



Graphic Editing for the Non-Techie

(Using Photoshop or Free Programs)

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Overview

- rules of thumb
- basic graphic editing skills
- pros & cons of Photoshop
- basic Photoshop tools
- alternatives to Photoshop
- where to find resources



Rules of Thumb

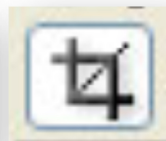
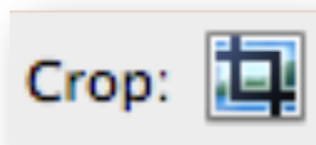
- don't be intimidated!
- seek creative inspiration
- two best tools:
 1. crop
 2. contrast / brightness
- don't use more than three fonts



Basics: Crop



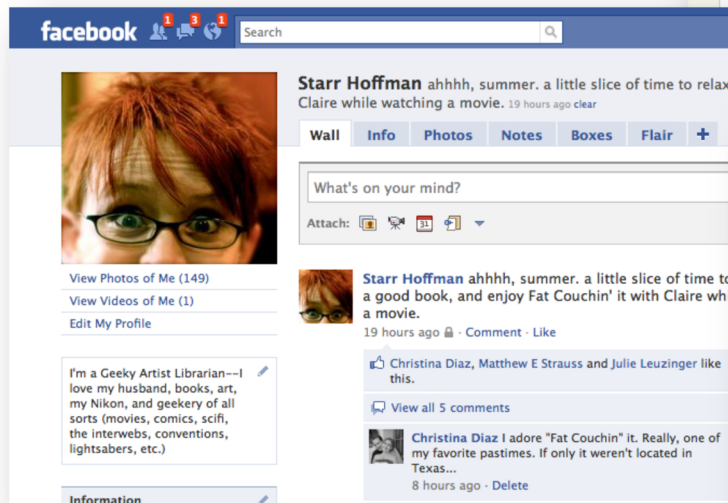
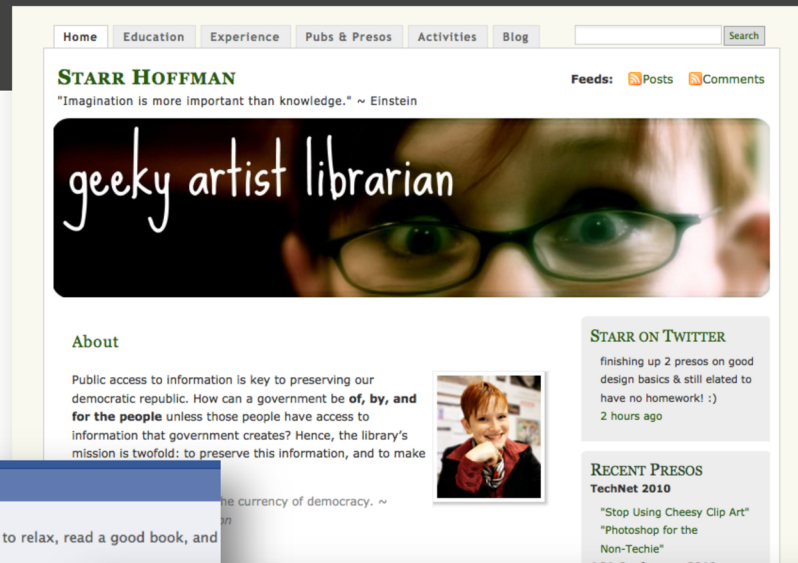
- crop: the best tool you'll ever use
 - crop to the relevant area
 - create a portrait image
 - create an avatar
 - crop for interest
 - crop to eliminate busy background
 - crop to hide image problems



Basics: Crop

various uses for this image...

- Facebook profile photo
- Twitter avatar
- website banner image



original (cropped)



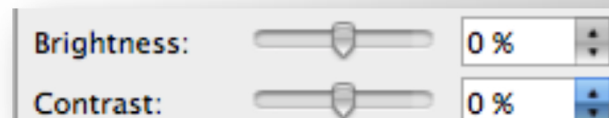
Basics: Contrast & Brightness



- uses
 - add visual impact
 - image definition
 - better black/white reproduction
 - background



- beware...
 - over-saturation
 - pixilation / noise



Refined Image Editing

- ▣ the secret to detailed edits:
 - ▣ the right tools
 - ▣ magnifying glass
 - ▣ pencil / brush
 - ▣ eraser
 - ▣ zoom in
 - ▣ individual pixels



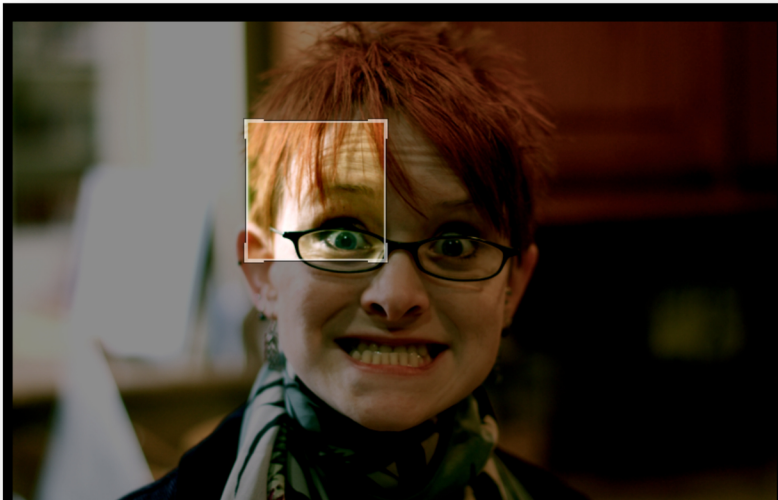
Adding Text

- text boxes
 - set border to: *none, 0, no color*
- in MS Word
 - text layout: “in front of text”
- use fonts wisely
 - no more than 3 fonts
 - easy-to-read?

serif vs. sans-serif

Tips & Keyboard Shortcuts

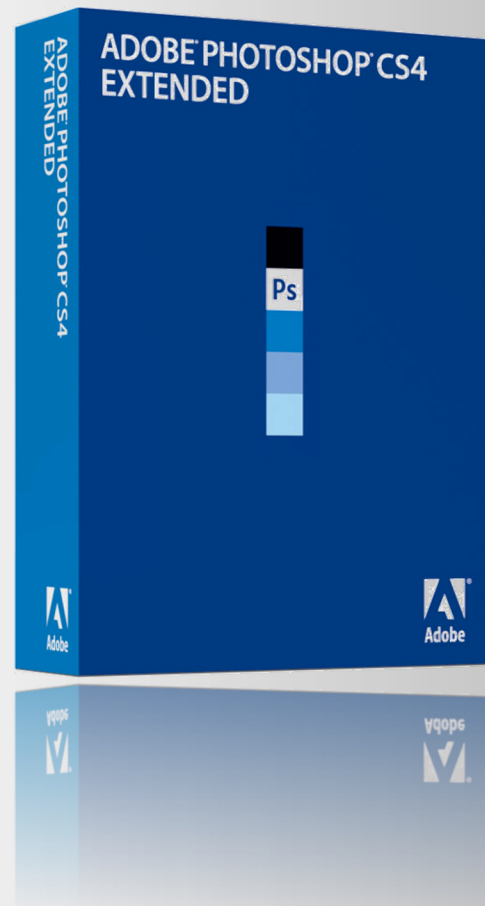
- ❑ create “perfect” shapes & lines
 - ❑ hold down “shift” key
 - ❑ hold shift while moving cursor
 - ❑ create: squares, circles, straight lines



- ❑ copy
 - ❑ control + C
- ❑ paste
 - ❑ control + V
- ❑ cut
 - ❑ control + X
- ❑ select all
 - ❑ control + A

Photoshop: Pros vs. Cons

- pros
 - free tutorials & help guides
 - well-known
 - powerful, versatile features
- cons
 - expensive
 - may be overkill



Photoshop Basics

- use what you need
- online tutorials
- the basics
 - crop
 - contrast/brightness
 - editing: eraser, pencil, & magnifying glass
- adding text
 - text boxes
 - word art
 - import graphics to MS Word





(Free!) Alternatives to Photoshop

the basics

- ❑ **Photoshop Express**
 - ❑ browser-based (online)
 - ❑ Windows or Mac
 - ❑ free effects, filters
 - ❑ <https://www.photoshop.com/>
- ❑ **Picnik**
 - ❑ browser-based (online)
 - ❑ Windows or Mac
 - ❑ <http://www.picnik.com/>

advanced features

- ❑ **GIMP**
 - ❑ desktop-based (download)
 - ❑ Windows, Mac, or UNIX
 - ❑ <http://www.gimp.org/>
- ❑ **Paint.net**
 - ❑ desktop-based (download)
 - ❑ Windows, Mac
 - ❑ <http://www.getpaint.net/>

Need More Help?

- ▣ ask me!

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- ▣ find **my presentations & CV** here:

- ▣ <http://geekyartistlibrarian.wordpress.com>

- ▣ find **more info** about graphic design here:

- ▣ <http://librarygraphics.pbworks.com/>

