Presenting...
PhotoShop Elements 7 (PSE7)
Photoshop LightRoom 2.3 (LR2)
and
High Dynamic Range Photography

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Before getting into Photoshop products, I need to be sure you can process the information I am going to provide.

PSE 7 is Photoshop for digital photographers. It includes the most features photographers need and will often use. It omits numerous features we don't need and would seldom use as photographers.

Photoshop Lightroom is a recent product from Adobe that offers other features outside other versions of Photoshop that can streamline processing large numbers of photos in a unique product that includes minimum tools with loads of features in a straight-forward workflow.

High Dynamic Range photography is a re-newed kind of photography that produces images or prints that consist of a higher range of light. Camera sensors have a limited capacity for the range of light they can capture. But making multiple exposures of the same image with different settings enables the capture of a higher range of light. Combined using new software allows us to view and print the results.

Why Photoshop Elements 7?

Photoshop is:

- Way Too Expen$ive & Too Hard to Learn
- Overkill Unless You are a Graphic Artist or a Professional Photographer
- Defaults to CMYK Print (Books & Magazines)

Photoshop Elements 7:

- Offers 3 Levels: Quick Fix; Guided; and Full Edit
- Includes Adobe Raw For Your Camera Raw Files

Photoshop is the default "industry standard" for editing images. 99.99% of all pictures you see in magazines have gone through Photoshop prior to being printed.

But Photoshop is **VERY** expensive and complicated to use. Even most professional photographers only use a sub-set of the features in Photoshop, so if other products are available, why use Photoshop?

Photoshop Elements is a scaled-down version of Photoshop that is made just for photographers yet is only a fraction of the price ($99 vs. $700).

PSE is a great value for its relative low price!

Adobe Finally Got It Right

- First came PhotoDeluxe — Fun but "too" Lame
- Photoshop LE (Limited Edition) — Still "too" Complicated
- Photoshop Elements — "Just Right"

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It took Adobe several years and attempts to finally create the right product for photographers that compliments our needs instead of the more advanced needs of graphic artists.

Why Photoshop Elements?

- **PSE Works for Novices using 'Quick Edit'**
  - Most Common Edit Functions
- **Then Migrate to 'Guided Edit'**
  - Selected Edit Functions That "Guides You How"
- **Finally Graduate to 'Full Edit' for total control**
- **Also includes The Organizer, helps to Organize, Tag and Locate your digital images**
- **Includes Adobe Camera Raw Supporting Many New Digital Cameras**

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PSE works for you regardless of your skill level. From novice through power-user, PSE has the tools, features and help you need.

Many graphics editors are available – and they all are good. But only PSE comes from Adobe with the heritage of additional family members, and similar tools and user interface that can support your efforts as your skills improve as you become a better photographer.

What Can You Do With PSE 7? (1)

- Organize Your Photos; Assign Keywords so You can Search by Subject or Name
- Enhance Your photos - improve 'eye appeal'
- Repair and restore Old and Damaged Photos
- Combine Photos into a panorama or a Montage
- Remove Unwanted Objects from a Photo
- Add Type to Images for Greeting Cards, Flyers

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Adobe has added more features to an already great product that has pushed PSE to become the primary choice for image editors. Like I said, other products are good, but PSE 7 is from Adobe – the industry leader.

What Can You Do With PSE 7? (2)

- Create Slideshows to Share as PDFs
- Resize Photos for Email
- Create and Share Online Albums and Slideshows
- Store Photos Online to Your Personalized Photoshop.com Web site
- Create Collages to Print and Share – Scrap-bookers — get ready to be wowed!

Adobe has made it easy to share your photos through Email, or online through Photoshop.com. You can even create and email a slideshow in Adobe's pdf file format so your friends and family don't have to have PSE to see the show.

It becomes simple to create a panorama or photo montage using the features in PSE

You can even create a digital scrapbook, coffee table photo book or other creations and have them printed professionally right inside elements.

You can even have a favorite photo made into US Postage stamps with PSE.

What's New In PSE 7? (1)

- Online Photo Sharing — Free Photoshop.com Account
- Online Backups
- Access Your Photos From Anywhere
- Sync Your Photos Online
- Get Tutorials From Within Elements

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All though basic membership is free with PSE 7, upgrading to a paid membership gets you more photo storage online and backups.

Plus you can download new templates and tutorials within PSE

What's New In PSE 7? (2)

- New Smart Brush For Corrections
- Download Extra Grphics, Frames and Backgrounds
- New Touch-Up Tools; whiten teeth, convert part of photo to Black and White

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Here some additional new features within PSE 7.

What's New In PSE 7? (3)

- Improve Skin Tone — New Surface Blur Brush Lets You Soften Areas – Great for Portraits
- New Special Effects In Guided Edit Includes New Ways to Create Effects Like A Pencil Sketch
- PSE 7 Is Only Available For Win XP or Vista

I'll show you some of these features during the presentation, but I have other things to present as well.

PSE 7 is only available for Windows XP and Vista right now. A Mac version is on the way.

So, ...Let's See It!

Photoshop Lightroom

- **What is Lightroom and how is it different?**
- **It is a complete solution for the digital photographer — from importing, reviewing, organizing, enhancing digital images to producing presentations, web galleries and high quality prints.**

While PSE has the organizer which is fine for a few thousand pictures, Lightroom is built around a fantastic database for keeping track of your photos in "a catalog."

Multiple catalogs are possible and if you use multiple computers you can merge the catalogs so you never lose a picture.

Lightroom only has 5 modules: Library, Develop, Slideshow, Print and Web which takes you through importing, organizing, tweaking or developing your images, creating a slideshow for clients, printing your images, and preparing and placing your images on the web. You get your pictures out of Lightroom by exporting them. Lightroom also helps you to burn backups of your images to CD-ROM or DVD.

Photoshop Lightroom

- **Contains five modules: Library, Develop, Slideshow, Print, and Web**
- **Uses Non-destructive editing**
- **Works on all photo formats (JPG, PSD, TIF, DNG, RAW)**
- **Does _not_ support layers**

One of the new things about digital cameras is shooting in raw format. Lightroom works with camera raw files effortlessly.

What is camera raw? Every time a digital camera takes a picture, several things happen. The camera makes adjustments to optimize your picture based on the camera engineers specifications. Then the file is saved as a jpeg file. Jpeg is a lossy format meaning it compresses the image and discards some date you won't miss. So the picture you get is less than what you and the camera saw.

Raw format captures everything – no compression and saves it in camera raw format

Lightroom doesn't support layers or photomerge export to PSE to accomplish that task

How to Develop Your Images

- Calibrate your monitor or lcd before you start
- Set the white balance
- Set overall exposure
- Add punch using clarity
- Making the colors more vibrant
- Use Tone Curve to add contrast
- Adjust individual colors using HSL
- Vignetting effects
- Getting the trendy, "Gritty" portrait look

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Here's the basic workflow steps for most photos.
Calibrate your monitor so the prints match your monitor
Set the white balance (use a lite gray)
Use the exposure slider to set the overall exposure /
brightness correct – use recover slider to correct
clipping. Then adjust your blacks, especially if the image
looks washed out. Finally adjust mid-tones using the
brightness slider.

Fixing Problem Photos

- Undoing changes made
- Reducing noise
- Fixing edge vignetting
- Cropping photos
- Straightening crooked photos
- Removing spots
- Red eye
- Fixing backlit photos (with Fill Light)
- Sharpening your photos (<u>all</u> digital photos need to be sharpened)

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So Show Me...

Adobe created DNG file format because all camera raw files are different and incompatible. DNG eliminates file incompatibility now and in the future.

Lightroom is fantastic for fixing color casts, correcting white balance and other things.

It's hard to describe much about Lightroom so I really should simply show you some if the things I like about lightroom.

Lightroom doesn't support or have layers, and it can't make panoramas. But I can fix photos and then export them to PSE to do those things.

High Dynamic Range Photography

So what's this all about?

The human eye can see all the visible light. Infrared photography sees only the infrared light and that makes infrared photography look very different on print – we can't see infrared light so the pictures look strange to us.

Likewise, HDR pictures look different as well. Here's why. The camera sensor can't see as many colors as we can but we have become accustomed to looking at pictures as such. When HDR pictures are made, three images of the same scene at different exposures are merged together so that we see many more colors than usual in the picture.

So Define it!

Taking three or more photos of the same scene using Aperture Priority while setting the exposure for the darkest area, normal, and the lightest area.
Pictures are combined in HDR software and then tone-mapped to enable viewing on a regular monitor or for printing

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The camera is set on aperture priority to maintain the depth of field and only the exposure is changed between shots. Of course the camera is tripod mounted to eliminate any difference or vibration in the shots.

The images are combined in HDR software and then tone-mapped so we can view the image on our regular monitor or can be printed.

Definition Continued

Most of the pictures look stunning but with exaggerated color. Some people simply do not like HDR images, but most do.

You be the judge...

You can "Google" hdr images, hdr software and hdr tutorial to find out more information and to view astounding HDR images.

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