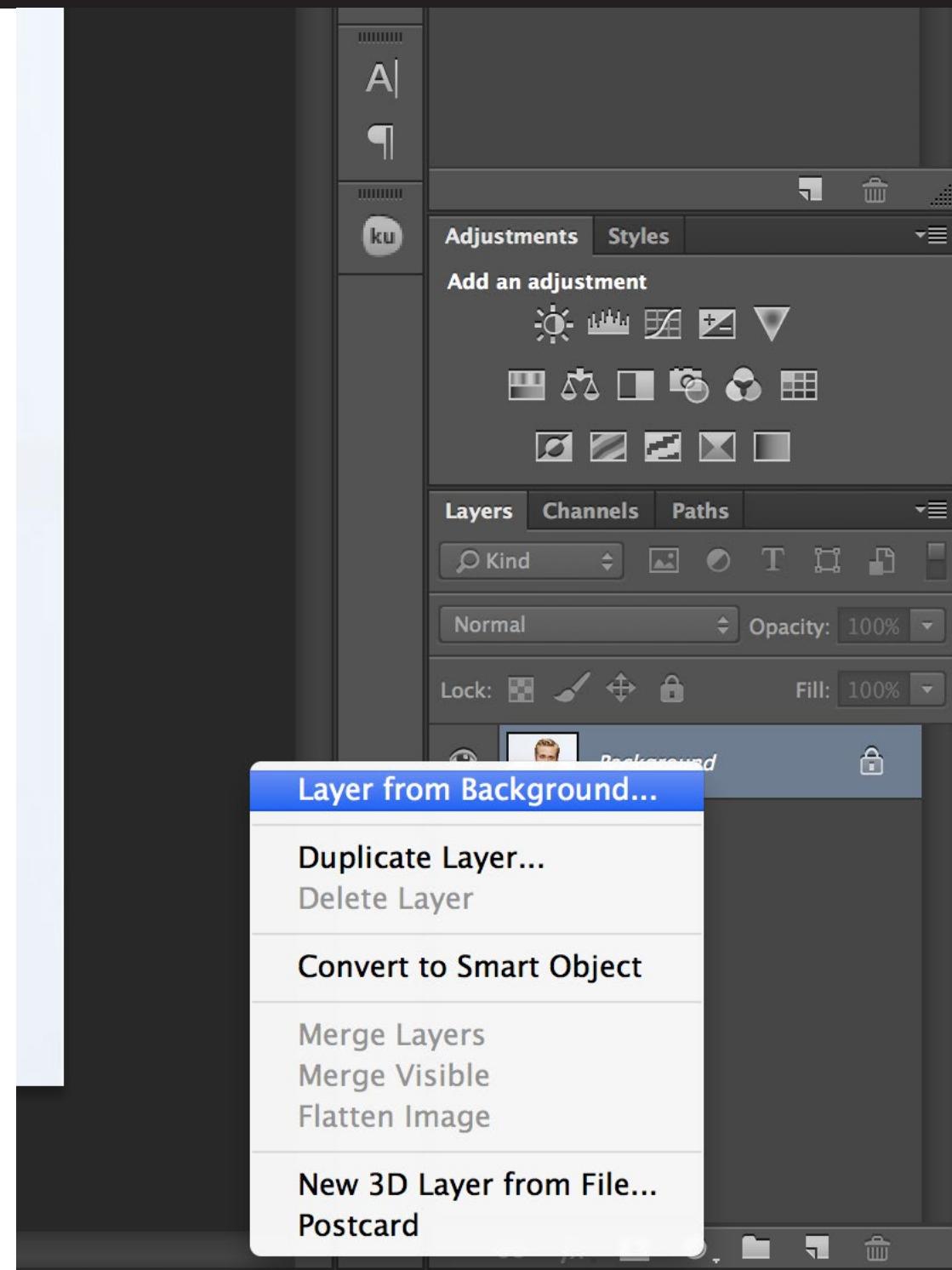


PHOTO EDITING

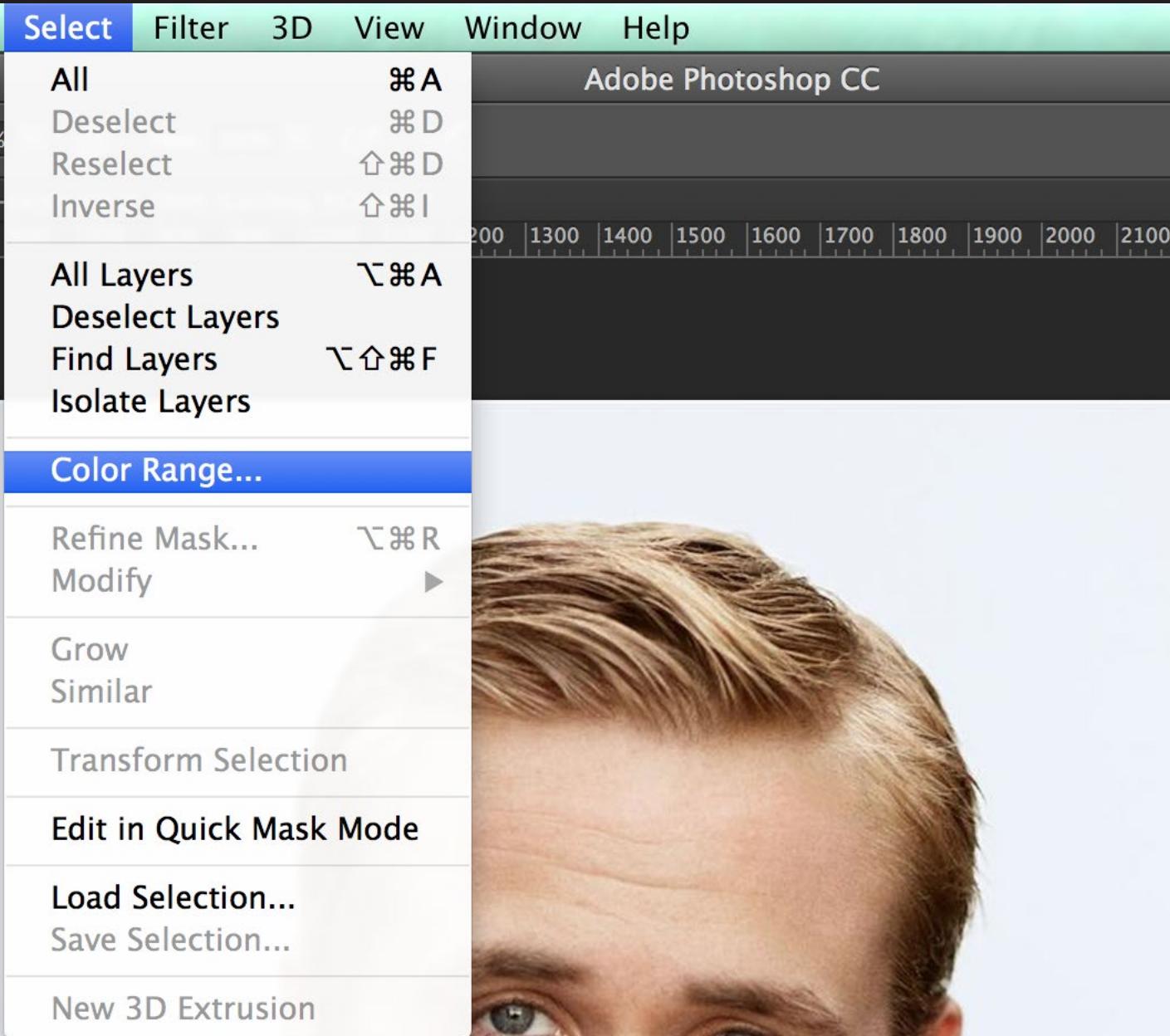
The art of putting Ryan Gosling's head on a sea turtle.





Layer from Background

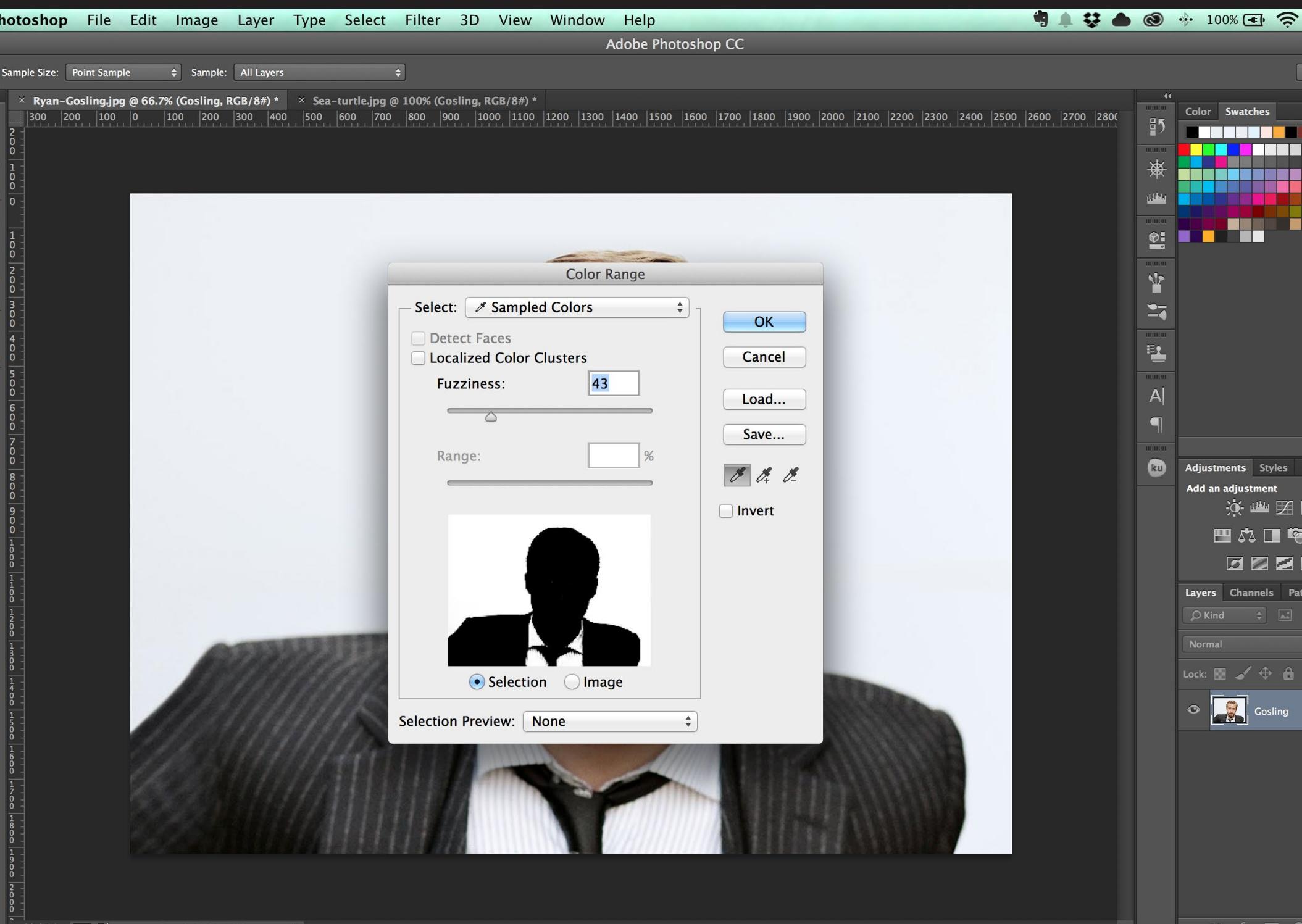
Right click on your background layer and select layer from background. This will allow transparency to be applied to the layer.



Selections

There are many ways to target specific pixels you intend to effect. The lasso and marquee tool are good for selecting polygonal shapes or when edges are not clear.

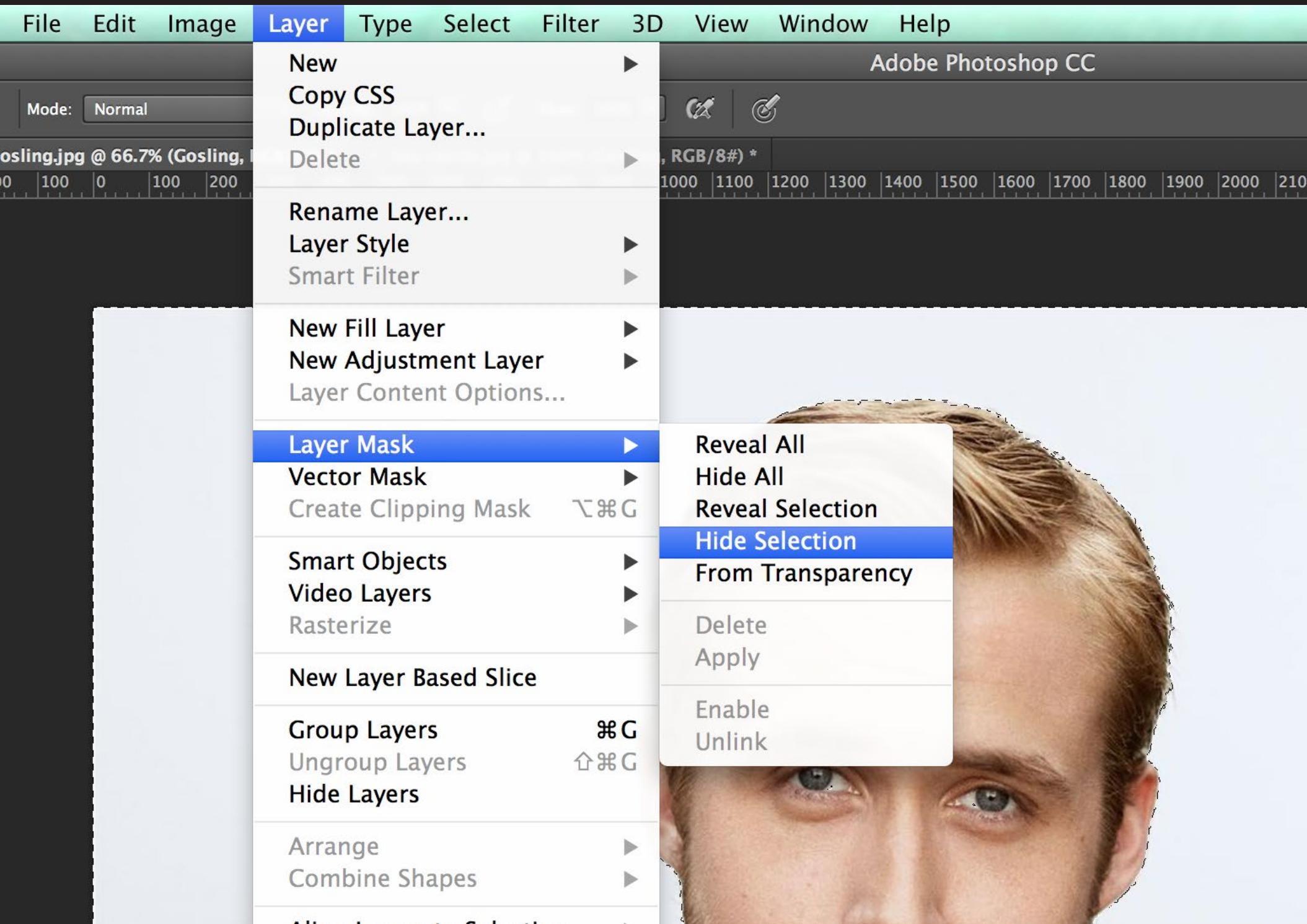
Since there is a clear distinction between our subject and the background we're going to use Select Color Range to target the background of the photo.

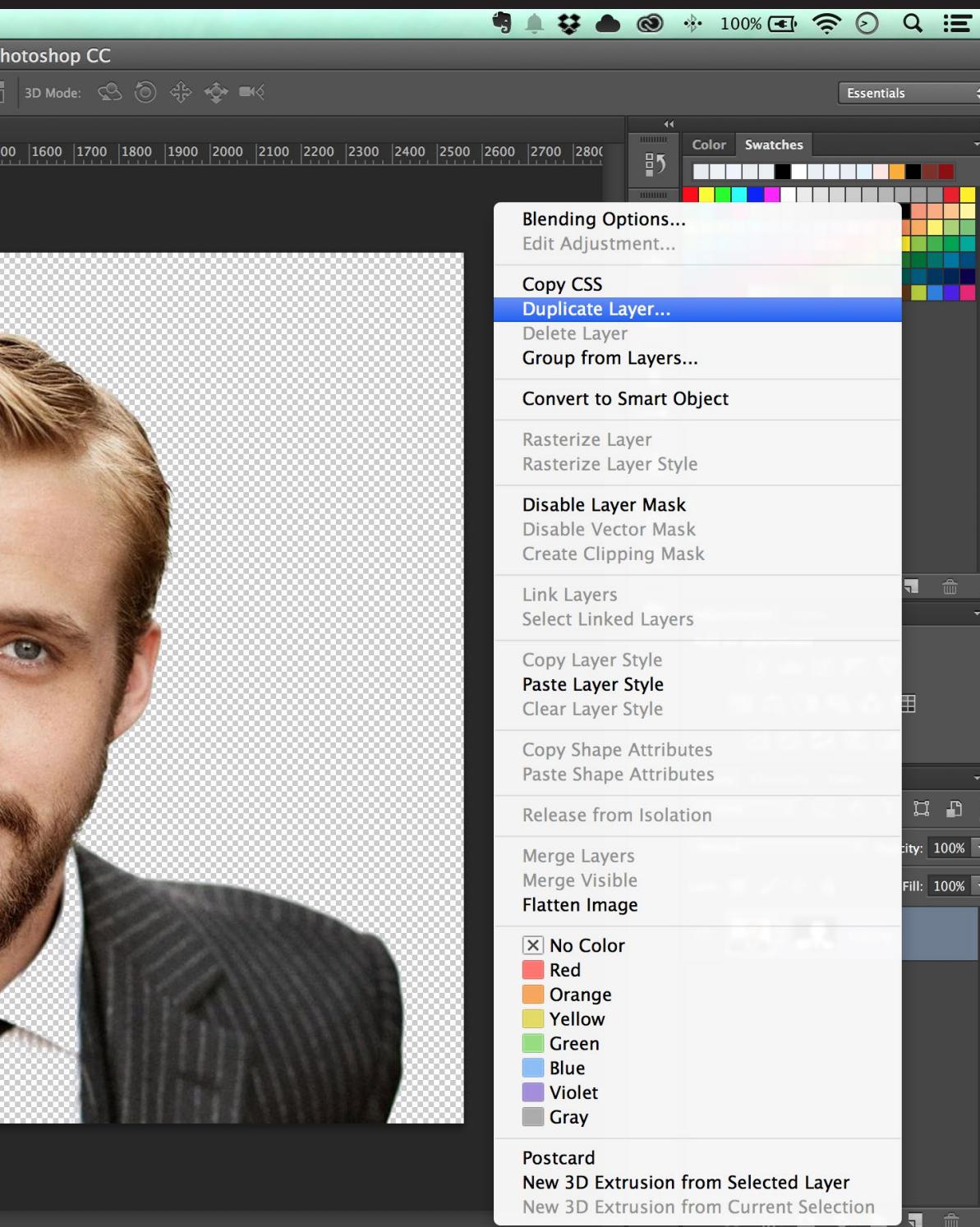


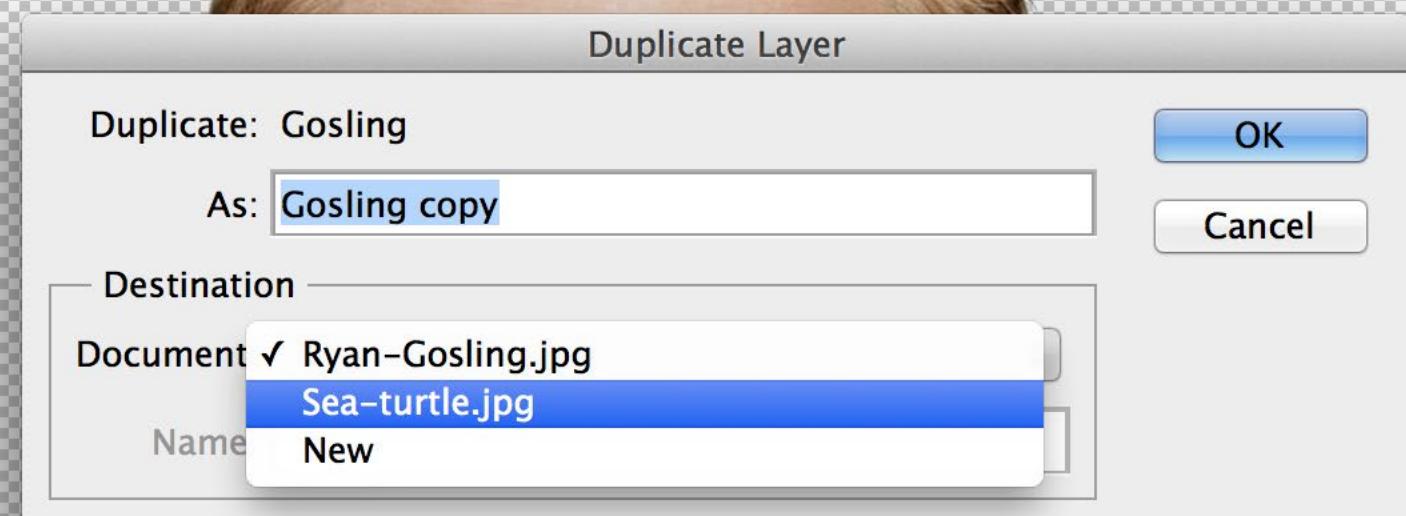


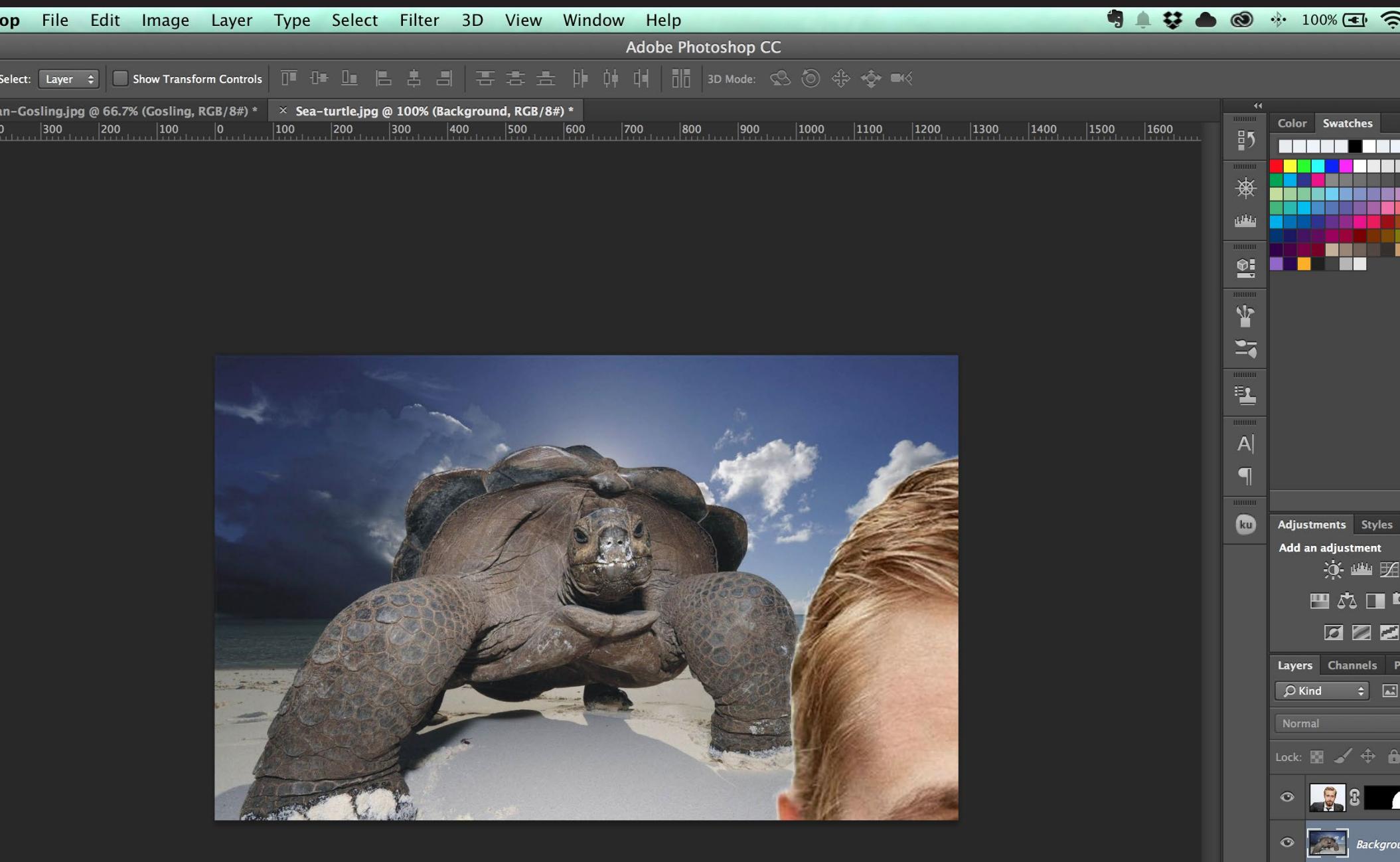
The Marching Ants

Once you've made your selection, you'll see that it is indicated by a line that looks like ants marching around the outside of your image.









File Edit Image Layer Type Select Filter 3D View Window Help

Can't Undo ⌘Z
Step Forward ⇧⌘Z
Step Backward ⇤⌘Z
Fade... ⇧⌘F
Cut ⌘X
Copy ⌘C
Copy Merged ⇧⌘C
Paste ⌘V
Paste Special ►
Clear
Check Spelling...
Find and Replace Text...
Fill... ⇧F5
Stroke...
Content-Aware Scale ⇤⇧⌘C
Puppet Warp
Perspective Warp
Free Transform ⌘T
Transform ►
Auto-Align Layers...
Auto-Blend Layers...
Define Brush Preset...
Define Pattern...
Define Custom Shape...
Purge ►
Adobe PDF Presets...
Presets ►
Remote Connections...
Color Settings... ⇧⌘K
Assign Profile...
Convert to Profile...
Keyboard Shortcuts... ⇤⇧⌘K
Menus... ⇤⇧⌘M
Start Dictation...

Adobe Photoshop CC

@ 100% (Gosling, RGB/8#) *

300 400 500 600 700 800 900 1000 1100 1200 1300 1400 1500 1600

3D Mode: ☁ ↻ ✎ ✎ ✎

Color Swatches

Adjustments Styles

Add an adjustment

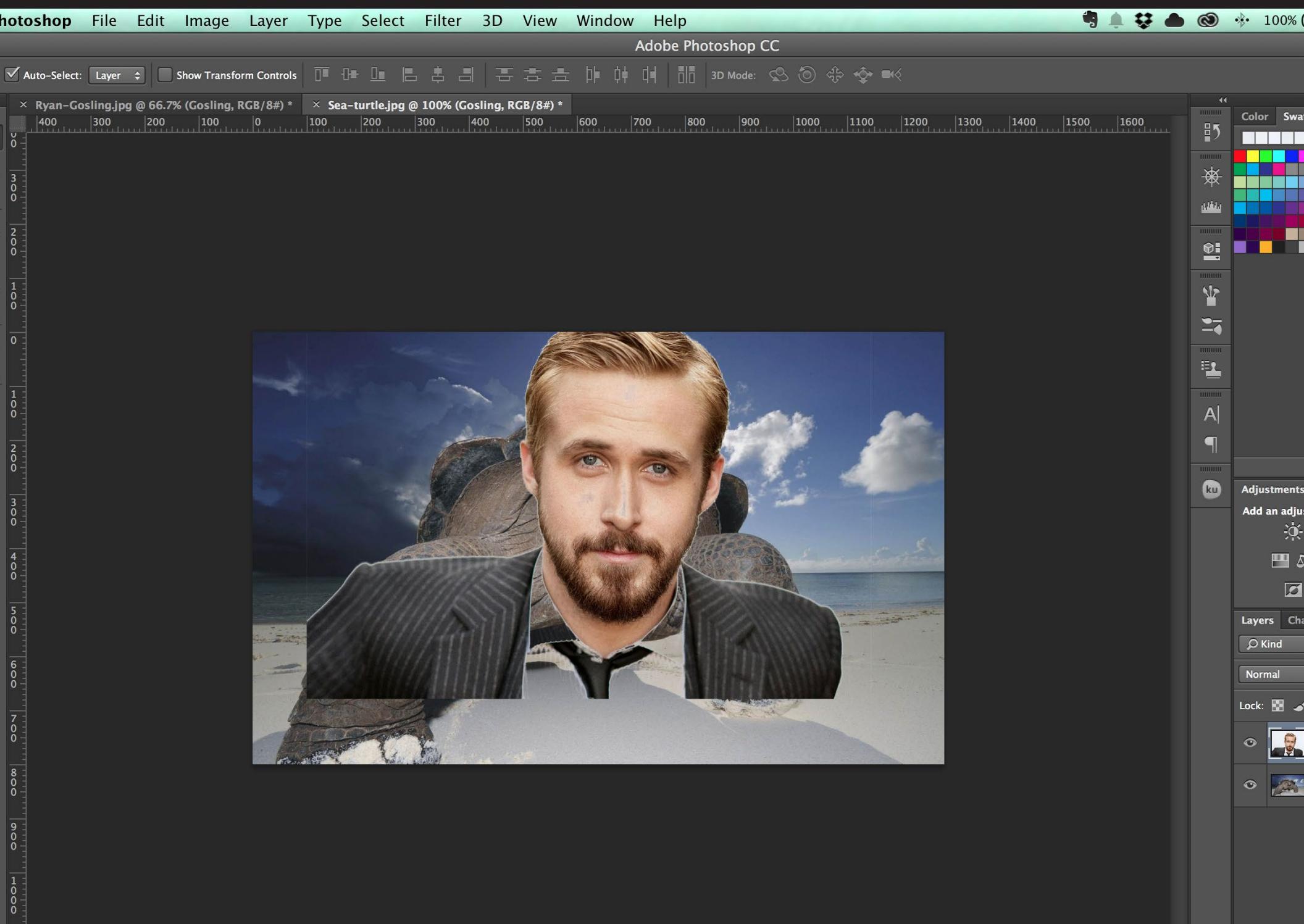
Layers Channels Paths

Kind Normal Lock:

Gosling

Background

A close-up photograph of a large tortoise, likely a Galapagos giant, resting its head on a person's hand. The tortoise has a dark, textured shell and a long neck. The person's hand is visible on the left, and the background shows a sandy beach under a blue sky with white clouds.





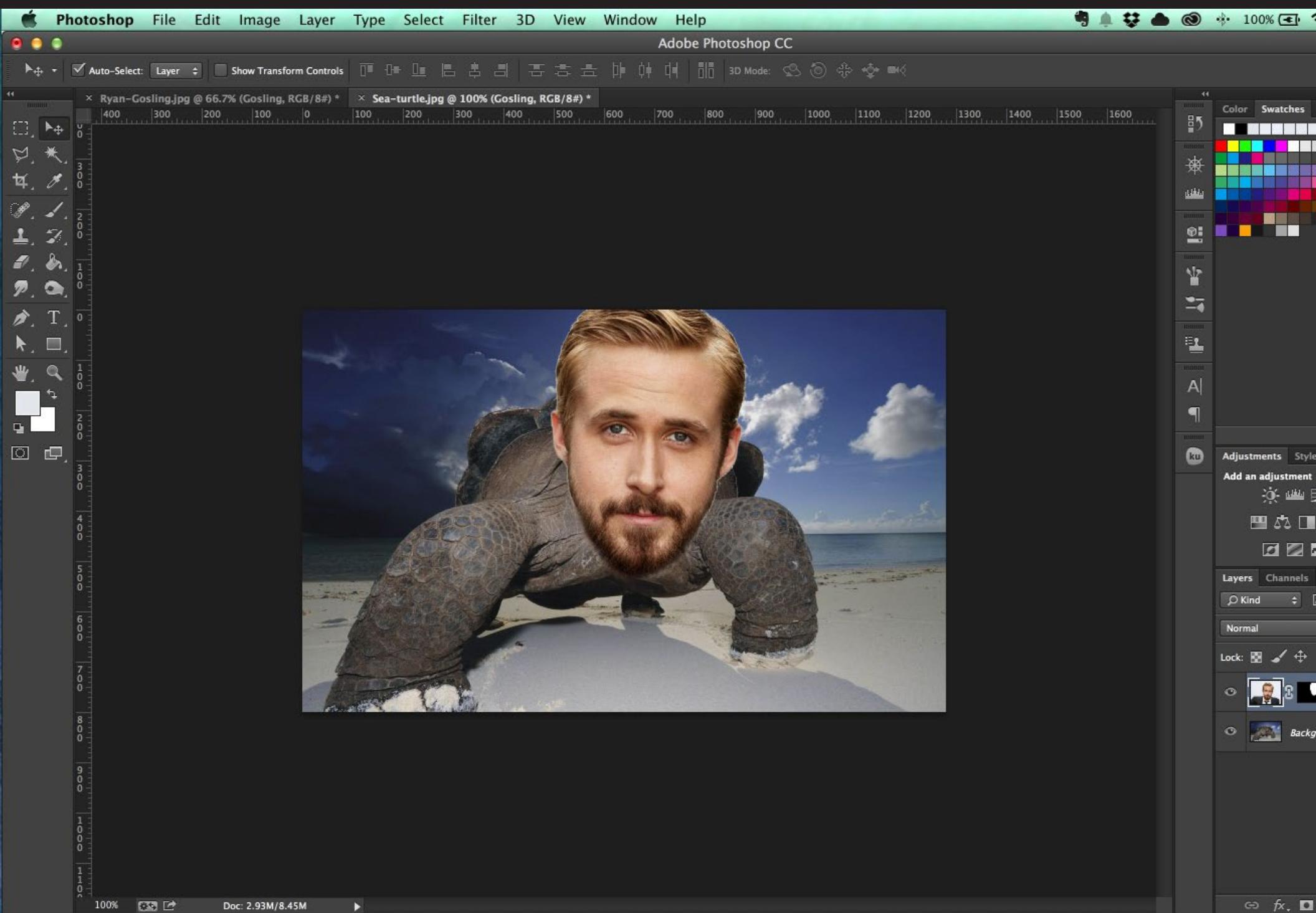
Brush Tool with Layer Masks

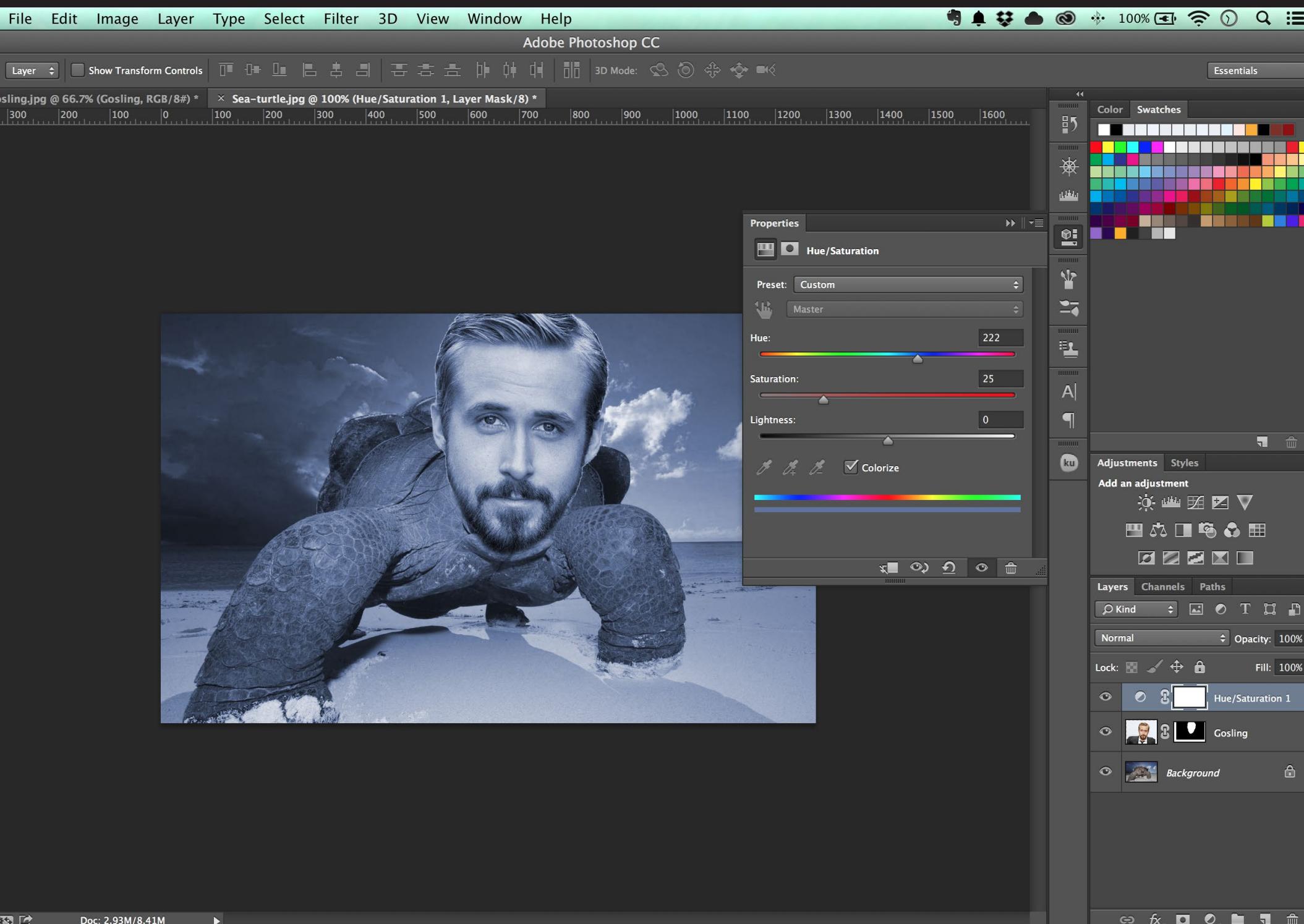
By painting a layer mask with black and white, you are telling the layer which pixels are transparent and which are opaque. White represents pixels that are visible and black represents transparency.

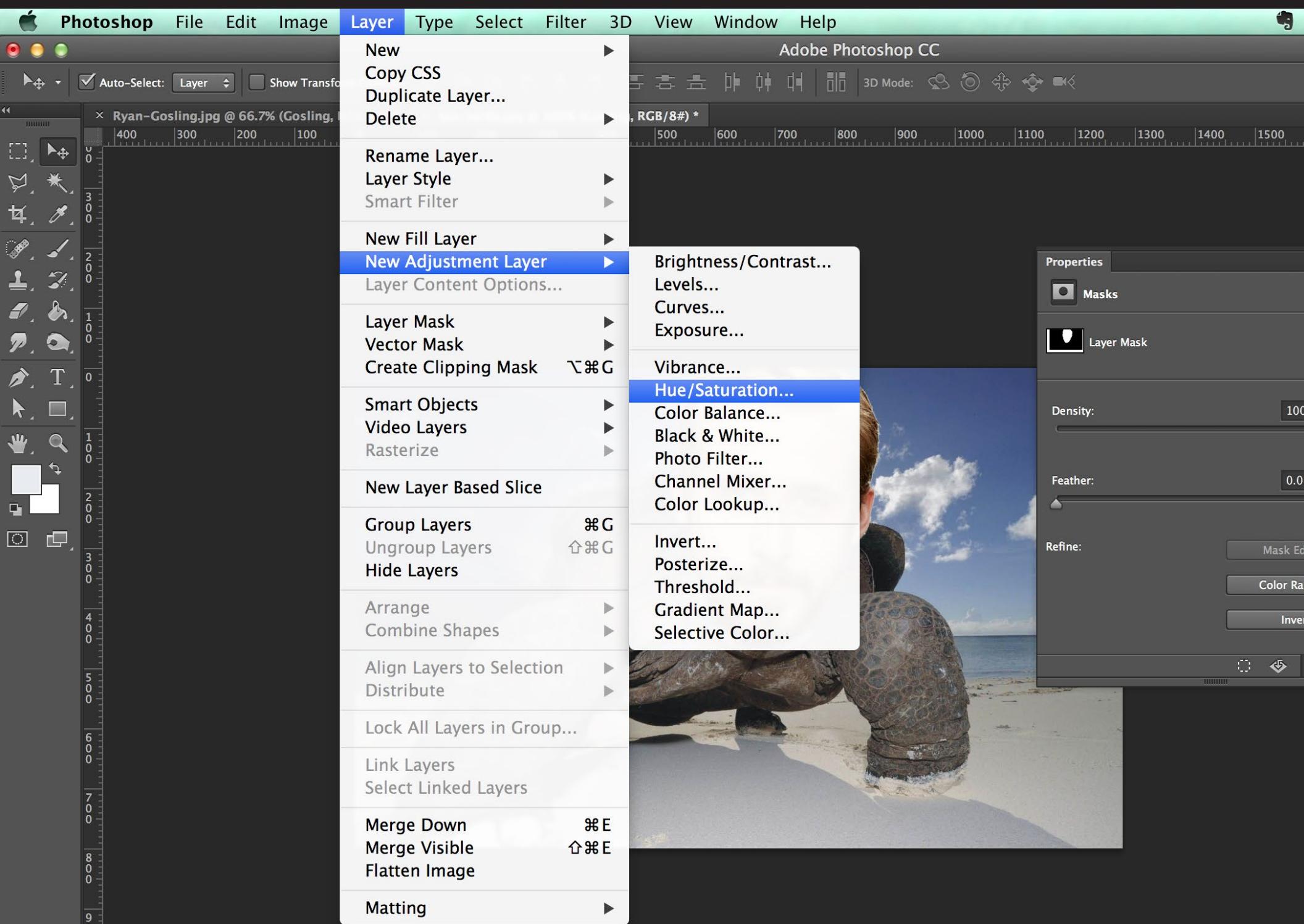


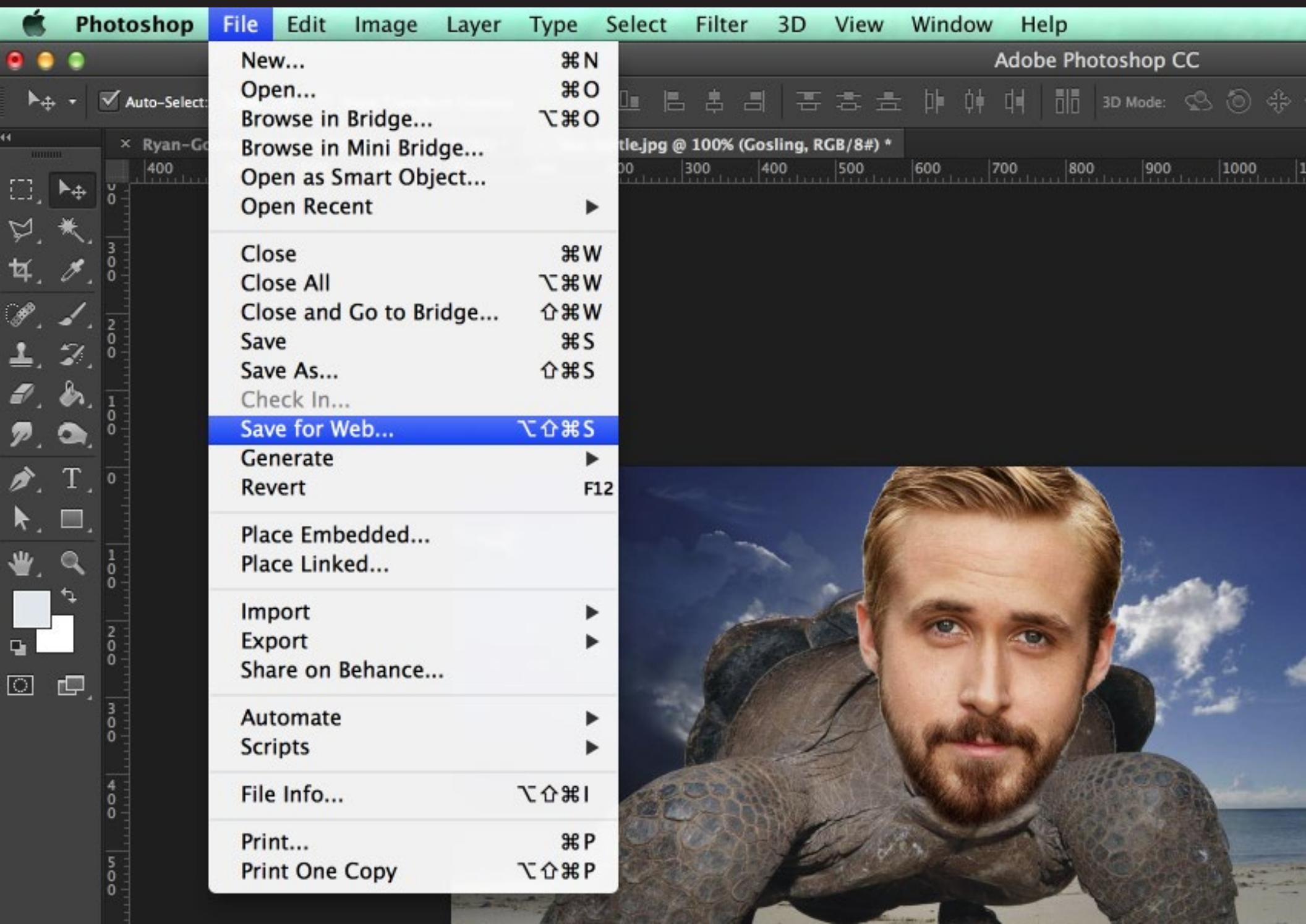
Painting the Layer Mask

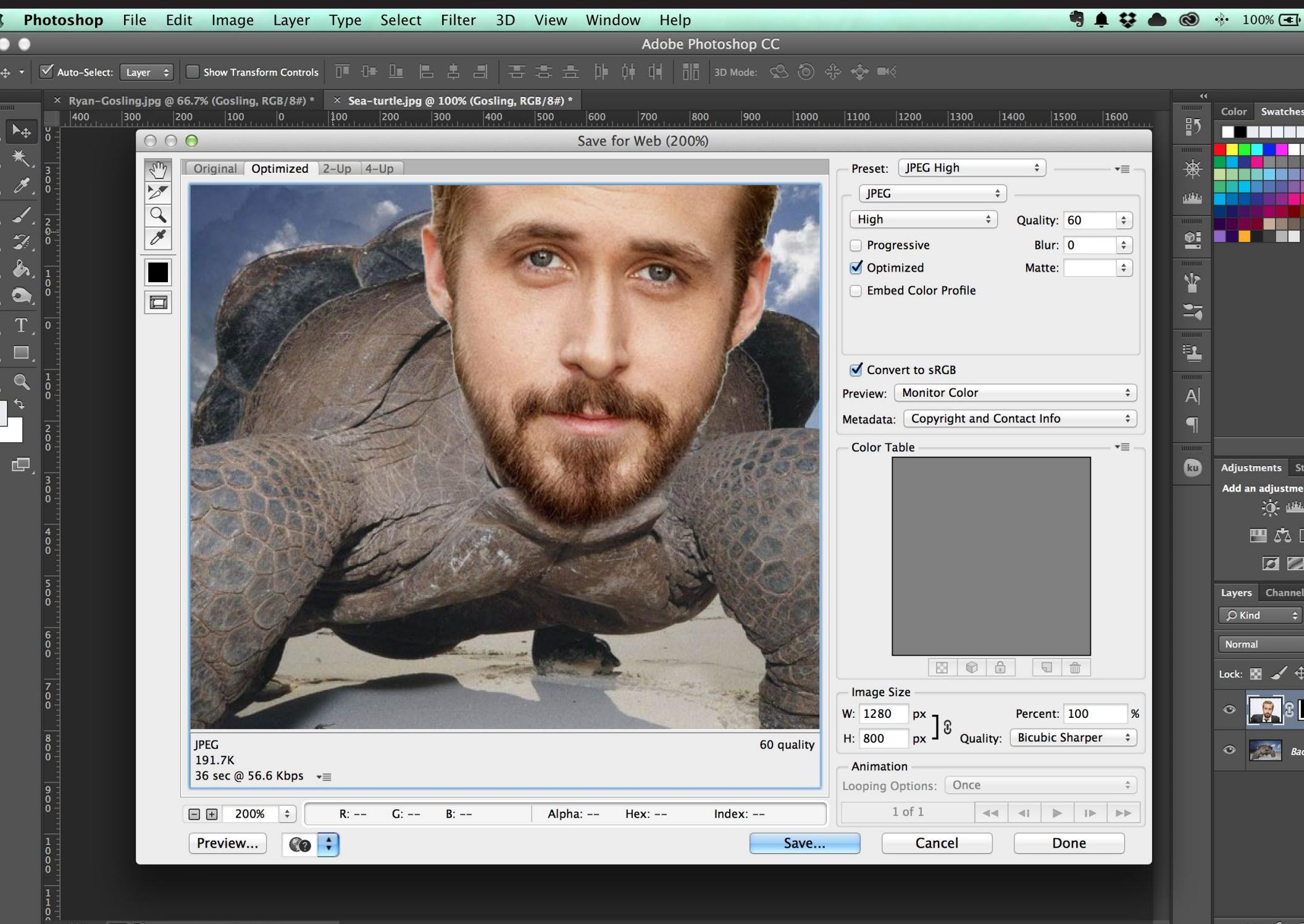
Photoshop indicates which part of a layer you are working on by the corner brackets around the thumbnails in a layer panel. Here the top layer is selected and in the bottom layer, the mask is selected.











Awesome!!



PERSONAL BRAND

Building that elements that define ourselves.



Colours



#2C9AB7



#449A88



#FEBE12



#DB3A1B

Typeface

Helvetica Bold

AaBbCcDdEeFfGgHh IiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz

Logo

MailChimp

YOUR NAME

WHAT YOU DO

Colours



Typeface

Font Name

AaBbCcDdEeFfGgHh IiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz

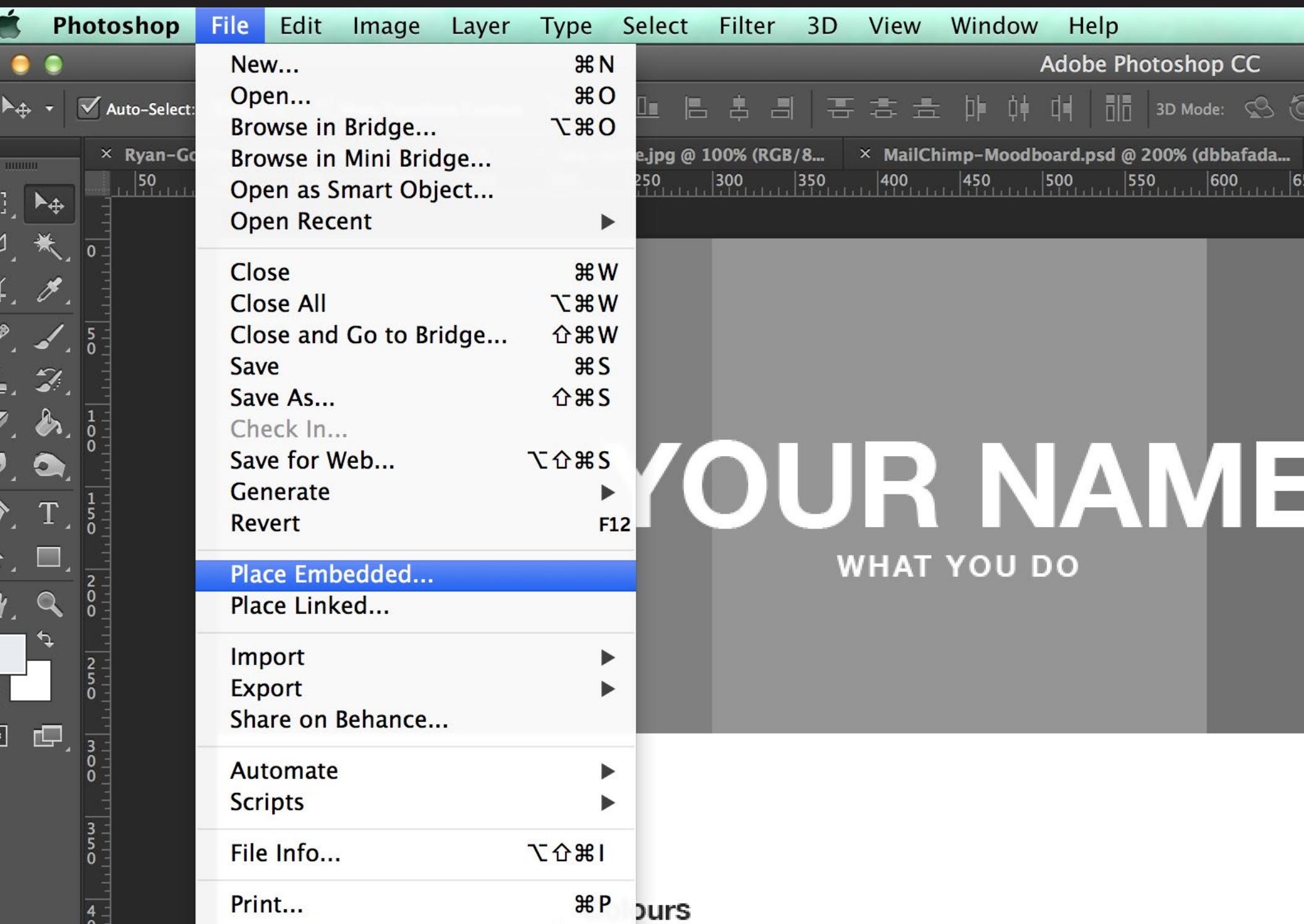
Logo

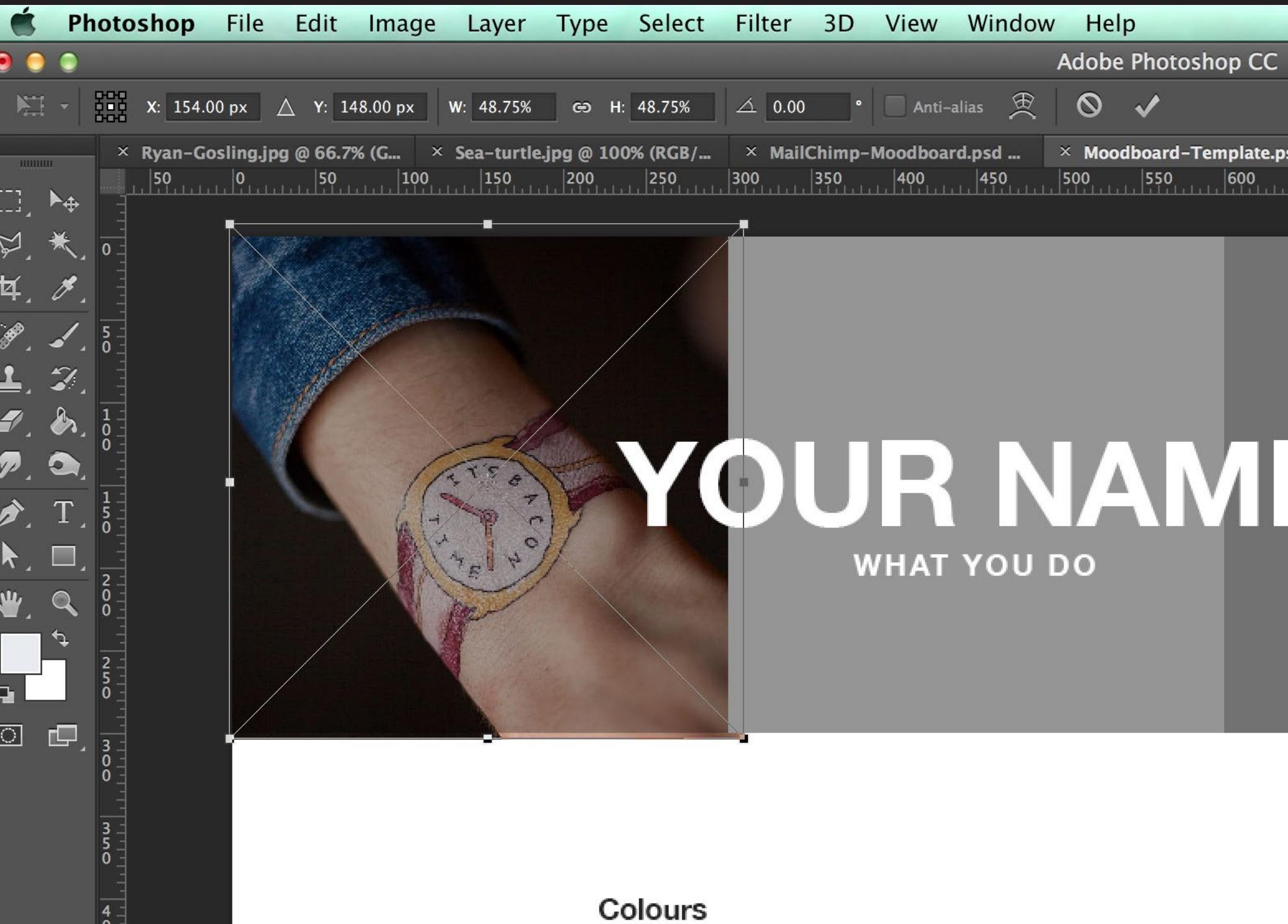
M

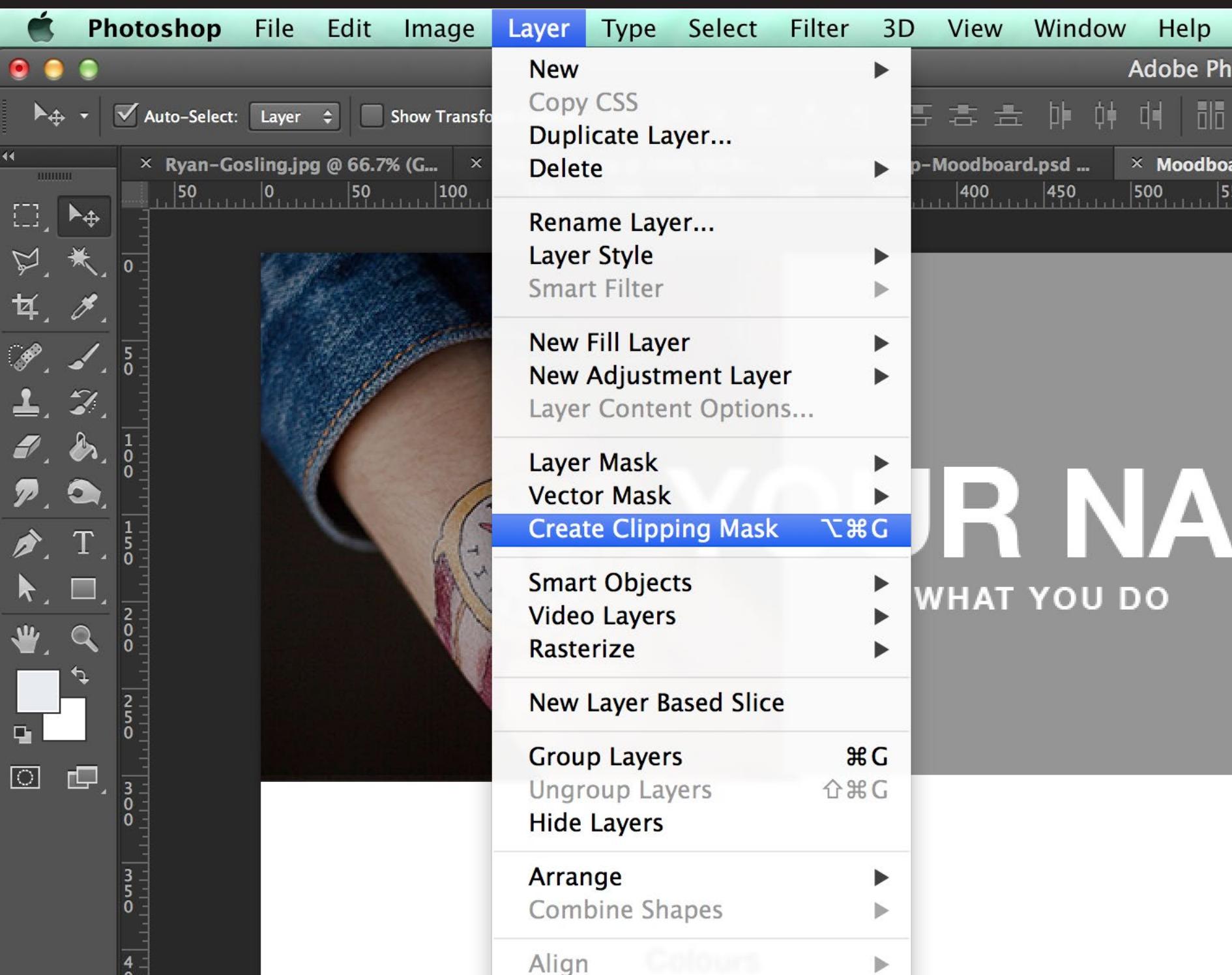
medium.com/design-ux/62ae4bcbe01b

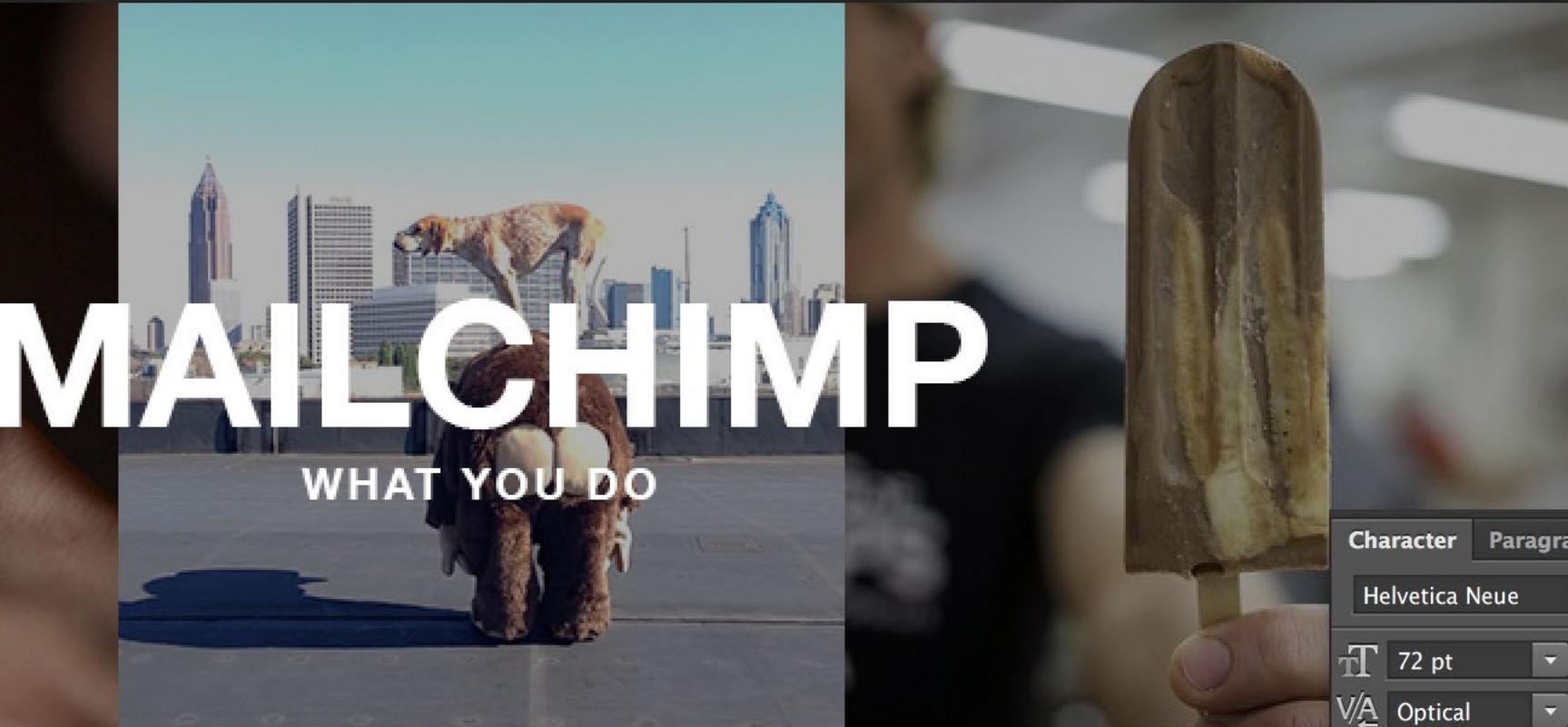
Stock photos that do

A list of places to find the best free









Character Paragraph

Helvetica Neue Bold

T 72 pt A 36 pt

V/A Optical VA 5

↑T 100% ↵ Col

Δa 0 pt

T T TT Tt T^x

fi σ st ™ aa

English: USA aa

-100
-75
-50
-25
-10
-5
0
5
10
25
50
75
100
200

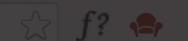
A screenshot of a graphic design software's character panel. The font is set to "Helvetica Neue" and "Bold". The text size is 72 pt. The vertical alignment is set to "Optical" and the leading is 36 pt. The horizontal alignment is set to "Center" and the tracking is 5. The baseline shift is set to 100% and the descender is 0 pt. The panel includes buttons for various ligatures and characters like fi, σ, st, ™, and aa. At the bottom, there is a dropdown menu for "English: USA" and a list of numbers from -100 to 200 with a blue highlight on "200".

File Edit View History Bookmarks Window Help

100% 58

Explore | Most Popular - A X

<https://kuler.adobe.com/explore/most-popular/?time=month>



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Create

Explore

My Themes

S

Themes

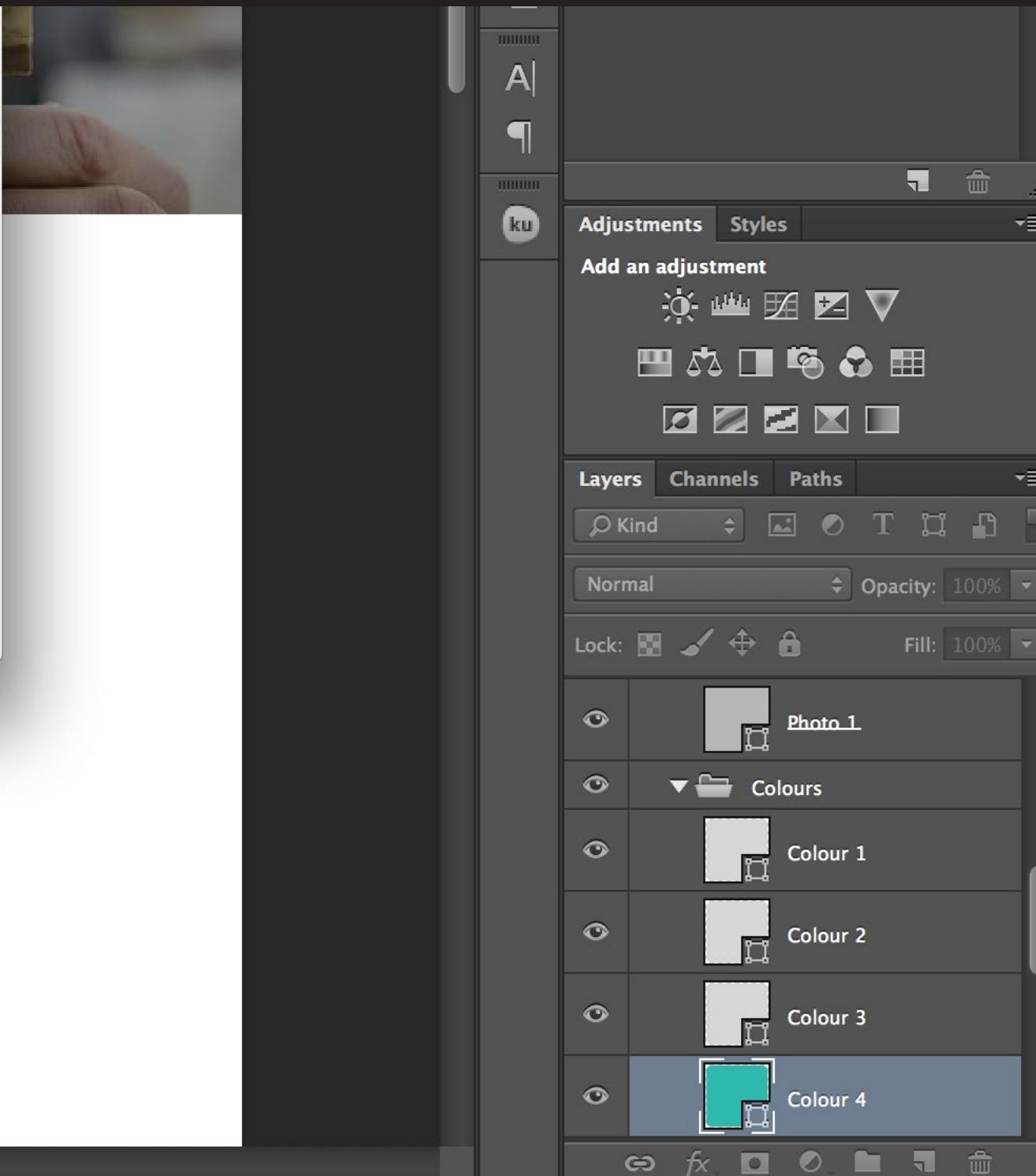
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100% 58 | |



Changing Colours
Double click the layer thumbnail of a vector shape to change it's colour.

You can paste your hexidecimal code from Kuler in the colour picker window when it pops up.

Colours



#2C9AB7



#449A88



#FEBE12



#DB3A1B

Update your colours and make sure you use
the Type tool to change their labels.

Chrome File Edit View History Bookmarks Window Help

Google Fonts https://www.google.com/fonts

Apps SF Communicate Reading List HackerYou Inspiration Blogs Finances/Bills News/Business Projects Clients Resources Read Now

Google Fonts

632 font families shown

Word Sentence Paragraph Poster

Preview Text: Grumpy wizards make ▾ Size: 28 px ▾ Sorting: Trending ▾

Filters:

All categories ▾

Thickness Slant Width

Script:

Latin ▾

Reset all filters/search

Styles:

Show all styles

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Londrina Outline, 1 Style by Marcelo Magalhães google.com/fonts

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Ceviche One, 1 Style by LatinoType

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Special Elite, 1 Style by Astigmatic

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

Typeface

Helvetica Bol

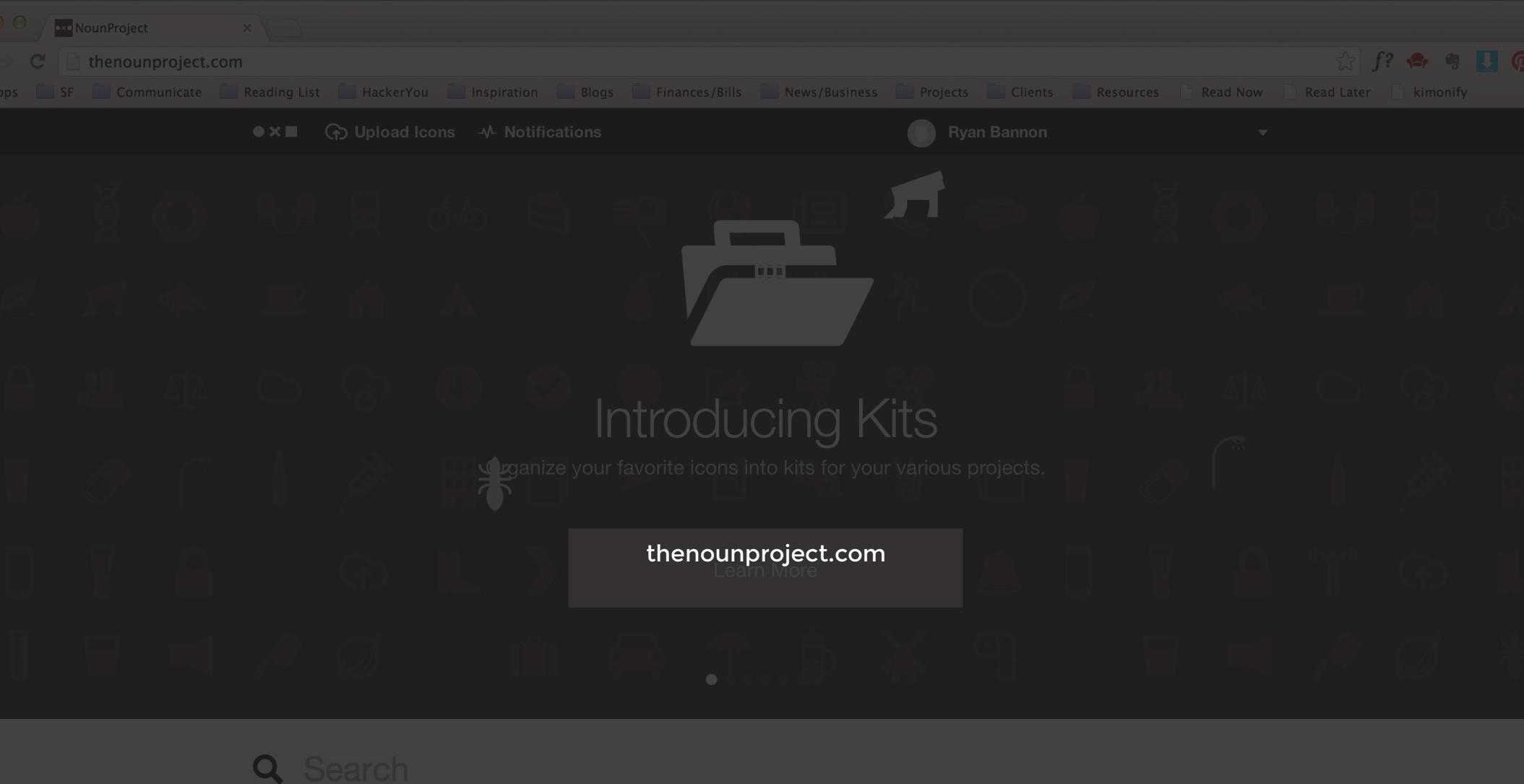
AaBbCcDdEeFfGgHh IiJjKkLlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz

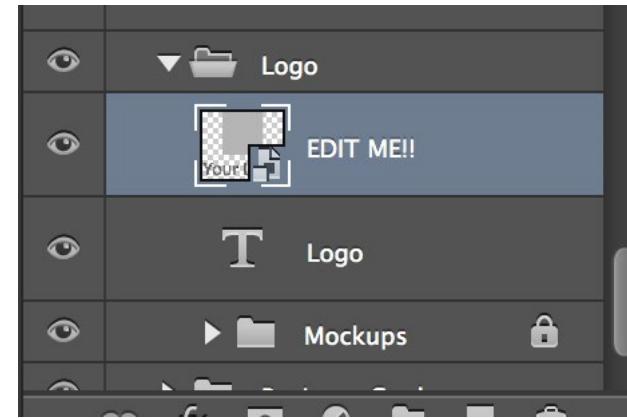
LOGO

Making a simple minimal logo.

Chrome File Edit View History Bookmarks Window Help

100% 🔋 WiFi ⓘ



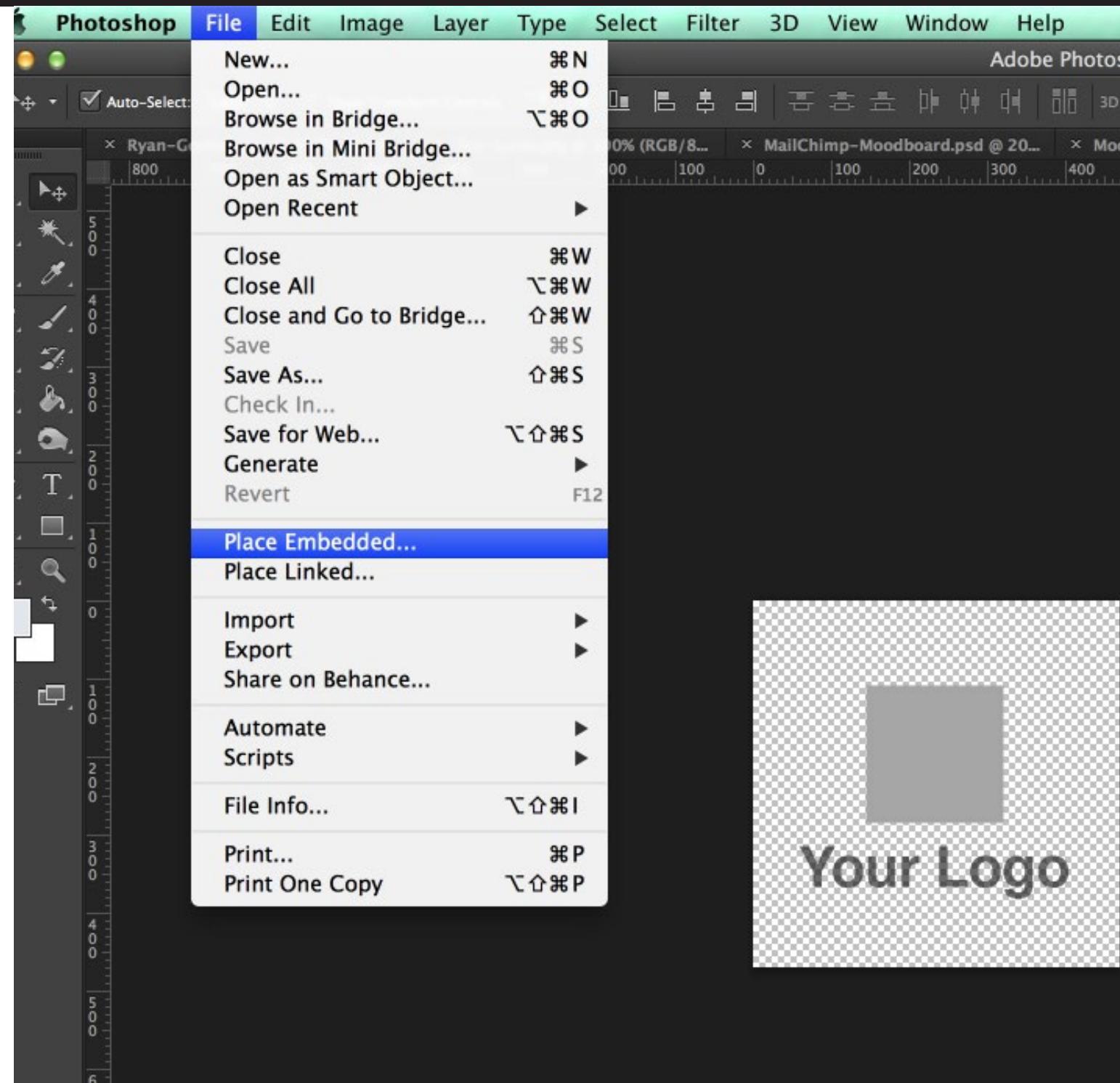


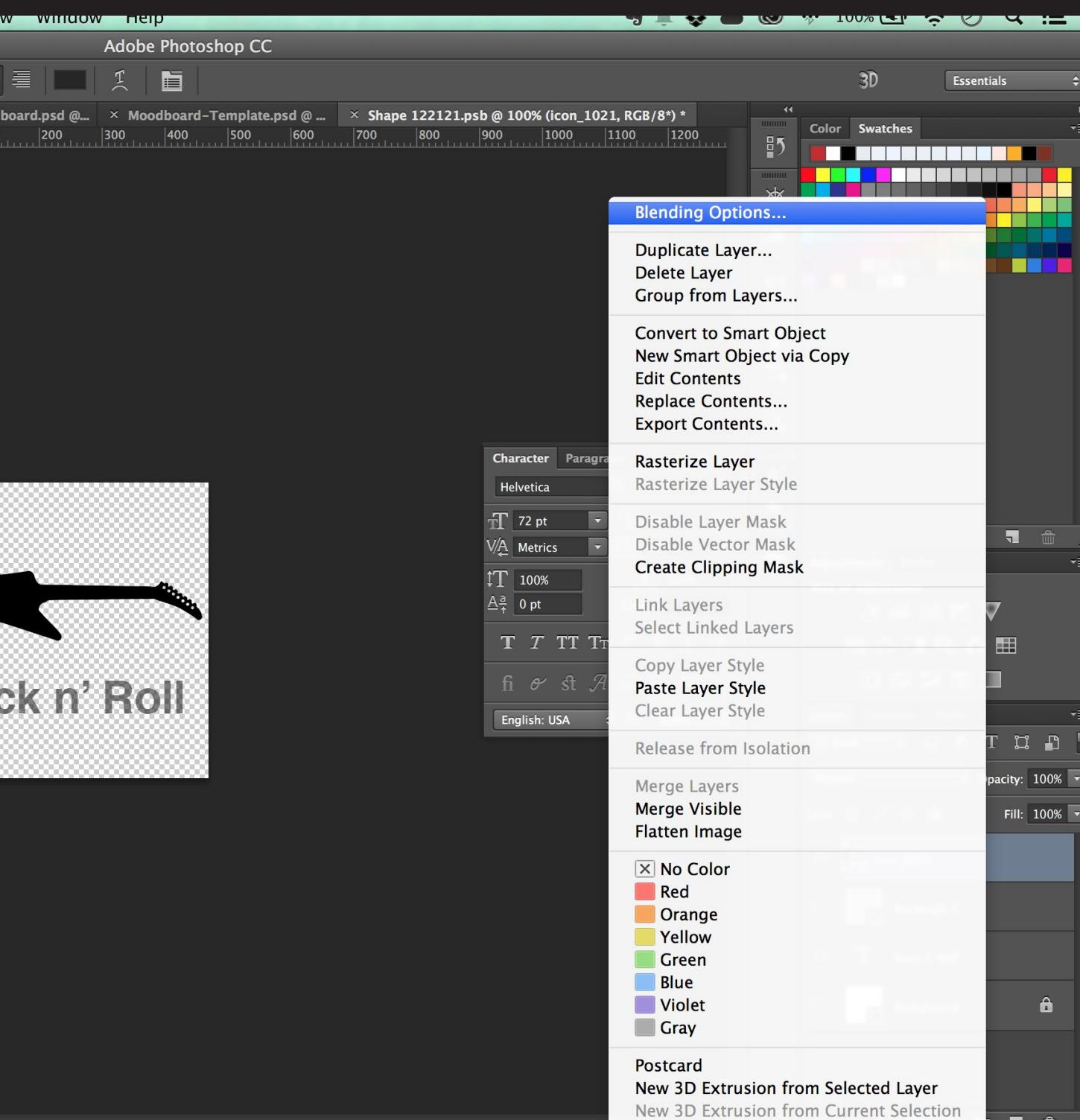
Smart Objects

Smart objects are layers whose contents are referenced from external image files. The contents of a linked smart object are updated when its source image file changes.

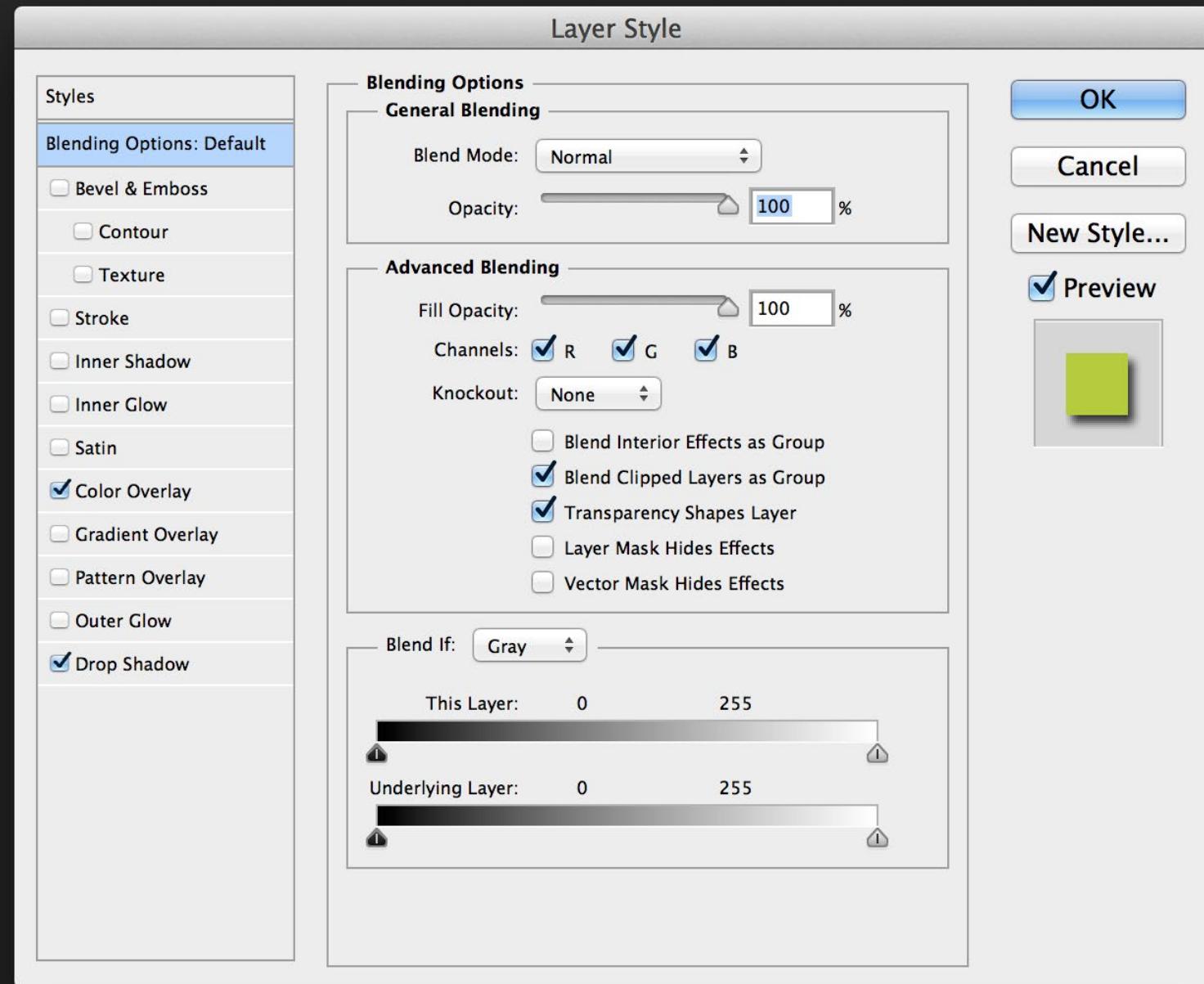
A smart object can be displayed in multiple places in a document and updated by editing the single source file.

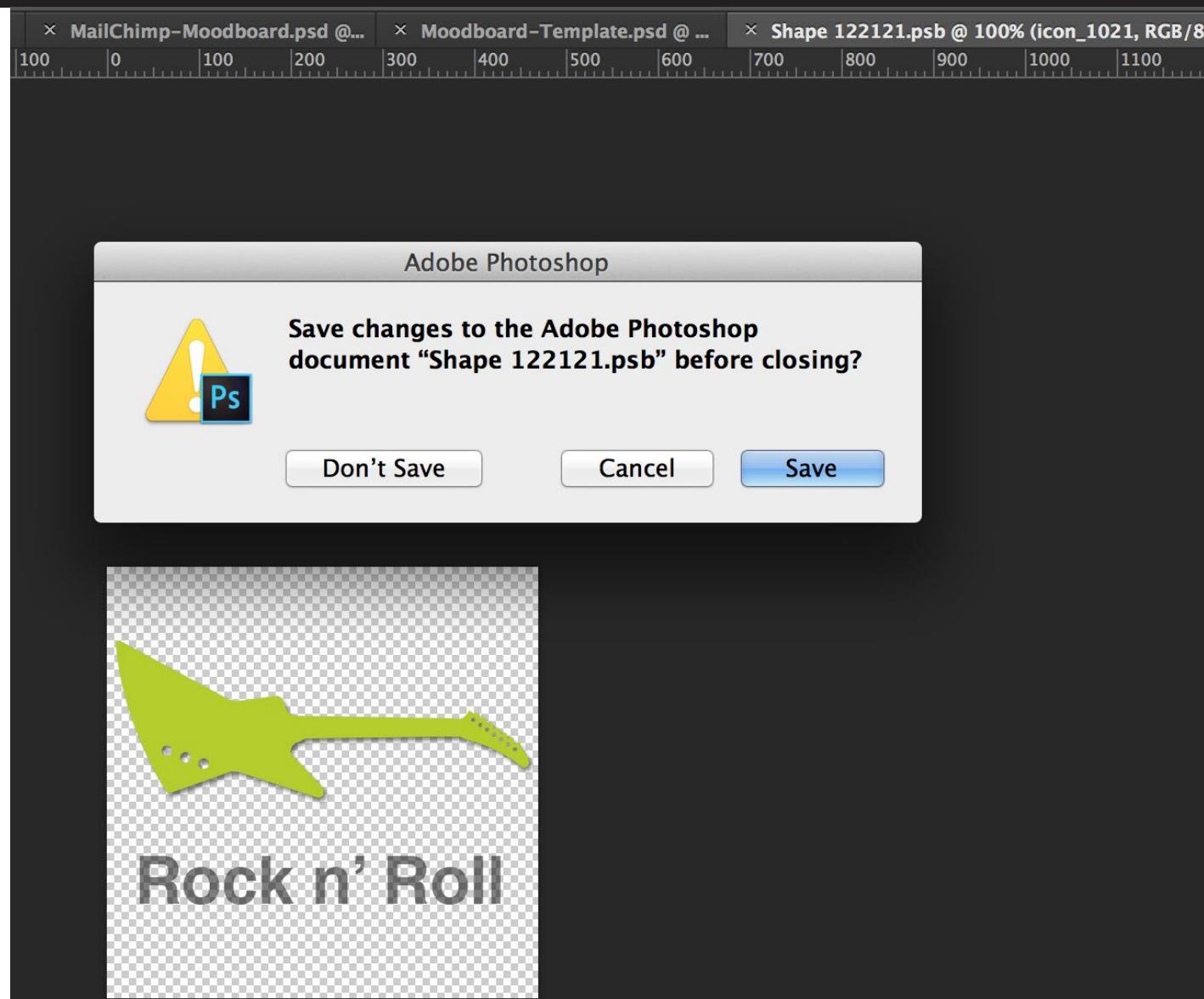
Double click the thumbnail of the smart object labelled 'EDIT ME!!' and lets make some cool stuff happen.





Blending Options
Once you place your icon right click on it's layer and select 'Blending Options'





Saving Your Smart Object
After you're happy with the way your logo close the file and save your changes.

When you return to your moodboard you may be surprised what has happened.



Rock n' Roll



SAVE YOUR WORK!

Spend the rest of the time exploring your files, playing with fonts and asking questions.

THANK YOU