

Photoshop Basics Transcript Part 1

[00:06](#)

All right, now in this lesson, what I want to do is talk with you about the importance of editing your photos, whether those are photos that you get from somebody else or these are photos that you take yourself, editing those photos in Photoshop so that you have the very best photo that you can possibly get.

[00:27](#)

A Photo Is Worth A Thousand Words

I want to give you an example here as to why that's important, especially if you're going to be a social media activist, keeping in mind that I'm very much focused on social media here. Let's get right into it here. I'm going to give you an example. What I have here is a photograph that was given to me, but it did not look like this. I will show you what original photo looked like in a moment, but this is the ending photo right here. This is what I wound up creating, was this photograph of Malakai, who was killed by vaccines within 24 hours. He got eight vaccines and he was dead within 24 hours. I actually have a lot of these kinds of stories on my website.

[01:20](#)

What's important to understand is that a photo is worth a thousand words. It really is, or more. So, if you get a photograph from someone, whatever that photograph is, it's in your best interest to do your very best at making that photo the best it can be because that's going to grab attention for you in social media.

[01:44](#)

Images As Metadata In Websites

Let me show you what I mean. Here we have Malakai. Here we have our title, and remember, this is metadata. This is how we set up a webpage with metadata. In fact, I'll show you that right now just real quick so you see it here on this particular lesson. I'm actually logged into my WordPress. Here's the photo I'm using. Now, I'll scroll down, and here are other photos. Every single one of these photos that I was given, including this image too, all of these photos I actually adjusted in Photoshop and made them look their very best, every single one, including this one. When you hover, it goes a little bit light, but that's my corrected version of that photograph. We have comments down here.

[02:40](#)

In WordPress, when you're on a page, you can click 'edit post'. Now, we're inside the backend of WordPress, there's the photograph I dropped in. But that does not tell Facebook to use that photo. What does that is something called Ghost SEO. Right now, this part is what is designed for Google, and you can click 'edit snippet' and you can type in your title here that you want Google to see. This is the slug, this is the URL that you want search engines to see, and this is the description that you want search engines to see. When you do a google, when someone does a google and they pull up a certain keyword, they'll see your title and your description right here on the Google search results.

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Now, over here, when you click this button right here, this is Facebook. You can change it, I almost always leave it exactly the same, but every now and then, I

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may make an adjustment. Again, here's your Facebook title, here is your Facebook description that shows up, and then this right here is the Facebook image. You click 'upload image', and you select which image you're going to use. In this case, it's an image I uploaded quite a while ago, it's this one right here. I would select it, and then I'd click 'use image'.

[04:14](#)

All right, so we're going to back out of that. I will get into SEO and Yoast much later, I just want you to quickly see how this works. So, now we're going to go back to 'view post'.

[04:27](#)

Great Images On Facebook Get Social Traction

All right. Now, let's go to Facebook. Here we are in Facebook. I have shared this story quite a few times. I want you to notice that here is the image. This image is not necessarily being shared from this image. It is being shared because WordPress is ... or I mean, yeah. WordPress is pushing the photo to Facebook. If I did not do that, if I did not use Yoast, Facebook might use this image, Facebook might use this image, that would be terrible. Facebook might use that image. I wanted Facebook to use this image, which I told Yoast to tell Facebook use this image. So now, here we are. We have 'Healthy 14 week old infant gets 8 vaccines and dies within 24 hours', and it's put out by Stop Mandatory Vaccination. If this were a shorter title, you would actually see the description down here as well that I wrote. In some instances, depending on the feed and everything, you will see that description.

[05:33](#)

I posted this just a few days ago. It's reached 31,000 people, it's had 665 reactions, it's been shared 692 times. Why? Because we have a child's face staring at us in our eyes, and we have the name of the baby with their life and death dates here, and a title that says that this kid got eight vaccines and died within 24 hours, that's why. Then this just helps when we add a little description here. I also say 'please share'.

[06:15](#)

Let's see how this has worked. Now, I want you to realize that I have shared this multiple, multiple times. This is not the first time I'd shared it, and it's okay. You should be sharing your stuff multiple, multiple times. Plus, this is my page, I have a group, I have my own Facebook. I share there too. I also have my email list, I've shared it out in there as well. This is not the only share. But let's take a look at my Google analytics.

[06:40](#)

Google Analytics and Social Media Images

Google analytics is what tells me how my website is performing and how my webpages are performing. So, I did a date range. I went to July of this year to right now, today is November 29th that I'm doing this recording. I want you to notice that the number two trafficked webpage is that story, 'Healthy 14 week old infant gets 8 vaccines and dies within 24 hours'. It's had 56,000 page views. Most of the traffic is from social media. If we click here and we click 'all traffic', we click 'channels', we load up where my traffic comes from to my website. You will see that social media is where I get most of my traffic. Organic search search engines do find it and people know about it, like for example, through my email

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and everything. They'll click here and they'll click directly, and others, they'll just type it in and get to it.

[07:46](#)

But most of the traffic comes from social media. It behooves us to create the best possible photography we can, whether we take the photo or we are ... receive a photo from somebody else, it behooves us to make that the very best photo we can make it. I'm going to show you how to do that, starting now.

[08:08](#)

Image Before & After Photoshop Enhancement

Let's hide Safari. I want to show you ... Well, actually, I'm going to show you one more thing. Let me show you something here. I created some before and afters. This is from the website. This is the photograph that I was given from the parents. This is the photograph that's actually on the website. I just did a screenshot, and I did a side-by-side for you. You can notice, I've lightened up the face, I've lightened up the hand. I want you to notice here too, I've darkened this area, see how it's lighter? I've darkened this area deliberately. Why? I want all attention on the face, all attention on the face. I darkened this area, I ... See over here how it's a little bit lighter? I darkened that as well. I even darkened this area. Trying to get all the eyeball attention right onto the face.

[09:02](#)

Now, this is inside the story, this is not the one that's being shown on social media. However, look at this. This is the photograph that I was sent, all right? And it just so happened to be a very large photo. When I get to Photoshop, I'm going to show you this photograph.

[09:24](#)

You have to know how to crop a photo so that it works perfectly in social media. Notice that this format and this size would never work. Imagine what this would look like if we tried to use this in social media. It would be a little tiny blip. In fact, if you just simply drop this photo in, just as is, and you ... it wouldn't work. I mean, it would look terrible, it really would. So, it really is important to understand this stuff.

[09:58](#)

All right. This is the photograph I was given, this is the photograph we would up with. We will go to this photograph in Photoshop, and I will show you basically what I did. It's not going to be exact, but I'm going to show you.

[10:12](#)

All right, here's another photograph. On my website, there's another story of the Catones. Their baby boy right here Nicholas received one shot, the DtaP vaccine at 20 months old, and he was dead within 17 days. Of course, this family was utterly destroyed. I mean, they share about this all the time on social media. It's a heartbreaking story because at 20 months, this kid was talking and walking and doing all kinds of stuff. They got to really know this soul, and now that soul is dead.

[10:49](#)

Here is the photograph that I was given. Again, if I had shared this like this on social media as the social media image that would be shown, it's possible that Facebook may have maybe showed only this much or up here. You have to

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really know how to crop and set photos up correctly. Also, I want you to notice quite a few things. Notice her face is dark, his face is dark, her face is dark, his face is dark. They're light, light, light, light. I lightened it all up. Then also notice that this is dark here and this has been darkened as well, and this has been darkened as well. It's lighter over here. That's to draw attention to the faces.

[11:33](#)

On this particular photograph, you'll see it's actually two photos slapped together, and there's a lot of editing that went into this as well. First of all, notice that this is the original. Notice the color shift, it's kind of yellowish and didn't really work to put that next to this photo. Now, this photo, you're going to see, it was sent to me at this angle, it was probably shot in a horizontal format. You'll also notice that it's a much larger image. The very first thing I did when I ... And you know, usually when I do these stories, I get a lot of photos, so I have to kind of decide how I'm going to put them together. Neither one of these videos worked as just a straight horizontal, so my idea was to put two photos together. This photo here had to be turned, and then I lightened the face. This one here had to be ... And they both had to be cropped, and I'll explain cropping. This one had to be cropped as well, the outer portion cut out.

[12:44](#)

And then here, I just want to point something out while I'm thinking about it. I want you to notice that, and I'll show you how you do this, how I put in this black box that then I changed the opacity on, this is in Photoshop, so that the date of this child's life from birth to death would stand out more. Again, this is what I do, I deal with parents who have vaccine killed children and vaccine injured children and vaccine free children who are very healthy. This is just kind of the deal on this story.

[13:24](#)

Fine Tuning Images For Websites For Facebook

Now, here I want you to notice this. Notice the distance between the O and the top of that black line and down here. That is because Facebook, when it sees this image, is going to crop a little bit of that image. I made this image specifically for Facebook, not specifically for this story. This is a screen grab, this isn't actually the website that I have in front of me right now, so I can't scroll it. Again, as with many of these stories, I also did the rest of the photos. In fact, let me grab that story. Hold on, let me pull it up real quick so that we can look at it, 'cause I want to show you something.

[14:13](#)

All right. It's under my stories, I know the title 'Violet Lorraine', so let's go to ... And by the way, WordPress does not grab the photo that is targeted to Facebook, I don't know why, it's kind of dumb, but it just is the way it is. Let me keep scrolling until I find that story real quick. Have a bunch of stories of children being killed by vaccines.

[14:42](#)

Here it is right here. All right. Let's get in here real quick. Right, here's the image, here's another image. Again, every photo I get, I manipulate, I adjust, I make it look its best. I don't remember these photos off the top of my head if I cropped or not, but I probably did. I certainly lighten things and adjust contrast everything.

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[15:14](#)

All right. On this one, I want to show you this just because I think you should see it. Remembering that it's the SEO plugin Yoast that is telling Facebook to look at this photo, it is not this photo that Facebook sees, this specific photo. It sees the photo that I have in WordPress. I grab the URL link, copied it, if we can just go straight into my group, that would be easy to do. Then, let me show you, if I post it in, it'll populate. Now, notice here, notice it's cut off a little bit. This is deliberate. So, all of these little ... like these are little things, but they're important things to understand on how to do. Always know that Facebook is going to crop just a slight amount of your image, and you want to know that, so that you can do things, you can set things up correctly in Photoshop for your project.

[16:15](#)

Photoshop Tools Display & Monitor Color Calibration

All right. Let's jump on over to Photoshop. Here we have Photoshop. Before we get into how to use Photoshop, I need to show you one other thing, and that is this guy. This is a color calibrator for your monitor. Now, if you have a brand spanking new iMac, for example, you may not need to color calibrate because they do a pretty good job of making sure they come out color calibrated. But I'm currently working on two monitors, I actually have a second monitor that you don't see or have access to, and I color calibrate them every few months to make sure that when I'm working in Photoshop, that I am working with a neutral contrast, brightness, and color, so that if I make any changes to that color, contrast, brightness, and all the other details, that my monitor is set up as perfectly as it possibly can be set up, so that when I make those adjustments, I'm not making adjustments based on a bad monitor.

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This happens to be the one that I use, I like it, it's \$150. If you're serious about doing quality work on a regular basis and you're going to be using images a lot, and you don't have a brand new iMac, I don't know about other computers, they usually use somebody else's third party monitor, so I just mention iMac. If you don't have an iMac, I highly recommend you get this and just go ... It's easy to use. You just download their software, you put this little Spyder unit right onto your monitor, and it does all the calibration for you, and then you're done for a few months. All right, enough of that. Spyder 5.

[18:12](#)

IMAGES

Do a "Save As" First

All right. Before we get into manipulating an image, what I want to do here is give you a quick tour of Photoshop. The very first thing that is important to know is that up here is where you do your saving. When you get a photo, whether it's your photo or it's from somebody else, the first thing, the very first thing you should do, is a save as. I already grabbed this photo from the original, but we're going to do a save as, and you'll see, I'm calling it 'my instruction' because I'm giving you instruction on it. Then I'm going to call it 'crop'. I use other extensions when I'm doing this kind of stuff, which I'll talk with you about in a minute, or in a while. But crop because we're actually going to crop this photo.

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The very first thing you should always do is never work on your original, always make a copy. You could also call this 'copy'. Then, do 'save'. Then we're going to save it. All right. We did that, but let me jump over real quick and just talk about Photoshop. Sorry, it's out of order a little bit, but that's okay.

[19:26](#)

Adobe Photoshop Purchase

Here is Adobe. You're going to go to Adobe, and you're going to go to Photoshop. Here are the plans. You can get Photoshop for \$10 a month, \$10 a month. It's totally worth it. That's annual, paid monthly. Annual plan prepaid is \$120. It lives on your computer, you pay \$10 a month, you have access to it all the time, it will always keep updating to the latest version. Yeah, you're kind of stuck in that it's always going to be \$10 a month, but if this is what you're doing, if you want to be a full-time activist and you deal with images on a regular basis, it's worth it. Now, I pay ... Actually, this is a sale price. I pay \$52.99 per month for all of the Adobe Suite. It's totally worth it. I get the editing software and everything I need to do all the work I need to do. I have the latest software at all times because of it.

[20:27](#)

Here we go. **Adobe.com**, you get, buy it, it downloads on your computer. Get it set up and then start using it. All right, now let's get back to Photoshop.

[20:39](#)

Canvas Measurement: Work In Pixels

All right. We already did the final save as, we have the photograph that you just simply do an open, you probably know this if you've been using a computer for any time. Now, one thing you need to know is measurement. These are in pixels. If you right click, you can change it to inches, you can change it to centimeters, you can change it to all kinds of stuff, if you are doing physical layout. You're probably not going to be doing that. If you were doing that, you'd be a graphic designer and you would not be watching this presentation. So, let's go back to pixels. The only reason why I show you this, some right clicking on a Mac that's ... on a Mac, it's Control click. Mac, Control click. Then, you get to it. If you happen to be in inches and you open up a project, either right click or Control click, go to pixels because you want pixels. It's very important you're working in pixels.

[21:41](#)

Image Size vs Screen Size

Also, what you need to know is that we are not viewing it in full size. You'll notice here it's at 3,000 pixels. If we go to 100% of the size, there it is, 100%. Obviously, you can't see everything. The other thing you can do is you can click 'fit to screen' or 'fit on screen'. Now, we see the whole thing, but it always makes me a little bit, I don't know. I like to see a black border around it for some reason, so I know for a fact where the crop is. So, I usually do a zoom out. Now, I have the whole image here.

[22:20](#)

How To Find Tools

The other thing you need to know is there are all kinds of tools, and I'm not going to go over all the tools. You don't need to know all the tools right now, I'll show you tools as we need them. But what you do need to know is that this

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button, this window right here, is what makes tools show up and disappear over here. This is what you view. Let's say we click 'brushes'. Now brushes just showed up right here. You click this little button to get out of it. Let's show ... some of these are already in there. Let's go to styles. All right, here's styles. Adjustments, properties, channels, paths. If you don't see something over here that you think you need, go up to Window, and find it. Then, if I'm talking about something and you don't see it when I'm using it, that's where you're going to go is up to Window and see if you can pull it up if it's not showing. Here's tools. Tools was over here on the left hand side. You definitely want tools. And you want this to happen too. This is what image we're currently on, is right here. You can also, if there's multiple images, they show up up here as well.

[23:41](#)

All right. Anything else I need to show you? Most functions have ... Most software have an edit undo, you can always edit undo. All right, let's get going.

[23:54](#)

Move Image with Grab Tool

This is your grab or it can be a grab key. Right now, we want this, which allows you to select stuff. Now, I happen to know that on my website, in fact, let's get back to it. This size, right here, actually, technically speaking, the size of this entire column is 800 pixels wide. If you're doing single column from here, all the way over to here, you may want at least 1,200 pixels minimum, maybe 1,600 or maybe even 1,900. 1,900 pixels is the full width of many monitors. Full width of many monitors, that's 1,900 pixels. My monitor right now I'm using is 1,920 pixels wide. This image right here, I happen to know, is 800 pixels wide. I set up my website originally to be 300 pixels wide on this column and 800 pixels wide here. That means that if I'm going to have an image that I'm going to lay in here, it's going to need to be 800 pixels wide.

[25:16](#)

I've looked through all of their photos, I'm not going to show them to you know. I've looked through all of their photos, and I decide that this is going to be the main photo, right? I also see that I have 3,000 pixels to work with. Now, Facebook, let's go over here to Facebook real quick. Let's see if I still have this set up. I do.

[25:46](#)

Aspect Ratio and Cropping -16:9 For Facebook Website Metadata

Here's what you need to know that's extremely important, this size, this is called an aspect ratio. This aspect ratio is 16 by 9. 16 by 9 is the same size as HD video. 16 ... It is not a normal or "normal" photography size and width, like 8 by 10 or 11 by 14 or anything like that. This is 16 by 9. All right, so if I'm going to make an image that's 16 by 9, then when I am in this tool right here, we want to go up to here and we want to tell it to have a fixed ratio, 16 width, height is 9. It's not inches, it's not millimeters, it's not anything. It's an aspect ratio, so that when I draw, or in this case I'm holding down my mouse, I am drawing or grabbing an image or making a rectangular tool around an image. You'll notice, you can see the pixel width and the pixel height. Not terribly important, I just want the width to be more than 800 pixels because it's going to get shrunk down to 800. If it were like this size, that would not work because that'd be too small, 366 pixels

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is too small. But I happen to know this is a large photograph, so it can handle that.

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I also know that I'm going to put text to the right or to the left of this child's face. I don't remember exactly what I did, but this is kind of close. I may have zoomed in even more, cropped even more. So, there I did it. I selected this area in the 16 by 9 ratio. Now, I'm going to move it. Then, I'm going to go up here and I'm going to click 'image crop'. Now you understand why you always do a file save as, so you're not cropping the original in case you need to go back for some reason.

[28:02](#)

Now, what I like to do is I like to do file save as ... or not file, sorry, just file save 'cause we already saved as. File save, so that I have it. Now, you see this line that goes around right now? We don't need that anymore. We do select 'deselect' because right now it's selected, so right now, nothing is selected. Then we can also zoom in ... whoops, wrong way. We can zoom in on it and zoom in. I want you to notice the pixel width. Now, if we click here, I can grab what's called a guideline, and I can leave that guideline right there. I can easily see that this is about 2,300 pixels wide, so we've still got plenty of room to make stuff happen.

[28:57](#)

The Law of Thirds and Composition

All right, we're just going to leave it like this. You could ... Let's say you're like, "Eh, I don't like it that way," we're still in the 16 by 9. You could like go like this, or maybe we won't leave it. We'll do another crop. But you could go like this and like, "Okay, I really need to have it cropped even more," or maybe ... I let go, that's why that happened. Maybe I want this. By the way, there's something called the law of thirds. The law of thirds in photography says that you should put your main action or your main subject in the third quadrant of an image. Let me show you what that is. Law of thirds, I'm roughly doing this, I'm not measuring at all. This is about one-third, one-third, right? Your main ... Where you want your eyeball to go is in the law of thirds. We can remove these guidelines. All right, now they're removed.

[30:01](#)

Image Adjustment: Levels

All right, so now what we want to do is, you'll notice that it's kind of dark, or at least it is on my monitor. Now, here's the next thing to do. You've done your crop, now go up to image, adjustments, levels. Image, adjustments, levels. I want you to look at this. This is white, the brightness. You take your brightness and you pull it right to here, approximately. This is your darkness, this is your darkness, this is what's showing in your photograph. This is your mid-range, and you just adjust it by your eyeball more or less, and you get it pretty close. That's not too bad, right? We've adjusted the white, here's the black, and here's the mid-range. We've adjusted them up just a little bit. Here's the preview button, before, after, before, after. If you learn nothing else in this tutorial, learn how to take an image and do an adjustment, image adjustment, by doing this right here. It'll make your photo so much better.

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Auto Adjustments

All right, click 'okay'. All right, now we've adjusted the photo. Now, there's a couple other things you can do. You can click 'image', 'auto contrast'. 'Image', probably because I already did it, got it pretty close. You can click 'auto tone' to see if the color looks any better. Not so much, maybe. It's hard to tell sometimes. We'll go edit, undo, auto tone. It pulled some of the yellow out, and auto color. It's pretty similar. We'll go edit, undo, auto color.

[32:01](#)

The Dodge Tool (lighten select areas)

I want you to look at his face here, it's a little bit dark. See the light coming in from the side? He's kind of dark here. I want his face to pop. Now, over here, this tool right here, there's a burn tool. If you hold the button down, there's a dodge tool, burn and dodge. These are the two tools you need to understand the most about. You will use these a lot. We're going to click 'dodge'. Dodge means make it lighter, burn means make it darker. We're going to click 'dodge'.

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Up here is the size that you're going to be using. You can adjust the size. Here's 114 pixels, notice how small that is, and you can go ... whatever size your image is, it can go up to that size. We're just going to go up here, that's a little bit too big. 14 ... I can also type in a number. It's probably about 1,000 is probably what I want. 1,040 pixels, that's good. Now watch, I'm going to ... Now, we are adjusting the midtones, usually that's all you're going to do. You're not going to do highlights or shadows. Usually it's midtones that you want to work with. Exposure is how much it's going to change every time you click, every time you click your mouse. You can make big changes or you can make small changes. I just have mine set at 30% or so.

[33:30](#)

All right, so, watch. One click, two clicks, three clicks, four clicks, five clicks, seven clicks, eight clicks, nine clicks. That's obviously too bright. Toggle last, or undo tog. Then we're going to go backwards, backwards, no. Undo. Let's see here. Undo, undo, so we're going backwards now, undo, undo, undo, undo, undo. I don't know if I undid every single one of those or not.

[34:19](#)

Dodge Exposure Adjustment

All right, now I want to show you something else. Exposure 30%, you can go to 100. Now, watch what's going to happen if I do 100, one click, one click, that's a lot, isn't it? Another click, that was a lot too. We'll do undo. All right. Now, let's go back down ... and I just, I don't go exact on this things, it's just a small amount, 24%. Now, let's make a smaller size, not that small. I want to do eyeballs, okay. Now, I'm going to click once, click twice, three times, four times, one, two, three. I think we're going to lighten up his face just a little bit more. Okay, and maybe one more time. All right, that's dodge. And save as we go. Save.

[35:23](#)

Burn Tool (darken select area)

All right, now, let's do the burn tool. Let's zoom in a little bit so you can see more. You can tell it's not sharp, it's probably taken with a phone and we have zoomed in. But when this goes into social media, people can see it, see it

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smaller, so it's going to work out fine. Now, notice here we got ... Let's zoom back out 'cause I really don't want that close right now. Let's make it darker. Why would you make it darker? Burn, so that's the burn tool. We just went to the burn tool. We're going to make this smaller. The reason why we make it darker is so that more attention is brought to the face. We don't always need to do this but sometimes it's helpful.

[36:08](#)

Watch. Now it's getting darker. You can also hold your key down and notice how I'm making it dark like this by I'm holding my button down and my mouse down. Now watch, I'm holding it down and I'm making it all darker over here. See that? Holding the mouse down and dragging. Now, that's much better 'cause now more of the attention goes here. Of course, you've got the white pillow here. Let me just look at ... Let's see here, preview. Oh, I see. I cropped in a much further, I cropped in much closer. You know, it's all a little bit subjective. You don't have to do things exactly the way I do it, but I did go closer, so let's go closer. I really want that eyeball, I really want that face to show. Let me just look again at what I had. Okay. I had a lot of pillow.

[37:25](#)

All right, now let's go over here. Maybe we'll do ... Maybe we'll get those eyes into even more lower third, in the third region. Notice I have less pillow this time around. There could be a good reason for that, I'll show it to you. Let's crop again, nothing wrong with that. Now, let's zoom in and see where the zoom in lands. Okay, good. I like to see black around here. One thing you can do, you can adjust here too, to give yourself more canvas room, so you can see what you're doing.

[38:00](#)

Color Balance

All right. It is a little bit yellow. We can go here up to adjust, color balance. Now, obviously if you do not have a color corrected monitor, you might ... this might not actually be yellow, it might be some other color, you don't know because your monitor isn't color balanced. But you see here's yellow, he's yellow, we can add a little bit of blue and take out some of that yellow. We can play with cyan and red and magenta and green, and see if we can make him look just a little bit better. Usually your blue is going to be helpful in something like this. Okay, we're just making small adjustments. Click 'preview'. All right, and see it again, preview. We took some yellow out, I think it looks better with some of that yellow out of there. Done. Then save.

[39:13](#)

All right, what have we learned in this lesson so far? What we've learned so far is that ... how to crop, how to use image levels, how to pull your levels to the edge, how to adjust this part, which is mid-range, I'm going to cancel that. I'm going to show you one other thing, brightness contrast.

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Adding Contrast

After you've done image levels, sometimes it's nice to add just a touch of contrast, using the contrast tool then making it slightly brighter. Why, you might ask? Because in social media and elsewhere, when you make something slightly contrast here, it pops. You lose detail, but it'll pop, it'll grab attention because

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it's popping. I often add a little bit of contrast as well. Again, it's a little bit subjective, you've got to kind of look and see what you're doing here. Okay, done.

[40:22](#)

How To Add Text To An Image

All right, now let's talk about adding some text to this. Malakai, let's see, how do we spell 'Malakai'? I think I remember, but ... M-A-L-A-K-A-I. To do that, here is the text character attribute button. I currently have it set on Helvetica. The font that I use, and it's going to grab fonts out of your computer, the font that I used was, I think, Comic. Did I see it? Century ... or Casual. All right, there's the font. Here's the size of the font, I'm just going to make it small for now. Here's the color of the text, I think I used white. So, click white. This is called leading, it should be on auto, we'll go into that later. Then, click your text tool right here, and you're just going to drag it where you want to go, this is just rough. Photoshop will drop in some Latin for you. 'Malakai', right. Is that how we spell it or is it ... am I missing a number or letter? Ah, 'Al', of course. 'Malakai'.

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Text Adjustments

Now, way too small, obviously. So, you highlight your text, and you can click and drag this, click and drag, and you can resize it to the size you want. You can also type in the number, you can also use the dropdown, but it only goes to 72 and that's too small. You can drag your title ... your text to the size you want it to be. We'll just leave it there. No, maybe we'll make it even bigger, right? Then, you don't ... to prevent yourself from grabbing the same thing again, you can take your box here and you can shrink it. I want you to note, you have to use the text button to adjust this. If you use this button to adjust it, you're going to either move it or you're going to ... Oh, this is new. You know what? Photoshop didn't ... usually that would stretch it. So, look at that. That's a whole new feature that Photoshop added that I didn't even know about. Well, isn't that handy?

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All right. This tool let's you move it around, and it looks like it goes back to a text tool. That's pretty handy. Did not used to do that. It used to just stretch it. All right, there we have Malakai stuck in a random spot.

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Text Fonts

All right, now, go here to your text tool. We're going to flip over to something that's ... Oh, that's not what I wanted to do. Click here, see how it's selected? We just click over here to unselected. Now, grab your text tool. Go to here Arial Narrow, and let's make it a little bit smaller font, and just I've it a 'June to July 2018', just making stuff up right now, just to be quicker. All right, we're going to make it smaller. Now, Arial Narrow regular, I'm going to make it bold, okay? We kind of want these two to be ... We have something called auto guides or snap guides where Photoshop will automatically put everything with the other layer. So, these are called layers. I want you to look over here right now. This is a layer, this is this text and this is the Malakai text. We're still in text tool, and I was able to line up these two just by dragging 'cause it gave me the lineup tool. If I click this tool, and I click this and this, I can click this button up here to make them line up exactly based on the width of the two.

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Guides and Snapping To Guides

Let's get here. There's that. If they are not the same length, then we have a distance, then we have an issue. One thing you can do if you don't know, you can always like go to a side and then pick something like that you're ... and then we can click over here, and then we can move to the side and go to the ... here. By the way, this is also when guides are very helpful 'cause we do it ... Photoshop will do something called snapping. Now, we can click these two and we can click line them up, straight down the center, and it did. Then, here we just make it larger until it lines up almost exactly. How about that? And we will remove our guide.

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Notice the eyes here. From a photographic point of view, or from a composition point of view, you can grab June, July and we can use the arrow key on your computer ... on your, not computer, on your keyboard, and you can move things around by tapping those arrow keys. Now, we have something that's pretty well centered based on the eyeballs, which is good. We can get rid of that.

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Hey, there you go. You could make the name larger, probably wouldn't be a bad idea. You could make the date range larger. Let's look at what I did real quickly here. It is under PDF. Yeah, see how I have more negative ... This is called negative space. I have more space here. Negative space is like unused dead space that doesn't really bring any ... doesn't do anything for the photo, really. Then I have this almost to the end and almost to the end. Oh, wow, I was close, June, huh? Then, here. Notice I have it lined up. Right?

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Let's go back. Then, when this gets shrunk down. Zoom out, zoom out. All right. Now, it would be nice to have it bigger.

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Working With Layers

All right, so now I want you to look over here. See these layers, these are called layers. With layers, once you start having layers, when you do a save, it's going to save it as a Photoshop, a dot PSD, and that's because you have layers. Click 'save', and now it's saved with layers. I just want to show you a couple things about layers.

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Drop Shadow on Text

Let's zoom back in. Well, let's fit on screen. All right, here's Malakai. Here's the layer. Now, you can double click, so just double click. You have a huge number of options. I'm only going to show you a couple that are probably the most important to know. One is called drop shadow. You click drop shadow, you can click here, and this is where the drop ... Oh, you know what? Let's add pixels. We have a black drop shadow that's on top of Malakai here, the name, and we're going to increase the pixel, increase the spread, increase the size. All right, can you see the black right here? I think we should zoom in. Zoom in, and let's go to 100. Right. Do you see the black here? All right, watch the distance, see how it changes? Then, watch the spread, spread is how wide it gets. Then, size, how big it goes to fusion.

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All right, so you can play around with these. Notice, this is the angle. Watch the angle over here. See how it's going the opposite direction, minus 47 degrees. Let's go back. I tend to be around this angle. Most of the time, people stick a drop shadow that's going this direction. You can also type these in. You can just do 10, 10, 10 for example. This is the drop shadow. Depending upon what kind of background you're up against, now, I'm up against a pretty dark background, but depending upon the background, it might also make sense to do what's called a stroke. Let's do a stroke.

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Stroke on Text (outer border)

The stroke is the size that's around the outer edge of the letter. We have black, black. Then, we have the pixel size of that stroke or the distance around ... the distance of black. Usually two pixels or so works. Okay, we'll leave it at three for right now. That's stroke, watch what happens, watch what happens here when I click, stroke on, off. Drop shadow off, drop shadow on, stroke on. Often, though not always, use both, depending on what everything looks like. We'll click 'okay'. We will zoom back out so you can see it, fit on screen. Let's go down one more, zoom out. Then, click over here to click off.

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There you have it, there's a drop shadow. It's up to you to be creative and decide whether or not you want a drop shadow, whether or not it makes sense, and if you do, how much of a drop shadow. Sometimes I add them, sometimes I do not. You'll notice right here that it shows us the drop shadow, the effects, the stroke and the drop shadow. You can actually click the little eye button to turn it on and off. Turn off the stroke, turn off effects. By the way, since we're over here on the eyeball button, this is what you see. If I click the eyeball button on Malakai, it goes away. If I click it on here, it goes away. If I click here, oh, now we have nothing. If you ever want to look at what's going on and you are getting distracted, you can always turn something off. By the way, if you do an export, meaning you're sending it so that you can use it for some other purpose, if you have something clicked, it's not going to show up, even on your export. What you see is what you get.

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How To Export Images For Web Use

When you are ready to make this into something that you're going to use on the Web or anywhere else for that matter, you need to do what's called an export. The export is, you go up to file, export, there's different ways of doing this, I actually like this legacy system, so I'm going to show it to you here. Save for Web. This is the actual size based on pixel size. It's at 100% right now. You can click way ... Oh, wait. I've got to adjust this, so you can see it. All right, down here, you can increase or decrease the size, you can actually see what it looks like. I often leave it at 100% because we are going to resize it.

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I want you to look over here. This is the image size, the current image size of this image is 1,983 pixels wide, by 1,115 pixels high. This means it's locked, so if I change one, the other one's going to change with it. I know that I need this to be at 800 pixels. I type in 800, and then I hit tab. So, I hit the tab key. Look at that, this is the actual size, what you see is what you get. Now, you are in ... If

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you're watching this video, it might be half size for your monitor, but for my monitor, it's full size, which is 800 pixels wide. When you are using Photoshop, you're going to see the actual size.

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Now, we're at the actual size, I want you to look up here. Now, this is compression quality. This is very important to know about. Maximum, very high, and high. The reason why we compress an image is so that when an image is loading into a website ... no, excuse me. When a website is loading onto your browser, when a website is loading onto a browser, the image loads quickly. The smaller the file size, the faster it's going to load, the faster someone who's going to your website is going to be able to see that photograph. You want fast load times.

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Since this particular image is also going to be shared on Facebook and since Facebook ... When I say shared, I mean as metadata. And since Facebook is going to compress the photograph yet again, we leave this particular photo on maximum compression, that's the maximum quality, the highest quality compression. Notice it says JPEG, we want JPEG. For now, you don't need to worry about these other formats. Pretty much, you're just going to use JPEG.

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Slice Tool For Web Images

I want you to know about this button over here, way over here. This is called the slice tool. It'll actually load an image in two stages. It'll load one set of the image, and then another set of the image, just so you start to get an image loading onto a website. This was very important back in the days of dial up. Nowadays, eh, sometimes I use, sometimes I don't, but I would never use it on the photo that Facebook is going to be using or going to be showing. So, I'll click off.

[56:29](#)

Saving Web Images With Pixel Name

Then, you click 'save'. Now, I want you to notice my file name, 'Malakai' ... let's pull this up. 'Malakai Instruction crop', and I'm going to put '-800'. Now, if you were to look at my computer and all of my folders, you would find these numbers, 800 and all kinds of other numbers, at the end of all of my different JPEGs, and it tells me the pixel width, so that six months from now, if you see multiple images, you're going to know exactly what the pixel width is and what that particular image is for. I'm going to show you something in just a second.

[57:11](#)

So, I know I need an 800 pixel wide image. I put 800. Since I know it's pixels, I don't need to put pixels. If I were exporting this for somebody else, I might put in pixels. A lot of people actually, in the professional world, put pixel size into their file name. It's a good idea to get into it. Sometimes, you may want to put the full pixel size. If you look over here, it's 450, it's an 800 by 450 is what 16 by 9 is, but I just put the width. Click 'save'.

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And done. It's saved it as a small file size. In fact, let me do one more export. I'm going to show you something, something else. Here we're going to do another export. This time, we're going to export for Mailchimp. Mailchimp is 600 pixels

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wide, boom, 600. If I'm doing a lot of photos for Mailchimp, I may just stick it in very high instead of high. Over here, this shows dial up speed, it takes 13 seconds by dial up to load. I mean, no one has dial up anymore, but it does tell you the size of the file. That's a great size, 67 kilobyte. Let's go to maximum, 136. It's almost double, just by going from maximum to very high, but do you see any loss of data? No. For Mailchimp, for people that are loading up, getting their emails and everything in a web browser, it's going to load super fast, which is great.

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I'll click 'save'. Again, this is for putting into my mail e-program, Mailchimp, so I'll put 600.