

TAILORED PHOTOSHOP TRAINING

When, where and how you want it

FIVE REASONS TO BECOME A PHOTOSHOP PRO WITH US

1. **Tailored:** Flexible, relevant lesson plans.
2. **Personalised:** Learn at your own pace.
3. **Convenient:** Learn from your own office when you want.
4. **Investment:** Save time and money on agency fees.
5. **Qualified:** Trainers with real world experience.

SOME OF OUR EDUCATION CLIENTS



Caulfield
grammar school



CAMBERWELL
GRAMMAR SCHOOL



olmc
heidelberg



TOORAK COLLEGE
Mount Eliza

Mazenod College
"Leave Nothing Undared"



THE UNIVERSITY OF
MELBOURNE



**VICTORIA
UNIVERSITY**
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KANGAN
INSTITUTE

LET'S TALK!

Bookings and Info: 1300 917 227

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TYPES OF PROJECT SUITED TO PHOTOSHOP

1. DIGITAL ASSETS

- ▶ Social media graphics
- ▶ Web banners / ads
- ▶ User Interfaces:
 - ▶ Apps
 - ▶ Websites
 - ▶ Games
- ▶ Image based posters
- ▶ Postionals
- ▶ Moodboards



TYPES OF PROJECT SUITED TO PHOTOSHOP

2. FINISHED ART / RETOUCHING

- ▶ Colour / exposure correction
- ▶ Deep etching: removing backgrounds
- ▶ Composite images
- ▶ Heavy photo manipulation
- ▶ Retouching:
 - ▶ Product photography
 - ▶ Skin retouching



PROJECTS NOT SUITED TO PHOTOSHOP

TEXT HEAVY / MULTIPAGE

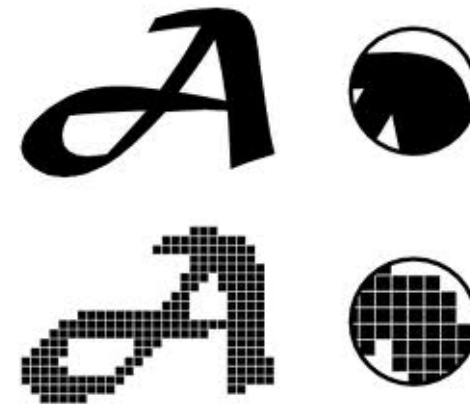
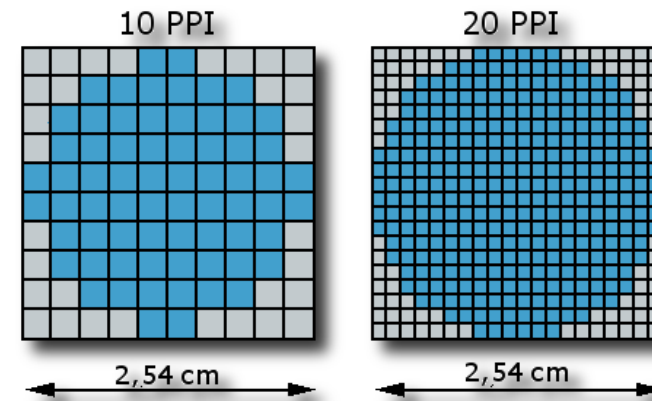
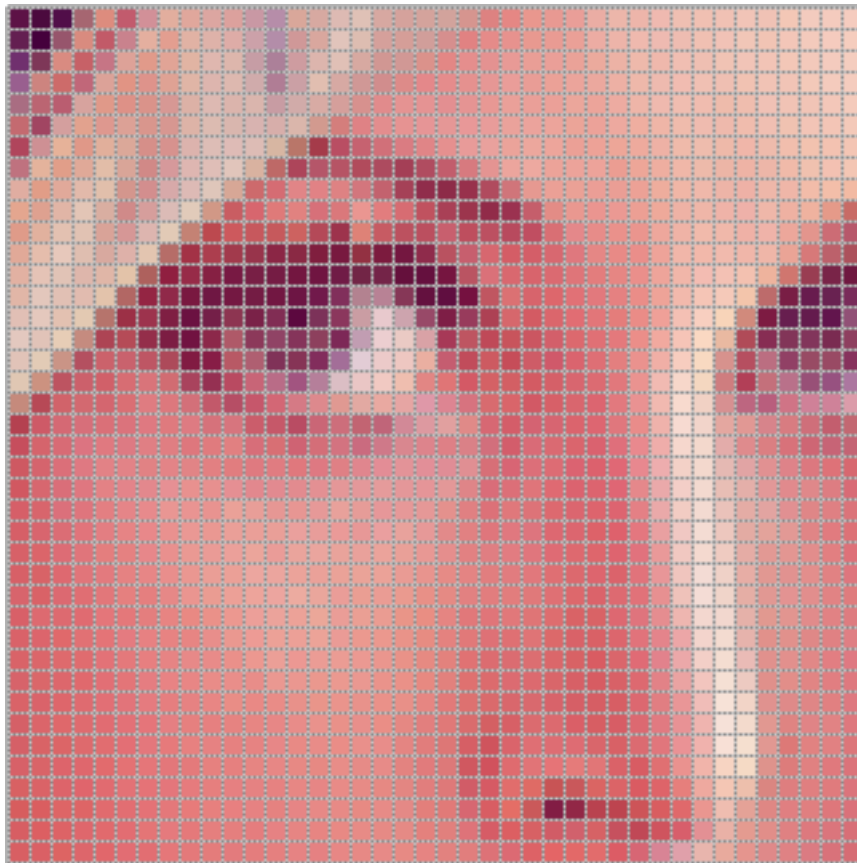
- ▶ Flyers
- ▶ Brochures
- ▶ Magazines
- ▶ Books
- ▶ Reports

VECTOR ARTWORK

- ▶ Logos
- ▶ Info graphics
- ▶ Signage
- ▶ Maps
- ▶ Packaging



BITMAP PROGRAMS – RESOLUTION



Bitmap/Raster Theory

- ▶ Raster-based image editors revolve around editing pixels
- ▶ Raster image editor works by manipulating each individual pixel
- ▶ Deal more practically with photographs and photo-realistic images

Resolution

- ▶ Raster graphics are resolution dependent
- ▶ They cannot scale up to an arbitrary resolution without loss of apparent quality
- ▶ Modern computer-monitors typically display about 72 to 130 pixels per inch (PPI)
- ▶ Typically, a resolution of 150 to 300 pixel per inch works well for 4-color process (CMYK) printing

FILE FORMATS



Native Working Format

PSD

- ▶ Working file format, preserves layers and transparency



Placing Photoshop Files into InDesign for Print

PSD

- ▶ Working file format, preserves layers and transparency

TIFF

- ▶ 300PPI
- ▶ CMYK colour mode

EPS

- ▶ 300PPI
- ▶ CMYK colour mode



Using Photoshop Files Online

JPEG

- ▶ 72PPI
- ▶ RGB colour mode

PNG

- ▶ 72PPI
- ▶ RGB colour mode
- ▶ Preserves transparency

GIF

- ▶ 72PPI
- ▶ RGB colour mode
- ▶ Preserves transparency

PHOTOSHOP TRAINING HIGHLIGHTS

1. Document Setup

- ▶ Opening files verses creating new files
- ▶ Opening files: checking resolution and size
- ▶ New files: setting resolution, dimensions and colour mode

2. Selections

- ▶ Using the marquee tool
- ▶ Using multiple selection tools
- ▶ Combining selections
- ▶ Using the quick selection tool

3. Working with Layers

- ▶ Exploring the basics
- ▶ Loading, selecting, transforming
- ▶ Organising layers
- ▶ Merging and flattening layers

4. Working with Text and Vector Shapes

- ▶ Using the type tool
- ▶ Adding vector shapes

5. Retouching Basics

- ▶ Photoshop Clone Tool
- ▶ Healing Brush Tool

6. Adjustments

- ▶ Adjustment layers
- ▶ Improving tonal quality
- ▶ Removing a colour cast

7. Essential Filters

- ▶ Unsharp masks
- ▶ Creating a glow with Gaussian blur

8. Saving and Exporting

- ▶ Saving for web and print