

### Photoshop Basics Transcript Part 2

[00:07](#)

#### **Working With Photos You Take**

Okay, here we have a photograph of me taken with my professional camera. It's not just a snapshot, this was taken using a 135 millimeter lens with a wide aperture which throws the focus out of background. It was taken by a friend of mine. I'm going to use this as an example of how to adjust a photo that perhaps you take and some things that you can do to make your photos look better.

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Now I had her take a horizontal photo on purpose so that I could actually put text to the side of me and I did do that. I've used this photo and a couple of others that my friend took and have created a number of what you might call meme images. However for this particular tutorial for you, I'm going to switch it up just a little bit.

[01:02](#)

The very first thing again is we want to do a save as. I exported the original photo and I opened it up and now we're going to do a save as. Let's just call it Larry for Instruction. Okay, save as. That way we have the original to work with as well.

[01:27](#)

#### **How To Crop – 5:7 Aspect Ratio for Portraits**

First thing generally speaking that we want to do is crop so that we kind of get an idea of what we're working with. In this case, here's the tool that we're going to use for crop. Notice that we have from the previous project 16 by nine. If I were doing something where I wanted text over here, this is what I would do, is something like this. However for this particular project and because you'll notice we have, this is a very large photo, 5,000 pixels by 3,500 pixels. It's large so I can do a lot with it. Instead of doing a fixed ratio of 16 by nine, let's do five by seven. Five width, seven height. That is a very popular size. If you have something selected, you don't have to go select, deselect, you can just click and it will deselect when it's selected like that.

[02:24](#)

Five by seven, so let's make that a head photo, headshot. We'll grab my crop and we'll move it right about there. Remember the law of thirds? Here is one third, two thirds, so I'm doing it by eyeball right now. Then we'll click crop, image crop, boom. Now this is still a large photo. We can zoom in so we can see what we're doing. Zoom in. We can also go to 100%. I don't know if you need to see me that close but I'm actually going to show you a few things on how to do some fixing here. Zoom out, zoom out, zoom out, all right.

[03:12](#)

#### **Adjustment: Auto Contrast**

Let's first look at image auto contrast, see what it does. Yeah, it looks better. It doesn't always work but it worked pretty well. Notice I did not use the image adjustment levels, but let's do that. Edit, undo auto contrast, levels. Notice the black. Here's where the detail in black starts, so we can pull our black down. That's the first spot where we have any detail in black, so now you'll notice that

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also pulls down the blacks on the entire photo. Auto contrast probably did exactly that.

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Notice we have some white detail which is probably right up in here, but we're going to pull it right about there. Then mid range, here we go, mid range up and down. We'll go right about there. We are going to add a little contrast later. This is a good starting point. Click preview, before and after. See, a little bit more contrasty, a little bit better color. Boom, done.

[04:29](#)

### **Burn Tool (Darken Select Areas)**

This area is bothering me a little bit, it's a little bit bright. Eyes go to the brightest part of a photo, so let's go over here. This is the burn tool. Burn. Let's make this burn tool a little bit bigger. That's probably too big, that's, yeah. 500. Okay, we're just going to click a couple of times and we've made it a little bit darker. Bingo.

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### **Dodge Tool (Lighten Select Areas)**

Now let's, oh, you know, and look at that. It'll actually show you what things do when you hover. Let's hold down the key, go to dodge. I want to lighten up my eyeballs a little bit. Some of this is just trial and error. Okay, a little bit more, bigger. One, two clicks, one, two clicks. Yeah, good. Now, and save, we like to save as go, you never know if there's a power failure or something.

[05:37](#)

Now let's zoom in and I'm going to show you something that's very handy. You're probably going to want to use it, especially as we get older, it just happens and sometimes when we have skin outbreaks. By the way, I have a Magic Mouse which means I can use my finger and I can scroll up and down, but if you don't have that you can click this button, the hand tool, and you can hold your mouse down and you can grab and move.

[06:10](#)

### **The Clone Tool (Select and Replace)**

Let's zoom in one more time. Yep, we're going to go close on my face. All right. Here's a little mark, it's a mark I don't really like. In fact, there's a whole bunch on my face I don't like. We're going to clean that up a little bit. This tool right here is called the clone tool. Click it. Now we need to make a size that's about the size of the spot that we want to clean up. That's about the right size.

[06:43](#)

Here's what you do. You hold down the option key. You know you've held down the option key because you've got that little pinpoint tool. You hold down the option key and you click. What did it do? It just memorized that exact spot and then I'm going to, notice I'm moving it over the spot and then I'm going to click with my mouse. Click. What did it do? It took this spot and it covered that spot. That's what it did. Clone tool. I'm cloning this, okay, so I'm going to do it again. Holding down the clone tool, click, I just grabbed it, and now I'm going to click again and it just grabbed it from here and it stuck it right there. Look at that. No more spot because we took a part of my face and then we replaced another part of my face with it.

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- [07:45](#) Let's look over here. Oh my gosh, I got all kinds of stuff going on. Right. Hold down the option, click, and it's not always perfect. You have to kind of look and make sure that things are looking okay when you do it. You may want to change the size that you're working with. You can change the opacity. I usually leave it at 100 but not every single time.
- [08:09](#) Here's something up here now. That's going to require a much smaller tool. Now you notice it's kind of remembering what I had before so I need to give it something new. Click, click. Boom, gone. Ha ha, I look better already.
- [08:31](#) All right then. Here's another one. Again, holding down the option, click, click and we've removed some of that. Click, click. Here's something. You know, I never had earrings but it looks like an earring hole, doesn't it? Click, click, ha, no more. Pretty handy. Click, click. Remember, the first click is holding down the option key. Let's see. Oh, we got all kinds of stuff down here we can get rid of, moles. We're going to make it a little bit bigger to get this one. Option, click, boom.
- [09:15](#) Then you just go through and you either help yourself or help out whoever you interviewed or took photos of or whatever. You can do this on photos that are sent to you too, of course. I actually do that quite a bit on photos that are sent to me. This is called the clone tool and you're just simply cloning. Let's zoom back out. If you're on a Mac, you can go command minus, command plus to zoom in and zoom out.
- [09:47](#) All right, seeing how that, that looks a little bit better, huh? It's up to you how much you want to modify an image. I don't mind modifying an image. Now you notice that everything is much smaller as I'm doing this. We'll leave it at that. That is the clone tool, a very, very handy tool.
- [10:09](#) **Burn Tool**  
Now let's go back and look at our tool down here, our burn tool. Remember we want the face to be prominent. This is kind of light as well so I may want to make this just a little bit bigger. That's kind of big. Well, it works. I'm just going to do one swipe. Notice how I made my shirt darker? Maybe darker here, one click. Exposure at 26%. Maybe I'll make this a little bit darker and then I can even lighten up my entire face just a little bit. Let's go. I know it's going to need to be kind of big. Let's try that. Boom, one lighten, two lighten, three lighten. Now it pops more.
- [10:59](#) **Brightness & Contrast Tool**  
File, save. Let's go to image, adjustments, brightness contrast. I'm going to bump the contrast slightly. Just slightly, not much. Brightness just slightly. We're going to click preview, before, after, before, after, so it gives it just a little bit more punch.

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### Auto Color

The color looks pretty good in my opinion. You could try image, auto tone, see if it, oh, that's terrible. Edit, undo that. You can also try auto color here. That's, again, terrible. It doesn't always work. I'm telling you right now, it just doesn't always work. I may not like this little doodad right here, so let's pretend like I don't. We can do deselect, go back to crop and I can crop even tighter but still in the five by seven because five by seven is kind of a common thing. Then we always like to have just a little bit of head space when we're this big. We're going to go up here to image, crop. Boom. Notice we got rid of this little highlight right here.

[12:19](#)

### How To Export An Image For Web Use

Okay, now here we have our photo. We're all done with editing, let's say, and we're ready to use it. Well, at 1,600 pixels wide, it's too big for using on a web site, generally speaking unless you, at least as a headshot. Now if you had a landscape, you might want 1,600 pixels wide but as a headshot, generally no. Let me show you. If we go to 100%, it's actually really large. This is a really big photograph. A headshot this size is not something you'd ordinarily put onto a web site. You might put it on social media, on a Facebook because Facebook is going to make it smaller and you might want a high resolution photo up on Facebook. I do post high resolution photos. In that case you would necessarily want the 1,600 or almost 1,600 pixel wide photo.

[13:18](#)

Let's pretend like right now you just want to do something for your web site. Let's say you need something on your web site. You need your headshot up there. You go to export, save for web, and 300 pixels wide is a pretty standard size. We'll just type in 300, hit the tab key again and boom, there's your 300 pixel image that you'd click save and then save with a 300 at the end. Right?

[13:48](#)

### Replace An Exported Image

Now look at that. I actually already saved one as 300 so now Photoshop does something really interesting. Nothing else really does this. I can replace this image, this file with this new file. If I made changes to it, I could make changes and then it would be saved with the new changes without doing a separate file name.

[14:13](#)

Now let's pretend like I want to do something for social media. 1,200 pixels wide for a headshot or a vertical picture is something I do if I am wanting lots of detail, I want someone to have a great photograph to look at, it's going to fill up their entire screen if they click enlarge. Whatever their laptop or computer they're using, it's going to fill it up and look, this is full size. It would show up on the entire screen. Click save and then type in 1,200 so that you know it's 1,200. You could type in the height if you wanted to but really width is the most important, generally speaking.

[15:00](#)

### How To Prep An Image For Print – Inches Measurement

I want to show you a couple of things if you're going to use this for print. The first thing is we're in pixels right now but if you are going to use this for print,

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you want inches. Go to inches. You're going to see it says it's 22 inches wide. That is not correct. Well, it is and it's not. This image that's being used on the computer screen is what's called 72 DPI, dots per inch, 72 DPI but printers use 300 DPI. This is a little bit confusing. You go up here to image, go to image size and now we're going to change the resolution to 300.

[15:47](#)

I want you to notice that it changed the width and the height. Click okay. Now you know that the size of the image that you have here is five by seven. It just happened that way. Remember, I cropped this photograph so it's actually a much larger photo, probably eight by 10 or a little bit bigger, but because I cropped the original it's now five by seven if we were to send it to the printer.

[16:17](#)

### **Resizing A Large Image For Print**

There's one other thing that you want to do if you're going to give this to the printer. There's two things you could do, actually. Let's pretend like you're just going to be using a two by three photo or something like that, a real tiny headshot. This file size you know is going to be too big. You can go image and then you can click resample and you can click two inches wide. Two inches wide. It was 10 megabytes, it's now going to be 1.44 megabytes so it's going to make it a much smaller image, two by three. It's going to be a smaller file size. The only reason you do this is if you know you are putting it onto a jump drive or something like that and you need to make it smaller.

[17:10](#)

I'm going to edit, undo image size. Remember, that's the 300 DPI being shrunk down from a five by seven to two by three by clicking image, image size and resample. If you're not resampling, if you're not changing the dimensions based on keeping the pixel the same, then you undo that, go back to 72. You can see here we're back at that 22 inches wide but we're going to keep the 300. I want to make sure you get this. It's a little bit confusing.

[17:47](#)

### **Changing RGB to CMYK For Printing**

All right, five by seven. There's one other thing to do. Go image, mode, CMYK. Printers do not print in RGB which is computer color, they print in cyan, magenta, yellow, black. Cyan, magenta, yellow, black color. Whatever this pops up as, you just say yes, it's fine. Now it's in a completely different color space. You can do a file, save as. In this case, you're saving the file, you're not doing an export, you're saving the file. You can click here and go CMYK-300DPI-5x7. Now you know exactly what this photograph is, so the next time you need it six months from now or whatever, now you know you have a photograph that you're going to send to the printer.

[18:43](#)

### **Creating A Meme**

All right, so now what I'd like to do is talk with you about creating a meme and or creating an image that has multiple images on it. What we're looking at right now is my Stop Mandatory Vaccination page. What you see right here, this right here is an image that has been uploaded to Facebook. If I click on it, you're going to see it's a little bit larger. It's not a super big image but it's a big enough image that when it's going through the feed people will be able to see it pretty

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easily. I'll also talk with you about aspect ratio which is something else to talk about. This is not square, as you can see.

[19:34](#)

Now I want you to notice a few elements here. There is a logo down here. This right here is a screen grab. I just used a screen grab, brought it into Photoshop, made some adjustments to the image and then put it into this entire section. This entire, I'm going to call that an image too. Let's call this a photograph and we'll call the whole thing an image. Then I added text and then I exported it. Then I turned it into an image that I could upload to Facebook. I'm going to go into Photoshop and show you how to do that.

[20:13](#)

There's another kind of image that you may need to create and I'll get back to this in a sec. This is the other kind of image that you may need to create, that has three different photographs on it. Now this actually is not an image that was uploaded to Facebook, this is part of my web site, but still when I did the story about Chloe I didn't really have a whole bunch of photos that I liked as a single photo. I got a photograph of her when she was healthy and then a photograph of her when she was in pretty bad shape and then here she's doing a little bit better. Unfortunately, now Chloe is like literally near death and they're kind of surprised she's still alive. She was completely destroyed by the HPV vaccine. I actually have this pulled up in Photoshop. I'm going to show you what it looks like in Photoshop.

[21:06](#)

Then there's one other kind of image to create. Actually, there's two more. This is a meme. It's not a meme that I created but you can see it got a lot of traction in 24 hours, "Vaccines are the backbone of the entire pharmaceutical industry, the vaccinated children become customers for life, Dr. Sherri Tenpenny." You can create these. You can grab stock images and you can write text on something and then you can just share them.

[21:38](#)

Now like I said, I didn't make it but this kind of stuff gets a lot of shares. It's reached 4,000 people, it has 106 shares, has 148 reactions. It brings people to my Facebook page. That's what you want to do when you create a meme, is you are trying to generate social traction.

[21:55](#)

Let's go back to this one now. This one also generates social traction. I have shared this particular image, gosh, I've had it for a year and a half. It's probably been shared several dozen times and yet it still continues to get traction. What's interesting about this particular image is I actually have seven zeros, 70 of these memes from The Truth About Vaccines, or excuse me, from Vaccines Revealed docu-series. People click this link and in fact let's open up the link in a new tab. New window. Then they click over, they register here and they go through the entire summit and if they like it, they buy it and then I get a little bit of residual income from it.

[22:47](#)

What works in social media is provocative statements. This is a provocative statement. I went through their entire transcript and I pulled 70 provocative

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statements and then I created memes. I'm going to show you that in Photoshop as well.

[23:06](#)

There's one other one I don't have a handy dandy Facebook image that I can show you, or actually maybe right here I do. Here's one. I took this photograph of Brittany and she'd mentioned this comment right here in a video I did, "Health does not come from injecting poison into the bloodstream." If we click it, Facebook actually cut it off. It's not really designed to be a meme, it's a part of the Stop Mandatory Vaccination story so it's a little bit different, but still I'm going to show you how to do this too. It's where you start with a photograph and then you add text to it.

[23:46](#)

All right, so let's get going. Let's hide Safari here. Here we go. Here's another photo of Brittany that I shot. Now this isn't really about taking photos but if you know that you want to have text on a photograph, you can take a photograph and do what's called negative space. This is negative space. All of this space right here, when I took this photograph I deliberately left this space because I knew I wanted to put text here.

[24:18](#)

Now just quickly, I have a, it's called a silk. That is defusing the sunlight. Then I have a reflector bouncing light into her face. I'm shooting with a very long lens to throw the background out of focus. This is professional photography kind of stuff that, later you might want to get into taking these kinds of photos but this is advanced photography stuff.

[24:45](#)

### **Turning Off Layers**

I want you to look over here to what's going on. This is text. These, again from our previous lesson, you can click these and you can turn the text off so you don't see them. Just like previously, you add your text using the text tool here. You add your text. In fact, let's add something right here just as make believe. It gives us whatever our previous setting was which was yellow and we can go up here to the text tool and we can say no, we don't want yellow.

[25:19](#)

### **Selecting A Color From The Image**

Here's something that I haven't talked about yet. Do you see this little tool right here? Let's go over here. I can actually select the color. I can select, let's say, this color. Boom, I just selected it by clicking it. I can select this color by clicking it, see how it changes, and select that color. I can select this color. When you click the color, here's color, and then you hover over your image you can select that particular color and it will actually go to that color for you so you can see what it looks like.

[25:55](#)

Let's go, here's pink for example. Her eyes. There are all kinds of interesting things that we can click on, but let's go with, let's just select a color over here. We can also select a color. You see how it turns up as we're selecting. Then click okay. Now we have the color. Then we will just type something in. Now you notice the highlighted text. We'll get rid of that. Hi there. We can go back.



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### Web Color Numbers

Now here's an interesting thing that you should also know. Click this. You see this right here? This is the web color number. You can highlight that, copy it, close this, come back here, highlight this, click here and drop in that color. Bingo, now it's the exact color. No guesswork, it's the exact color.

[27:00](#)

Hi there, all right. Let's make this much larger. Remember, we scroll this way to make it big. Then we can also, it's centered right here. See up here, it's centered. You can make left justify so it comes to this side, you can make right justified so it comes to this side. We could for example, this is right justified right now. Let's click into this one. This is also, oh, interesting, right justified.

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### Text and Frame Alignments

Now we have, this is right justified in its frame and if we click here to get to this one, this is right justified but notice that they are not lined up. How would we do that? We would click this button up here, the selection key, and then we'd, this one's selected. Then we select here, hold down the shift key, hold down the shift key. Now what we can do is click here, way up here, we click move everything so that it's completely lined up exactly, and it did. Let's undo it. Now let's do it again, line it up. Boom.

[28:24](#)

### Justify Left, Right and Center Text

We could also line up center but because these are not justified center, it's not going to look right. They're both justified right on text, so let's go back to text, click here. Justified right, centered, justify left. Got it? All right, justified right and we're lined up. That's how you would drop in some text, line things up and make things look the way you want them to look. We already talked about drop shadow and everything previously so let's turn other stuff on. Let's turn this off that I just wrote, and there you have it.

[29:09](#)

### Export For Web

If you remember, when we do our exports, let's say I wanted to put that into Facebook for example and I want it to be really big, it's 5,000 pixels wide. It's my full photograph. Maybe we'd make it 1,600 pixels wide, so you type in 1,600, hit the tab key and now we have a very nice photograph that's not going to take forever to upload to Facebook, yet it's very large and it's very high quality.

[29:38](#)

### Create A Meme From Scratch

All right, here we are. I want you show you how to create a meme from scratch. There's a lot of pieces to this puzzle and they are variable. This is the important thing to understand, it's a variable situation. When you create a meme from scratch, you go up to new and then you select here the width of your pixels and the height. For example, you might say you want 1,000 pixels wide and you might want 1,200 pixels high. You'll notice that you can have your orientation here. We've got, width is 1,000, height is 1,200, and then you can select your color and you can go white or black. Let's go white just so you can see it real easily. It's 1,000 by 1,200. Create. All right, so it's 1,000 pixels wide, 1,200 pixels tall.



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When you create a meme, you want to know what you're creating it for and you might want to be creating it for Facebook probably. I want to share with you a secret. Let's go to Facebook. This, do you see that this is a tall image? Notice it fills up this frame, how it fills up the frame. It actually fills up the entire frame of a phone, so a mobile device. This is not square. It used to be a long time ago that a square image was the largest height you could get versus width. Now they have a different aspect ratio.

[31:26](#)

### **2.3:3 Image Aspect Ratio For Facebook**

I did some experimenting on this aspect ratio to figure out what that might be. That aspect ratio is 2.2, so remember we did the 16 nine? It's 2.2 by three, is the amount. I don't know if it's exact that but that's what I came up with, so it's 2.2 by three now. Notice what 2.2 by three is, this is 2.2 by three. We started out with 1,000 by 1,200 pixels but now with a 2.2 by three aspect ratio we could crop this and now we have the aspect ratio of what will fit into a Facebook frame when it goes scrolling through a feed. You can always go a little bit wider, which is fine, but what you do not want to do is get more narrow because it will cut off the top and the bottom.

[32:20](#)

### **Set Meme Width To Your Image Width**

Now I already have something set up which will make it, this will go much faster for you and for me too. I have something set up. It is this one. Now here it's black. This is a, I wanted to show you, I created a 2.2 by three aspect ratio. There's a 2.2 by three aspect ratio. Let's deselect. How did I decide that the width was going to be this wide? It's slightly arbitrary. It's not entirely arbitrary. It's 2,000 pixels wide. I decide that in part because, I want to show you I found a stock photo. Here's a stock photo that I found or maybe I paid for it. It's obviously a doctor that's going to vaccinate a child and it's a very large photo. Any time you can start with a larger image and a larger frame, you're going to have a higher quality when you post it anywhere. If you could start with a larger everything, that's the way to do it.

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Let's say you grab the photograph and it's only 800 pixels wide and that's it. Then you would make your frame, this frame right here, whoops. Let's undo this. This frame right here, you would make it, see how I got the 800, you would make it 800 pixels wide because, and you'd make your starting frame when you go to new. You'd do 800 and if you don't know what the correct height is, you could leave it at 1,200 and then do the crop that I just showed you. Okay? All right, so let's deselect here.

[34:12](#)

### **Yellow Is The Brightest Color**

Now I want to show you this meme, this particular meme. I'm going to turn on everything that I wrote in here. Now I want to mention something while I'm thinking about it, yellow. Why do I make this in yellow? I make it in yellow because the eye sees yellow as the brightest color, that's why I make it yellow. You can use any color you want. White might look a little bit more, quote unquote, "classy." Yellow will get more attention, so that's why I used yellow.

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### Why To Use Quotes Around Text

Another thing I want to bring to your attention, quotes. I've read a bunch of books and quotes will increase readership. Whenever you can use a quote, people are more likely to read it than when you don't use a quote because it looks like somebody saying something. That makes it more interesting. If you can quote someone, even better.

[35:18](#)

### Layer Alignment

At the bottom here I have my branding, Stop Mandatory Vaccination. What I'm really saying here for your purposes, not really all that relevant. What you need to know is that this is how you grab your text with the text tool. I want you to notice that I put everything to the corners. I moved everything over to the sides, to the exact side, so every single one of these is like that. See, side, side. That way when I click up here and I come over here and I click, click, click, click, click, or you can grab here. If you hold down the shift key, I'm holding the shift key, it grabs all of them and then I use the center key, which I already did so you're not going to see anything happen, it will center. I can click the right justification. Now these are not, the text is not justified right so it doesn't look right when I do that. The text is centered, so you want to use the center tool for alignment for this purpose.

[36:23](#)

### Use 16:9 Aspect Ratio For Facebook Metadata Images

This is this particular meme that I've created and it's all basically the same. Now let's get to a different one and I want to show you a few more things. Here's one. This is not, I can tell by looking at it or at least I don't think it's exactly 16 nine. You can play with your dimensions. You only need 16 by nine if it's going into Facebook. All right, excuse me, if it's going into your web site as your metadata. That's the only time when you're limited to the exact 16 by nine dimension.

[36:59](#)

This girl is someone who I took photos of. The sunlight is coming from behind her. I'm actually using a diffusion to make this soft light and then I'm bouncing light into her. I'm using a long lens to throw all of this out of focus. I've probably adjusted this image as well. Well, I know I adjusted it but I probably darkened some of this so that this text would pop. Again, the text here, you can click all of these here and you can see that I have lots of different text going on. Something, that, all right. "My heart. DTaP stopped it but mommy started it and now I'm vaccine free and healthy as can be." Then I also copyright this. It doesn't actually work in Facebook.

[37:52](#)

I'm hoping you don't have any questions here because I did go over putting text on top of photos. I just want you to remember that you can also take photos like this and have stuff in the background, so long as it's not bright and shiny and crazy looking you can put text on top of stuff.

[38:13](#)

### Layer Tools Drop Shadow & Stroke

Now let's go to another one. Giving you some examples here. Same thing. Lots of different, look over here, I have lots of different text stuff going on, different

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sizes and everything. I have drop shadow going on again. Drop shadow, if I double click here you will see that I have a stroke that's five pixels. Stroke is what goes around the letter. Then I have the drop shadow. That's at 30 degrees that way. Now we are looking at this one right here. Now I have it going the opposite direction. We'll just an edit, undo. I can't do that here so we'll go back to, or I could always do cancel, and you'll notice that the text is moving everywhere.

[39:02](#)

Now notice the distance. I can go just a little bit of distance. You see how that changes all of that? You just play around with it until you like it and then you're done. All right, click cancel, it goes back to where it was.

[39:17](#)

All right, there's another one I want to show you. I'll show you a couple more here. There's this guy, gal. Again, I took the photograph, I adjusted the image around her, I probably made her face brighter and then made her just slightly contrasty. I probably darkened some of this with the burn tool that you learned about and then added my text.

[39:44](#)

Same thing here. Sharing is caring. When you have something selected and you don't want to look at this, you can click over here to get out of it or you can click over here, grab a different tool, it will click out.

[40:01](#)

All right, let's look at one other one. You see there's different styles here. I shot him on the right and left a lot of negative space on the left.

[40:13](#)

All right, now this one I want to talk with you about. There's several things I want you to learn about on this one. Let's get rid of this and let's get rid of this. We can do this real quick. The rectangle tool is right here. You can do rounded corners, ellipse, polygon, line tool, rectangle tool. You just hold down your key and you grab and you pull across.

[40:49](#)

### **Rectangle Tool**

Okay, now look right here. This is the color over here. We did the rectangle tool, here's the color. I can click the color and you will see this is the border. It's called stroke. This is stroke, this is the color inside, this is the size of the stroke so we can make it smaller. Notice how it got thinner over here. Let's make it big so you can see it. You notice the stroke is really big. That's controlled by this guy right here. This is the type of line, so you could have a dotted line. Let's make that bigger so you can actually see it. Dotted line. Let's go back to a regular line.

[41:31](#)

Then I want you to note that on this red color I can click recently used, which is that brown, and now I have a filled in box. All of these, rectangle and all the other different ones, you have the inside color and you have the outside, what's called a stroke color. Now what else can we do with this color? We can double click over here and we can change the opacity of it, how much we can see through it. See what I'm doing here? I'm changing the opacity.

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You want to understand how to use the rectangle tool, how to change the opacity and how to change the color on both of these. Usually if you're going to do what I just did, so let's hide this one, let's bring this one back up. I placed it here, I played with the opacity and then I dropped text on top of it. Why did I use yellow? Because it's the brightest thing that the eyeball sees.

[42:47](#)

Why did I, I actually explained this earlier but you notice that from here to here it's less distance than from here to here. Why? Because when this goes into social media, remember, this image, you've seen this image before, this specific image was used as the metadata image in a web site story that then will get pulled and shown on Facebook. When that happens, the edge of the image doesn't show. I pulled the text up so that you, well, and so that the audience can see this text without it looking crazy in social media. To me it's more important that the social media image, or that looks good in social media versus when I put it onto the web site.

[43:39](#)

That said, I could have put this on the web site and I could have pulled this text down and I could have put this up top. Then when I use the Yoast tool, the metadata tool, I could have only used the other photo but I don't like to double up my work and everything. Let's do edit, undo. Now let's get rid of this. I need to show you a couple of things.

[44:05](#)

This photograph is this one. Notice the photograph itself is pretty big and it actually goes behind this image. Now look at this image here. I'm going to click it, that's this image. Now you can rearrange how a photograph, what is behind and what is in front. I'm going to grab this, I'm going to pull, whoops, sorry. I'm going to drag it above. See what I just did? I just dragged it above. Now this one's behind, this one's above. See? Here's the line of the photograph.

[44:48](#)

Now I can also move the photograph just by dragging, just by grabbing it and clicking it. I can also shrink it. Now you need to hold the shift key. I can shrink it. Oh, they changed it. Now you don't hold the shift key, that's kind of funny. I can grab it and I can make it bigger or smaller.

[45:12](#)

Now you don't want to make it bigger than the original size because that will make it pixelated. You always have to be careful. I don't remember what I did with this photograph but I dropped it in and then I adjusted it so I don't remember if it's that size or larger or what. Let's just do this.

[45:32](#)

Now we'll go back over here and then you hit return to hit the size. I just hit return. Now we're going to move this back down. All right. What did I do here? I started by creating, I created this first. I looked at the size of the photos, kind of guessed at what size to start with and then I made this at 16 nine, so let's put this up at 16 nine. I know it's going to be 16 nine, so there, it's 16 nine. It's a 16 by nine aspect ratio. That's your most important part.

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I also know that on my web site I'm going to make it 800 pixels wide so it will be shrunk down, so it's actually larger than that. If it were smaller than that, that'd be a problem because it's not going to work very well in social media. 600's probably the smallest I could go before Facebook goes, "It's kind of dumb looking."

[46:36](#)

### **FILE > PLACE tool**

Let's deselect this. Let's get back and add these photos in. Now how did I add these photos in? I used the place tool, place. Now you have two options. You can place as embedded, which means it is now part of this particular Photoshop project, or I can use place linked. You want to do place linked. I'm going to show you why. Let's go over here.

[47:06](#)

### **Edit Contents**

Let's click this. I'm going to right click. Right click and control click are the same, so if you're on a Mac and you don't have a dual mouse you do control click. If you're on a PC, it's almost always right click. Right click and here you're going to click this, edit contents. See this, edit contents? Very important. I'm going to click it, there it is, it pops it up. Now anything I did or do to this photograph, look at that. I'm lightening up her eyeballs just a little bit, let's say her eyes weren't bright enough. Then when I click save and go back to here, the montage, her eyes are going to be slightly lighter because I made those adjustments.

[47:58](#)

### **FILE > PLACE > PLACE LINKED**

When you're doing these things, when you're working on multiple images inside of a frame like this, your most important thing is you want to do place linked. You've already opened up this file previously, so that's another thing you really want to do. You've already opened it up, edit contents. You've already made your adjustments before you even begin. You get them as close as possible. Over here, same thing. Click edit contents, open. You've already gotten this photo the best you can possibly make it.

[48:40](#)

### **Adding Multiple Images To The Canvas**

Then after that has happened, you create your workspace here and then you add your photo and then you add another photo. You start moving things around and you start adjusting stuff and you get it to where you want it. Maybe you need to make it bigger, maybe you need to make it smaller. Remember, you don't want to make it too big. You don't want it to be bigger than the actual size. Like if it's 800 pixels wide, you would not want to stretch this to 1,200 pixels wide because then it's going to be pixelated and look terrible.

[49:22](#)

Then you got your images in and then let's say you want to add text. I actually did add text. You can't really see it, so then I added the black box. Now notice that the black box is above the two photos. What would happen if I took the black box and dropped it down here? It goes away because it's now behind those photos. It's important you know your layers here. Same thing with the text. What if I drag the text under the black box? Now it's behind the black box. Drag the text up here. That way it's on top of the black box.

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### Chloe

All right, last one. Let's go over here to Chloe. Now Chloe sent me a bunch of photos and remember we saw her photo earlier. This is actually the photo that I used, the image that I used for the story. It's on the web site, it's on the web page and it's part of the metadata. I had to look through and figure out which images I was going to use. All of these have been cropped and adjusted and made to look the best I could make them before I started working with them. Let's get this to fit on screen. Let's zoom it out one. Then here's all the layers.

[50:49](#)

Now when I did this originally, I had the pictures touching. It didn't look right to me, so what did I do? I added, look what I'm undoing right now. All right. Here's the original frame, working space. In fact, let's do, all right. I actually used red so I can make sure I could see what's going on. Then I added the photos, and you play around with this, you kind of figure out.

[51:26](#)

All right, this is actually a photo that she gave me and look, it has these other two photos on it. I didn't want those because I didn't it said enough. Then I added this photo, but then the way these connected doesn't really seem to work for me, so then I started adding these white rectangles here. Again, I'm just adding, I'm just clicking it back on here so you can see, but you would play around to do this, to get these right in the same spot.

[51:59](#)

### Duplicate Layer

Now there's one thing I want you to see, one more trick. You can take a layer, it's this one right here, I just selected it. It's this guy right here. Then you can right click and you go duplicate layer. Then you can name it. It's the fourth copy, it doesn't really matter. It's up to you. You name it based on what you need.

[52:25](#)

Now what happened was that Photoshop literally laid that exact same thing on top of itself. Now I can drag it. Now notice what Photoshop is doing, it's smart. It's like, "Hey look, do you want this to be exactly centered, it's 248 pixels distance from both sides." Like, "Oh yeah, maybe I do."

[52:50](#)

All right, so let's turn that off or unsee it, it's still there. Now you learned how to duplicate a layer. Now let's say I don't need that layer and I just want to get rid of it. I can also delete it.

[53:01](#)

### Export Image

Finally when you're all done setting something up, you're going to do an export and this was for my web site, for my web story. It would be 800 pixels for that particular story and then I would do an export. I'd do an export at maximum and then I'd do a file save.

[53:19](#)

I hope it was helpful for you to understand how to make great images. I really think that if you spend a little time learning Photoshop and doing the things I recommend, especially when you first look at a photograph and setting the cropping and the aspect ratio and the brightness and the contrast and lightening

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and darkening certain areas and using the clone tool, you will have great photos.