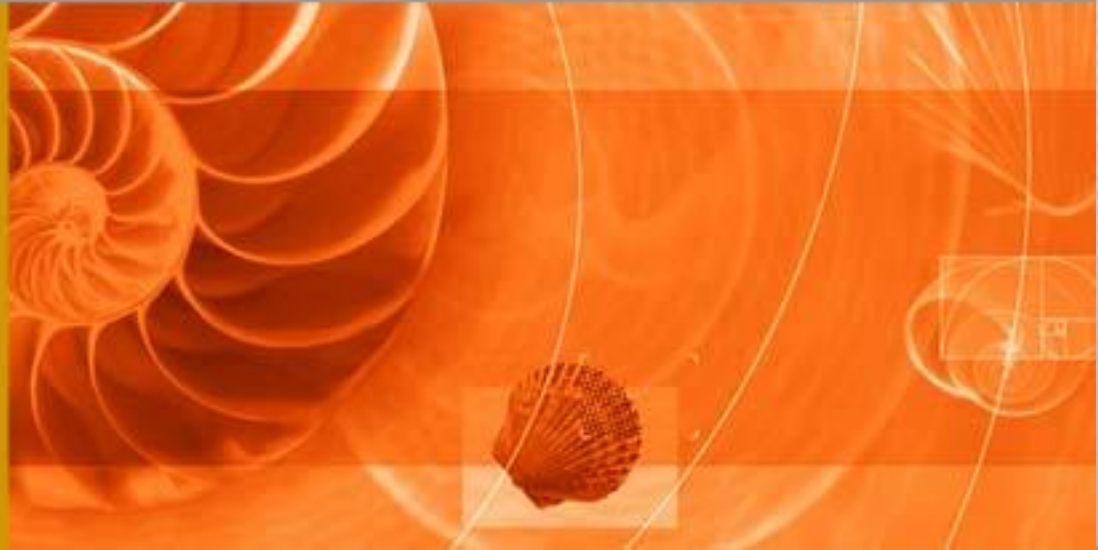


Fundamentals  
of **WEB  
DESIGN**



# Photoshop Basics

Photoshop

- 
- What do these pictures have in common?













- 
- What do these pictures have in common?
  - They are not Photographs

# Raster vs. Vector

## Raster(Bitmap)



## Vector

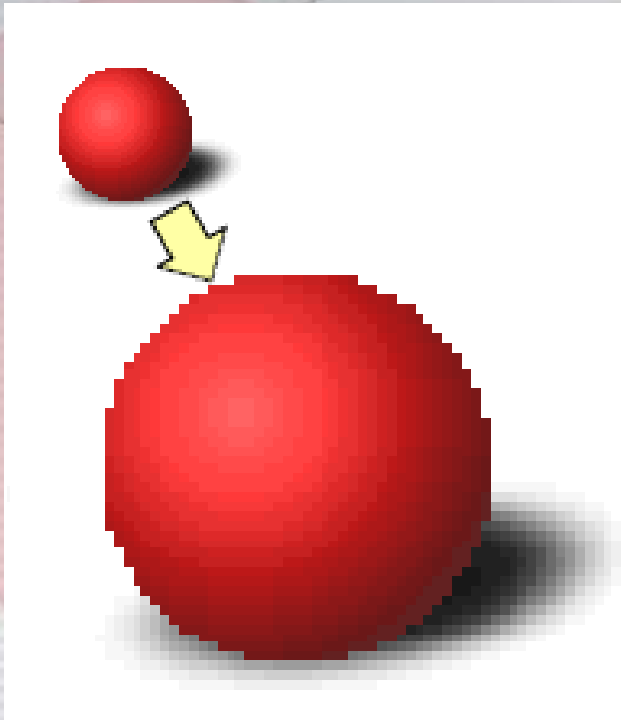


- Raster is not scalable
- Large file sizes
- Harder to resize
- Transparency
- Layers
- Photographic Quality
- Paint on a canvas

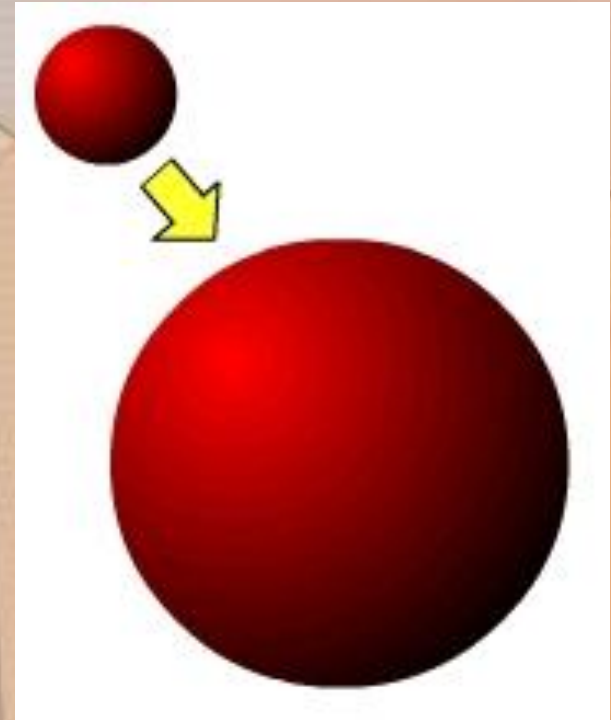
- Vector is very scalable
- Lower file sizes
- Extremely Flexible
- Ease of use with spot and full color
- Limited Editing Tools

# Raster vs. Vector

Raster(Bitmap)

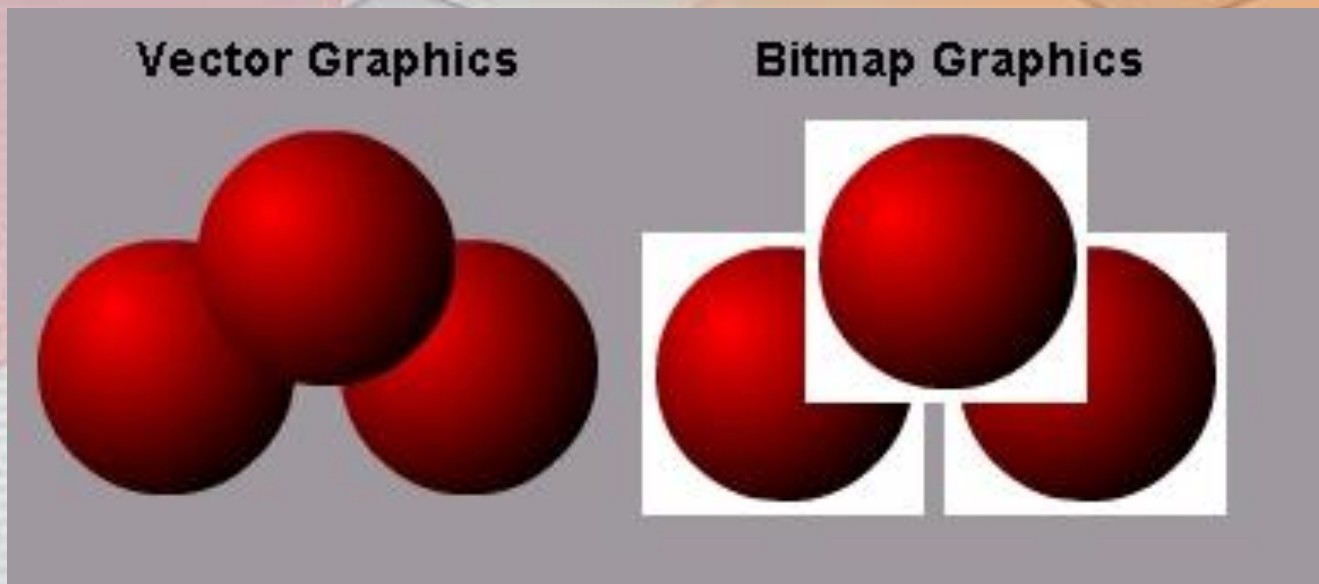


Vector



# Vector and Bitmap Backgrounds


- All bitmap objects are rectangular in shape regardless of the content in the graphic. Because of this, bitmaps must set the background color to transparent to remove the background rectangle.
- Vector objects are in the shape they define, thus there is no rectangular background inherent in a vector graphic.



# Regular Text vs. Anti-Aliased Text

- Regular text is any text that, when displayed, appears to be constructed from small blocks. Antialiased text is any text that, when displayed, appears to have smooth or even blurry edges. The below example demonstrates the difference between these types of text.

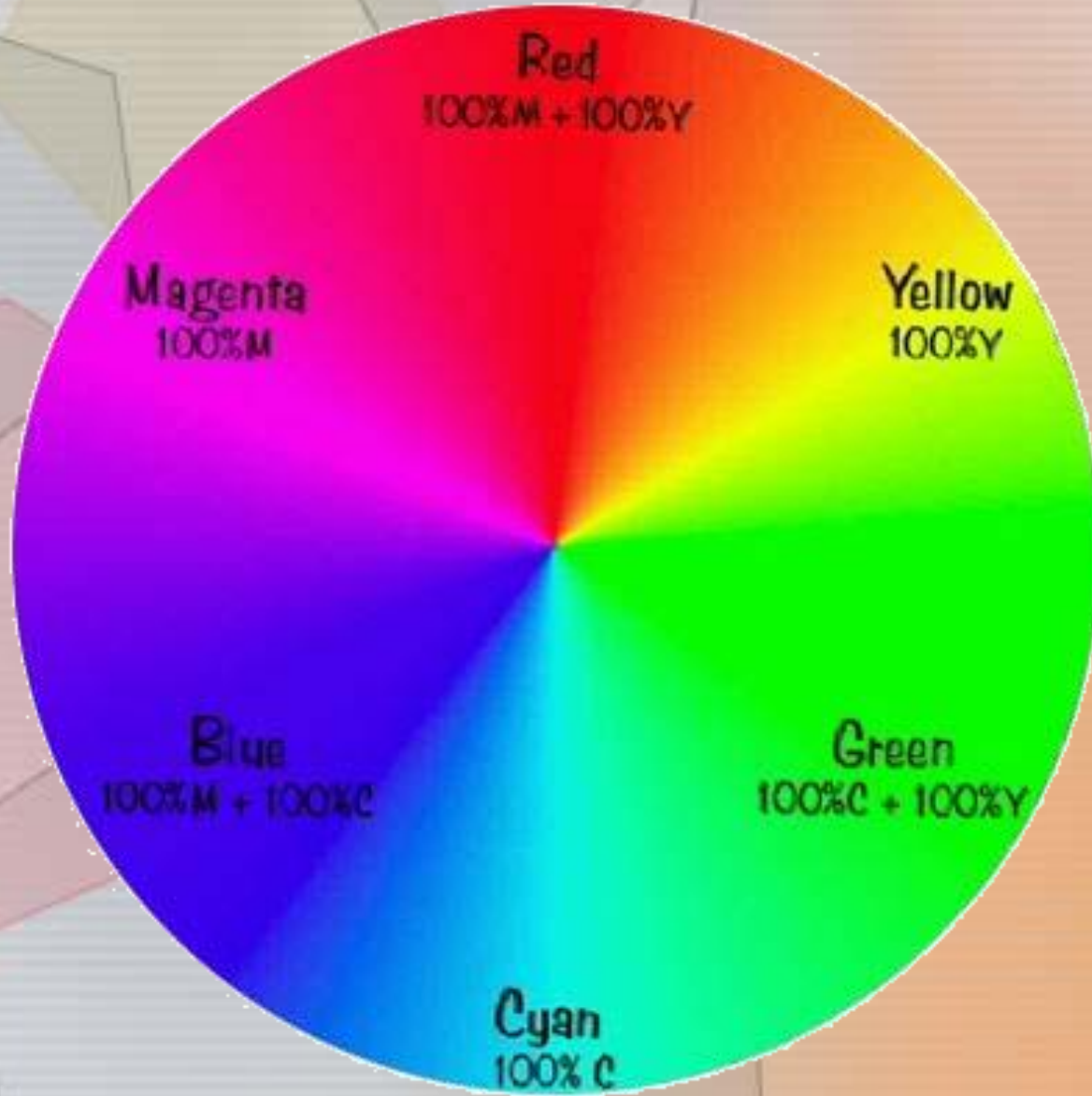
Regular Text

None the Jaggies

Anti-Aliased

None No Jaggies

# Color Wheel



# Color Depth

- Color depth refers to the number of colors an image can display, the higher the color depth number, the more colors the image can display. Some of the tools and commands in Photoshop are only available for certain color depth settings. For example, if you open a graphic that has a palette of only 256 colors, Photoshop will default to 256-color mode. This means that only features within Photoshop that can function in 256-color mode will be available.
- It is common to increase the color depth of a graphic to 16.7-million-color mode while working on it, even if the final product will be a 256-color graphic. This is because some graphic features are only available in 16.7-million-color mode.

# Color Depth



**16  
colors**



**256  
colors**



**64,000  
colors**



**16,000,000  
colors**

# What will we learn?

- Resolution
- Modes
- Layers
- Masking
- Extraction
- Add Text
- Recoloring
- Changing Colors
- Cropping

# Retouching Steps:

1. Duplicate image (save between steps)
2. Check resolution
3. Crop image
4. Repair flaws
5. Adjust contrast and tonal range (auto level)
6. Remove any color casts (auto color)
7. Adjust the color and tone (auto contrast)
8. Sharpen the overall focus



**Let's Get Started...**