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

- look for this icon:
Basics: Crop

various uses for this image...

- Facebook profile photo
- Twitter avatar
- website banner image
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?
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
Photoshop Beyond the Basics

- explore!
- some useful tools:
  - magic wand
  - lasso
  - clone stamp
  - filters
  - layers
(Free!) Alternatives to Photoshop

**the basics**

- Photoshop Express
  - browser-based (online)
  - Windows or Mac
  - free effects, filters
  - [https://www.photoshop.com/](https://www.photoshop.com/)

- Picnik
  - browser-based (online)
  - Windows or Mac
  - [http://www.picnik.com/](http://www.picnik.com/)

**advanced features**

- GIMP
  - desktop-based (download)
  - Windows, Mac, or UNIX

- Paint.net
  - desktop-based (download)
  - Windows, Mac
  - [http://www.getpaint.net/](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/