

ELEC 1020 LAB 1:

Image Editing with Adobe Photoshop CS5.1



Outcomes of this lab

1. Some basic image editing
2. Learn the concept of layers
3. Image extraction, transform and keying
4. Alpha channel

Attention

1. BOTH basic and creative tasks needed to be post on Facebook
2. Start after the presentation

Scoring Rubric For the Labs

max. 4 (100%) out of 4	4 (100%) Exceeds Standard	2 (50%) Meets Standard	1 (25%) Approaches Standard	0 (0%) Fails
The deliverables prepared and presented by the students from the Lab	On top of the standard deliverables, students showed unusual insight, complexity, originality, or creativity with his/her message or choice of an art form or medium to express it.	Students completed ALL required message and reproduced an art form or medium that expected.	Students partially completed the required message and reproduced an art form or medium that expected.	Students FAILED to complete any require message and reproduce any art form or medium that expected.
	Work shows rich evidence that student researched his/her OWN ideas, art form, and the techniques of your art form.	Work shows full evidence that students completed the required ideas, art form, and the techniques of art form expected.	Work shows partial evidence that students completed some required ideas, art form, and the techniques of art form expected.	Work shows NO evidence that students completed any required ideas, art form, and the techniques of art form expected.

Lab Contents

- 1. Preparation and Basic Operations**
- 2. Layer Extraction and Transform**
- 3. Image Keying**
- 4. Masking via alpha channel (For reference)**

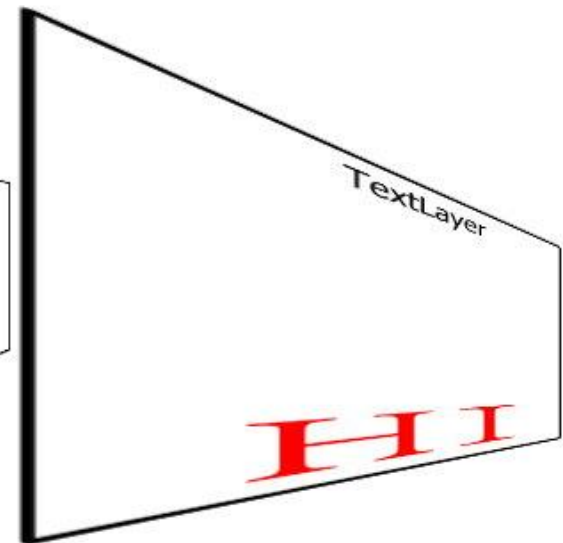
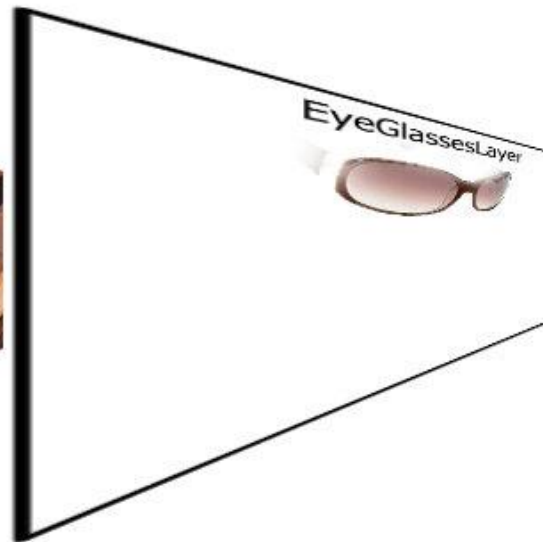
Preparation & Basic operations

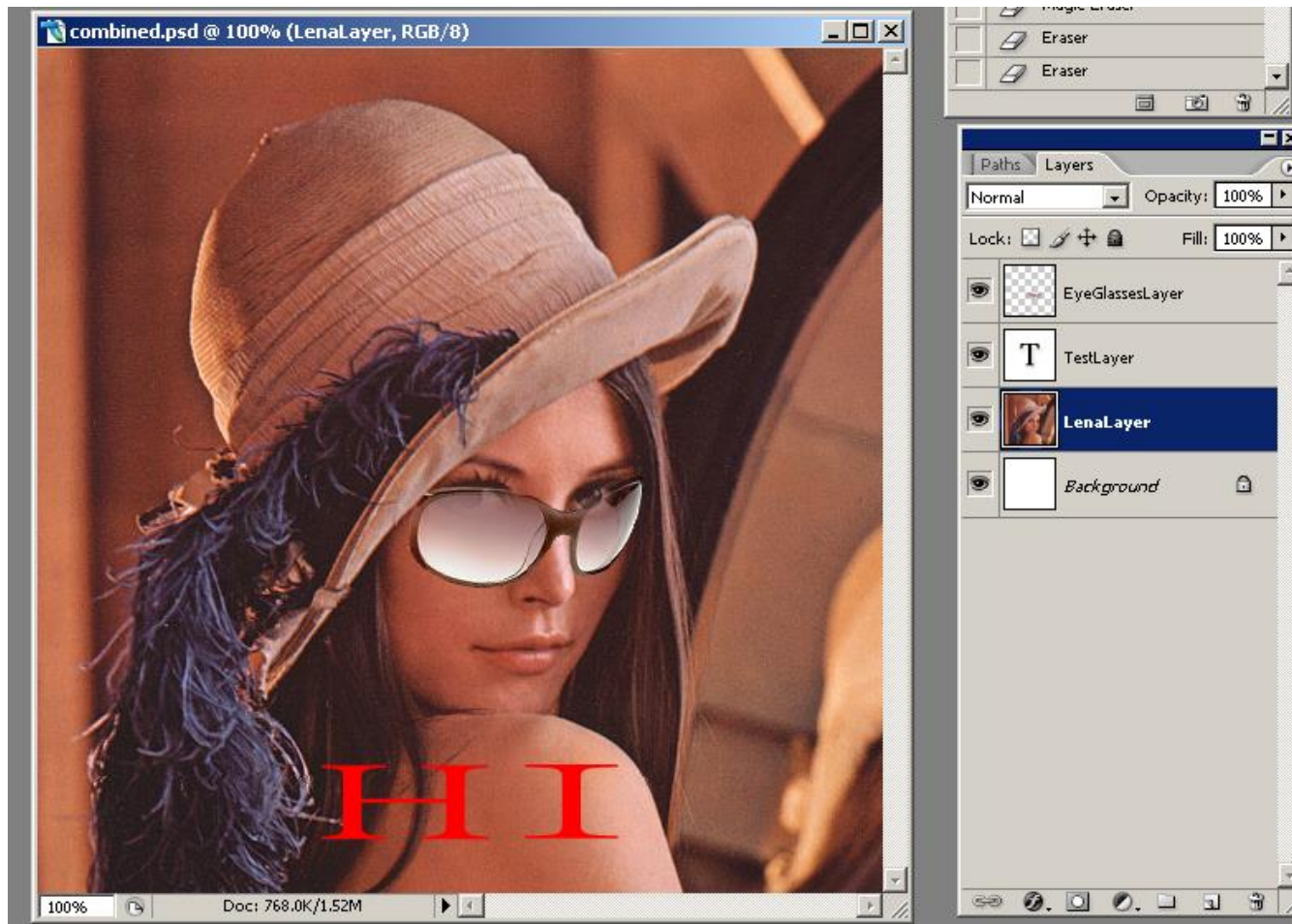
Preparation

- Create a new folder in D:\temp\ to store all your materials and works.
- A picture of yourself

Preparation

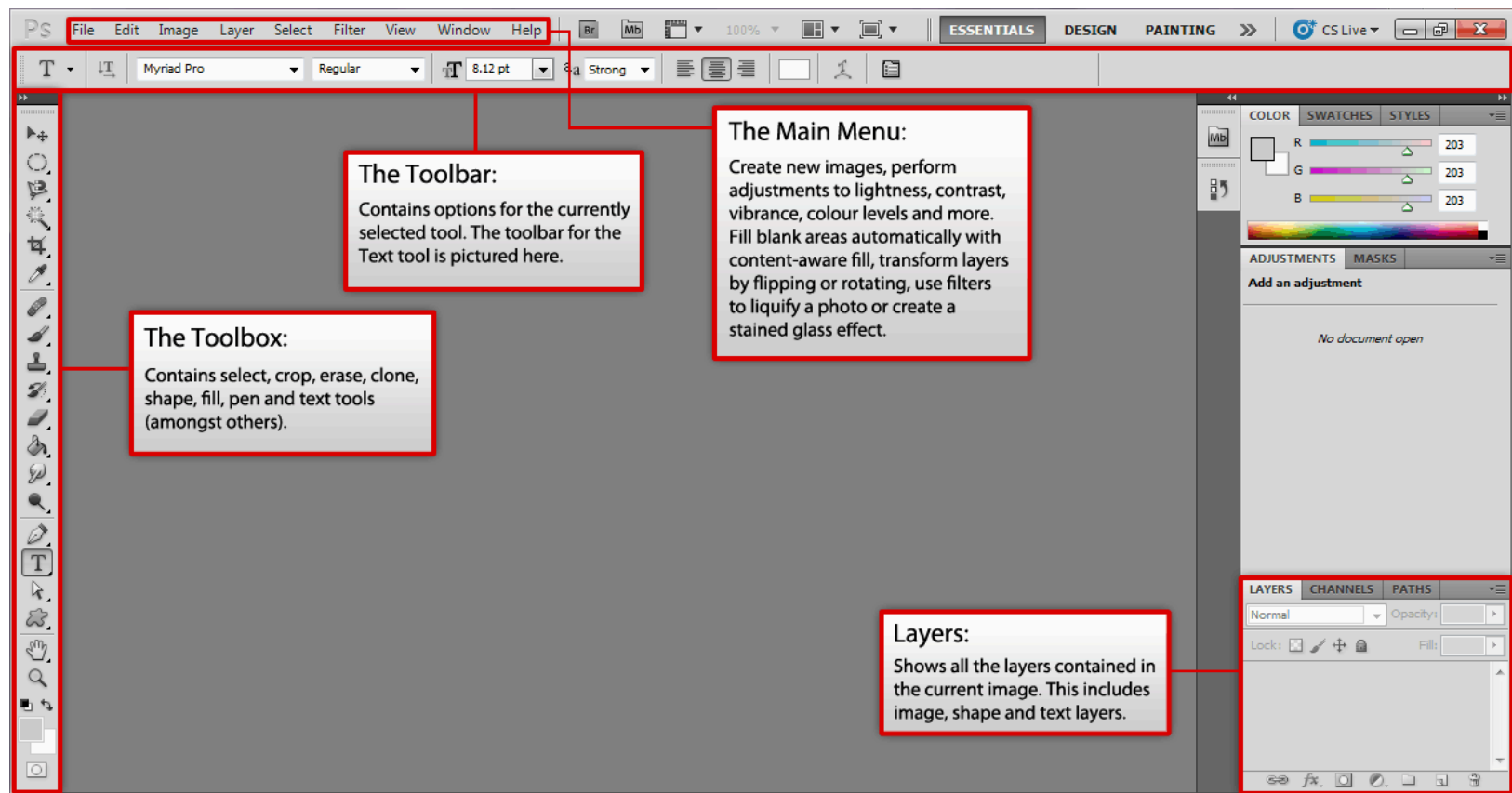
- What is “Layer” in PhotoShop?





Preparation & Basic operations

preparation



Basic operations

Step 1: Start Photoshop CS5.1.

Step 2: Choose File->Open..., and open your picture and save it in D:\temp\.

Step 3: Ctrl+A to select the whole image.

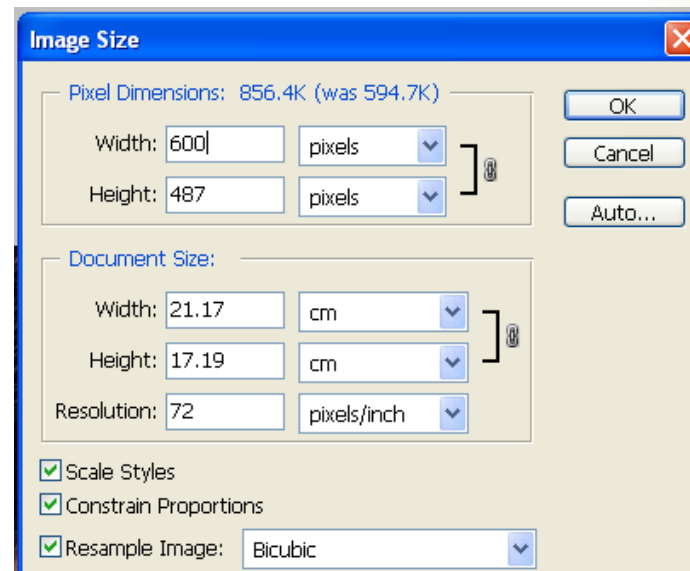
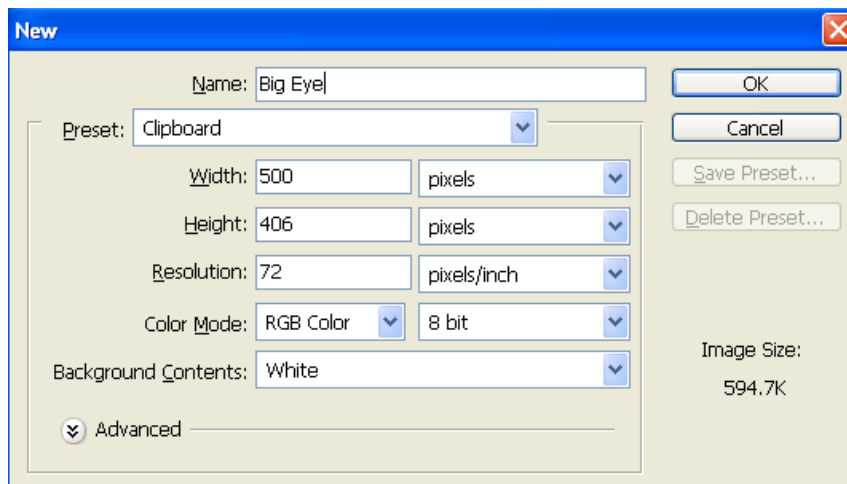
Step 4: Ctrl+C to copy the image.

Basic operations

Step 5: Ctrl+N to open a new psd file

Step 6: Ctrl+V

Step 7: Image->image size



Lab Contents

1. Preparation and Basic Operations

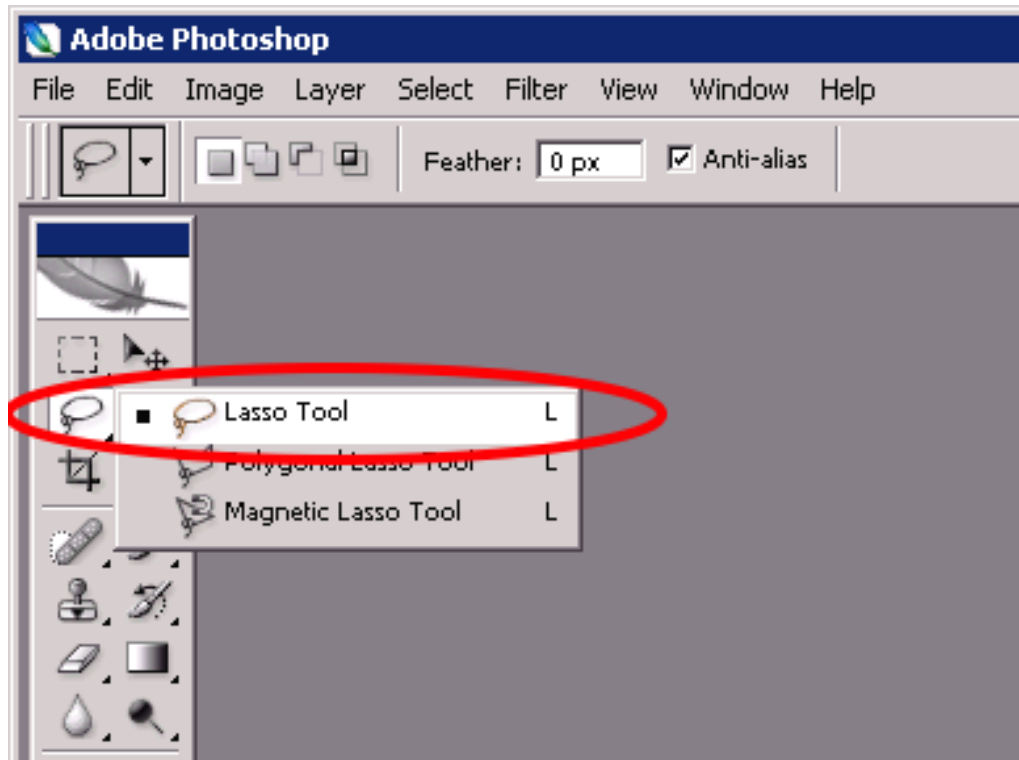
2. Layer Extraction and Transform

3. Image Keying

4. Masking via alpha channel

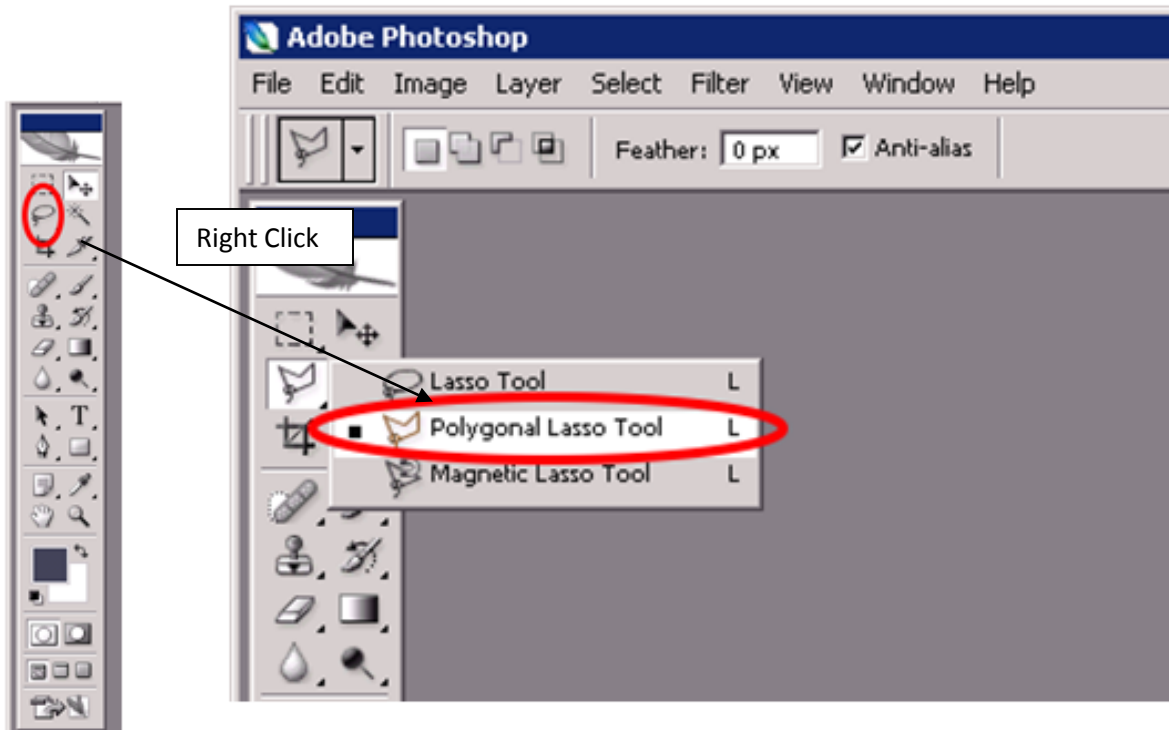
Lasso Tool

- *Select by HOLDING the left click.*
- *Holding shift and left click to select multiple parts.*



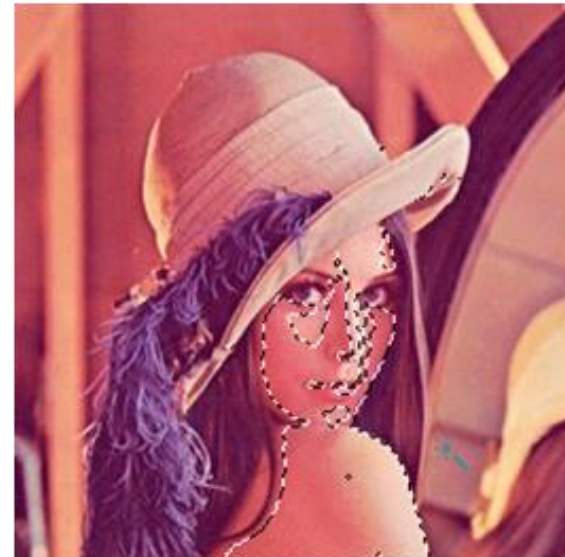
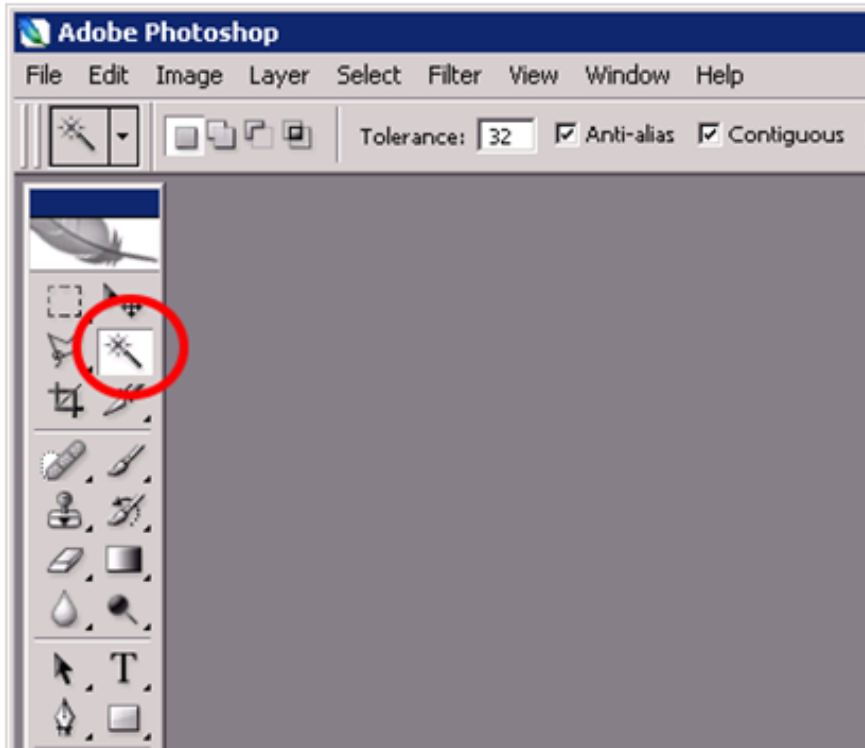
Polygonal Lasso Tool

- *Select the region point by point by CLICKING*
- *Hold shift and left click to select multiple parts*



Magic Wand

- *Select by clicking the region you needed*
- *Hold shift and left click to select multiple parts*

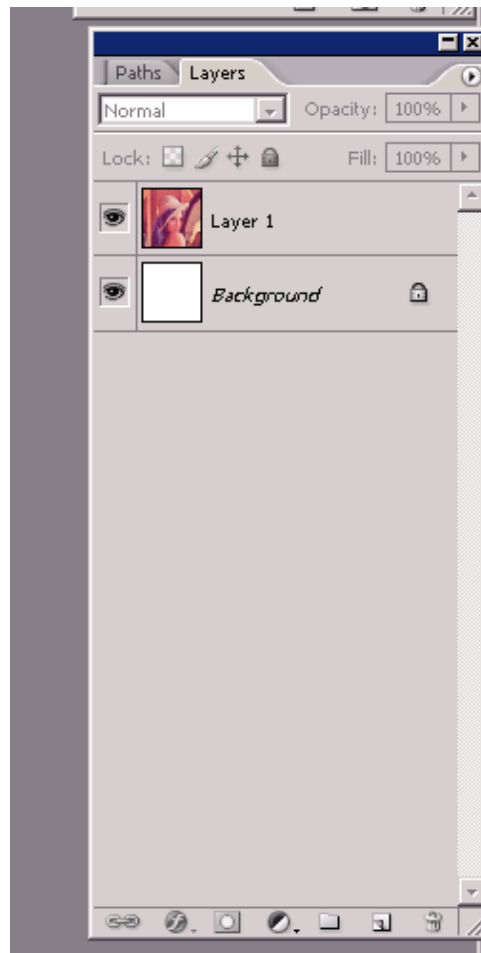


After selection

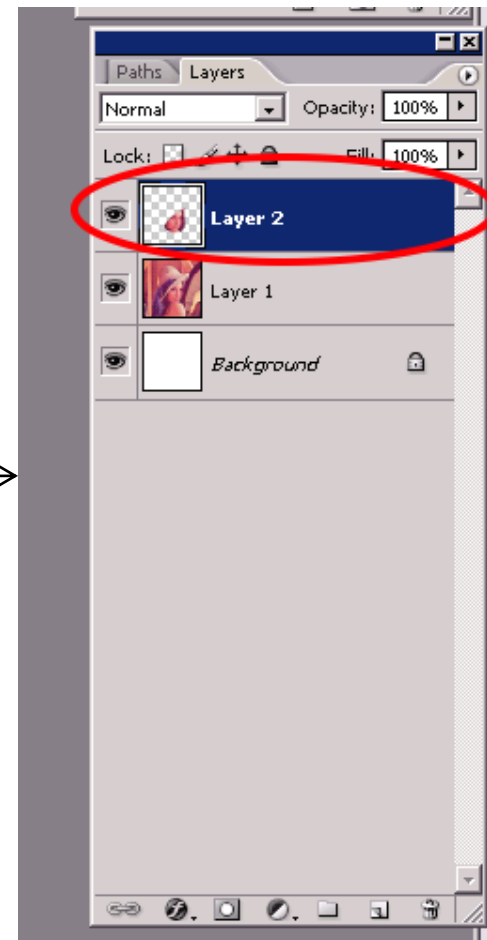
- *Right click on the region you need.*
- *Select “Layer via Copy”*



After selection

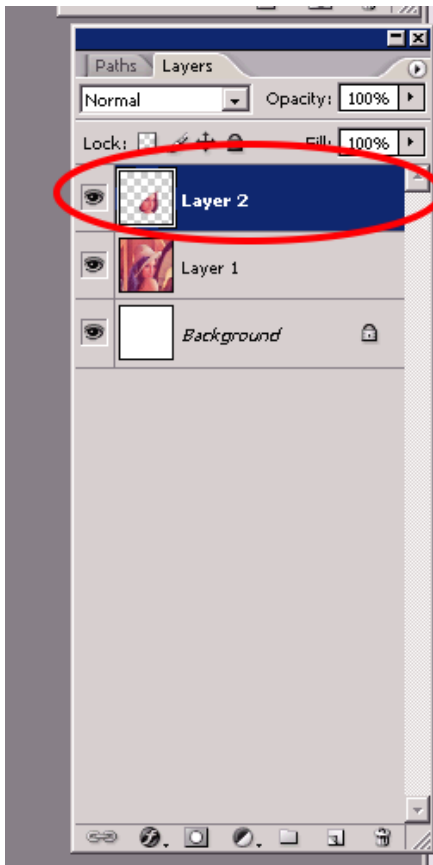


Layer via Copy

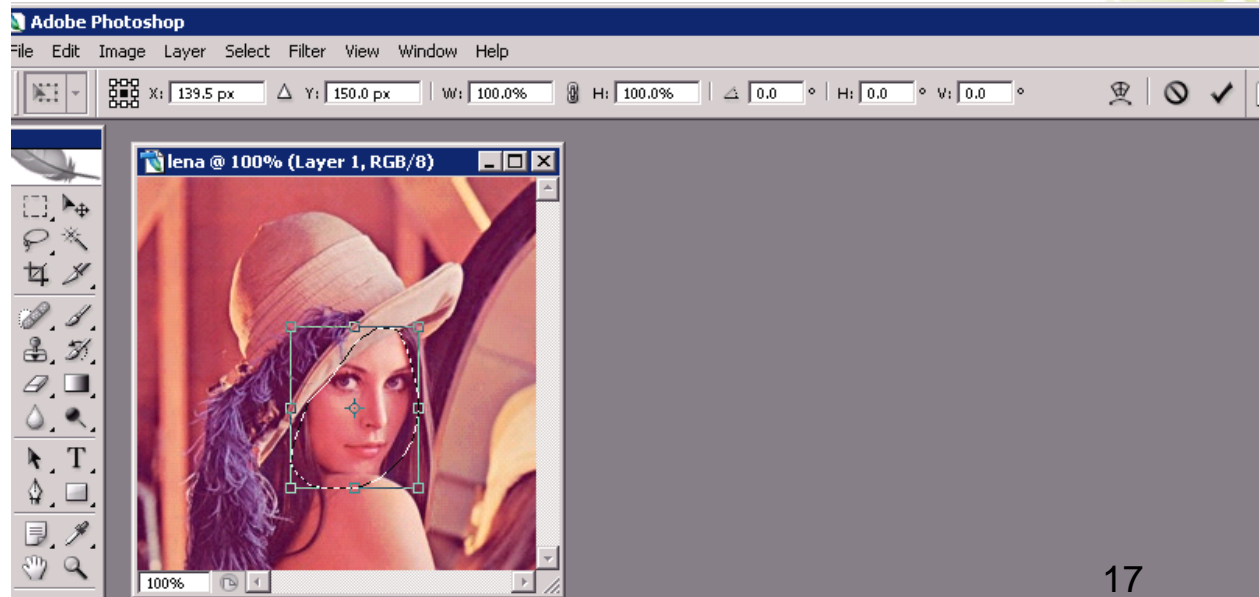


Layer Transform

Select Layer need to be adjusted.



“Ctrl + T” to make transform on the layer.



Layer Transform – Demo 1

- Cutting yourself from an image
- Demo details in later slide



Lab Contents

1. Preparation and Basic Operations
2. Layer Extraction and Transform
- 3. Image Keying**
4. Masking via alpha channel

Key Picture



+

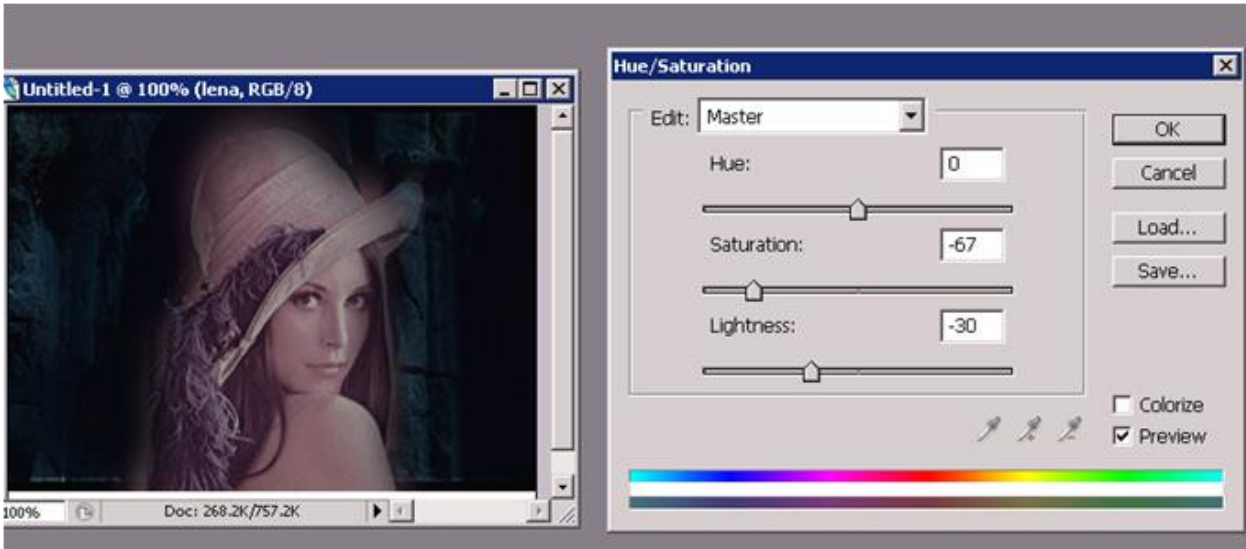


=



- *Select Lena as layer and copy to the new background.*
- *You may create some blurred effect of the edge you choose by changing the Feather constant when using lasso tools*

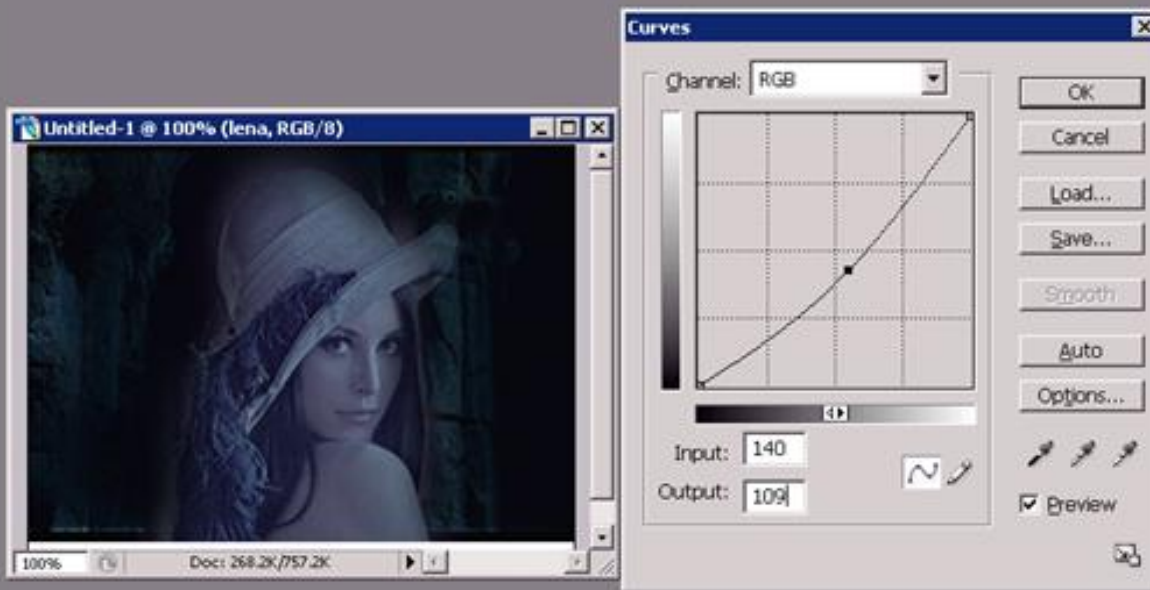




“Image”-> “adjustments”
-> “Hue/Saturation” to
adjust *Hue*, *Saturation*
and *Lightness*

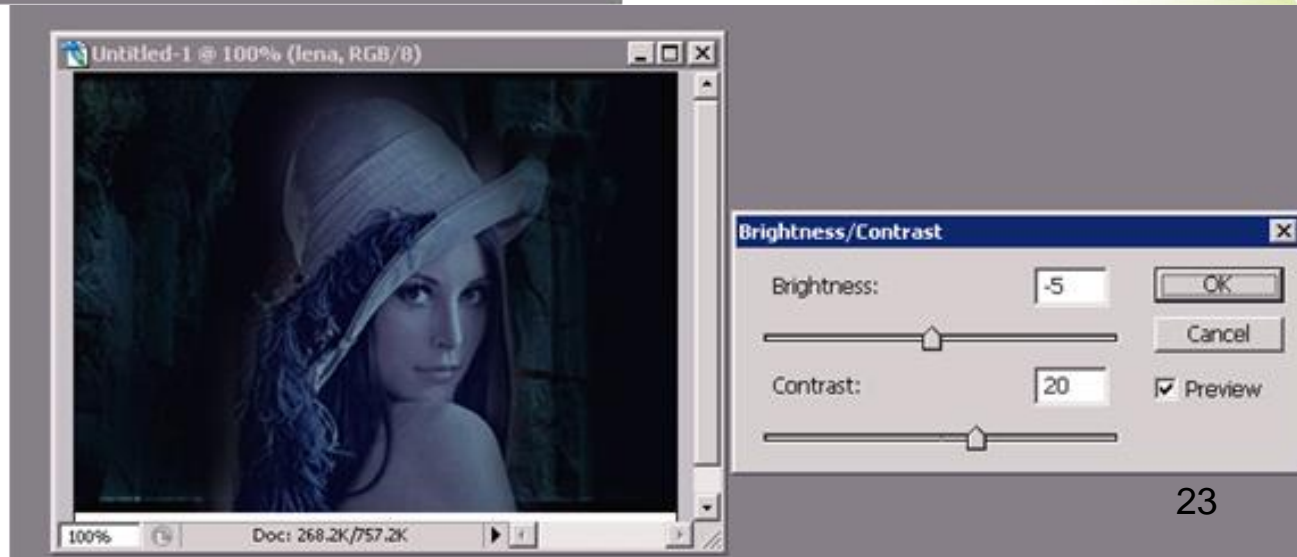
• “Ctrl + B” to adjust
the Colour balance





“Ctrl + M” to adjust the curve.

•“Image”->
“adjustments”->
“Brightness/Contrast”
to adjust the
Brightness and
Contrast.



Keying picture – Demo 2

- Keying yourself into the image provided with suitable adjustments
- Adjust the image on yourself until it looks nice to the background
- Details will be provided later



+



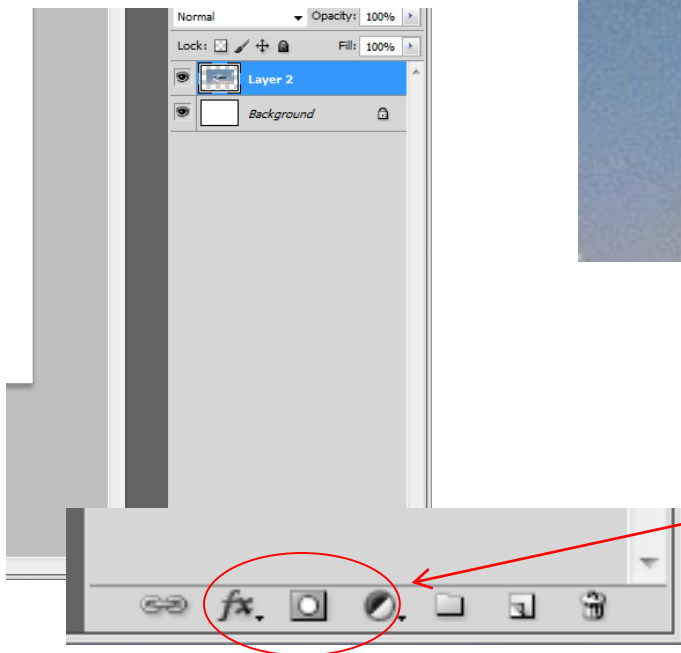
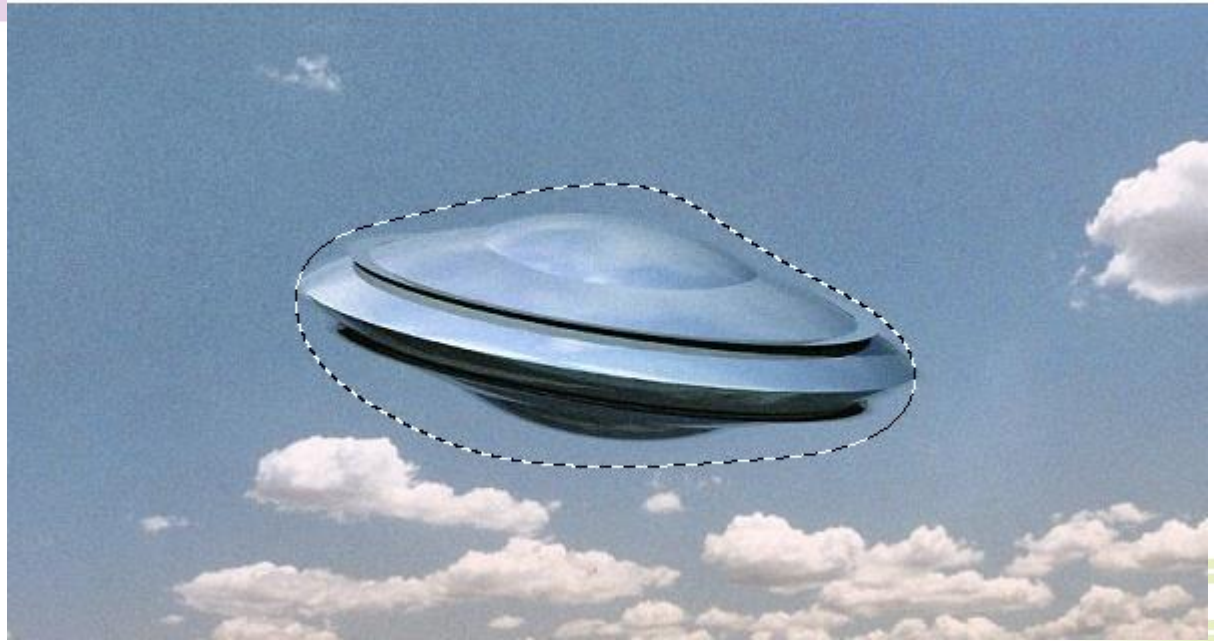
=



Lab Contents

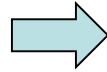
1. Preparation and Basic Operations
2. Layer Extraction and Transform
3. Image Keying
- 4. Masking via alpha channel**

- Select the main part which you want to modify using magic wand.

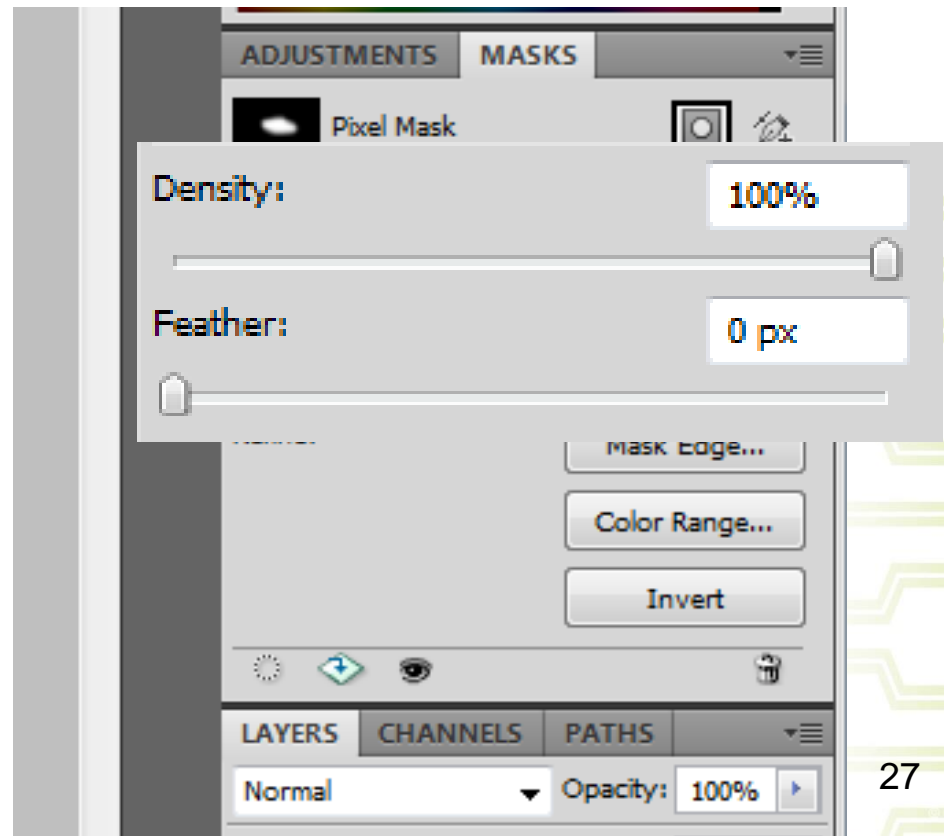
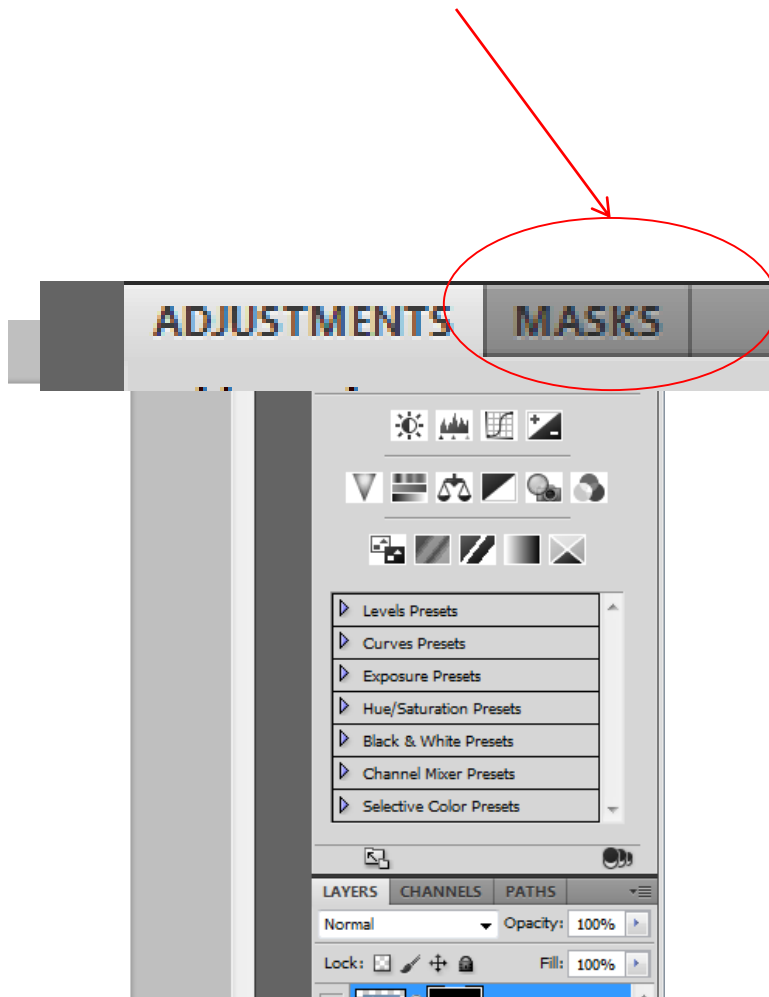


- Click “Save selection as channel” to create a new channel – Alpha 1

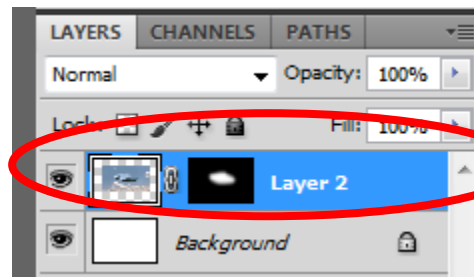
- Click “MASKS” to add some effect.



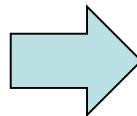
- You may change “Density” or “Feather” to see what will happen.



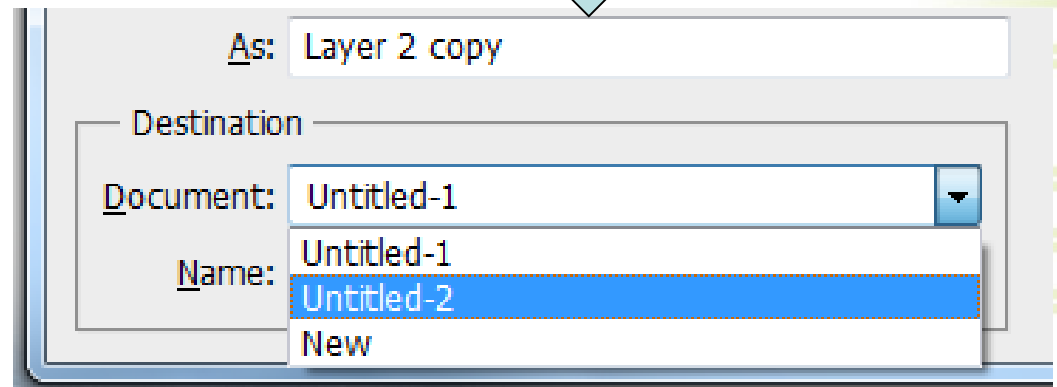
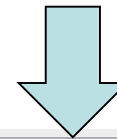
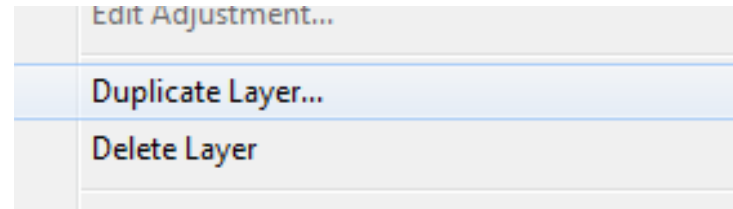
- Then copy the masked layer to another image



right click



select "Duplicate Layer..."



select the destination

Department of Electronic & Computer Engineering

電子及計算機工程學系



Recall: Design Principles

A. Understanding the original marketing message

1. what is the contextual meanings?
2. any other cultural meanings?
3. from who (e.g., a charity)? to who (e.g., student)?
4. what impression/ image is needed?
5. how long is aimed to last?
6. etc.

Recall: Design Principles

B. Knowing more about your targeted audience

1. what are the environments they perceive the message?
2. what are their ages? and demographics?
3. what are the common languages?
4. their cultures?
5. their educational backgrounds?
6. etc.

Recall: Design Principles

C. Identifying the right digital media and multimedia technologies

1. Making it artistically and technically looking good/pretty?
2. Is it the right media type (e.g., text, song, photo, video, etc.) and the form of presentation/delivering (e.g., email? facebook?)
3. the perceptual meanings (e.g., visually) aligned to the meanings of the original message?
4. Is the media effect (e.g., loudness, tones, styles) aligned to the original message?
5. Is it a right mix of various digital media?
6. etc.

Basic Tasks (Demo 1 and 2)

- **Key the picture of yourself into the Time magazine (2 marks)**
 - Extract yourself and keying to the background with suitable adjustments and title (as the example below)
 - Minimum resolution: 900*1200 with aspect ratio 3:4
 - Demo when BOTH task 1 and 2 are finished
 - The best 3 will receive 50% bonus



Creative Task (max 2 marks)

Create an image content for outdoor billboard media (size: 3072*768)

- Consider the targeted customers, and design principles to create a good design that effectively conveys the 3 messages
- You need to manage the harmony of your content and your background.
- 20% penalty for submitting after **TOMORROW NOON**
- Submit your work to as a comment to the post on Course Facebook:
 - 50 words to explain your works with the design principles learnt
 - with your student IDs
 - with the background image
 - as .jpg



Selected Previous Works

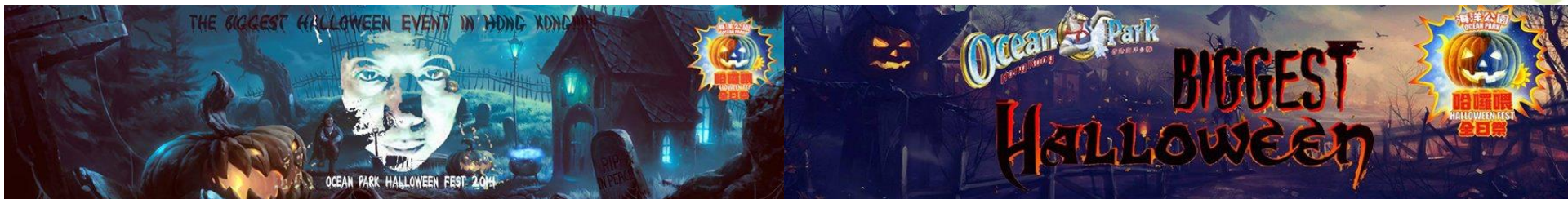
Apple Watch



Apple WATCH
Make the most of your time



Ocean Park Halloween Fest



Tesla

