Adobe PhotoShop

First developed October 1988
What is PhotoShop?

“The professional standard in desktop digital imaging”
- Adobe.com

Market leader for “commercial bitmap image manipulation”, with some vector capabilities (http://wikipedia.com)

Used across industries – photography, advertising, graphic design, publishing, interactive/multimedia, visual f/x, etc.
Adobe Photoshop
Bundled with ImageReady since 1999

• Increased web production capabilities
Bitmap image:

image made up of a grid of pixels containing red, green, and blue color information

transforming the image in any way can lead to degradation of image quality.
Joint Photographic Experts Group - JPG
- best for photographic images
- great quality
- bigger file sizes
- can leave compression artifacts

Graphics Interchange Format - GIF
- small file sizes
- can handle transparencies and animation
- limited colors

Portable Network Graphic - PNG
- great for photos
- allows transparencies
- not compatible with some older browsers
defined by geometric algorithms; infinitely scalable, without increasing amount of image data.

Examples of vector image formats:
- eps (Encapsulated Postscript Format),
- ai (Adobe Illustrator)
- svg (Scaleable Vector Graphic)
Color Spaces: RGB vs CMYK

RGB (Red/Green/Blue) for the web or tv

CMYK (Cyan/Magenta/Yellow/black) for print production
Resolution: DPI (Dots Per Inch)

Screen - 72dpi

Print - 180dpi
212 for inkjet
300+ for production quality print work
Enough of the jibber-jabber!

Some Examples:

**Color Correction**
- Color balance
- Levels
- Curves
- Hue/Saturation

**Retouching**
- Healing brush
- Red-eye removal
- Rubber stamp

**Layers & Layer effects**
- Drop shadows
- Glows, etc.

**Type Effects**
- Type on a path

**Cropping**
- Crop/rotate
- Add canvas size