

Photoshop Tips

A basic refresher

That would take up the entirety of this hour. Refer to this site for some tutorials I've gathered: <http://newmediamarkets.wordpress.com/tutorials/>

An overview of file formats and their best uses

- PSD - Native file format, largest file size, retains transparency, can only be used in other Adobe programs
- TIFF - High res file size (up to 4GB), doesn't lose resolution on save (lossless)
- JPG - Compressed (lossy), loses resolution every save, used for web and sharing, is sometimes original version
- GIF - for solid colors, supports transparent background, 256 colors, NEVER use for a photograph
- PNG - supports transparent backgrounds, for web and PPT files, low res

Tips getting images ready for the web including invisible background

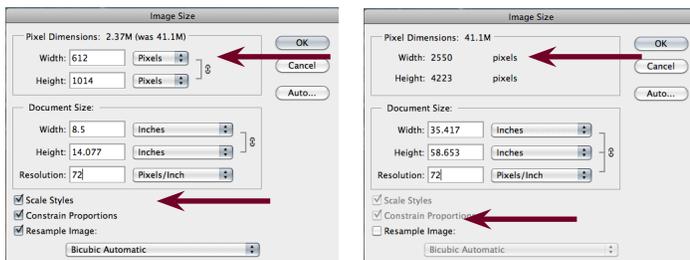
Size the file to whatever you want in PIXELS. Be sure the resolution is 72dpi (dots per inch) at 100% size. PNG is the standard file format for transparent backgrounds.

The basics on "resolution"

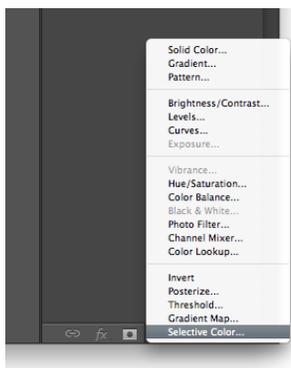
- For print: **300dpi @100% size**. For example, you're asked for a photograph that will be used for the cover of Science. You'll need to provide a photo that is at LEAST 8.5 x 11 inches at 300dpi. This file will be around 40MB in size. You can provide an original .jpg file (from the camera), or a .tif file if it has already been "touched."
- For web: **72dpi @100% size**. For example, you need to send a photo for use on a website. You could send the photo at 800 pixels wide (note the difference between print & web measurements) at 72dpi. You could do a "save as" instead of a "save for web" in this instance.

Why does the image size change when you change the resolution?

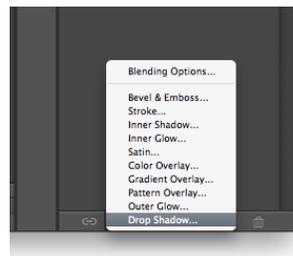
Well, that depends on what you're doing, but you can control this. We'll go over this.



Editing features



To preserve the integrity of the original photograph, we'll use adjustment layers. We'll go over them during the seminar, but they are located at the bottom of the layers palette. You can use adjustment layers as well as filter effects without "touching" your photo.



Caution: Always save a master file with all layers before changing size or cropping. Otherwise it may be hard to back up and resize the file for a different output use later.