

“Power tends to corrupt,  
and absolute power corrupts absolutely.”

~ John Emerich Edward Dalberg-Acton

# Photoshop

An introduction to image processing

<http://www.adobe.com>



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## Tips & Tricks

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**NOTE:** This tutorial was written for the Mac OS. But the program should look very similar on a Windows computer. There is a tablet version of Photoshop as well - it offers fewer features than the desktop version.

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Links to all the video tutorials can be found here:

[VIDEOS](#)

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## A note on AI

**AI** has come to Photoshop.

This tutorial is aimed at journalists. The use of AI in altering images should be used with great care if at all.

It is not acceptable in journalism to alter the reality of an image. **This tutorial will NOT cover the use of AI in this regard.**

## Introduction

Photoshop is an amazing tool for editing and manipulating images. And with great power comes great responsibility. Simply because we can do something, doesn't mean we should.

There is tremendous strength in the truth of a photograph. Even if you're not working in journalism, consider this before altering the content of a photograph.

There are many stories of journalists losing their jobs and ending their careers because they abused the power of Photoshop

This **tutorial** is designed to introduce you to a very complicated program and teach you some basic skills for adjusting a photograph.

It is NOT designed to detail every single feature of the program. IT is specifically written for **Photoshop CC 2023 v. 24.6 and is current as of July 2023** (\*\* *Some of the embedded videos were created using older versions of Photoshop but are still accurate*)

This **tutorial** will look at these key features of Photoshop

1. Viewing photos
2. Adjust tone/color/contrast/captions
3. Cropping/Resizing
5. Working with Raw files

## Tools and Workspace

### Tips & Tricks

If you want to learn more about Photoshop one great resource is [LinkedIn Learning.com](https://www.linkedin.com/learning/learn-photoshop). The site offers tutorials on a wide range of applications.

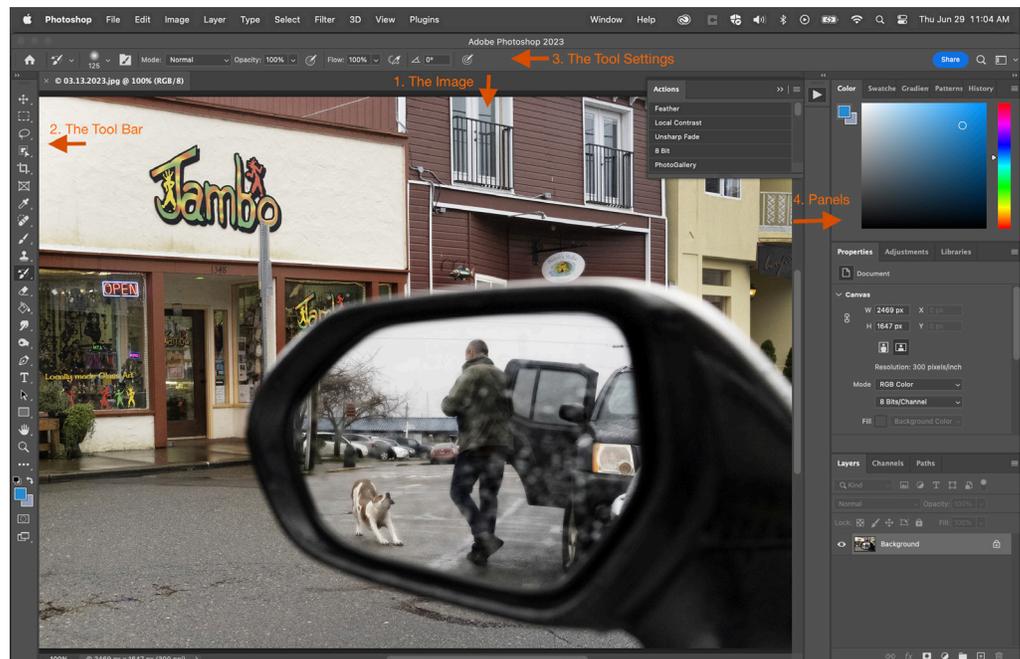
If you don't like the layout of the Photoshop display, you can rearrange panels and create a custom workspace. Go **Window>Workspace**

Photoshop is part of the Adobe Creative Suite of applications. This means the look and interface will feel familiar as you move from app to app, from Photoshop to Premiere to Audition to Indesign, etc.

Open the application. To open an image:

You can use **File>Open...**, you can use the quick keys **⌘ O**, or you can drag an image file onto the application's icon.

Once you open an image you should see something like this:



There is a lot going on and a lot of information. For now, the key points:

- 1. The image itself is displayed in the center. You can zoom in and zoom out using the tools or **View> Zoom in** or **Zoom out**

# Photoshop

## Tips & Tricks

- Rollover a tool to see it's name and keyboard shortcut. Learning the shortcuts will let you work faster.
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**2.** The tool bar. In Photoshop you select a tool to complete different tasks. We'll talk about some of the tools in depth during this tutorial, but not all of them.

**3.** Notice the settings at the top. They will change depending on what tool is selected - allowing you change the size of the tool for example or its intensity.

**4.** Panels – Photoshop has a host of panels that give access to different functions. You can find them under the Window drop down tab. Again, we'll talk about a few of them during this tutorial.

## The Tool Bar

Select different tools to adjust your photos in different ways. You might want to select part of the image – someone's face for example. There are multiple tools that will allow you to do that.

There is a cropping tool for cropping your image.

A tool for removing imperfections – dust on your camera's sensor can create blemishes in your photo.

Tools that will allow you darken or lighten an area of your photo.

You can add text to an image – if you're creating an ad or poster for example.

This tutorial covers the most important tools for basic adjustments to an image's tone, color, crop etc.

# Photoshop

Some of the key tools and their keyboard shortcuts.

## Tips & Tricks

- Not to beat a dead horse, but learning the keyboard shortcuts for a program will let you work more quickly.

**Rollover a tool**  
and the name and shortcut are revealed.  
For example:  
C – Crop  
Y – History Brush  
T – Type Tool

- 



move tool (V) - moves a selection or layer

marquee tool (M) - selects a rectangle shaped area

lasso tool (L) - select an area by drawing a shape around it

Object selection (W) - automatically selects an object

crop tool (C) - click and drag a box to crop the image

eye dropper (i) - use with info panel to measure image

Spot healing brush (J) - use with care to remove sensor dust or the red eye from a direct flash.

clone tool (S) - use with care to remove sensor dust

history brush (Y) - use with history panel as a toning tool.

burn/dodge tool (O) - lighten and darken selective areas

type tool (T) - apply type over an image.

zoom tool (Z) zoom in for a closer look.

## Tips & Tricks

Note that many tools have 'sub-tools'. Click and hold the small rectangle to see other options within a specific tool.



With all the selection tools, if you want to add to a selection or select an additional area, hold down the Shift key.

Hold down the Option key to deselect part of a selection

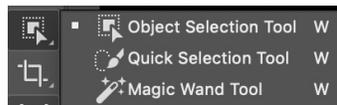
## Tools in depth



**The Lasso Tool (L)** Click and draw to select an area of the photo. You could outline a person's face, or the sky for example. This would allow you to adjust just the selected area - make it darker, adjust the color, etc.

\*The Lasso tool is quite old. There are easier ways to select to objects using the Object Selection Tool described next.

[Watch a 2:10 video on using the Lasso tool](#)



**The Object Selection Tool (W)** offers three other ways of selecting an area of the image.

The newest and easiest way to select is with the Object Selection Tool. Roll the cursor over an object and Photoshop will highlight it. Click to select the object. Pretty amazing.

To use the Quick selection tool click and drag over an area of the photo that has a consistent tone. You can quickly select the sky for example, or the grass.

The Magic Wand tool is similar. But you can just click on part of the image and the wand will expand to select similar areas.

[Watch a 3:25 video on using the Quick Selection/Magic Wand/Object Selection tools](#)



**The Crop Tool (C)** Crop your photo to improve the composition or to fit it to a specific shape. If you are using a photo in a video for example, you would probably crop it to fit the 16:9 perspective of a video which is skinnier than an uncropped still image. You can crop to a specific dimension or crop using your eye for what looks best.

[Watch a 2:12 video on using the Crop tool](#)

# Photoshop

## Tips & Tricks

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When using the eyedropper tool, one number to measure is the image density for skin – We want people to look good in photos.

A rough rule, for caucasians, skin tone should be about 35-40% in the light (not in shadow)

African-American skin values can go as high as 70%

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**The Eyedropper Tool (I)** can be used to give you detailed information about the density or color of your image. Use it in conjunction with the Info Panel.

[Watch a 3:24 video on using the Info Panel](#)



**The Spot Healing Brush Tool (J)** A powerful tool that presents ethical concerns in journalism. Brush over an area of a photo and Photoshop will try to 'heal' or fix what is brushed. This usually means eliminating it and trying to fill in the background. If you have dust on the camera sensor and it shows up as a small mark on the file, you could ethically use the tool to remove that blemish. But for journalists, changing the reality of the photo is forbidden. If you are a commercial photographer, you could use the tool to remove distractions.

[Watch a 5:33 video on using the Spot Healing Brush and Clone Stamp tool tool](#)



**The Brush Tool (B)** and its related sub-tools allows you to draw on your photo.



**The Clone Stamp Tool (S)** is similar to the Healing Brush Tool and presents the same ethical issues to journalists. It allows you to copy from one area of a photo to the other. Hold down the option key to select the area to copy. Then click and drag to copy that information somewhere else, 'cloning it'.

See video for Spot Healing Brush above

# Photoshop

## Tips & Tricks

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If you want blank space around a photo, to add type to for example, you can extend the size of the canvas – the area around the photo.

### Go Image>Canvas Size.

You can select whether the image remains centered on the canvas or not.

- 



**The History Brush Tool (Y)** is a tool I use a lot when toning or adjusting an image. Use it in conjunction with the History panel. You can use the brush to paint in the previous state of an image in a selected area. For example, you've lightened the entire image but you really want the sky to look as it did in the original photo – select the original state in the History panel and then use the History Brush to 'paint' in that original darkness of the sky.

[Watch a 4:32 video on using the History tool](#)



**The Burn & Dodge Tools(O)** are useful for quickly and easily darkening or lightening an area of a photo. The Burn Tool will darken an area. You can adjust the intensity and size of the brush at the top of the screen. The Dodge Tool is used in the same way but lightens an area. Once you select the brush size and intensity click and drag to paint over an area. Use the History panel to undo if necessary.

[Watch a 2:23 video on using the Burn/Dodge tool](#)



**The Type Tool (T)** can apply type to a photo. Once selected you'll have options for fonts and sizes.

[Watch a 4:55 video on using the Type Tool](#)



**The Zoom Tool (Z)** allows you to zoom in on an image - this can make it easier to see if the photo is sharp and allows for more precise control of an area of the photo. Click to zoom in. Hold the option key to zoom out.

[Watch a :55 video on using the Zoom Tool](#)

*These are the tools we are most likely to use in this tutorial. You can explore the other tools and features of Photoshop on your own*

## Tips & Tricks

Remember that changes you make using these methods in Photoshop are permanent. If you make a mistake you may not be able to undo it later on.

Always work on a copy of your original. When you are selecting images, make a copy of your best photos and work on the copy.

While it is possible to save your adjustments as separate layers in a photo, that workflow is beyond the scope of this tutorial.

Working on a copy is always a smart idea.

## Toning

We will define toning as making basic adjustments to color, brightness, contrast and cropping. These are basic changes to the image that aim to bring it more in line with what we actually saw and to make the photo suitable for publication in either print or a digital environment.

The tutorial will not cover retouching – the removal or changing of content in the photo. You can certainly learn those skills in other classes or by using online resources such as [Linkedinlearning.com](https://www.linkedin.com/learning) or YouTube.

Photoshop is an extremely powerful program and there are many ways to get to the same place. If you have used the program before you may have learned other ways of adjusting an image. I don't think there is a single best way – I will cover one method that I find works well for most situations.

My goal with this tutorial is to give you a basic set of skills that will allow you to make simple adjustments to your images quickly and easily.

*Less time using Photoshop equals more time for other things.*

## Toning a photo in Photoshop in 10 (ish) steps

Properly exposed and photographed images should NOT require extensive toning.

Photoshop is NOT the fix-it tool for lazy and bad photography.

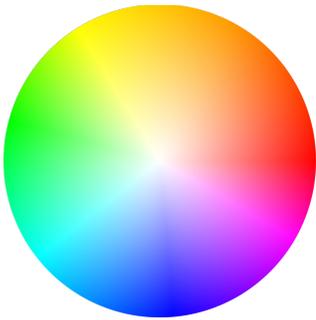
# Photoshop

## Tips & Tricks

When you select the eyedropper tool, set the 'sample size' at the top left to '3 by 3'. This way the eye dropper will average a small group of pixels and not be fooled by a single aberrant one.

Sample Size: 3 by 3 Average

It is worth knowing your colors. Understand the color wheel.



If you subtract one color, you add its opposite. Remove yellow and you get blue for example.

If you get it right in the field, it should take less than 10 minutes to tone a photograph.

ALWAYS WORK ON A COPY – NEVER YOUR ORIGINAL FILE!!

## I. Analyze

Open your photo in Photoshop and take a moment to consider contrast, tonal qualities, and sharpness. Check tonal values for key areas such as skin tones using the eyedropper and info palette.

In the info palette set second 'eyedropper' to grayscale. Read the skin tone with the eyedropper - avoid highlights or shadows when looking for skin values ~36% K Value for front lit Caucasian skin and up to 70% for African American skin tones.



The eyedropper was placed on his forehead, an area of his skin that was not in shadow or too bright from the reflection of light. Note the K value is 36% – where you want to be for typical caucasian skin values. Notice on the left the RGB values - these measure the color. Blue has the lowest value and the opposite of blue is yellow - in general skin has higher yellow values(lower blue).

## Tips & Tricks

### 2. Rotate and Crop

Decide how to best crop the photo. There is no reason to spend time toning part of a photo if you're going to crop it. You can crop to a specific dimension or leave it open to what you think looks best.

Try to avoid cropping to odd sizes and shapes. But certainly crop to eliminate distractions and improve composition.

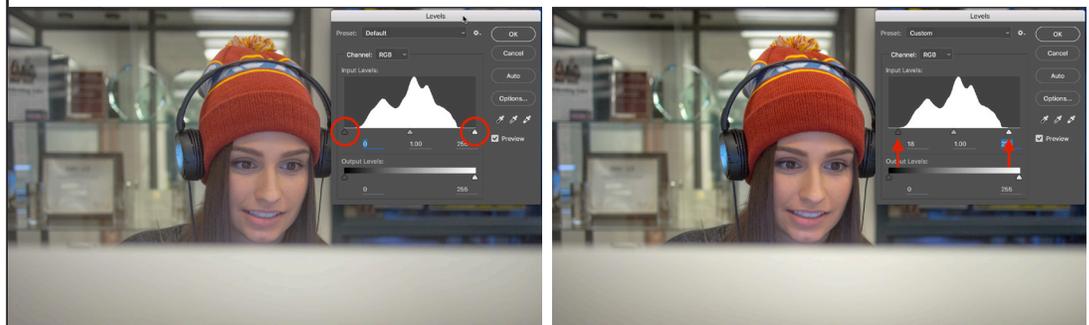
Click on the Crop tool and then resize the box. Double click in the middle of the image when you're done.

[Watch a 1:51 minute video on cropping.](#)

### 3. Basic Tonal Adjustment Use

We'll use Levels (⇧L) to adjust Black and White points. The goal is to adjust the brightness and the range of tones within the image. You want bright/white tones to look white and dark/black tones to look black while still keeping a full range of tones. If your image looks grey and muddy and flat, it will feel dull. If all we see are stark black and white tones, the image will lack detail and richness.

Drag the black and white points to the base of the curve



**Before:** Black and white points extend beyond the 'mountain' of data. The image is flatter and duller.

**After:** Black and white points are dragged into the 'base of the mountain', creating a richer tone.

It may be hard to see in this example, but by dragging the end points you are extending the range of tone of the image. You are resetting the range.

## Tips & Tricks

- If you hold the option key down while dragging either the black or white arrow, you'll get a display that shows you where you're losing detail. The screen will turn black and areas that have lost all their detail will be highlighted

- I will talk about 'setting a white', but make sure you use an area in the image that has detail. A pure white like the sun won't work – it has no information. Light greys are the best.

Be careful, if you slide into the 'mountain' you will start to lose information - blown out highlights and pure blacks without detail. Sometimes that won't be a problem - the information isn't important.

But if you're not careful you'll lose detail in highlights and/or shadow areas.

[Watch a 4:51 minute video on setting tonal range using Levels.](#)

## 4. Color Cast

Sometimes the camera won't capture the color accurately.

The photo may be too yellow or blue or green or whatever. This happens most commonly in unusual lighting situations – a mix of kinds of light or unusual fluorescent lighting etc. Our cameras, if set properly, do a very good job outdoors in natural light but sometimes struggle with artificial lighting.

IF the color cast is extreme, we probably can't do a very good of fixing the problem. So it is important to make sure you're capturing your image with the proper settings. BUT if the color is off by a little bit there is a nice technique for fixing it.

The theory is simple. If we can make something in the photo that is supposed to be white/grey look white/grey then all the other colors will fall into place. If the whites are too yellow, everything is probably too yellow.

By 'setting' a white we reset the baseline and hopefully everything falls into place.

OF all the steps, this is the most complicated to follow. But once

# Photoshop

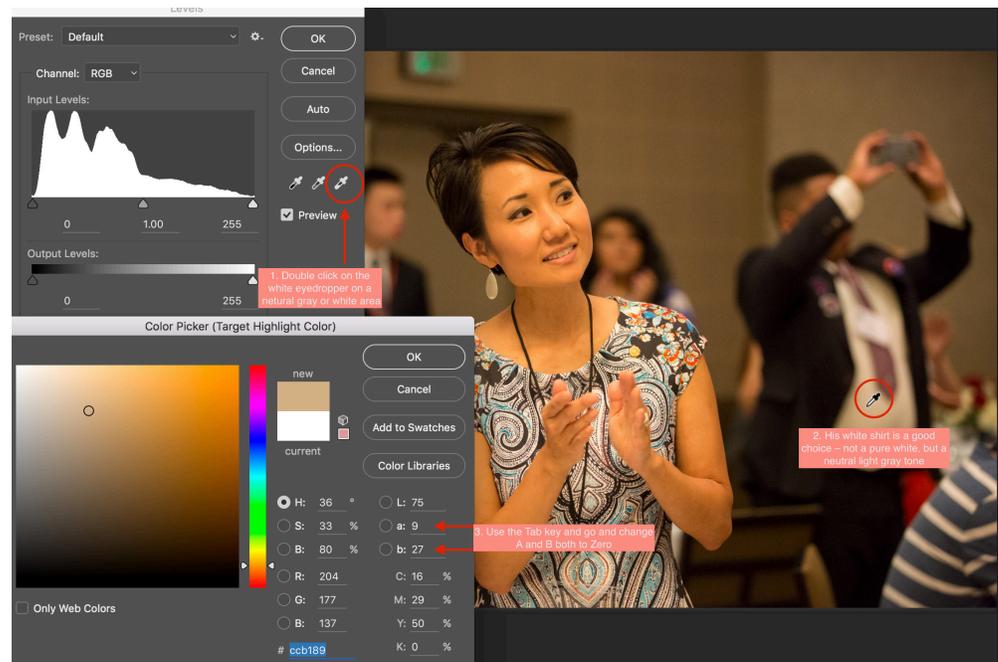
## Tips & Tricks

If you set a white and don't like the results, use the History Tab to undo, and start over. It usually means you either moved the mouse accidentally or hadn't picked a neutral area to work on.

you've done it a few times it becomes pretty simple to master.

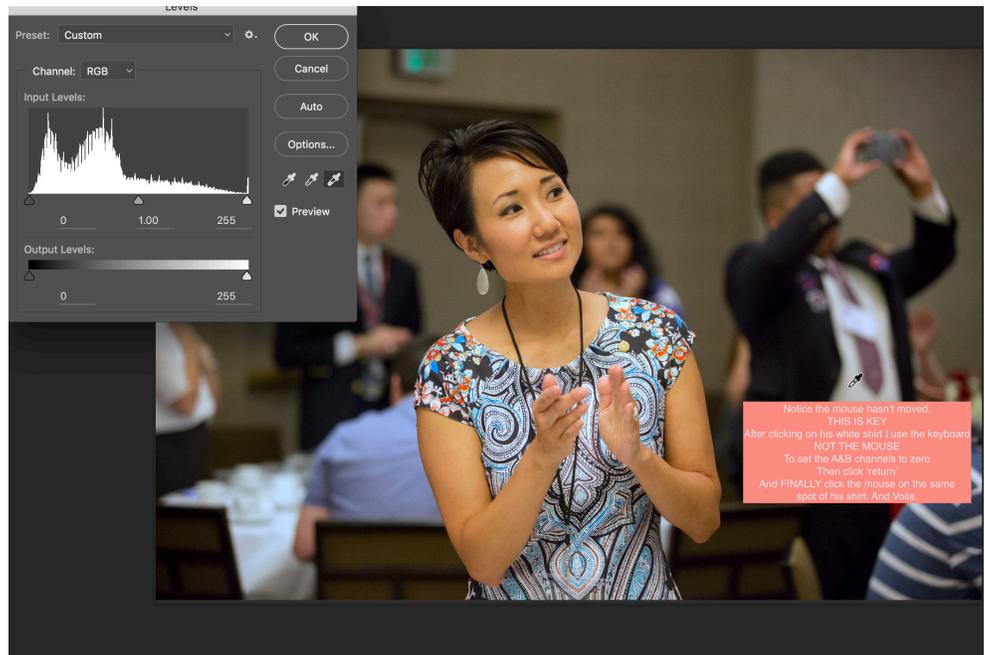
### There are six steps to this technique:

1. Open Levels
2. Double click on the white eye dropper
3. Click on an light neutral area – light white to medium grey  
AFTER CLICKING DON'T MOVE THE MOUSE. LEAVE THE CURSOR WHERE YOU CLICKED
4. Use tab key to scroll through the color picker and set the A & B channels to zero
5. Click return to close the color picker
6. Click the mouse without moving it (if you've moved the mouse at any point, you need to start over). This should 'set the white'



The levels are open, we've clicked on the man's white shirt and are ready to zero out the A&B channels.

## Tips & Tricks



Notice the mouse hasn't moved.

THIS IS KEY

After clicking on his white shirt I use the keyboard

NOT THE MOUSE

To set the A&B channels to zero

Then click 'return'

And FINALLY click the mouse on the same spot of his shirt. And voila.

[Watch a 3:15 video on removing color cast using Levels.](#)

### 5. Midtones

To this point we've corrected the color and overall tonal range. Sometimes we may need to adjust the midtones, those middle grays that may be too bright or too dark. Correcting the color will sometimes shift these so make sure to do this step after color correcting.

## Tips & Tricks

• The National Press Photographers Association (NPPA) has a code of ethics that speaks to the manipulation of images:  
[https://nppa.org/code\\_of\\_ethics](https://nppa.org/code_of_ethics)



We use the midtone control, the gray middle arrow in Levels, to ‘open up the shadows’ and let in some detail while keeping the range of tones we set with the black and white points.

[Watch a 1:22 video on adjusting the midtones of an image](#)

## 6. Local Adjustments

To this point we’ve made global changes to the photo – all or nothing changes. Now is the time to look and see if a specific area needs adjusting. We might lighten a face or darken the foreground or background of an image. If you’re a journalist you want to take GREAT CARE in making these adjustments. It is easy to step beyond the ethical standards of photojournalism.

In general, we don’t want to remove an element or change it so dramatically that we’ve altered the reality of the scene. A photojournalist should never eliminate a pole that is sticking out of someone’s head just because it is a distraction or add a cloud to a blue sky. Neither should they so darken something that we can’t recognize that it was there.

**Never make a change that would mislead or misrepresent what actually occurred.**

# Photoshop

## Tips & Tricks

*For other kinds of photographers working in advertising or as an artist or wedding photographer for example, you will need to use your judgement and the judgement of your employer or client.*

This tutorial will only cover very basic adjustments. Photoshop is a very powerful program. You can change the color, shape, perspective of elements. You can remove blemishes and alter the appearance of light. And on and on. Those skills are beyond the scope of this tutorial.

### **For the basic toning of an image we will talk about two things:**

1. Lightening/darkening
2. Adjusting color

If you want to adjust a part of a photograph, you need to select the area you want to adjust.

The Lasso and Object Selection tools explained earlier in the tutorial are easy ways to isolate someone's face, or the sky or some other area of the photograph.

Once selected you can apply the same tools we've used to adjust the entire image. Levels can be used to lighten or darken or even alter the color of the selected area.

1. Select the area that needs 'fixing'.
2. Feather the selection so that the edge is softened between the selection and the rest of the image.
3. Make the adjustment

The burn/dodge tool can also be useful for lightening or darkening a area of a photo.

The Burn Tool makes an area darker.

## Tips & Tricks



Here's a photo of a protest from the Democratic National Convention in Philadelphia in July, 2016. Overall, the color looks good and there is a wide range of tone. But, I want to make sure the viewer is drawn to the protester's expression. I wish her face were a little lighter.



If I lighten the whole photo, her face looks better but the rest of the photo looks washed out.

## Tips & Tricks

Here are three ways to lighten her face without lightening the rest of the image.

### A. Select and Lighten

Use the Lasso or Object Selection tools to select her face and arm. Feather the selection and then use Levels to lighten the selection.

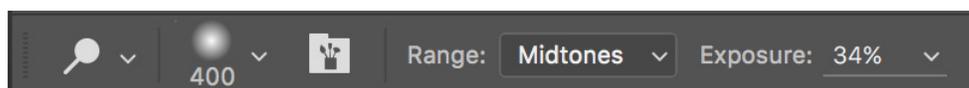


If you look closely you can see the outline of the selection of her arm and face. I then used Levels to lighten just those elements. The rest of the photo is the same as the original on the previous page.

### B. Burn and Dodge

Use the Dodge tool to lighten her face and arm by painting over it. You can adjust the size and intensity of the tool.

I find a good starting point is to set the brush to 'midtones' and about 30%. You can keep 'painting' to lighten more if you need to.



## Tips & Tricks

- Sometimes colors shift when you lighten them, especially with the dodge tool.

The Hue/Saturation tool can bring those colors back into line. You want to make sure a person's skin tone remains consistent.



Note that her skin looks little redder/warmer. You can get a shift of color when you use the dodge tool.

[Watch a 2:23 video on using the burn/dodge tool](#)

## C. History Brush

This method can seem a little more complicated but often gives the most natural results.

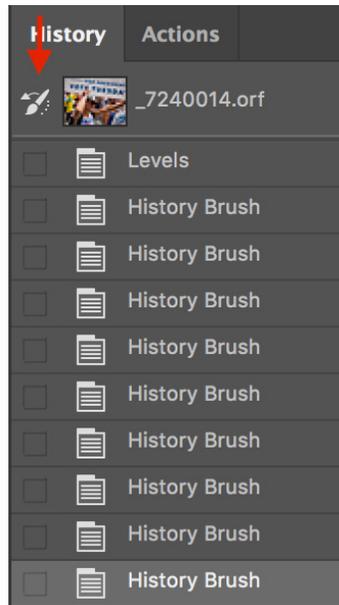
The history brush allows you to 'paint' in the previous state. So, you can lighten the entire image for example, and then revert part of the image back to where it started.

To use the History brush you also need to open the History Window Pane.

I find this method allows for the most natural adjustments in many cases. And with practice is very fast.

# Photoshop

## Tips & Tricks



In this example I opened the image and then used Levels to lighten the entire photograph.

I click the check box next to the original image, above the change I made in Levels.

Then, each time I use the History brush I am returning that area of the photo to the original state.



You are less likely to get a color shift this way and less likely to see the edge between an area you changed and the rest of the photograph.

# Photoshop

## Tips & Tricks

If you've done a good job shooting your photo - set a proper exposure and white balance – you should be done toning your photo at this point.

If it takes more than 5-10 minutes to adjust your photo, you're probably trying to fix something that went wrong. And you'll probably find it's difficult or impossible to make it perfect.

It is VERY important that you don't rely on Photoshop to fix mistakes in the field.

You may sometimes need to use other tools, especially if the scene was lit by more than one type of light, or under difficult conditions.

[Watch a 4:43 video on using the history brush](#)

## 7. Selective Color & Hue/Saturation

Both tools can be used to correct tricky lighting and fix the color of images. If the scene is lit by more than kind of light – window light mixed with overhead lighting or sunlight and shadow for example, the color of part of the scene may be wrong.

**Selective Color:** `Image>Adjustments>Selective Color` allows you to alter the color of one specific color. So if the yellow channel has too much red in it, you can remove the red without changing other colors that might have red in their mix.

**Hue Saturation:** `Image>Adjustments>Hue/Saturation` allows you to adjust the hue, saturation and brightness of the image or individual color channels. Another useful tool in adjusting or fixing the color mix of a photo

[Watch a 4:30 video on using Selective Color and Hue/Saturation](#)

## Tips & Tricks

### IMPORTANT TIP

Don't use the 'export' button to save your images in Photoshop.

It will strip out your captions.

Use 'Save As' to create a new file, with the caption, or simply 'Save' if you've already renamed your file and have the original safely saved somewhere else.

## 8. Captions

It is vital to caption your images. Captions make the image searchable on your computer and on the Internet.

Captions give the photo context and make them more valuable.

Photos are an historical record and the caption is part of that record.

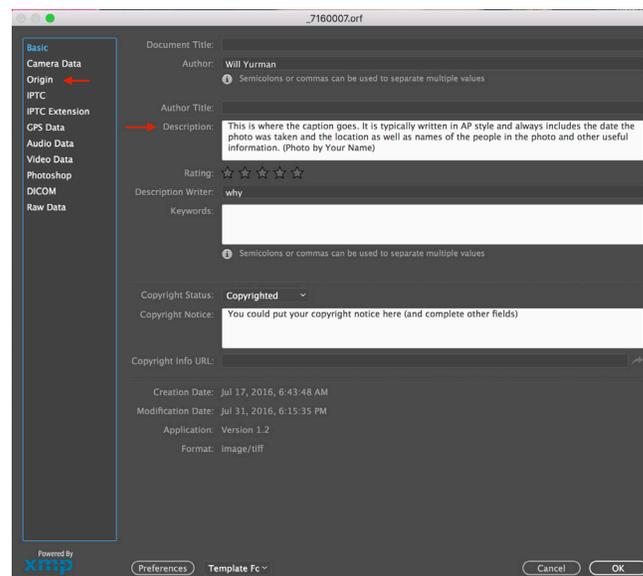
Captions explain and give meaning to your photographs.

The caption information is part of what we call metadata. It is information about information.

You can apply the caption information in Photoshop or in Lightroom or Photo Mechanic – Depending on what software you have available.

Once saved it is digitally stored with the photo – part of the image file.

In Photoshop, go **File>File info...**



The **Description** field is where you type your complete caption information.

You can add information to the other fields including your photo credit under the **Origin** tab.

[Watch a 4:16 video on adding a caption to a photo](#)

## Tips & Tricks

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I use the year at the beginning of my file name because I think sorting by year makes sense for me. It puts all the year's files together.

## 9. Save your Image Files

Part of your workflow needs to be a way to stay organized. If you can't find your photos, they have no value. They are certainly worthless as part of an assignment, but even worse, in the real world where if you can't find a photo or lose a file you'll be in deep doo doo (a technical term)

### YOU SHOULD HAVE BEEN WORKING ON A COPY

If you follow good workflow, you still have an original untouched version of your file. This version, the toned and captioned version should be saved with a unique name that tells you something about the photo.

File names should have no spaces and no special characters.

Use only letters, numbers, hyphen and dash.

### My system:

date\_name\_slug

The date the photo was taken

Your name (so a teacher or client or boss immediately knows who took the photo)

A slug that tells what assignment the photo goes with

**20230901\_YourName\_Circus\_01**

This photo, for example, was taken on September 1, 2023 by you, and is the first photo from the Circus assignment.

## Tips & Tricks

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Ideally you should have a card dedicated to one device.

It is better not to use a card in more than one camera.

And it is a terrible idea to store folders of other files on your card.

Each device writes a 'table of contents' on the card to keep files organized. Multiple devices means multiple tables increasing the odds that your card will fail.

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## 10. Reformat your card

If possible, don't do this until the end. Your card is your backup in case everything goes wrong :)

### Format the card in the camera

Use the camera to format the card, never delete files off a card from the computer. You want to use the format function of the device to properly erase and ready the card for next time.

***DON'T reformat until you are SURE you have properly saved your images***

There are many many many other features and tools in Photoshop. And many other ways to adjust and tone an image.

These techniques were designed for journalists who need to work quickly and efficiently. And they are designed for relatively simple adjustments.

Many photographers work using layers - these layers keep the underlying image unchanged, and allow you to revisit the image at any time and undo or adjust your work.

Ultimately you'll want to find a system that works for you and your specific needs.

## Tips & Tricks

- When a brand new camera is introduced it may take Photoshop a few weeks or months to introduce an update for processing the Raw file

## SHOOTING RAW

Until now, I have assumed you are shooting jpegs. This is the almost universal image file format that is found on almost every device and website.

JPEGS are small image files that can be viewed online, opened in most applications. They offer compatibility and small file size.

But think about that – how can they be so small? Why are they so universal?

JPEGS are small because the files are compressed. Information is discarded to reduce the file size. Enough is kept so the image still looks good.

When you take a photo with your camera, a lot of information is applied to the file – the white balance you set, perhaps contrast or sharpness.

All of this is stored in the JPEG file and used to display the image.

### **What if it wasn't?**

What if you could take the 'raw' unprocessed digital information and manipulate it after the fact in Photoshop?

Well, you can. Each camera manufacturer has it's own formula for what we call a Raw file. And Photoshop can open almost all of them.

# Photoshop

## Tips & Tricks

Nikon calls its Raw files NEFS, Canon has CR2 files, etc.

The advantage of Raws is that you start in Photoshop with a lot more information and data. Nothing is compressed, no settings locked into the file.

The disadvantage is that the files are much larger – your camera's card will hold fewer images.

Not all software can edit or see a Raw file. You'll need to use Photoshop or some other image editor to convert the files to a universal format like a jpeg.

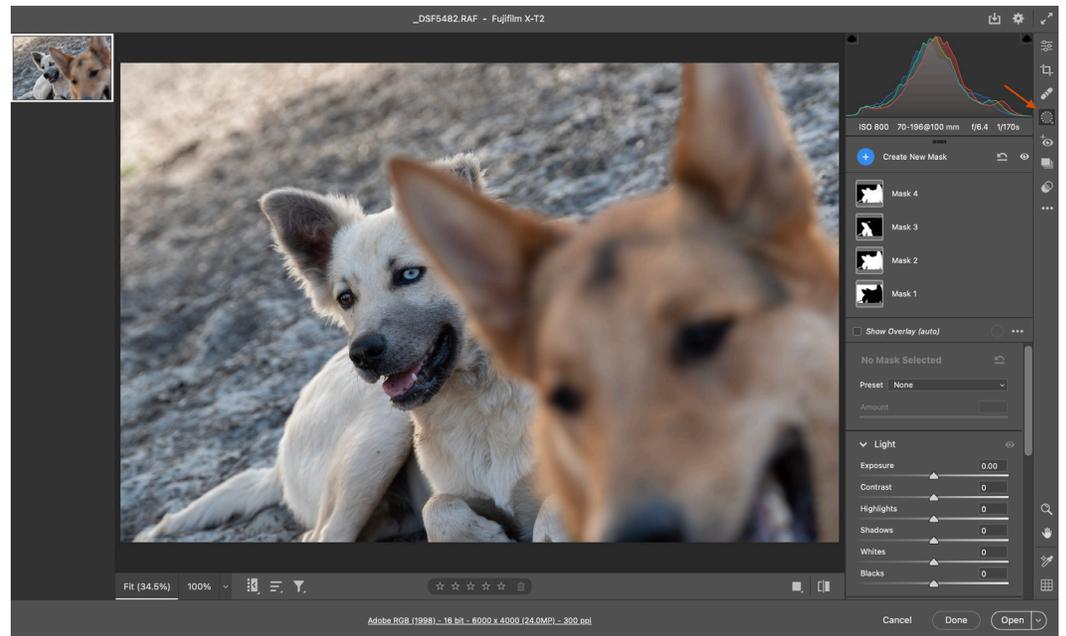
If you decide to shoot in the RAW format, the image will open in a different window inside Photoshop.



Note the controls. You can set a white by using the eyedropper and clicking on something neutral. You can fine tune your settings with the adjustments on the right – changing exposure, contrast, color, etc.

## Tips & Tricks

You can make local adjustments by using the Masking Tool.



To use the tool, first create a mask of the area you want to adjust. You can use Select for a subject, the sky, the background or an object by rolling over it. You can also use a brush to manually select an area to adjust.

After creating a mask you can adjust color, brightness, saturation, etc.

You can create multiple masks, editing each separately.

When you're done, open the image, make any final corrections, add a caption and save it as a jpeg or other format. The original Raw file remains as a backup.

[Watch a 13:02 video on using Camera Raw](#)

## Tips & Tricks

### AI - Artificial Intelligence

Advances in AI technology are finding their way into Photoshop in smallish ways and in very large ways.

The Denoise feature for removing digital noise is a powerful AI tool for example. The Object Select tool is another example.

Generative Fill, currently in Beta, will allow for text-based changes to Photoshop. Type in a prompt and Photoshop will try and add or remove or change the content of a photo.

These tools will grow more powerful and easy to use over time.

The ethical implications are complex. Adobe says they are drawing on free or licensed images to build the learning model.

But it still leaves open the issue of manipulated images.

In **Journalism** the lines are clear. What you present as an authentic image needs to be exactly that. Changing the content is not a permissible ethical choice.

In other fields, the decisions may be more complex. If a bride or groom wants their noon-day photos to look like sunset, that's a discussion to have with them. In an ad, would it be misleading to change the color, content, look of a product?

Adobe is part of community trying to establish standards and methods for authenticating images. [The Content Authenticity Initiative](#).

The CAI is in its early stages but there is hope it will create tools and standards for identifying and labeling the authenticity of images and video.

# Photoshop

## Tips & Tricks

**Photoshop** is an extremely powerful application. This tutorial only scratches the surface of what the app can do.

The goal of this document is to introduce you to the program and give you the skills to adjust a photograph's basic tone and color. These basic adjustments compensate for the limits of photography.

A photograph can't (yet) see as well as the human eye. It can't see the range of brightness or detail.

And both the camera and the camera operator (you) are imperfect. Exposures may not be perfect, color and contrast may not look as we'd hoped or as the scene actually appeared.

These basic Photoshop skills can help make a photo look better online or in print.

For those of you looking to dig deeper into Photoshop's magical abilities to transform images, there are numerous online resources. [LinkedInLearning.com](https://www.linkedin.com/learning) offers tutorials. You can find many free resources on [Youtube.com](https://www.youtube.com) and [Adobe.com](https://www.adobe.com) offers tutorials as well.

And you can always contact me if you have questions.

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