"Page-O-Links"

- Watts Digital Home Page *(Products & Services)*:

    https://wattsdigital.com

- Join my mailing list to receive my Watts Digital *Photoshop "Quick Tip" Newsletter*:

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- Photoshop free live Meetups online:

    https://wattsdigital.com/free-live-meetups-online

- "Not Just Another Photoshop Book":

    http://www.amazon.com/dp/B07HNLS1Q2

- Free Useful Downloads:

    https://wattsdigital.com/free-useful-downloads

- Free "Photoshop 101" Videos:

    https://wattsdigital.com/free-photoshop-101-videos

- Free Photoshop YouTube Videos *(Don't forget to subscribe & "like")*:

    https://www.youtube.com/user/wattsdigitalvideos

- Small Group Workshop Meetups:

    https://wattsdigital.com/small-group-workshops

- Blog Home Page *(Educational)*:

    https://blog.main.wattsdigital.com

- *Blogpost:* New to Photoshop? Need a "Lesson Plan"? Read this Post ...

    https://blog.main.wattsdigital.com/?p=3612

- *Blogpost:* What is a Master File, and why do you need one? - WITH VIDEO

    https://blog.main.wattsdigital.com/?p=1853

- *Blogpost*: Photoshop vs Lightroom? Wrong Question! - WITH VIDEO *(Part 1 of 3 parts)*
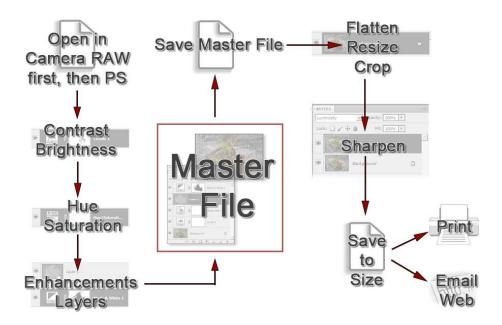
    https://blog.main.wattsdigital.com/?p=1840

- *Blogpost:* The Philosophy of RAW *(with link to new v 12.3 features video)*:

    https://blog.main.wattsdigital.com/?p=2215

The Master File and Workflow

If a picture is truly worth a thousand words, then here's an overall visual representation of the **Workflow Chart** on page 4 and 5 of these notes – notice that your Workflow centers on creating a **Master File**.

Creating a Master File is NOT for every image: it's for those images that you want to spend time with, doing all that's necessary to make your image "pretty". Here's where you pour your artistic "blood, sweat and tears" into your image, using the methods shown in my book and other seminars.

What is a "Master File"? It's a 16-Bit, un-flattened, un-sharpened, un-cropped, un-resized file designated as such in its file name, and saved as a .PSD or .TIFF.

Why create a Master File?

- *It's Multi-purpose:* Use it to create separate files for a specific print size or printer, for the Web, for magazine output, etc. and you'll stay consistent between those files.

- *It's easily correctable:* for color, contrast, cropping, enhancements, etc. non-destructively (loss of digital information).

- *Sharpening is applied according to your print size*: Let's say that your Master File is created from a RAW file – It might be around 11"x16.5" at 300 ppi – If you sharpen for this size and reduce the file to prep for a 4x6 print, it will be over-sharpened.

Basic Elements of a Good Color Print

**So, what makes a good color print
and how do you use the basics of Photoshop to achieve it?**

There are **eight basic elements necessary in the making of a good color print**, listed below, followed by the tool(s) in Photoshop to control that element - I**f you make proper use of these elements, then you end up with a good print.**

A few definitions and explanations are in order:

Contrast:

Contrast is the difference in brightness between the light and dark areas of an image.

A high contrast image has a harsh look, typically having a lot of dark areas and a lot of light areas and very little mid-tones. A low contrast image, by comparison, is flat, bland and lifeless -- mostly mid-tones with very few dark areas and light areas.

What is color?

The dictionary defines it as *"the quality of an object or substance with respect to light reflected by the object, usually determined visually by measurement of **hue**, **saturation**, and **brightness** of the reflected light."*

Basic Elements of a Good Color Print	Corresponding Basic Tool(s) in Photoshop
■ Contrast	■ Levels
■ Luminance/ Brightness	■ Levels
■ Hue/Color Balance	■ Levels ■ Hue/Saturation
■ Saturation	■ Hue/Saturation
■ Sharpness	■ Unsharp Mask
■ Crop/Composition	■ Crop Tool
■ Touch Up	■ Cloning Tool ■ Healing Brush
■ Impact/Feel/Creativity/ "WOW" Factor	■ N/A (Intangible/ Uniqueness)

So, the 3 main attributes/components of color are: **Hue, Saturation,** and **Luminance (Brightness).**

- **Hue** -- Hue is a single color cast or color name. *Green is a hue, Orange is a hue, and so on.*

- **Saturation** -- Saturation is the intensity, purity or amount of a hue. *A pastel red is less saturated than a fire-engine red, lime green has more saturation than chiffon green, etc.*

- **Luminance (Brightness)** -- Luminance is the amount of perceived brightness of a color*. The color black has no luminance, whereas the color white has the highest luminance.*

Workflow Chart

About the Workflow Chart and Speed Keys

- This **Workflow Chart for Photographers** is an essential element on how best to approach and use Photoshop for photographers. It's important to **Standardize your Workflow**: Contrast should be adjusted before Color Correction, Cropping should be done before Sharpening, and so on.

- Notice that the Workflow Chart is divided into 4 sections which further reflect a proper workflow *(see vertical boxes on left-hand side of page):*

  1) Open File in ACR (Adobe Camera RAW),
  2) Optimize File in ACR
  3) Optimize Master File in Photoshop
  4) Work with your Master File in Photoshop

- You should also get into the habit of using a few basic **Speed Keys**: Once you start to memorize these, you'll significantly increase the speed with which you work. There are hundreds of speed key combinations -- Don't be over-whelmed, as you only need a handful - The ones in the chart are the ones that I believe you'll find the most essential and useful.

- As this information is from my Photoshop book, "**Not Just Another Photoshop Book: Photoshop Instruction Designed for Photographers",** the Section and Chapter Names are listed in italic after each step, with chapter numbers in parentheses.

  The book is available here exclusively on Amazon, in either paperback or Kindle:
  http://www.amazon.com/dp/B07HNLS1Q2

- *More Free "Post-Processing" Resources for Photographers:* https://wattsdigital.com/free-useful-downloads

- *Need more? Visit my website - -* https://wattsdigital.com

- *Questions?* I'm only an email away ...

  John Watts :)

Section / Chapter Names listed in italic after each step, with chapter numbers in parentheses …

Open File in ACR

✓ **Duplicate, rename and work on the copy of your original file**
    "Opening, Duplicating and Renaming Files" (Ch 10)

✓ **If the copy is a RAW File, open in Adobe Camera RAW Plug-In**
    "The ACR Workspace" (Ch 21)

    OR

    If the copy is not a RAW file (JPG, etc.), open in Camera RAW Filter
    "Using Camera RAW Filter for non-Raw files" (Ch 20)

———————————————————————————

Optimize File in ACR

✓ **Adjust the *"Optics"* Panel** (Except Camera RAW filter)
    See "ACR in Action" (Ch 22) for all steps in this section

✓ **Adjust the *"Light"* & *"Color"* Panels** – Adjust *"Light"* first, then *"Color"*

✓ **Adjust the *"Effects"* & *"Color Mixer"* Panels**

✓ **If necessary, adjust the *"Detail"* Panel for Noise Reduction**

✓ **Open in Photoshop** (except in Camera RAW Filter)

———————————————————————————

Optimize Master File in Photoshop

✓ **Save as a new .TIF or .PSD in Photoshop** *(with "_M" in the filename)*
    "*Save Options" (Ch 11)*

✓ **Touch Up**
    "*Clone Stamp Tool / Healing Brush" (Ch 38)*

✓ **Adjust Contrast**
    "*Levels" (Ch 16)*

✓ **Adjust Color Correction**
    "*Levels" (Ch 16), "Hue and Saturation" (Ch 17)*

✓ **Local vs. Global Corrections**
    "*The Power of Layer Masks" (Section 4)*

✓ **Enhancement / Impact**
    "*Dodging & Burning" (Ch 34)*

✓ **Save as Unflattened Master File** *(Duplicate for the rest of the workflow)*
    "File" Menu → "Save As", "Image" → "Duplicate..."

Combine these 3 steps to divide your image into "Zones" of Brightness, Contrast, and Color

Discussed in detail in my Small Group Workshop, "The Power of Layer Masks"

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Work with Master File in Photoshop

✔ **Flatten Image / Resize / Crop Image to Desired Size & Composition**
   "Layer" Menu → "Flatten Image" / "Resize Your Image" (Ch 35) / "Crop Tool" (Ch 36)

✔ **Sharpen Image / Flatten Image Again**
   "Sharpening" (Ch 37)*

✔ **Convert from 16 bit to 8 Bit** (if necessary)
   "Image" → "Mode" → "8 Bits/Channel"

✔ **Save to Size**
   "'Save' Options / Naming Files" (Ch 11)

✔ **Check Page Setup / Send to Printer**
   "Print Your Image" (Section 8)

</div>

■ Speed Keys *(Mac in Parentheses)*

<u>Save:</u>

Control (Command) + **" S "**   *Save your File*

<u>View</u> *(for best results, set preferences properly –see pg xx***<u>):</u>**

Control (Command) + **" + "**   *Enlarge Image Size*

Control (Command) + **" - "**   *Reduce Image Size*

Control (Command) + **" 0 "**   *Fit to Monitor Screen*

"F" Key   *Toggle through Standard & Full Screen Modes*

"Tab" Key   *Toggle to Show/Hide all Panels*

<u>Navigation:</u>

"Navigator" Panel   *Drag with mouse to desired location*

"Space Bar" Key + Left Mouse Button   *Drag with mouse to desired location*

<u>Process:</u>

"Arrow" Keys   *Use to make small changes in:*
                                                                         A) numerical values in menus
                                                                         B) position of crop guides while using crop tool

Control (Command) **+ "Z"**   *Undo a History Step*