Peninsula College Continuing Education Photoshop Elements - Renne Brock-Richmond

Importing Images and File Management, Create a Web Gallery, Printing, and File Delivery

Digital Files

When you are working with digital files you need to have a firm understanding of the intended use of an image, this affects what kind of file you will be using throughout the process. There are four stages an image can go through: Acquisition, Manipulation, Archiving, and End Use Delivery. We will review these stages as they pertain to Photoshop Elements.

Acquisition

Always start with the best, the biggest, and the brightest. You can't fix everything, so it is important to obtain the best quality image from the very start. You will gain your image through a camera, video capture, or scanner.

You want them to be lossless to retain a high fidelity. Keep the best color / grayscale information available, 24 bit color / 8 bit grayscale.
Keep the gamma / color calibration information of the acquisition device.
Best saving formats for the acquisition are TIFF, PNG, SPIFF, and Raw because they can be read by most programs, support metadata, and lossless compression.

Metadata - Electronic information about electronic information. (data about data) It is used to facilitate the understanding, characteristics, purpose, and management usage of data.

RAW - an image output option available on some digital cameras. Though lossless, it is a factor of three of four smaller than TIFF files of the same image. The disadvantage is that there is a different RAW format for each manufacturer, and so you may have to use the manufacturer's software to view the images.

Manipulation

When you are working with an image manipulation and editing software (Photoshop Elements is a proprietary software), you can read and edit standard image formats. But, if you want to increase your ability to edit an image, you need to save a version as a Photoshop File with the extension .psd. You can continue to work on that file with all the layers and fun stuff; compared to a standard file you will lose that ability to make changes easily.

Once proprietary formats are used for editing and final editing has been

achieved, you need to save an archival master or delivery image as a non-proprietary format. Always keep your original edited image file (.psd) just in case you need to return to it. Trust me.

Archiving

The archival master should be at the highest practicable resolution, in keeping with the storage facilities available and the same acquisition resolution and format you started with, like TIFF or PNG. You want your archival format to hold metadata associated with the image. The format should be lossless, best color / grayscale, and a standard format that is readable by most image editing software.

You should end up with two types of archived images: an archival original which is the unedited acquisition file and an archival master the edited file.

Delivery

Your delivery file formats are dependent on the end use. Is it for print publication or electronic publication like web, video, or mobile phone?

If you are working with a professional, it is best to work with them directly to give them exactly what they need. Find out the needs of the equipment, the color and resolution capabilities, what kind of storage device they need for delivery, the image use, and the nature of the image.

Don't be shy about consulting with those doing the production; it is your stuff get it done right the first time.
Basic print publication formats are JPEG, PNG, TIFF, or GIF.
Basic electronic publication formats are JPEG, PNG, or GIF.

Watch out for RGB and CMYK Modes. Ask which is right for your project.

File Management

If you define a means to organize your files from the get-go, it will be much easier to find them when you need them.

Elements Organizer

You import, manage, and view your photos and video clips in Elements Organizer. To add photos and videos to a catalog. If you choose the File > Import or File > Open command in the Editor, select the Include In The Elements Organizer option when you save the file to add it to your catalog.

Use the Help Menu for more on getting photos and videos.

Use the Help Menu for Tagging Photos.

Tag - an appropriate keyword or term associated with or designated to a piece of information, like a picture, to describe the item and facilitating keyword-based classification and searching.

Use the Help Menu for Creating Albums.

Create a Web Gallery

A Web Gallery is a great way of sharing your images. You can post it on your website, blog, or attach it to an email. (if you can send HTML rich emails)

First you need to optimize the images you are using for the Gallery. Optimization for the web compresses images for best possible use on the Internet. For the Internet, smaller is better. Using Save For Web, allows you to achieve excellent results while creating a file that is small and easy for download. Remember, your resolution should be 72 dpi for any files for the web.

Save For Web

Open an image that is sized by you ready for the web. File > Save For Web. The saving dialog box shows you different views of Optimization so that you can see the original and the optimized one. Choose a format from the file format menu - GIF, JPEG, PNG-8, or PNG-24. (see Web Formats at the end of this handout) When you save for web, you are not saving over the original file - you are creating a new file. Think about creating a folder with just your web files.

Photoshop Elements Web Photo Gallery

Once your files are edited and ready to go, the Web Photo Gallery dialog box will guide the process of placing and positioning images. You can choose different webpage layouts, background styles, transitions, and how you can share these files.

Please follow these steps:

Open all the photos you want to use for this gallery. Think about creating several galleries for distinct subjects.

Select the Create tab, (compared to Edit) and choose Web Photo Gallery to open the Web Photo Gallery dialog box.

Choose a page layout template or select a background design from the Style area.

A preview of the web page appears in the dialog box.

Identify the Customize options for your webpage, like Gallery Title, Thumbnail Size, and the Background Color.

Type a title name for the gallery folder in the Save Gallery As box. This folder will contain the webpage (HTML) and image files. For the Gallery to work, you need both the images and HTML – that is the code to make the webpage work.

Printing with Photoshop Elements -What you see is <u>not</u> what you get.

Digital printing usually uses the **CMYK** color space/model (cyan, magenta, yellow, and black) while we work on screen in RGB (red, green, blue. The **color gamut** is a certain *complete subset* of color. If a color is out of gamut, that means it can be viewed, but not printed exactly. Over the years, there have been attempts to expand the gamut of the printing process by adding inks of non-primary colors like orange, green, light cyan, and light magenta. You can spend a lot of money to try to improve your output or pay someone else to try reproduce what you see. But, sometimes it is better to give in to the idea that it is “good enough” and most people can’t perceive the difference.

The terms “Giclée” or” Iris” prints has come to be associated with prints using fade-resistant "archival" inks, papers, and the inkjet printers that use them, as well as, a means to market digital prints as fine artwork.

You will find that different printing media will give you totally different results. If you can, try out several different papers before committing a big project. I create a test file that contains most of the prime colors I use and a photo with flesh tones to try out on different papers.

Print Image Matching (PIM) technology ensures that PRINT Image Matching-enabled digital cameras and printers work together to produce the best possible prints. The PIM technology lets the Epson® printer identify print-specific information for each image captured by the digital camera and provides improved color, quality, and detail in prints.

Exchangeable image file format (Exif) uses the information (Exif tags) in photos from digital cameras that support Epson’s Exif 2.2 (Exif Print). The Exif Print-supported printer uses these Exif tags to ensure optimal processing and enhance the print output. Check your printer’s documentation for details.

Not all printers or images work with this technology.

Photoshop Elements has different printing options: Individual photos,
Contact sheet, Picture package, and Labels. You’ll find this info in the Help Menu!

File Delivery

You can export photos to a folder for backup purposes, or to a mobile phone for viewing. When you export a photo, the original remains protected in your catalog. You can control the exported photo’s size and file format.
In the Photo Browser, select the items you want to export, and then select one of the following (you can’t export projects): File > Export > As New File(s) to export items to a folder.
File > Export > To Mobile Phone to export items to a mobile phone connected to the computer.
If you chose As New File(s), specify any of the following options:

File Type Specifies the file format for the exported photo. Choose Use Original Format to keep the file in its current format.

Size And Quality Changes the pixel dimensions, file size, compression, and quality of the photo. You can’t increase the original image size when exporting using the Original Format file type.

Location Specifies the folder in which to store the exported file. Click Browse to specify a different folder or drive.

Filenames Specifies the name of the exported file. Select Original Names to use the current name of the photos. To export files with the same name plus a sequential number, select Common Base Name and type a name. If a filename already exists in the target folder, the exported file’s name is modified to avoid overwriting an existing file.

Click Export.

If you don’t use the Export when you plan to send photos via email, think about resizing them.

Saving Options dialog box – when you Save As, you have lots of choices.

Image Compression Specifies a method for compressing the composite image data.

Pixel Order Choose Interleaved to be able to add the photo to the Organizer.

Byte Order Most recent applications can read files using Mac or Windows byte order. However, if you don't know what kind of program the file may be opened in, select the platform on which the file will be read.

Save Image Pyramid Preserves multiresolution information. Photoshop Elements does not provide options for opening multiresolution files; the image opens at the highest resolution within the file. However, Adobe InDesign® and some image servers provide support for opening multiresolution formats.
Save Transparency Preserves transparency as an additional alpha channel when the file is opened in another application. (Transparency is always preserved when the file is reopened in Photoshop Elements.)

Layer Compression Specifies a method for compressing data for pixels in layers (as opposed to composite data).

Baseline (Standard) Uses a format that is recognizable to most web browsers.

Baseline Optimized Optimizes the color quality of the image and produces a slightly smaller file size. This option is not supported by all web browsers.

Progressive Creates an image that is gradually displayed as it is downloaded to a web browser. Progressive JPEG files are slightly larger in size, require more RAM for viewing, and are not supported by all applications and web browsers.

Normal Displays the image in a browser only when the image is fully downloaded.

Interlaced Displays as a series of low-resolution versions of the image while the full image file is downloaded to the browser. Interlacing can make downloading time seem shorter and assures viewers that downloading is in progress. However, interlacing also increases file size.

Include Metadata Includes copyright information from the File Info dialog box and saves the names of saved selections.

Understanding file compression

Many image file formats compress image data to reduce file size. **Lossless** compression preserves all image data without removing detail; **lossy** compression removes image data and loses some detail.

The following are commonly used compression techniques:

RLE (Run Length Encoding) Lossless compression technique that compresses the transparent portions of each layer in images with multiple layers containing transparency.

LZW (Lemple-Zif-Welch) Lossless compression that provides the best results in compressing images that contain large areas of single color.

JPEG Lossy compression that provides the best results with photographs.

CCITT A family of lossless compression techniques for black-and-white images.

ZIP Lossless compression technique that is most effective for images that contain large areas of a single color.

File formats for saving

BMP A standard Windows image format. You can specify either Windows or OS/2 format and a bit depth for the image. For 4-bit and 8-bit images using Windows format, you can also specify RLE compression.

CompuServe GIF (Graphics Interchange Format) Commonly used to display graphics and small animations in web pages. GIF is a compressed format designed to minimize file size and transfer time. GIF supports only 8-bit color images (256 or fewer colors). You can also save an image as a GIF file using the Save For Web command.

JPEG (Joint Photographic Experts Group) Used to save photographs, JPEG format retains all color information in an image but compresses file size by selectively discarding data. You can choose the level of compression. Higher compression results in lower image quality and a smaller file size; lower compression results in better image quality and a larger file size. JPEG is a standard format for displaying images over the web.

JPEG 2000 Produces images with better compression, quality, color management, and metadata capability than JPEG. JPEG 2000 also supports transparency in layered images and retains any saved selections. Photoshop Elements saves images in extended JPEG 2000 (JPF) format, which is a more comprehensive file format than standard JPEG 2000 (JP2). You can make files JP2 compatible by selecting an option in the JPEG 2000 dialog box.

PCX A bitmap format widely supported on a variety of platforms.

Photoshop (PSD) The standard Photoshop Elements format for images. You should generally use this format for edited images to save your work and preserve all your image data and layers in a single page file.

Photo Creations Format (PSE) The standard Photoshop Elements format for multiple page creations. You should generally use this format for photo creations to save your work and preserve all your image data and layers in a multiple page file.

Photoshop PDF (Portable Document Format) A cross-platform and cross-application file format. PDF files accurately display and preserve fonts, page layouts, and both vector and bitmap graphics.

Note: *PDF and PDP are the same except that PDPs are opened in Adobe Photoshop® and PDFs are opened in Acrobat.*

Photoshop EPS (Encapsulated PostScript) Used to share Photoshop files with many illustration and page-layout programs. For best results, print documents with EPS images to PostScript-enabled printers.

PICT Used with Mac OS® graphics and page-layout applications to transfer images between applications. PICT is especially effective at compressing images with large areas of solid color. When saving an RGB image in PICT

format, you can choose either 16-bit or 32-bit pixel resolution. For a grayscale image, you can choose from 2, 4, or 8 bits per pixel.

Pixar Used for exchanging files with Pixar image computers. Pixar workstations are designed for high-end graphics applications, such as those used for three-dimensional images and animation. Pixar format supports RGB and grayscale images.

PNG (Portable Network Graphics) Used for lossless compression and for displaying images on the web. Unlike GIF, PNG supports 24-bit images and produces background transparency without jagged edges; however, some web browsers do not support PNG images. PNG preserves transparency in grayscale and RGB images.

Photoshop Raw Used for transferring images between applications and computer platforms when other formats don't work.

Scitex CT Used in the prepress industry.
TGA (Targa) Designed for systems using the Truevision video board. When saving an RGB image in this format, you can choose a pixel depth of 16, 24, or 32 bits per pixel and RLE compression.

TIFF (Tagged-Image File Format) Used to exchange files between applications and computer platforms. TIFF is a flexible bitmap image format supported by most paint, image-editing, and page-layout applications. Most desktop scanners can produce TIFF files.
In addition, Photoshop Elements can open files in several other older formats: PS 2.0, Pixel Paint, Alias Pix, IFF format, Portable Bit Map, SGI RGB, Soft Image, Wavefront RLA, and ElectricImage.

Web Formats

JPEG In most cases, this is the best format in which to save photographs.

PNG-24 Like JPEG, this is a good format for photographs. Choose PNG-24 rather than JPEG only when your image contains transparency. (JPEG does not support transparency; you must fill it with a matte color.) PNG-24 files are often much larger than JPEG files of the same image.

GIF GIF is the format to use for line art, illustrations with large areas of solid color and crisp detail, and text. Also, if you want to export an animated image, you must use GIF.

PNG-8 PNG-8 is a lesser-known alternative to GIF. Use it for the same purposes (except animation).

EXTRA BONUS PLUS

Creating a shadow!

1. Start with an object that is all cleaned up on a transparent layer.

2. Duplicate that layer with the object.

3. Go to Image > Adjust > Adjust Color > Adjust Hue and Saturation

4. The dialog box will appear and you will move the Lightness slider all the way to black. So this is your shadow.

5. Change the layer's blending mode to Multiply and move the shadow layer in the right order to the original object (most likely the layer below)

6. Use the Transform tools to change the angle and placement of the shadow so it matches other shadows in the image. Distort is a good one.

7. Adjust the Opacity of the layer so that the shadow looks more shadow like.

8. Depending on the time of day, you might want to soften the shadow. Filters > Blur > Gaussian Blur

9. Then erase any extra shadow bits that are out of place.