

Photoshop in the Real World

Prerequisite: Photoshop introductory course, or equivalent experience. this should not be the student's first experience with Photoshop.

The course is an extensive exploration of Photoshop's useful interaction with other real world disciplines. The course provides an opportunity for exposure to new skills in Photoshop, the hardware that supports it like printers, cameras and scanners, and enough practice to refine skills to effectively work with many other applications. The purpose of the course is to use Photoshop as a tool to support their work in their chosen field. The course will include Photoshop's interaction with applications for publishing, drawing, multimedia and web development. A final project will ask students to incorporate all these disciplines in a unified communications package. In addition the course will explore how Photoshop can be used to support traditional media such as painting, collage, serigraphy, drawing, sculpture, etc.

The class meets 2 days a week from 1:00 PM to 5:00 PM; the computer lab will be open for extended hours for students registered for this course.

Maximum students: dependent on capacity of computers available in the lab: not more than 24.

Reading: Blatner & Fraser, *Real World Photoshop 7*; Biedney, *Photoshop Channel Chops*; Caponigro, *Adobe Photoshop Master Class*; *Adobe Photoshop 7.0 User Guide*; *Kai's Power Tips and Tricks for Adobe Photoshop* <http://www.pix-elfoundry.com/Tips/>.

Week 1

Session 1

Orientation to the resources available

Computer lab hours - identify who can help (teaching assistants)

Tools: scanners, camera, and printers, as well as Stock image library

Discovery - evaluate students' level of skill and understanding.

Use supplied files, perform a series of tasks

Remedial PS instruction as needed

Outline of final project

Teams will use images prepared in each discipline to create a unified communications package

Including:

Print - book , catalogue, annual report, brochure

Identity - Logo, stationary, uniform graphic theme

Including designing a 3 color or more treatment for apparel, like a T-shirt

Web site - using consistent graphic treatment

Due at last session

Homework: think about teams; acquire images using <4> different devices: scanners or cameras

Reading: *User Guide*, Chapters 3 &4

Session 2

Evaluate homework

Divide class into teams

Destination - where will the final art be used?

Color theory and why colors may not match

Calibration I - print to monitor agreement with Adobe Gamma

Color management - ICC workflow

Device profiles

Proofing I

PS color settings

Color management policies

Saving custom color settings

Output profiles

Homework: Prep supplied fashion photos for print

Reading: *User Guide*, Chapters What's New, 9

Week 2

Session 3

Evaluate homework

Interesting features

Working with type in the image

- Text Warp
- Liquefy
- Pattern maker
- PDF support
 - Security options
- Automating tasks
- Team meetings
- Homework: destroy some images, be prepared to use the results later in print, web & drawing
- Reading:

Session 4

- Evaluate homework
- Direct output as art
 - Longevity of materials - ink and paper
 - Very cool papers and inks available
 - Conservation framing workflow - everything acid-free
 - Survey of other resources
 - Commercial printing solutions
 - Large format printers
- Team meetings
- Homework:
- Reading:

Week 3

Session 5

- Evaluate last week's work
- Print and publishing
 - QuarkXpress and similar page layout applications
 - Clipping paths
 - Text runaround
 - Interaction with other images and backgrounds
 - Shadows, text & rule lines
 - Third party filters & applications for masking
- Team meetings
- Homework: Create clipping paths of complex objects to work on dark and on light backgrounds
- Reading: Real World Chapters ?

Session 6

- Short evaluation of homework
- Publishing continued
 - Color correction for the press
 - Proofing II
 - Spot color
 - B&W printing
 - Ink limits
 - Duotone, tritone & quadtone
- Team meetings
- Homework:
- Reading: *User Guide*, Chapters 10, 11 & 12

Week 4

Session 7

- Evaluate homework
- Passing images to GoLive and similar web development tools
 - Web workflow
 - Rollovers
 - Image maps
 - Transparency in GIF images
 - Slices
 - Animation

- Save for web
- Weighted optimization
- XML support - imbed keywords for searches
- Site planning
- Team meetings
- Homework: Make a plan for your site, build the elements: photos, text graphics, buttons
- Reading: Refer to *User Guide* Chapters 10,11 & 12

Session 8

- Evaluate homework
- Teams working together
 - Building a web site integrating the above skills
- Homework: Teams finalize sites, begin drafting THE PROJECT
- Reading: Biedney chapters 3 & 4

Week 5

Session 9

- Evaluate team web sites
- Serigraphy
 - Building masks and channels
 - Create channel from image
 - Inter-channel math - CHOPs
- Team meetings
- Homework: Execute any one of 23 Kai's Power Tips
- Reading: Biedney

Session 10

- Evaluate homework
- CHOPs continued
 - Support for 16 alpha channels
 - Registration
 - Film output - service bureaus
- Homework: First draft of THE PROJECT
- Reading: *User Guide*, Chapter 6

Week 6

Session 11

- Evaluate homework
- Drawing and painting - handing off to Illustrator
 - Tiffs for imbedding
 - Vector support
 - Shape tools
 - Pen tools
 - Editing paths
 - Convert paths to pixels
 - Export paths to Illustrator
 - Vector output
- Homework: THE PROJECT

Session 12

- Evaluate final work
- Discussion of hardware and software