

IMAGING III

WEEK 4

BRIDGE OUTPUT
WEB PRESENTATION
PHOTOSHOP WORKFLOW
WORKFLOW ACTION

MARK BERNDT

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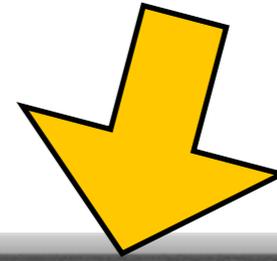
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BRIDGE OUTPUT

BRIDGE'S OUTPUT MODULE lets you choose images in Bridge and output them as either PDF files or WEB GALLERIES.

This is the phase of your workflow where you make web and pdf presentations for client review and selection, based on your *re-named, copyright, metadata tagged and processed SELECTS*.

BRIDGE OUTPUT WEB GALLERY



The screenshot displays the Adobe Bridge interface with a web gallery output. The main workspace shows a grid of 10 photographs of a building. The right sidebar shows the 'WEB GALLERY' settings, including gallery title, client information, and appearance options. The bottom of the interface shows a 'TOCKETS' panel with thumbnails and metadata for the selected images.

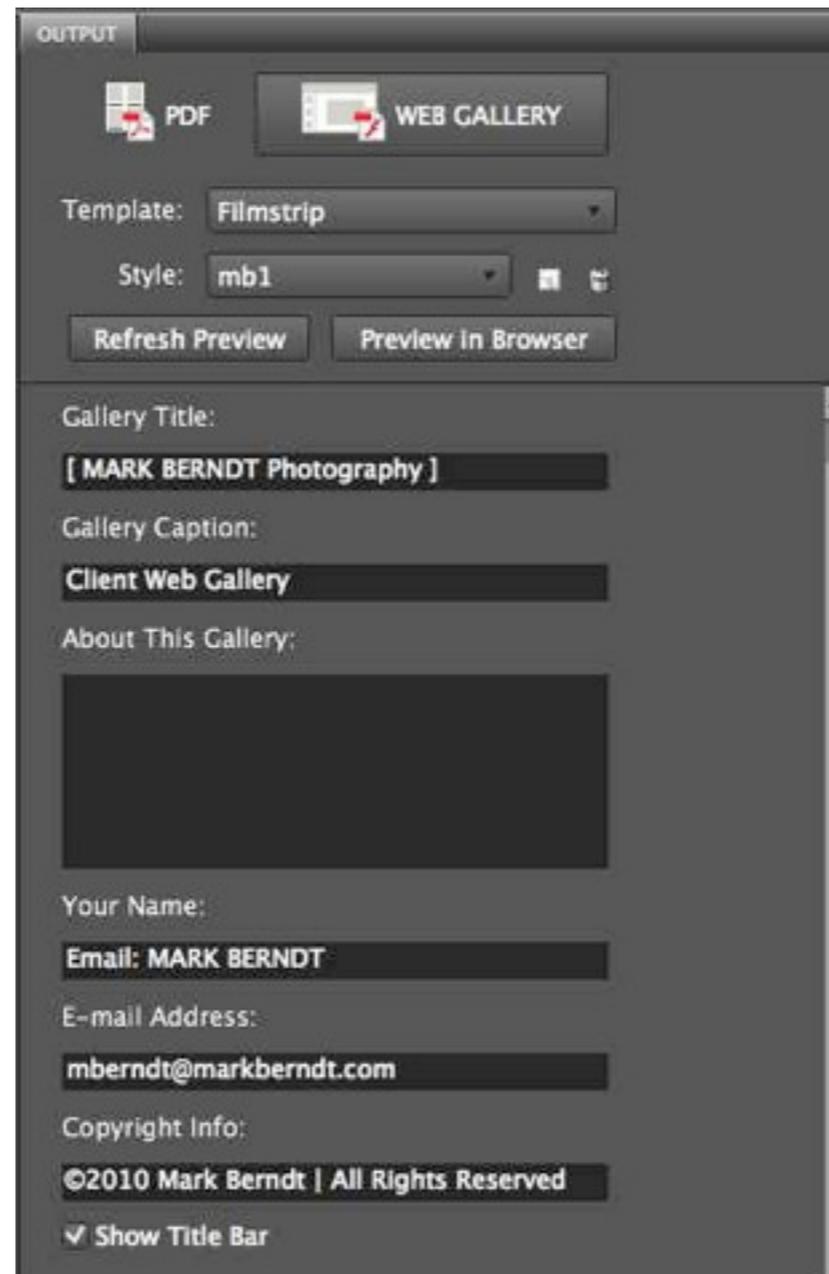
WEB GALLERY Settings:

- Template: Filmstrip
- Style: Web
- Site Info:
 - Gallery Title: [MARK BERNDT Photography]
 - Gallery Caption: []
 - Client Web Gallery: []
 - About This Gallery: []
- Your Name: []
- Email: MARK BERNDT
- E-mail Address: mberndt@markberndt.com
- Copyright Info: ©2010 Mark Berndt | All Rights Reserved
- Color Palette:
 - Background: []
 - Menu: []
 - Thumbnail: []
 - Slideshow: []
 - Title: []
 - Title Bar: []
 - Text: []
 - Thumbnail: []
 - Hover: []
 - Selected: []
- Appearance:
 - Show File Names: []
 - Slideshow Size: 725 px
 - Gallery Image Size: 700 px
 - Thumbnail Size: 100 px
 - Quality: 70
 - Slide Duration: 5 seconds
 - Transition Effect: Fade
- Create Gallery:
 - Gallery Name: [MARK BERNDT Photography - Client Web Gallery]
 - Save Location: [/Users/markberndt/Desktop/Done]
 - Upload Location: [Custom]
 - FTP Server: []
 - User Name: []
 - Password: []
 - Remember Password: []

TOCKETS Panel:

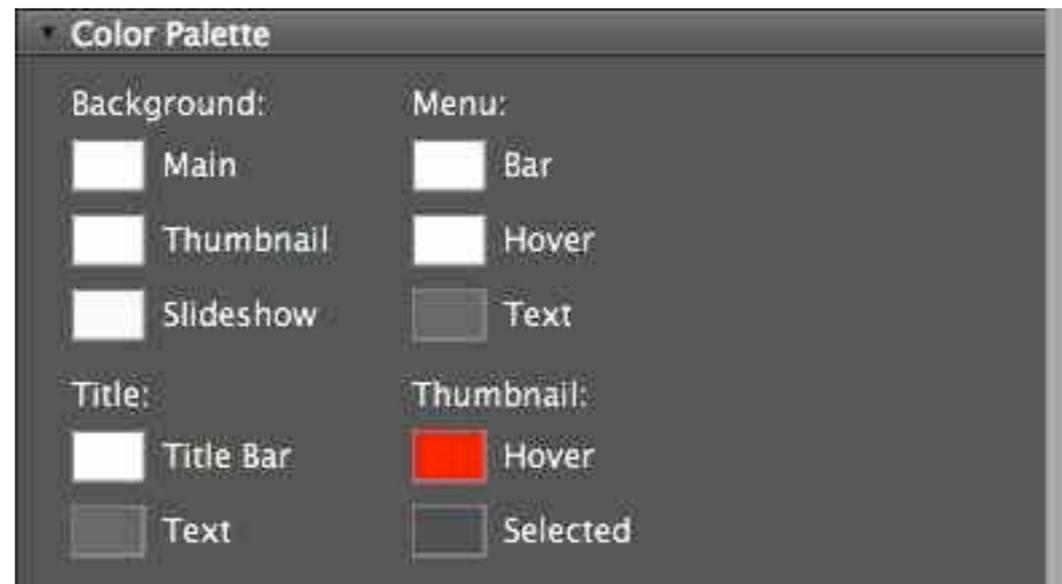
Thumbnail	File Name	Size	Resolution	Duration
[Thumbnail]	2010_0457.CR2	115 x 3744	1177.5 x 390.390	21.34 sec
[Thumbnail]	mb_SFsep2010_0458.CR2	5016 x 3744	1/500 v at 1/7.3, 90.390	21.47 sec
[Thumbnail]	mb_SFsep2010_0459.CR2	5016 x 3744	1/500 v at 1/7.3, 90.390	21.46 sec
[Thumbnail]	mb_SFsep2010_0460.CR2	5016 x 3744	1/500 v at 1/7.3, 90.390	22.59 sec
[Thumbnail]	mb_SFsep2010_0464.CR2	5016 x 3744	1/250 v at 1/9.5, 90.390	26.66 sec
[Thumbnail]	mb_SFsep2010_0463.CR2	5016 x 3744	1/250 v at 1/9.5, 90.390	26.66 sec
[Thumbnail]	mb_SFsep2010_0474.CR2	5016 x 3744	1/400 v at 1/13.5, 90.390	25.80 sec
[Thumbnail]	mb_SFsep2010_0475.CR2	5016 x 3744	1/400 v at 1/13.5, 90.390	26.46 sec
[Thumbnail]	mb_SFsep2010_0483.CR2	5016 x 3744	1/400 v at 1/13.5, 90.390	25.61 sec

BRIDGE OUTPUT WEB GALLERY



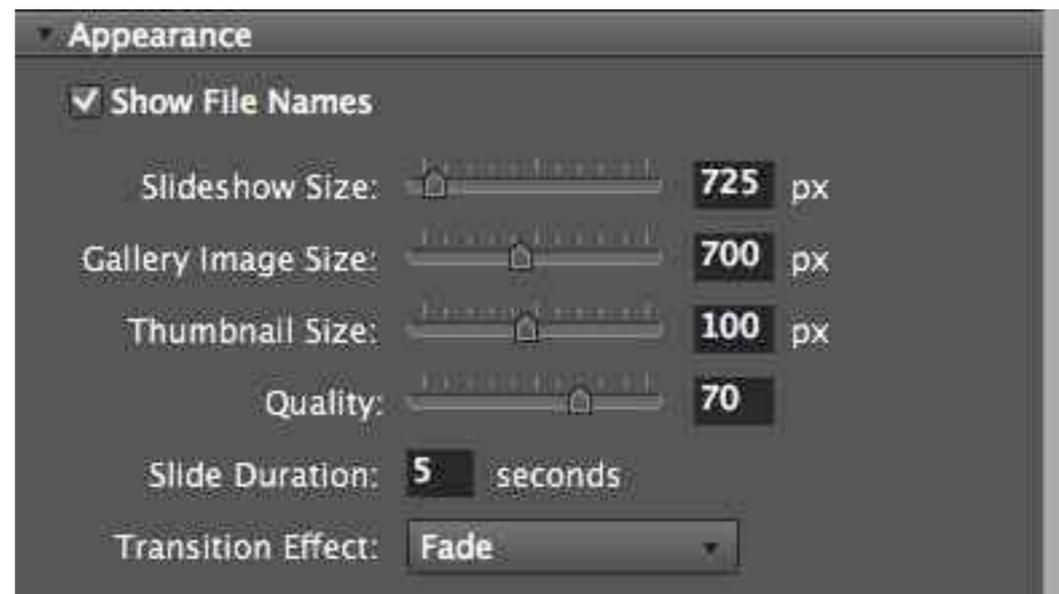
CHOOSE WEB GALLERY OUTPUT AND SELECT A TEMPLATE.

BRIDGE OUTPUT WEB GALLERY



DIFFERENT TEMPLATES GIVE YOU DIFFERENT OPTIONS FOR CUSTOMIZING.

BRIDGE OUTPUT WEB GALLERY



MAKE GALLERY IMAGES LARGE ENOUGH TO SEE DETAILS

BRIDGE OUTPUT WEB GALLERY

▼ Create Gallery

Gallery Name:
MARK BERNDT Photography - Client Web Gallery

Save Location:
/Users/markberndt/Desktop/Done

Upload Location:
Custom

FTP Server:

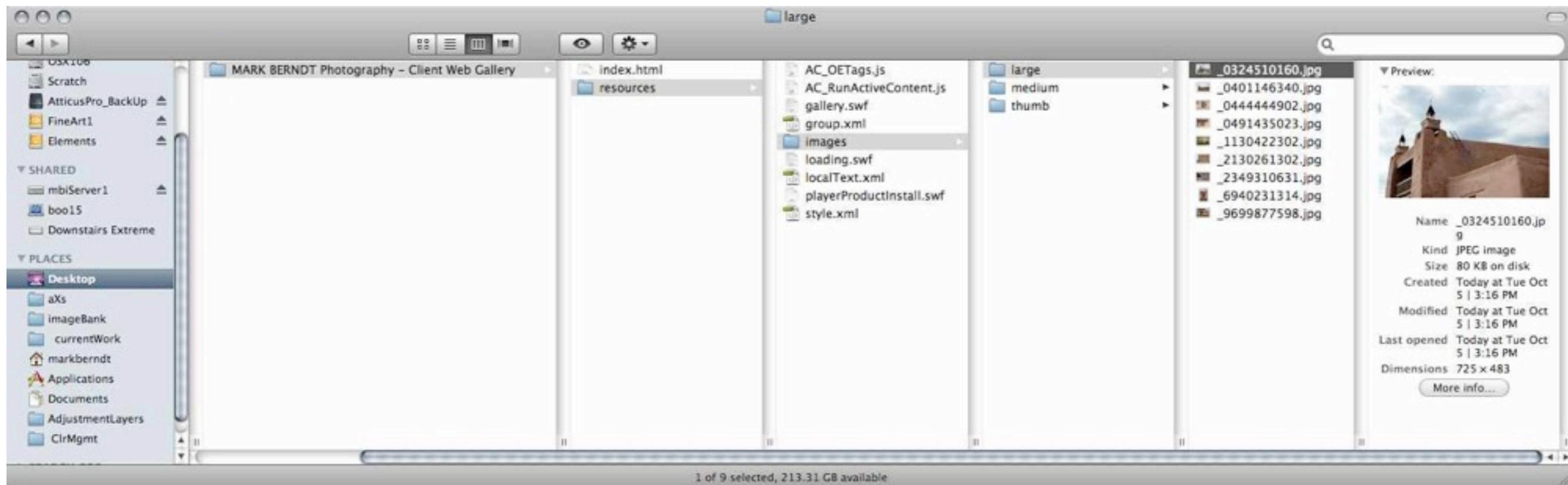
User Name:

Password:
 Remember Password

Folder:

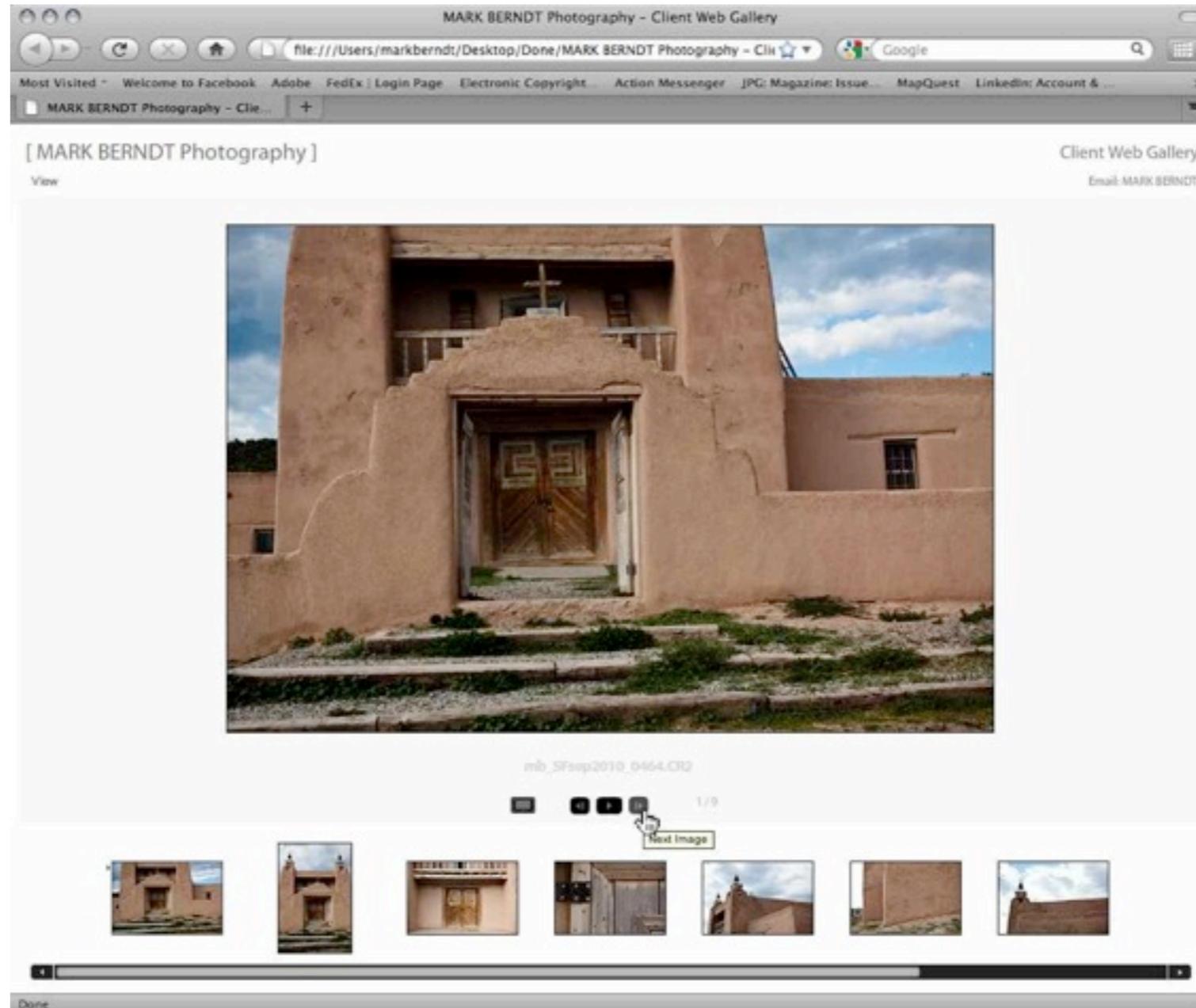
SAVE THE GALLERY LOCALLY, OR SEND TO SERVER WITH BUILT-IN FTP.

BRIDGE OUTPUT WEB GALLERY



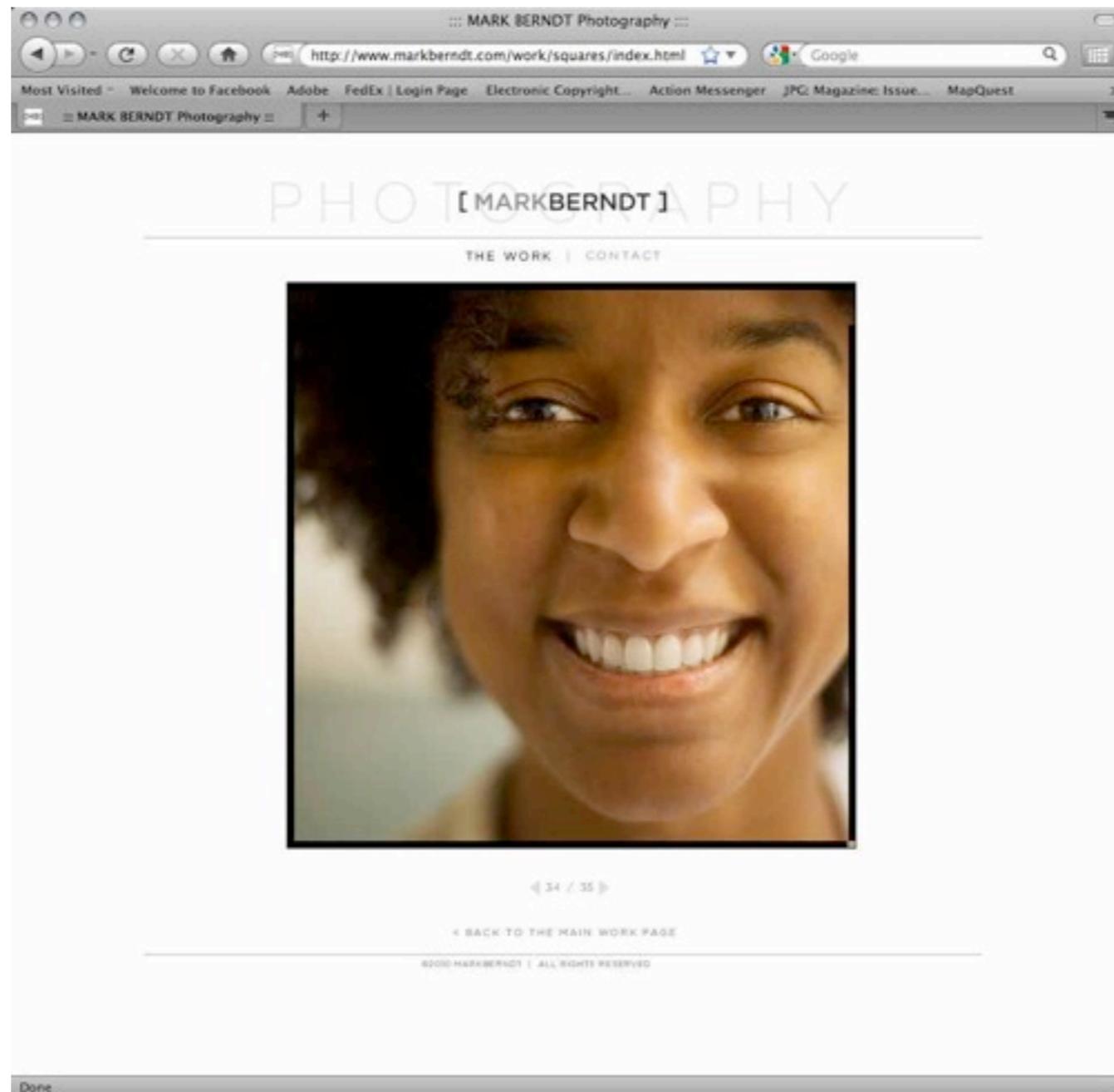
SAVED TO THE "DONE" FOLDER ON YOUR DESKTOP, THE GALLERY FOLDER CAN BE MANUALLY PLACED IN YOUR "WEB GALLERY" WORKFLOW FOLDER AND ALSO ONLINE.

BRIDGE OUTPUT WEB GALLERY



WEB GALLERY PREVIEWED IN WEB BROWSER

BRIDGE OUTPUT WEB GALLERY



CHOOSE A COLOR SCHEME AND LAYOUT THAT COMPLIMENTS YOUR WEBSITE DESIGN

PHOTOSHOP WORKFLOW

Your digital workflow is a series of individual workflows that form the process by which you make images, and the path that your visual ideas travel from concept through completion.

After research and concept, pre-production and bidding, capture, edit and processing, the next phase of your workflow is image enhancement in Photoshop. As with each phase in the development of your image, there is a workflow *within Photoshop*. With a logical Photoshop workflow, the image enhancement phase of your image creation is manageable, repeatable and efficient.

IMPORTANT: This phase of your workflow is where you are able to realize your personal vision and individualize your images.

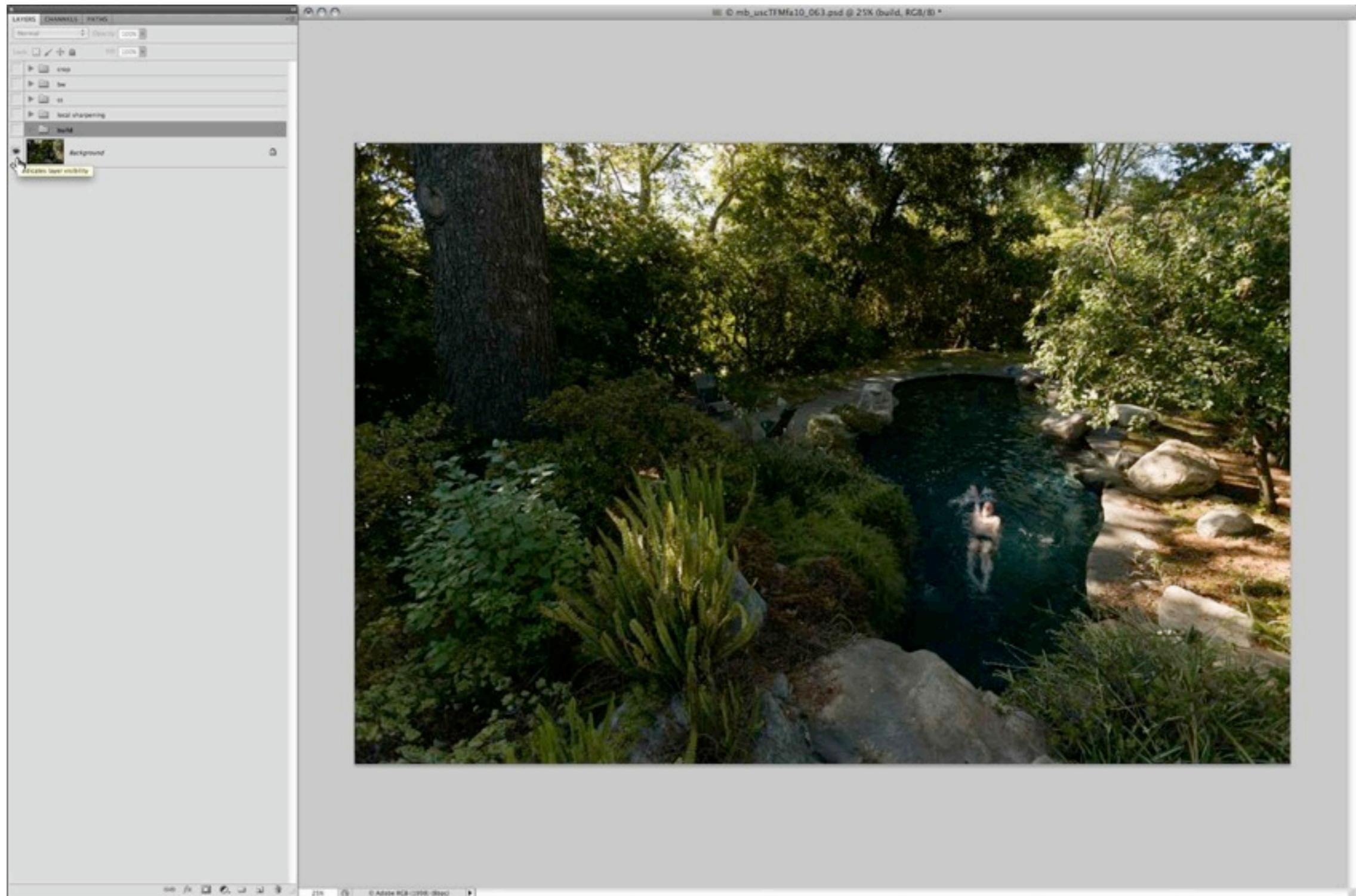
PHOTOSHOP WORKFLOW

THE 5 PHASES OF IMAGE ENHANCEMENT IN PHOTOSHOP

- BUILD
- SELECTIVE SHARPENING
- COLOR-CORRECTION
- B&W CONVERSION
- CROP

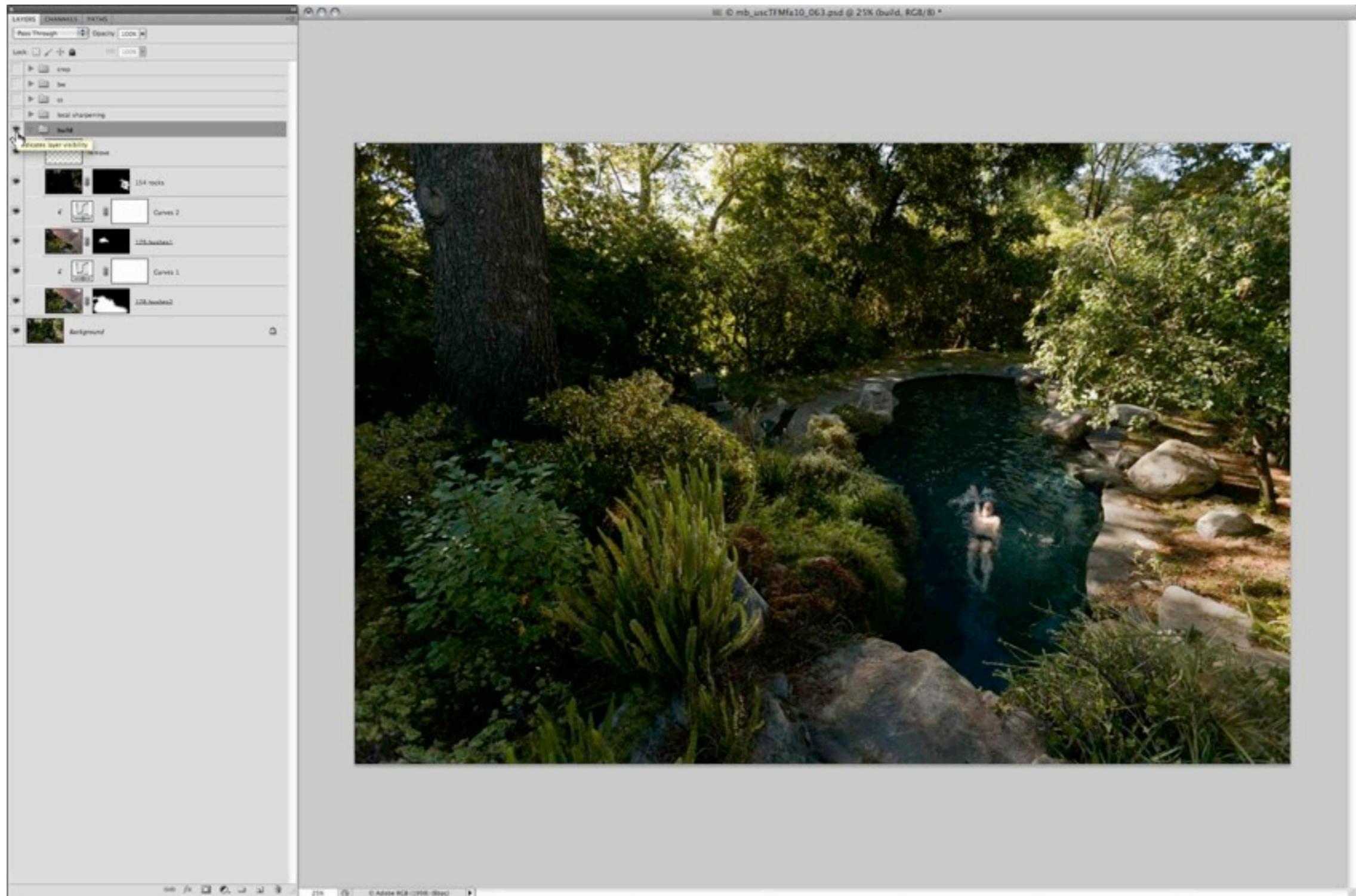
PHOTOSHOP WORKFLOW

OPEN RAW FILE



OPEN YOUR PROCESSED RAW FILE INTO PHOTOSHOP

PHOTOSHOP WORKFLOW BUILD

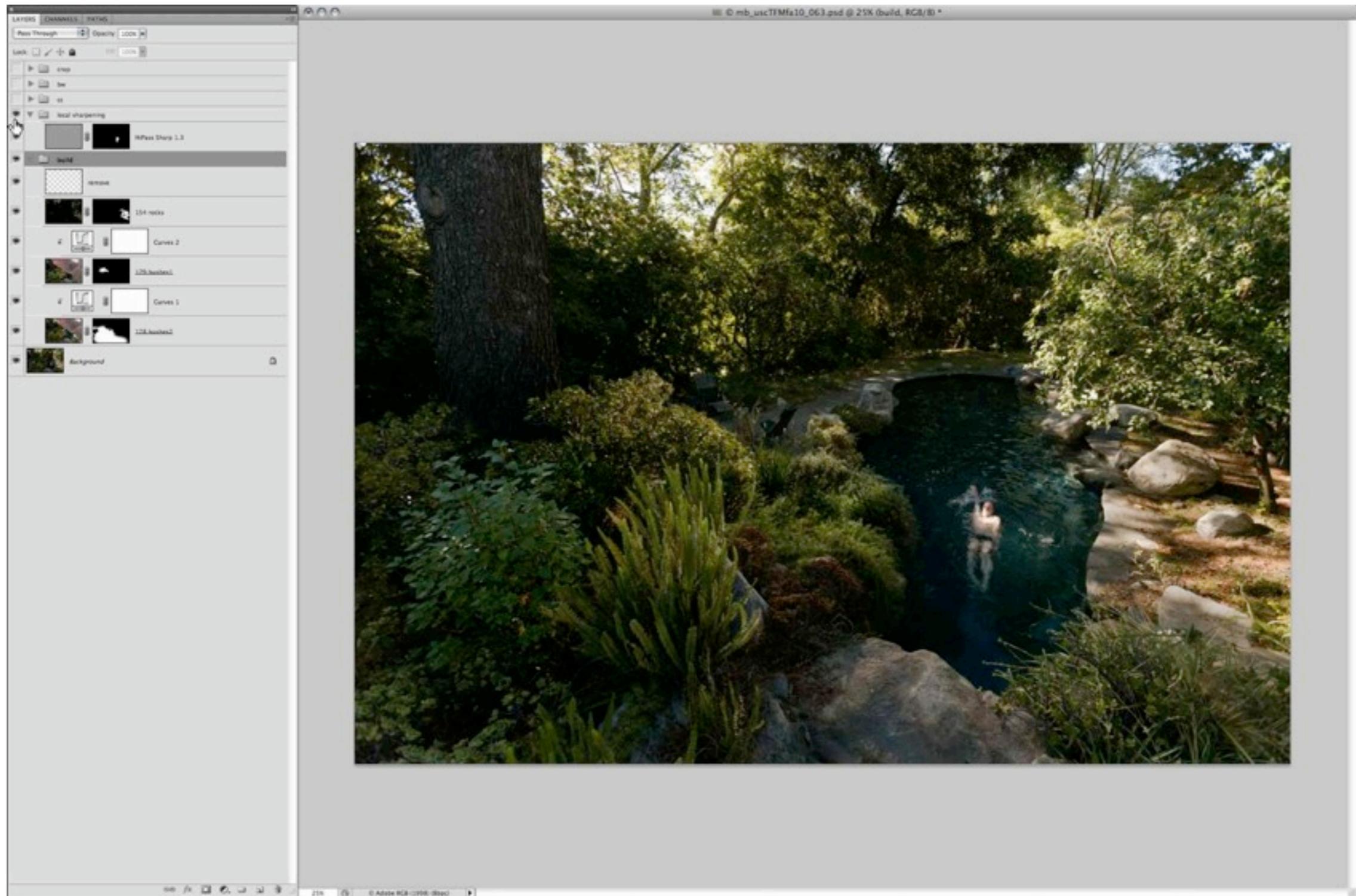


PHASE 1: BUILD

All pixel-changing work happens first - composite, retouch, remove, blur, etc.

PHOTOSHOP WORKFLOW

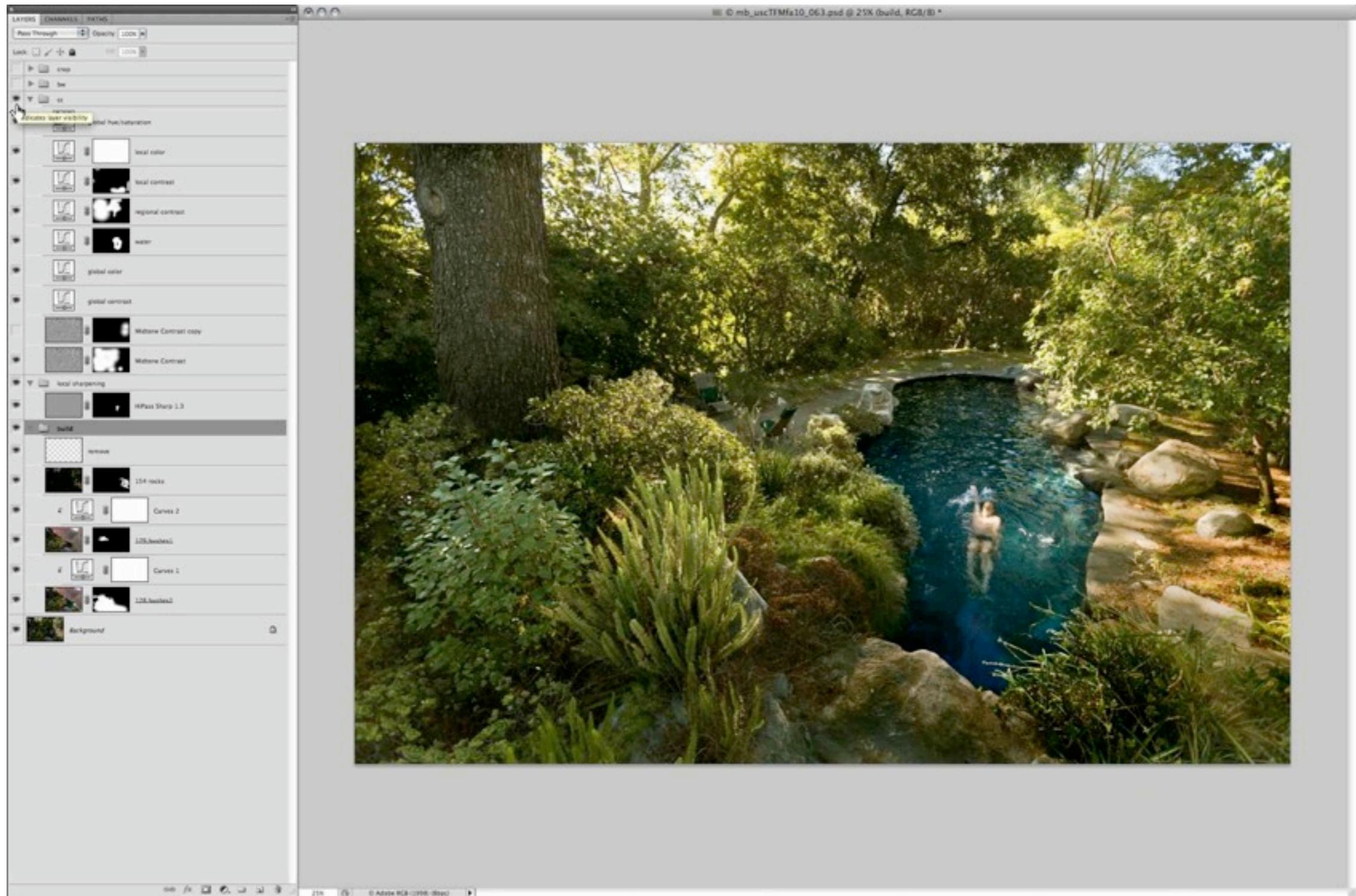
SELECTIVE SHARPENING



PHASE 2: SELECTIVE SHARPENING

Use selective sharpening (Hi-Pass + masking) to guide the viewer's eye.

PHOTOSHOP WORKFLOW COLOR CORRECTION



PHASE 3: COLOR CORRECTION

Use CURVES and LAYER MASKING to adjust color and contrast.

PHOTOSHOP WORKFLOW B&W CONVERSION

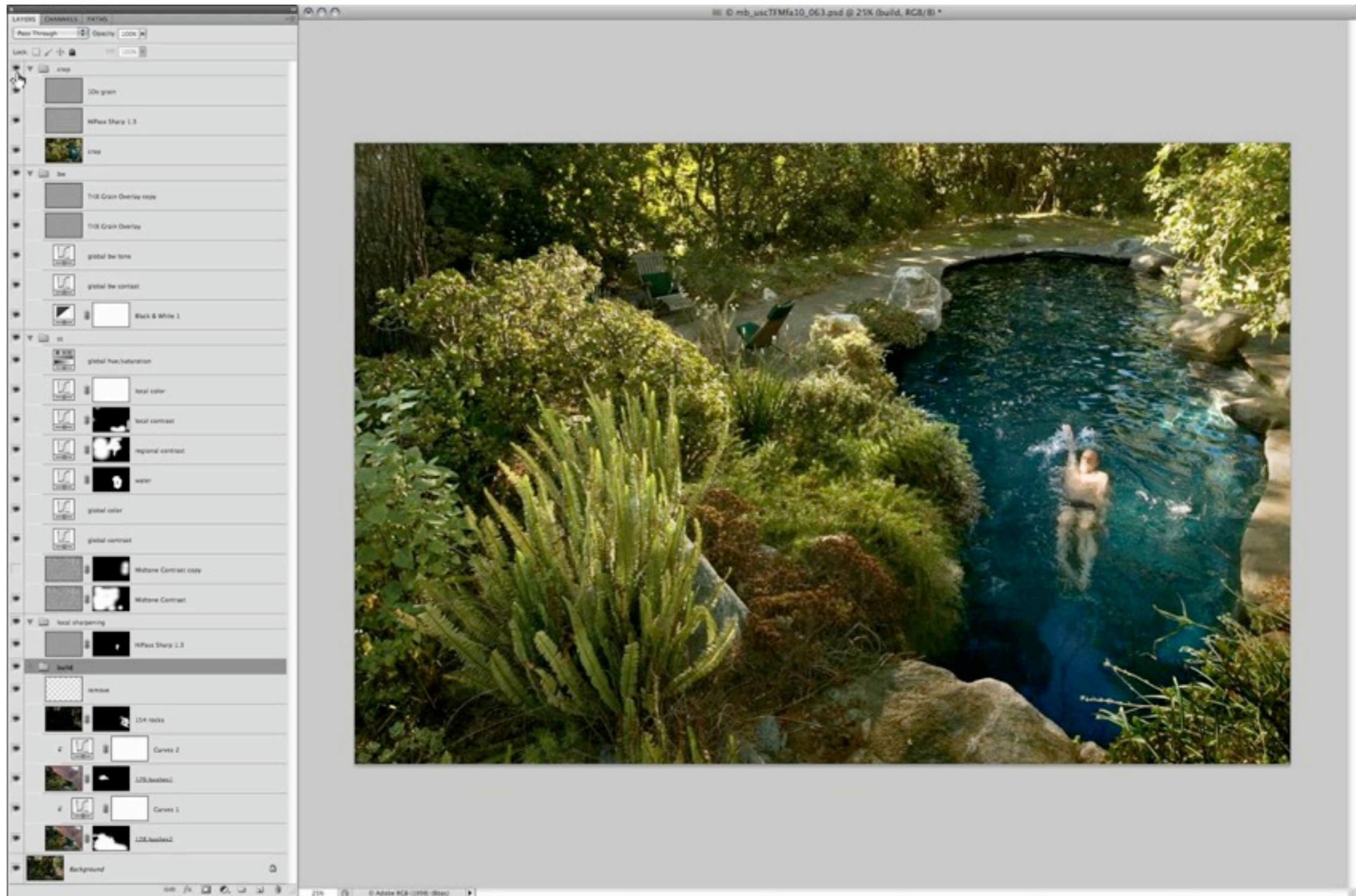


PHASE 4: B&W CONVERSION

Use a BLACK & WHITE adjustment layer plus CURVES and CUSTOM GRAIN

PHOTOSHOP WORKFLOW

CROPPING / FRAMING



PHASE 5: CROP (FRAMING)

Use a COMP LAYER to enlarge your image within the native file dimensions, or a SHAPE LAYER TO FIND YOUR IMAGE CROP.

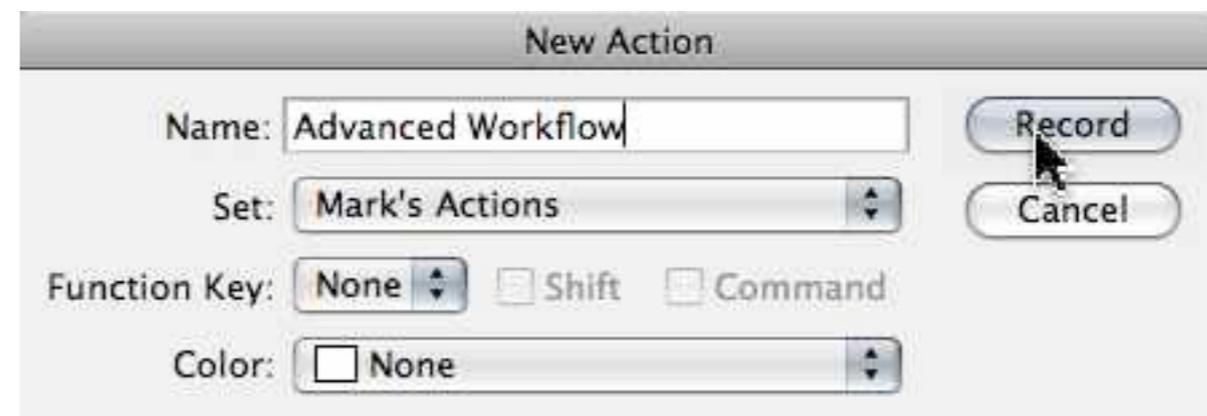
PHOTOSHOP WORKFLOW

BUILD AN ACTION THAT PRE-BUILDS YOUR PHOTOSHOP
WORKFLOW IN *NAMED LAYERS AND LAYER SETS*

PHOTOSHOP

BUILD A WORKFLOW ACTION

1. START RECORDING A NEW ACTION IN THE ACTIONS PALETTE, NAME IT "ADVANCED WORKFLOW"



PHOTOSHOP

BUILD A WORKFLOW ACTION

BUILD LAYER SET

2. DUPLICATE BACKGROUND LAYER, LABEL "ALIGN"
3. NEW EMPTY LAYER, LABEL "REMOVE"
4. NEW EMPTY LAYER, LABEL "RETOUCH"
5. SELECT LAYERS 2 - 4
6. CREATE A NEW LAYER GROUP, LABEL "BUILD"

PHOTOSHOP

BUILD A WORKFLOW ACTION

SELECTIVE SHARPENING

LAYER SET

7. CREATE A NEW EMPTY LAYER GROUP, LABEL "SELECTIVE SHARPENING"

PHOTOSHOP

BUILD A WORKFLOW ACTION

COLOR CORRECTION

LAYER SET

8. CREATE A NEW CURVE ADJUSTMENT LAYER
9. CHANGE LAYER MODE TO "LUMINOSITY"
10. DELETE THE LAYER MASK, LABEL "GLOBAL CONTRAST"
11. CREATE A NEW CURVE ADJUSTMENT LAYER
12. CHANGE LAYER MODE TO "COLOR"
13. DELETE LAYER MASK, LABEL "GLOBAL COLOR"
14. REPEAT 8-10 AND 11-13, RETAINING THE LAYER MASK, LABEL "REGIONAL CONTRAST" AND "REGIONAL COLOR"
15. REPEAT 8-10 AND 11-13, RETAINING THE LAYER MASK, LABEL "LOCAL CONTRAST" AND "LOCAL COLOR"
16. CREATE A NEW HUE/SATURATION ADJUSTMENT LAYER
17. SELECT ALL COLOR-CORRECTION LAYERS AND CREATE A NEW LAYER GROUP, LABEL "CC"

PHOTOSHOP

BUILD A WORKFLOW ACTION

B&W LAYER SET

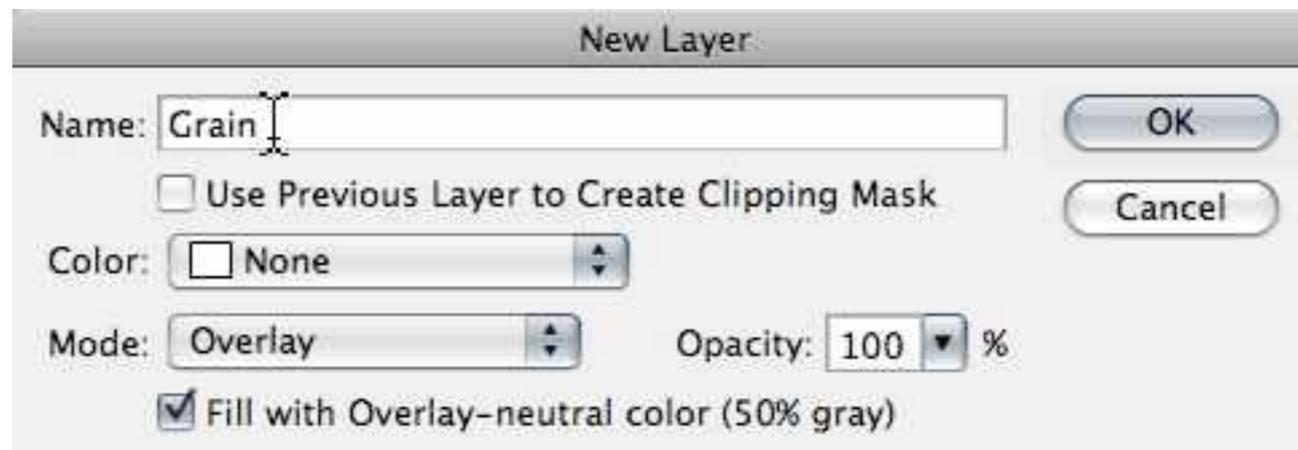
18. CREATE A NEW BLACK & WHITE ADJUSTMENT LAYER
19. CREATE A NEW CURVE ADJUSTMENT LAYER, CHANGE LAYER MODE TO "LUMINOSITY", LABEL "CONTRAST"
20. CREATE A NEW CURVE ADJUSTMENT LAYER, CHANGE LAYER MODE TO "COLOR", LABEL "TONE"

PHOTOSHOP

BUILD A WORKFLOW ACTION

B&W LAYER SET

21. CREATE A NEW LAYER WHILE HOLDING THE OPTION KEY.
22. NAME THE LAYER - "GRAIN", SELECT "OVERLAY" MODE, CHECK THE "FILL WITH OVERLAY-NEUTRAL COLOR" BOX



23. GROUP B&W LAYERS INTO A NEW LAYER GROUP, LABEL B&W.
24. **STOP** RECORDING YOUR ACTION

PHOTOSHOP WORKFLOW

RUN YOUR “WORKFLOW” ACTION FIRST THING AFTER
OPENING YOUR PROCESSED RAW FILE

FOLLOW YOUR WORKFLOW FROM BOTTOM TO TOP TO
ENHANCE YOUR IMAGE

DELETE UNUSED LAYERS TO CONSERVE FILE SIZE

IMAGING III

WEEK 4

GO MAKE SOME PICTURES!

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