

TURN YOUR
Hobbies
INTO A

Jobby!

MODULE 5

*Amanda
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MODULE 5: THE VIDS

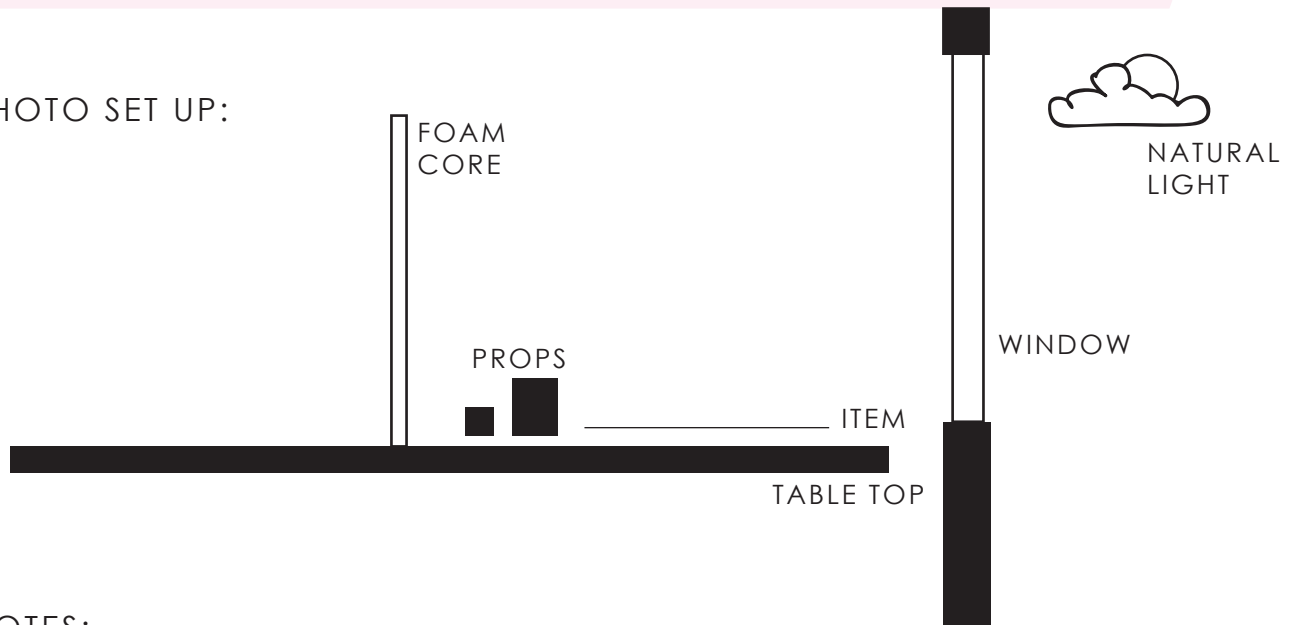
3-5 PRODUCT IDEAS FOR YOUR SHOP PAGE

MY CATEGORY BRAINSTORM (THINK ABOUT THINGS LIKE ITEM TYPE, COLOR, LOCATION IN THE HOME, THEME, HOLIDAY, MATERIALS, ETC)

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MODULE 5: THE VIDS

PHOTO SET UP:



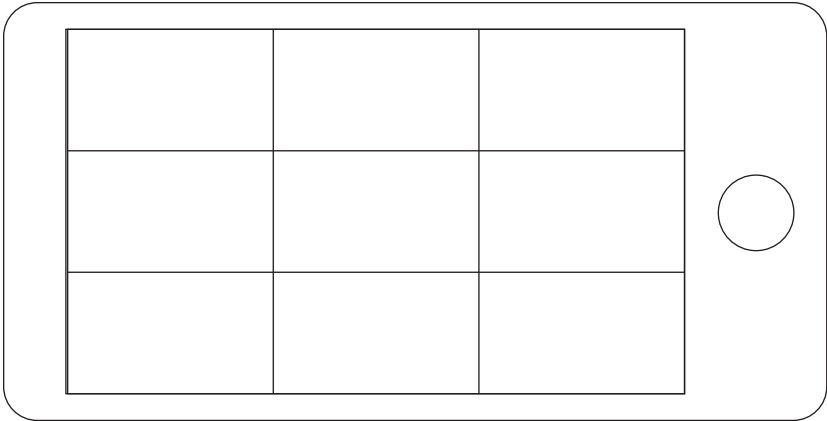
NOTES:

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MODULE 5: THE VIDS

WHY CREATE STOCK PHOTOS:

PLACE YOUR PRINT OR EMPTY STOCK ITEM...



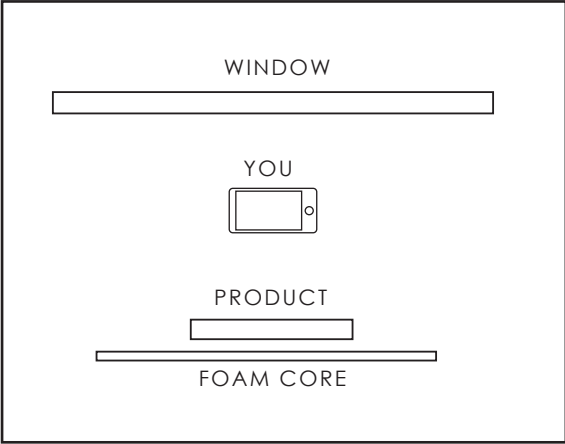
NOTES:



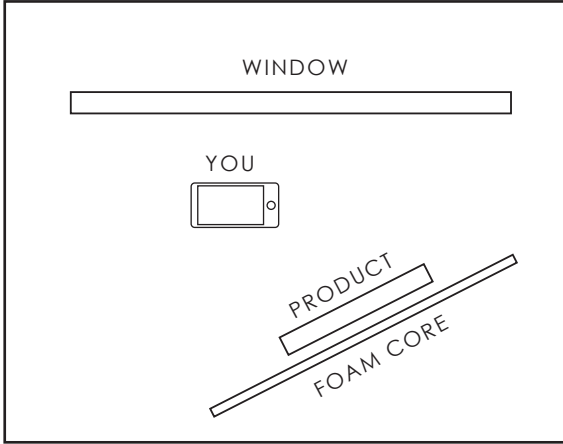
MODULE 5: THE VIDS

FRONT FACING STOCK PHOTOS

WRONG



RIGHT



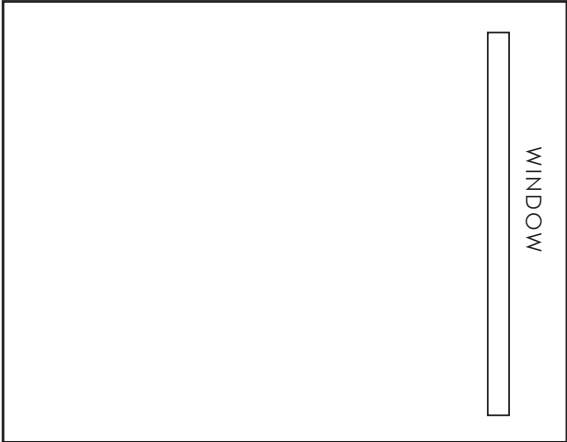
NOTES:



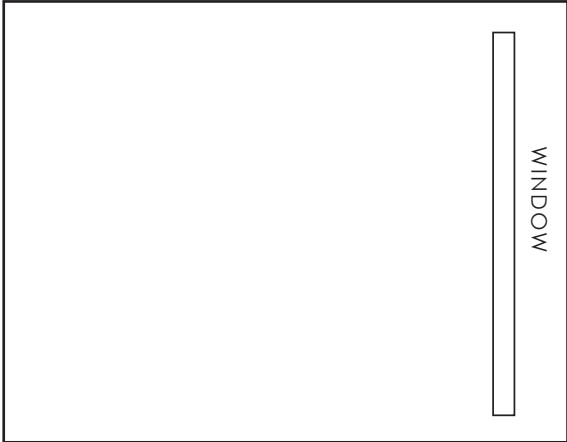
MODULE 5: THE VIDS

VIDEO SET UP

LEFT



RIGHT



NOTES:



MODULE 5: BRIDGE

ORGANIZING IN BRIDGE

STEP 1: FOLDERS

STEP 2: SELECT ALL THEN CHOOSE VIEW - REVIEW MODE

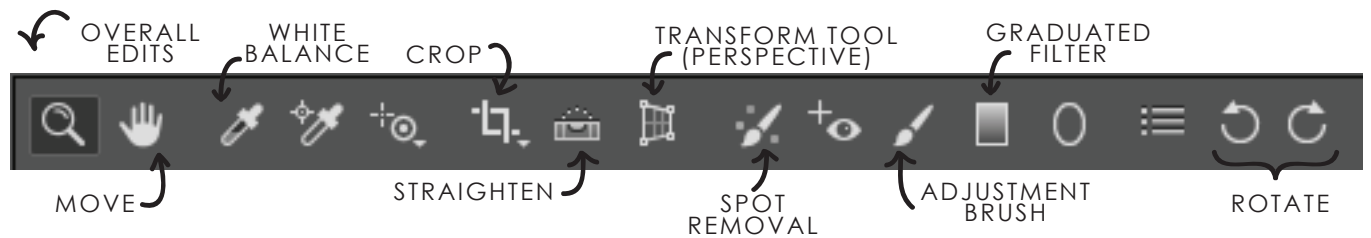
STEP 3: LABEL THE KEEPERS (LABEL - THEN CHOOSE YOUR LABEL)

**ONCE YOU'VE SELECTED YOUR PHOTOS TO EDIT, RIGHT CLICK AND
CHOOSE "OPEN IN CAMERA RAW."**

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MODULE 5: BRIDGE

CAMERA RAW TOOLBAR



EDITING IN BRIDGE

STEP 1: ROTATE PICTURES

STEP 2: CROP

STEP 3: STRAIGHTEN AND PERSPECTIVE TOOL (OPTIONAL)

STEP 4: WHITE BALANCE

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MODULE 5: BRIDGE

STEP 5: GRADUATED FILTER

STEP 6: ADJUSTMENT BRUSH

STEP 7: BASIC ADJUSTMENT MENU FOR OVERALL EDITS

STEP 8: RETOUCH EARLIER ADJUSTMENTS

OPTIONAL: ADDING SATURATION

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MODULE 5: BRIDGE

USING THE SPOT REMOVAL TOOL

HEAL

VS

CLONE

SAVING YOUR BRIDGE IMAGES

MODULE 5: BRIDGE

STOCK PHOTO CREATION

EDITING SHOULD START WITH:



THEN MOVE ONTO BASIC AND OTHER SPECIFIC ADJUSTMENTS

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MODULE 5: PHOTOSHOP

KEYBOARD SHORTCUTS

ACTION

SHORTCUT

CUT	COMMAND X
COPY	COMMAND C
PASTE	COMMAND V
PASTE IN FRONT	COMMAND F
SELECT ALL	COMMAND A
ZOOM IN	COMMAND +
ZOOM OUT	COMMAND -
GROUP	COMMAND G
UNGROUP	SHIFT COMMAND G
UNDO	COMMAND Z
REDO	SHIFT COMMAND Z
SAVE	COMMAND S
PRINT	COMMAND P
MAKE TOOL LARGER]
MAKE TOOL SMALLER	[

NOTE** If you are on a PC, use Control instead of Command for shortcuts.

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MODULE 5: PHOTOSHOP

STOCK PHOTO CREATION

AFTER EDITING A STOCK PHOTO IN BRIDGE, HEAD TO PHOTOSHOP TO EDIT A LITTLE BIT MORE AND PAINT OUT THE EDGES TO A CLEAN WHITE.

ADJUSTMENT 1: ADJUST BRIGHTNESS AND CONTRAST

ADJUSTMENT 2: EXTEND THE CROP OUTSIDE OF THE PHOTO SIZE

ADJUSTMENT 3: ADD A WHITE BACKGROUND LAYER

ADJUSTMENT 4: PAINT THE EDGES OF THE IMAGE WHITE



MODULE 5: PHOTOSHOP

PASTING A PRODUCT INTO A STOCK PHOTO

STEP 1: OPEN THE PRODUCT PHOTO AND THE STOCK PHOTO

STEP 2: SELECT THE PRODUCT WITH THE LASSO TOOL AND COPY IT

STEP 3: ON YOUR STOCK PHOTO, SELECT THE AREA THAT YOU WANT THE PRODUCT TO BE PLACED IN

STEP 4: EDIT - PASTE SPECIAL - PASTE INTO

STEP 5: ADD A BLENDING MODE

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MODULE 5: ERASING

ERASING TRICKY ELEMENTS (LESSON 2)

STEP 1: OPEN THE PRODUCT PHOTO AND THE STOCK PHOTO

STEP 2: SELECT THE PRODUCT WITH THE LASSO TOOL AND COPY IT

STEP 3: ON YOUR STOCK PHOTO, SELECT THE AREA THAT YOU WANT THE PRODUCT TO BE PLACED IN

STEP 4: EDIT - PASTE SPECIAL - PASTE INTO

STEP 5: RESIZE

STEP 6: USE BLENDING MODES IF POSSIBLE OR ERASE!

STEP 7: ADD AN INNER SHADOW TO YOUR PLACED AREA

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MODULE 5: ERASING

ERASING TRICKY ELEMENTS (LESSON 1)

REPEAT STEPS 1 - 6 FROM THE PREVIOUS EXAMPLE

STEP 7: DECREASE THE OPACITY OF THE PRODUCT ELEMENT

STEP 8: ERASE THE PRODUCT IN FRONT OF STOCK ITEMS

USING THE POLYGON LASSO TOOL TRICK

MAGIC WAND, QUICK SELECTION AND LASSO TOOL TRICK

STEP 9: THEN USE THE FX TO ADD A SHADOW

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MODULE 5: SAVING

FOR FILES TO PRINT, SAVE THEM AT THEIR FULL SIZE.

FOR FILES TO USE ONLINE, RESIZE YOUR IMAGES TO GET THEM AROUND 5MB BECAUSE THEN THEY CAN BE USED WITH TINYPNG.COM. SAVE THE PSD FOR FUTURE EDITING AND THE JPEG OR PNG FOR WEB USE.

RUN ALL YOUR FILES THROUGH THERE BEFORE PUTTING THEM ONTO YOUR WEBSITE.

NOTES:

