

Photoshop CS for Nonlinear Editors

Richard Harrington - RHED Pixel

www.RHEDPixel.com



Purpose

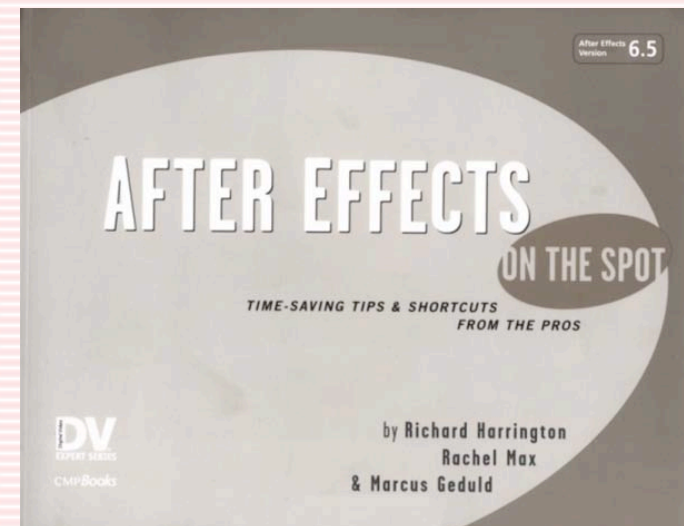
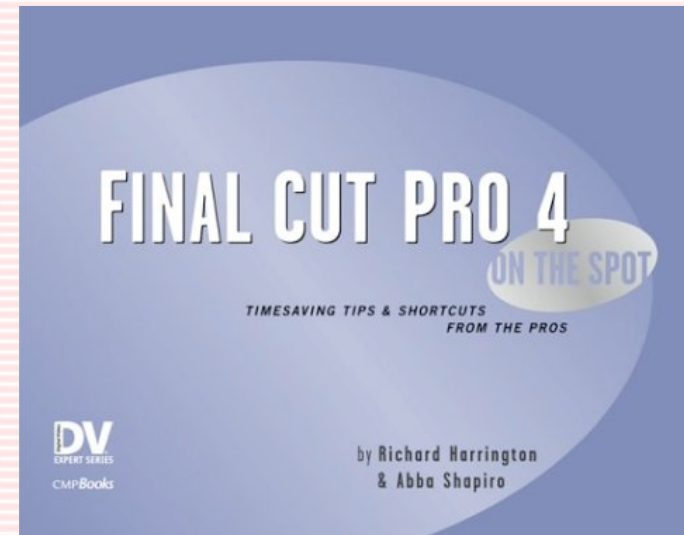
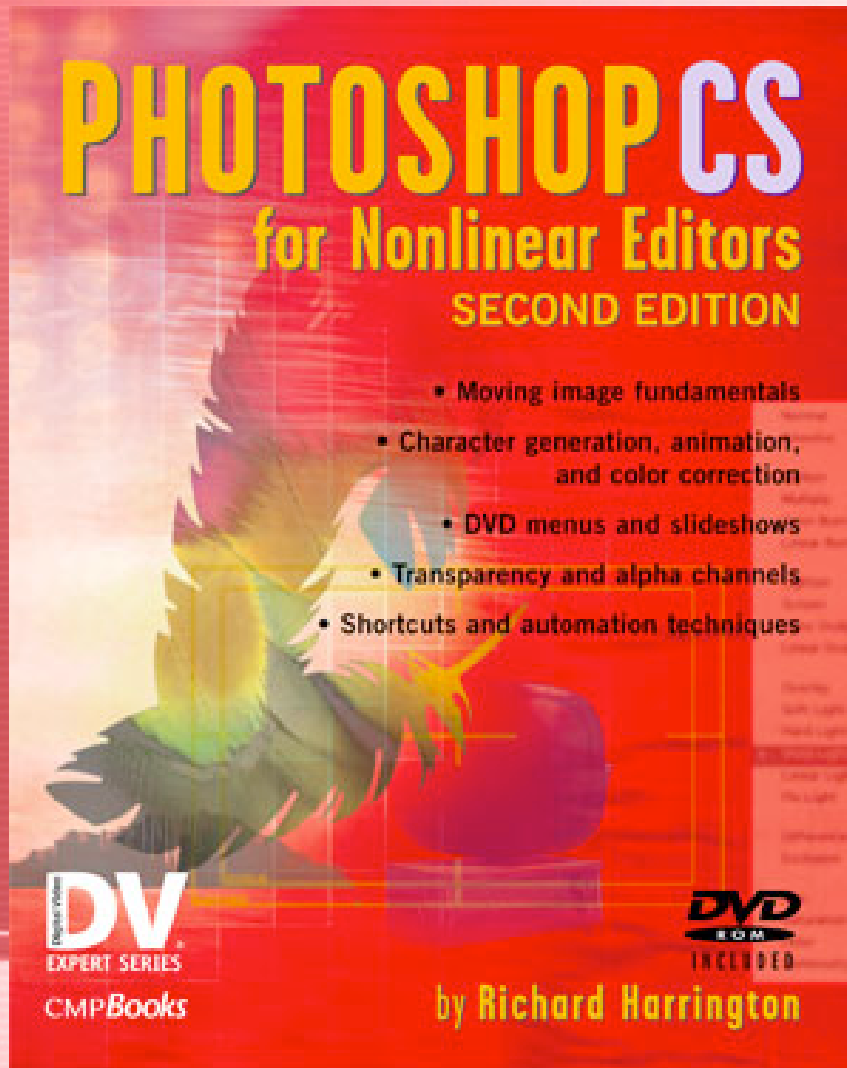
- **Learn the Essential Skills Needed when Creating Graphics for Video**
- **Understand Video's Limitations that Affect Your Photoshop Designs and Workflow**
- **Learn About the New Video Oriented Tools in Photoshop CS**



About Me

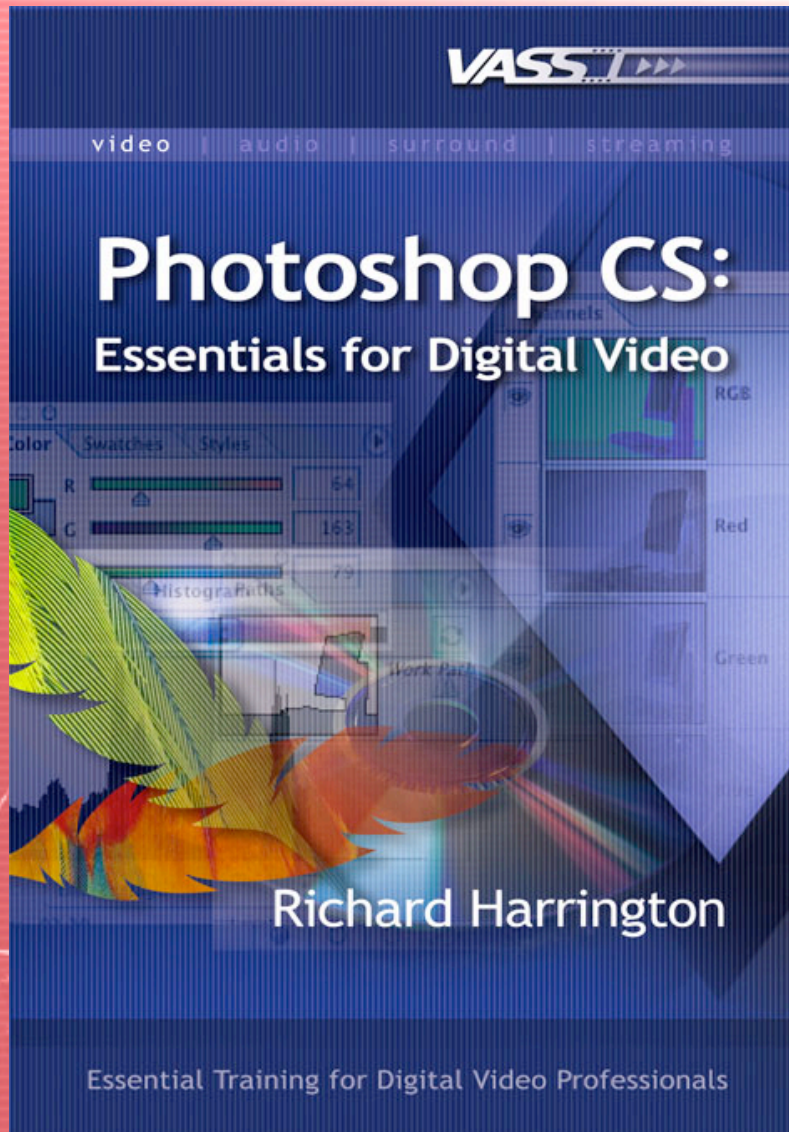
- **Richard Harrington, PMP**
 - > **RHED Pixel (www.rhedpixel.com)**
 - > **Adobe Certified Expert**
 - > **Apple Certified Trainer**
 - > **Avid Certified Instructor & Master Editor**
 - > **Project Management Professional**
 - > **AVMP Top Producer 2004**
 - > **Teach courses on digital media production and web content creation**

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About You

- **Primary Job**

- > Video Production/Editing
- > Motion Graphics
- > Web/Animation
- > Post-Production

- **Work Experience**

- > 1 year or less
- > 2-3 years
- > 3-5 years
- > 5 or more years



A Short Lesson in History



Timeline

- **1925 - John Logie Baird manages to record a recognizable human face on video**
- **1953 - National Television Standards Committee sets first television standards**
- **1960 - The first microcomputer developed by Digital Equipment. Costs \$120,000, it did include a keyboard and a mouse**
- **Two technologies developed fairly independently**



Agenda



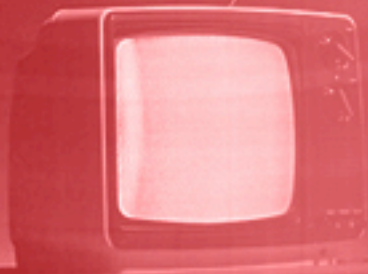
- **Preferences**
- **Canvas Sizes/PAR**
- **Power Crop**
- **Safe Title Area**
- **Alpha Channels**
- **Layer Styles**
- **Touchup Photos**
- **Gradients**
- **Motion Control 2D/3D**
- **Q & A**



Preferences



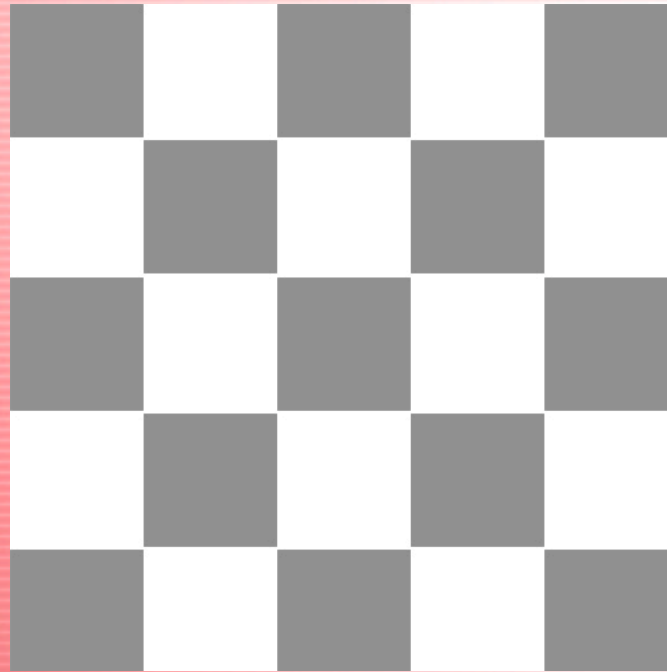
Canvas Size & PAR



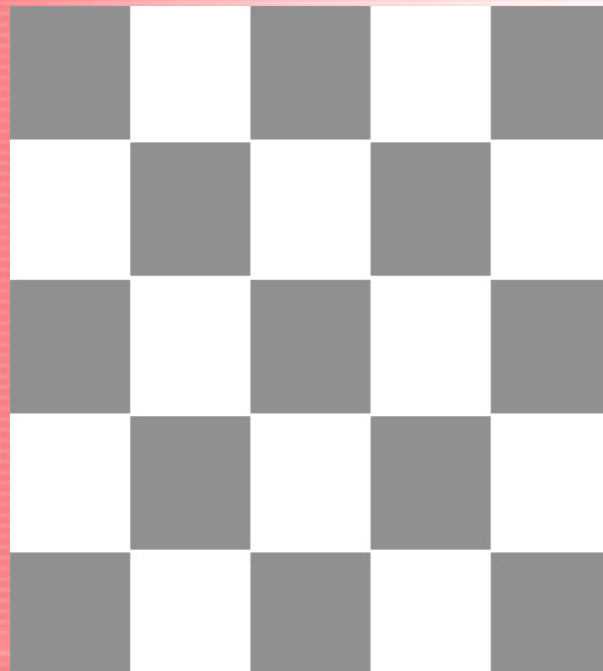
Pixels in Detail

- **Square vs. Non-Square**





*Square Pixel:
4 X 3 Aspect Ratio*

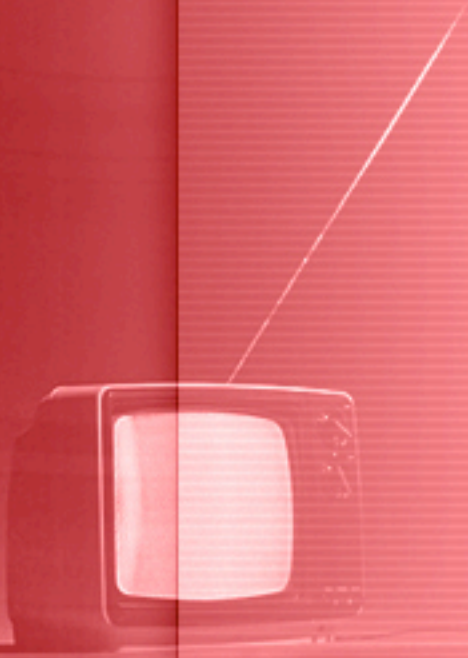


*Non-Square Pixel:
DV Aspect Ratio*



Pixels in Detail

- **Square vs. Non-Square**
- **Pixel Aspect Ratio**





COMPUTER



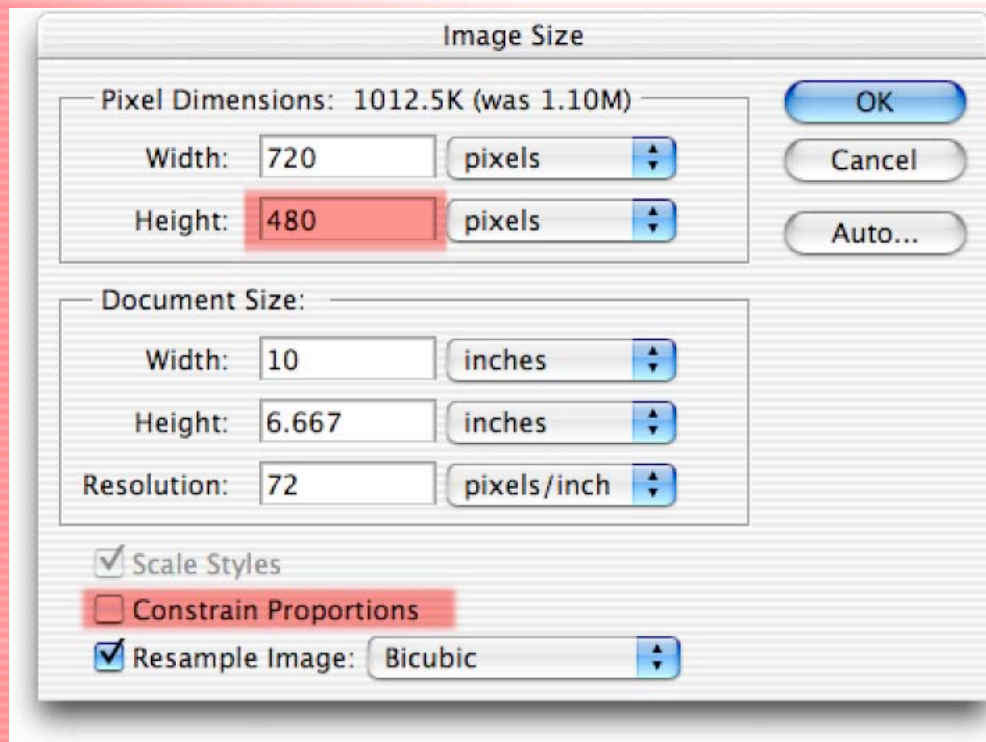
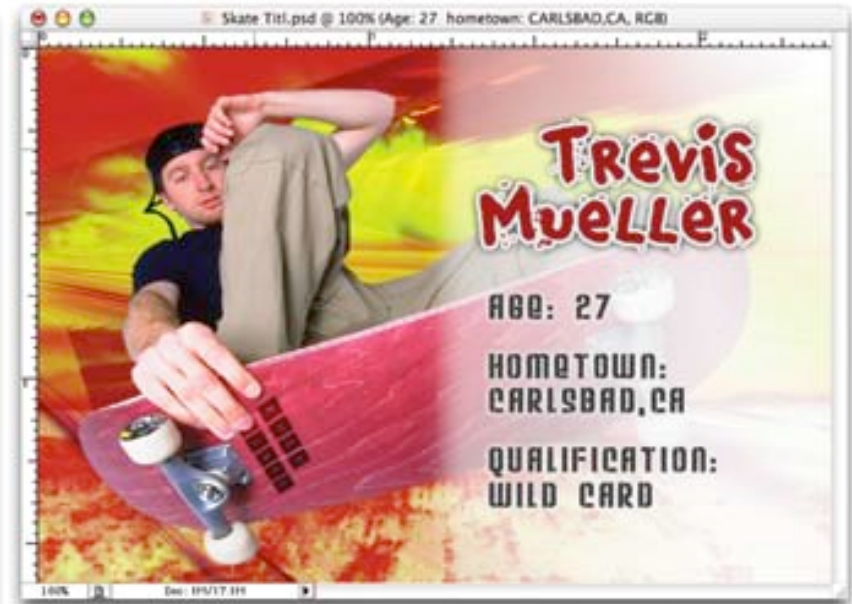
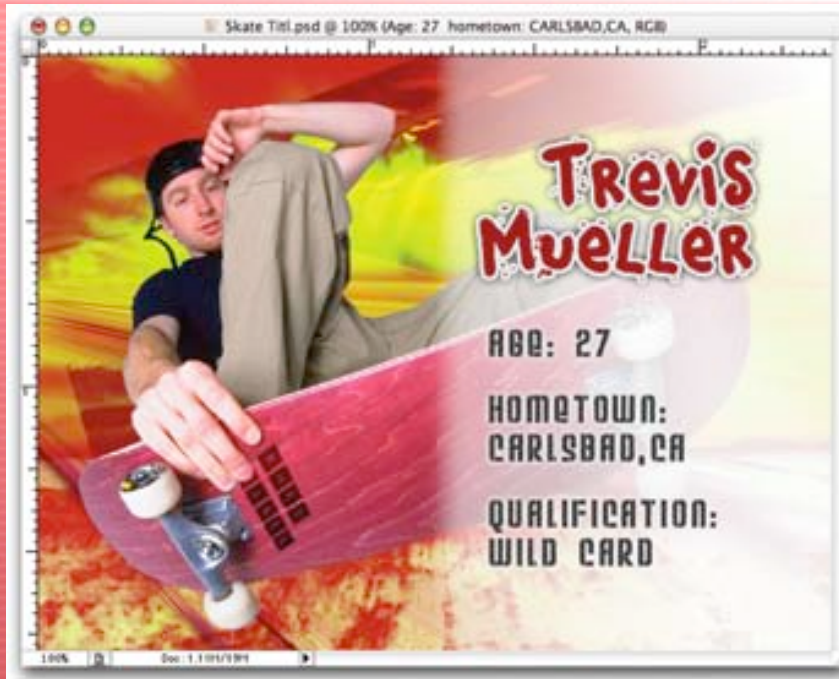
BY/DI



Pixels in Detail

- **Square vs. Non-Square**
- **Pixel Aspect Ratio**
- **Resizing Graphics**





Pixels in Detail

- **Square vs. Non-Square**
- **Pixel Aspect Ratio**
- **Resizing Graphics**
- **Check your NLE Manual**



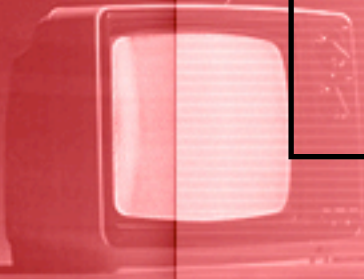
Pixels in Detail

- **Square vs. Non-Square**
- **Pixel Aspect Ratio**
- **Resizing Graphics**
- **Check your NLE Manual**
- **Common Sizes for Building Graphics for use in Video**

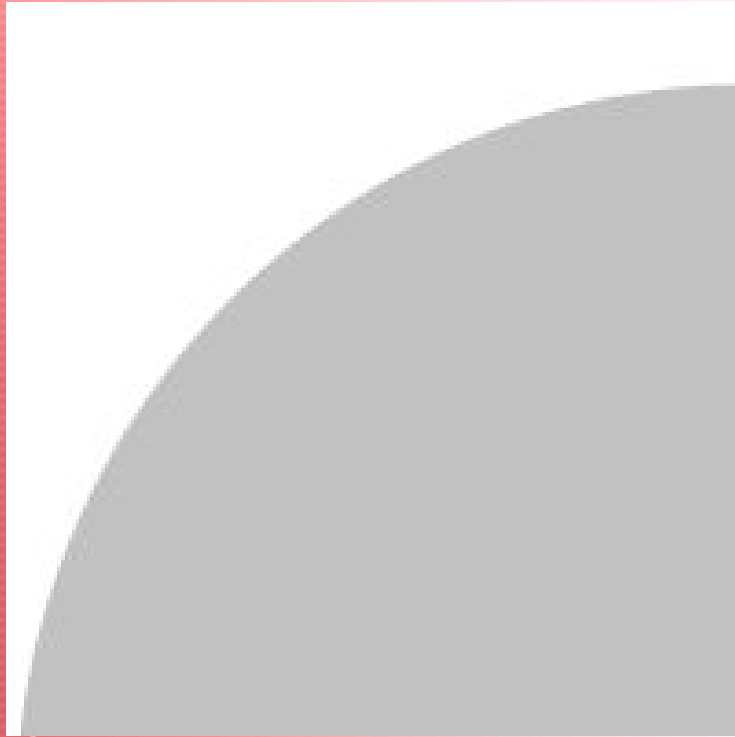


Common Sizes

Format	4 X 3 Aspect Ratio (Square Pixels)	16 X 9 Aspect Ratio (Square Pixels)	Native Size Nonsquare Pixels
NTSC D1	648 X 486 or 720 X 540	864 X 486	720 X 486
PAL D1	768 X 576 or 720 X 540	1024 X 576	720 X 576
NTSC DV	640 X 480 or 720 X 534	853 X 480	720 X 480
PAL DV	768 X 576 or 720 X 540	1024 X 576	720 X 576



Where to Resize



Sized in Photoshop



Sized in Video App



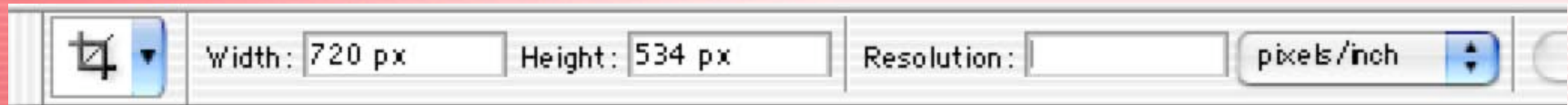
Non-Square Pixels in Photoshop CS

- **Use Presets!**
- **Turn off Preview when doing type work**
- **Add Square pixels images by copy paste or drag-and-drop**
- **DO NOT switch back and forth**
- **Inform the Editor**

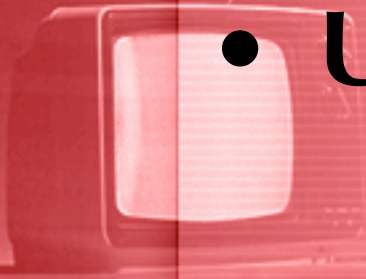
Power Crop



Power Crop



- **Enter target size in Square Pixel values**
- **Be sure to specify px for pixels**
- **Do not worry about resolution**
- **Use Tool Presets**

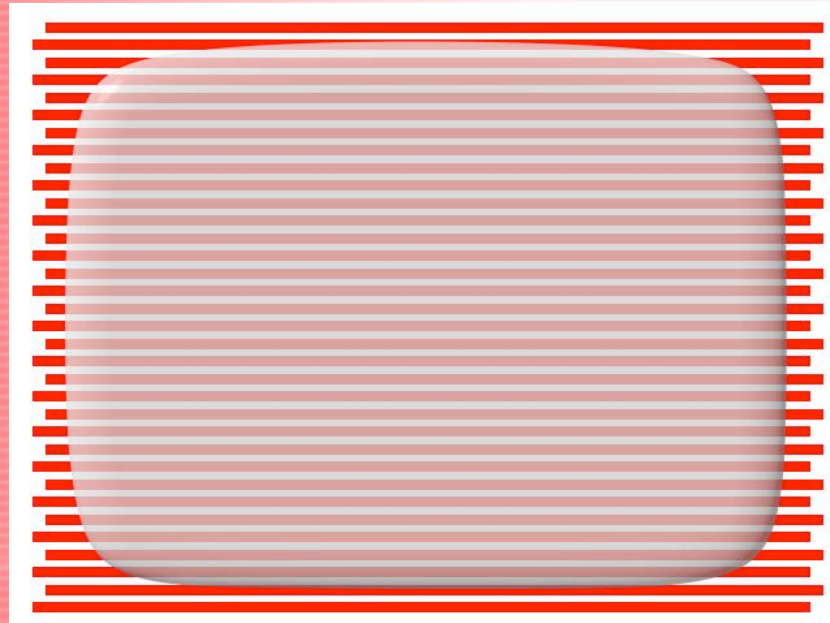


Safe Title Area



Safe Title Area

- Same as “Bleed” in Print
- Action Safe - 90% of image
- Title Safe - 80% of image





Voice of:
Meaghan Ryan

**Describes Descent into
the Grand Canyon**

Safe Title Area

- Same as “Bleed” in Print
- Action Safe - 90% of image
- Title Safe - 80% of image
- Critical safety margin



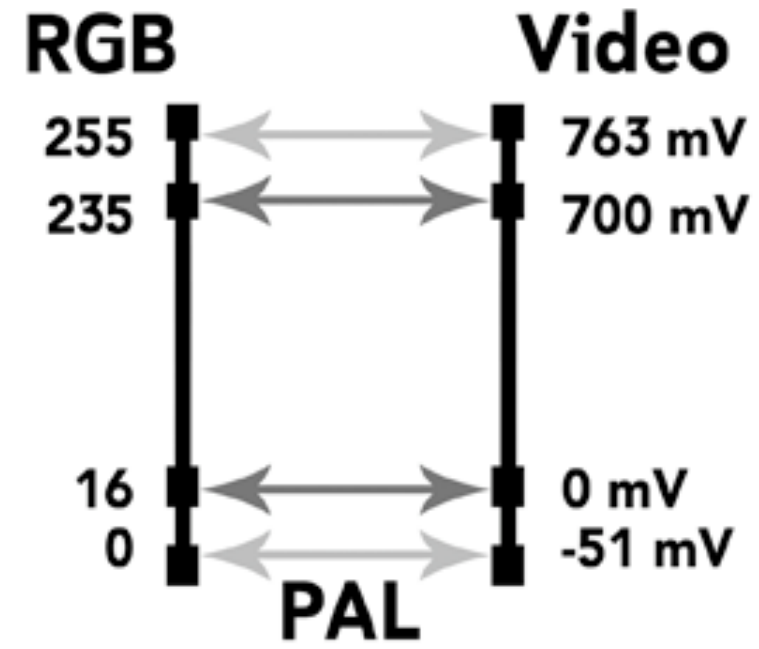
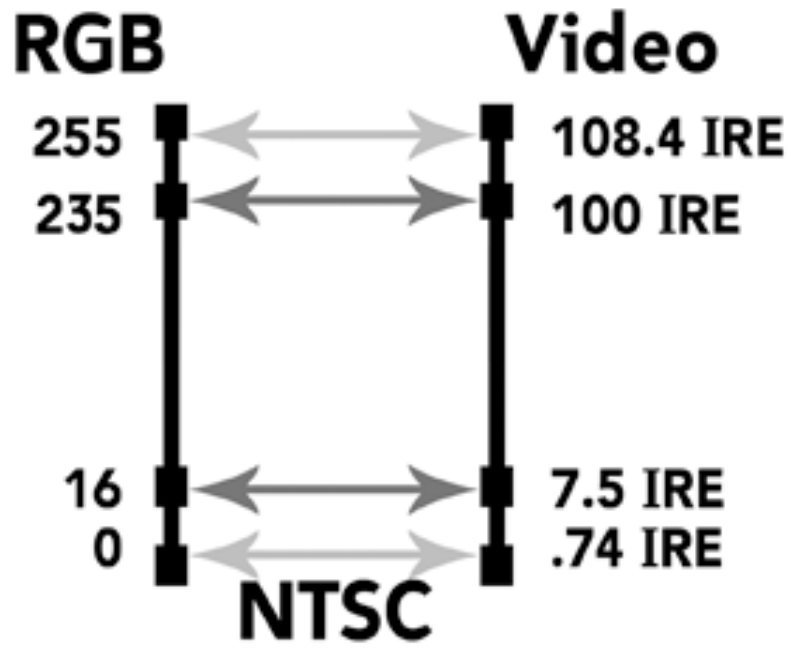
Safe Title Area

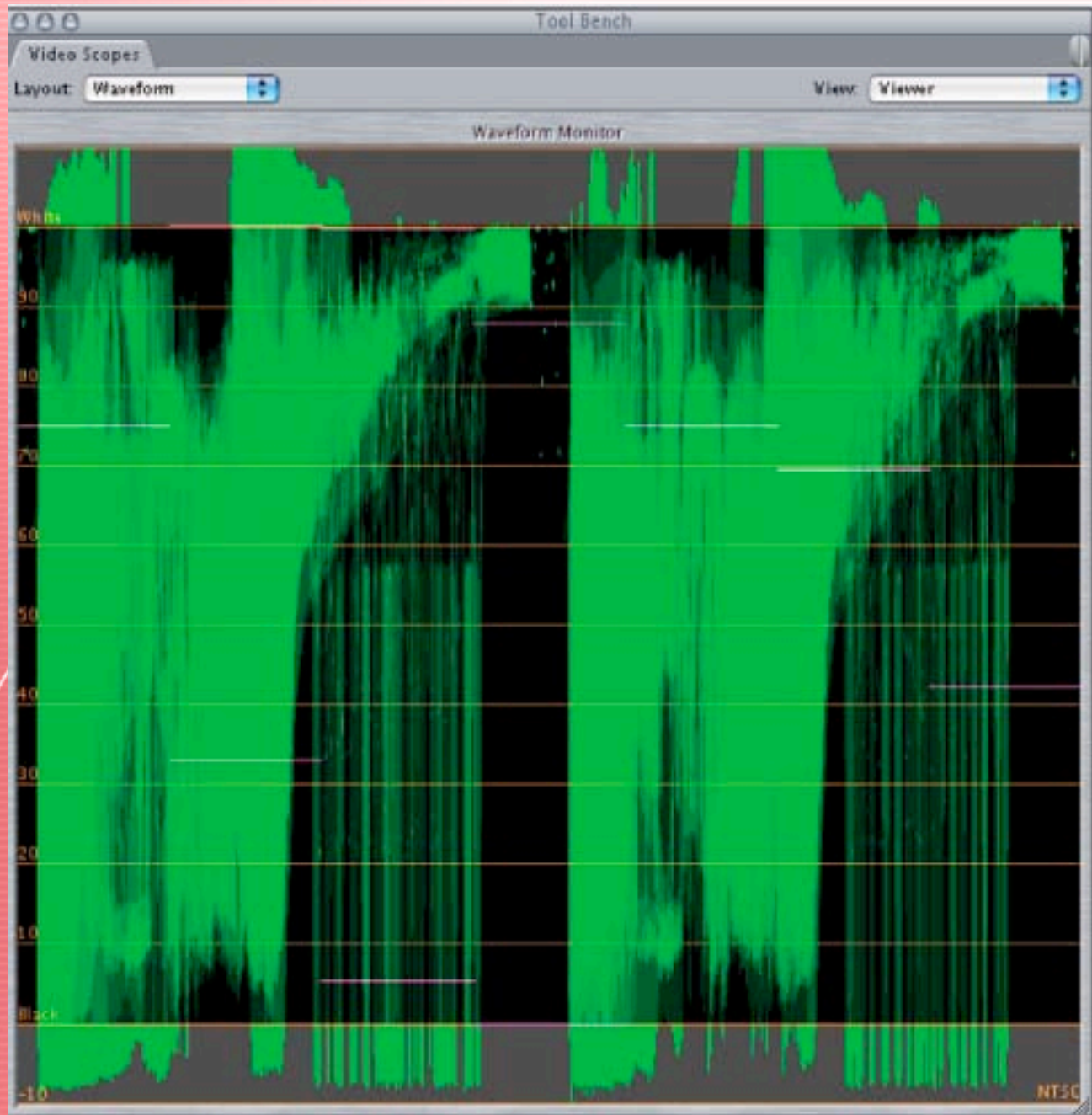
- Same as “Bleed” in Print
- Action Safe - 90% of image
- Title Safe - 80% of image
- Critical safety margin
- How to Create a Safe Title Area Overlay



Broadcast Safe Colors



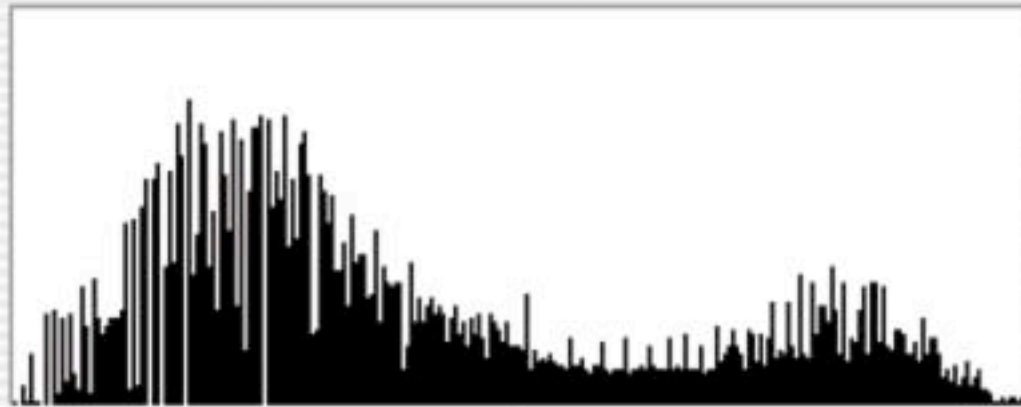




Levels

Channel: RGB

Input Levels: 0 1.00 255



Output Levels: 16 235



OK

Cancel

Load...

Save...

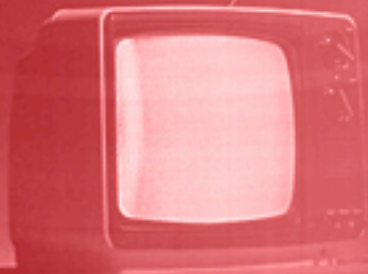
Auto

Options...



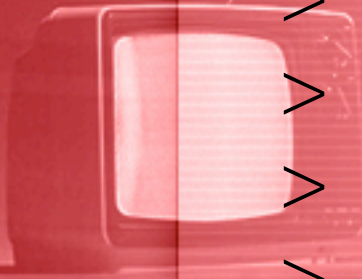
Preview

Working with Photos

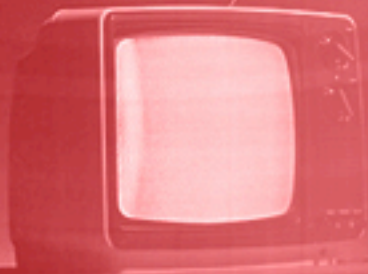


Working with Photos

- **Adjusting Gamma**
- **Broadcast Safe**
- **Straightening**
- **Cropping**
- **File Formats that Work**
 - > **PICT**
 - > **TARGA**
 - > **TIFF**
 - > **PNG**



Working with Type



Working with Type

- **Choosing the right font**
- **Serif vs. Sans Serif**



SERIF

vs.

**SANS-
SERIF**

Working with Type

- **Choosing the right font**
- **Serif vs. Sans Serif**
- **Careful with colors**



Working with Type

- **Choosing the right font**
- **Serif vs. Sans Serif**
- **Careful with colors**
- **Check kerning**



good

kerning

bad

kerning

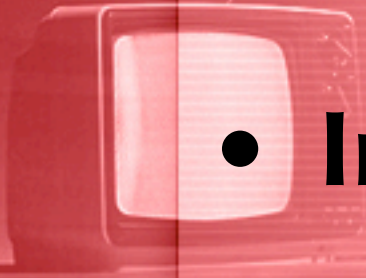
Working with Type

- **Choosing the right font**
- **Serif vs. Sans Serif**
- **Careful with**
- **Check kerning**
- **Type on pattern**



Working with Type

- **Choosing the right font**
- **Serif vs. Sans Serif**
- **Careful with**
- **Check kerning**
- **Type on pattern**
- **Improving Readability**



LAYER

STYLES

SAVE

TIME





RICHARD HARRINGTON

Converted Skier



BRIAN LOFY

Current Leader - 3rd Round

Working with Type

- **Choosing the right font**
- **Serif vs. Sans Serif**
- **Careful with**
- **Check kerning**
- **Type on pattern**
- **Improving Readability**
- **Aliasing Options**

Layer Styles

- **DO NOT IMPORT**
- **Create the Following Action**
 - > **Highlight Layer and make sure nothing is linked to it... Click Record**
 - > **Create New Layer**
 - > **Name it Flat**
 - > **Press Option+[(Alt+[)**
 - > **Link to Flat**
 - > **Press Cmd+E (Ctrl+E)**
 - > **Click Stop**

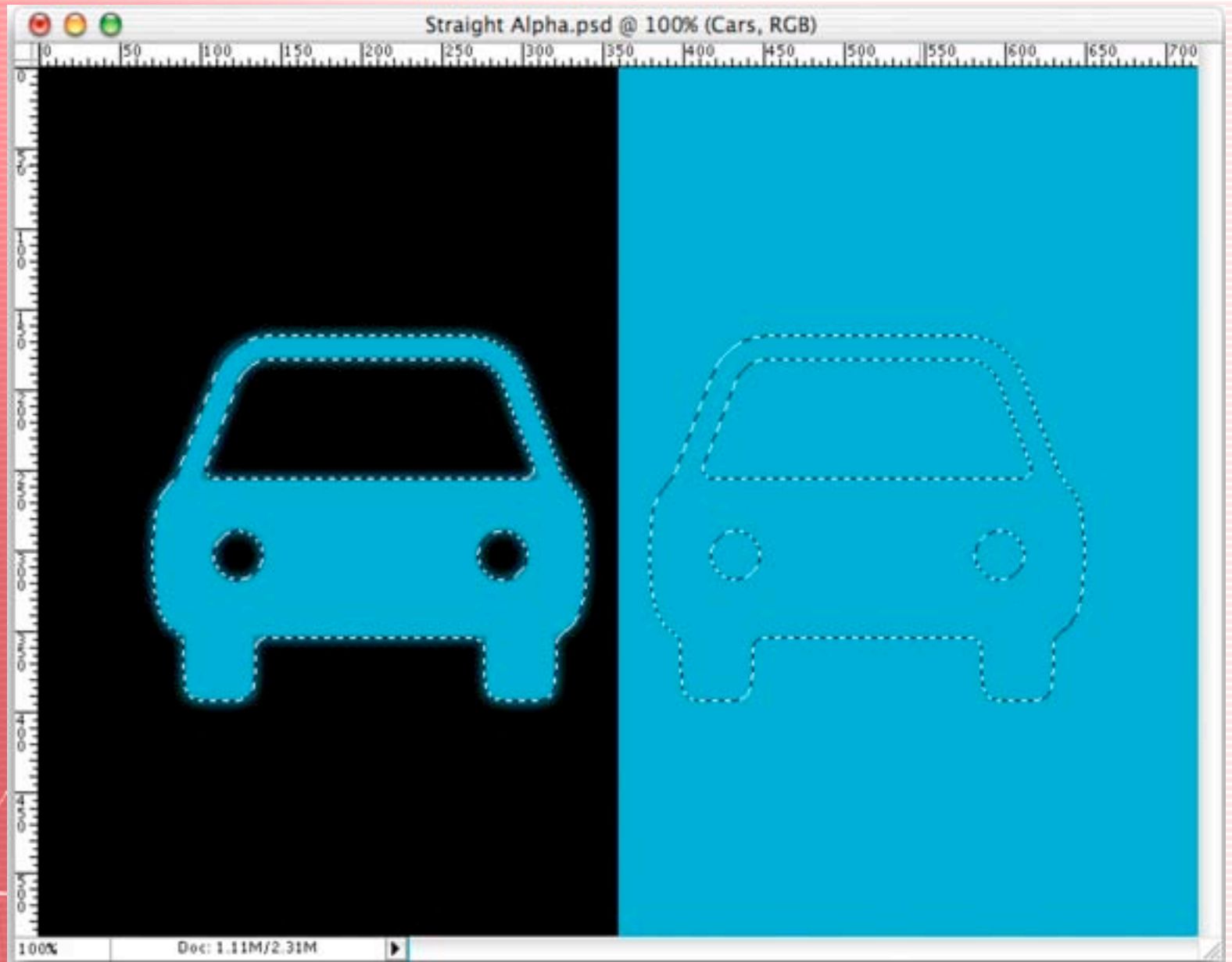
Transparency



Transparency

- **Creating an Alpha Channel**
- **File Formats**
- **Why Use Alpha Channels**
- **Straight vs. Pre-Multiplied**





Motion Control 2D/3D

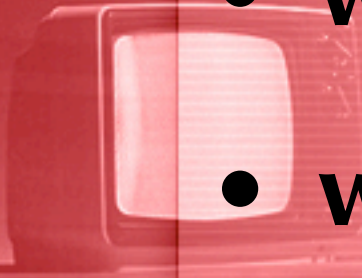


Resources



Resources

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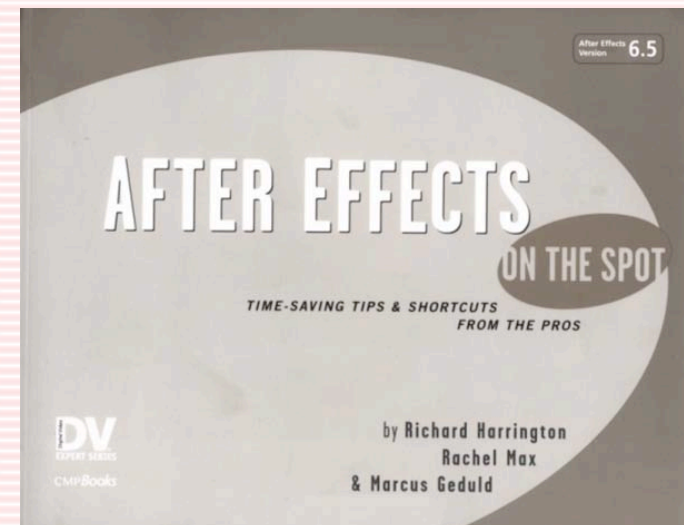
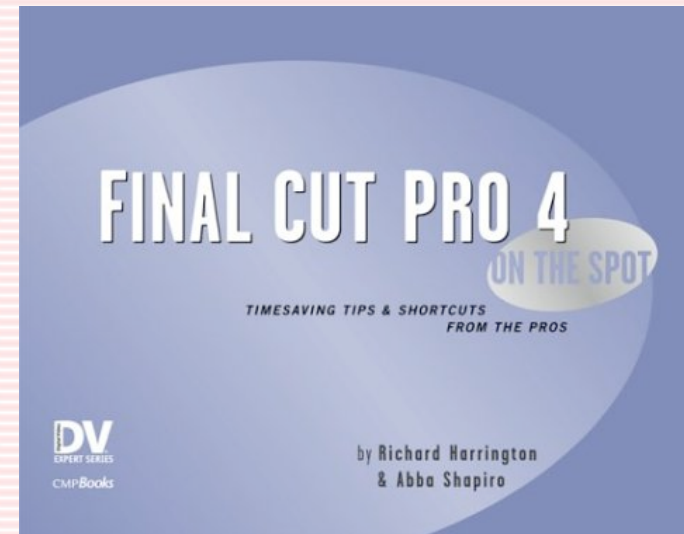
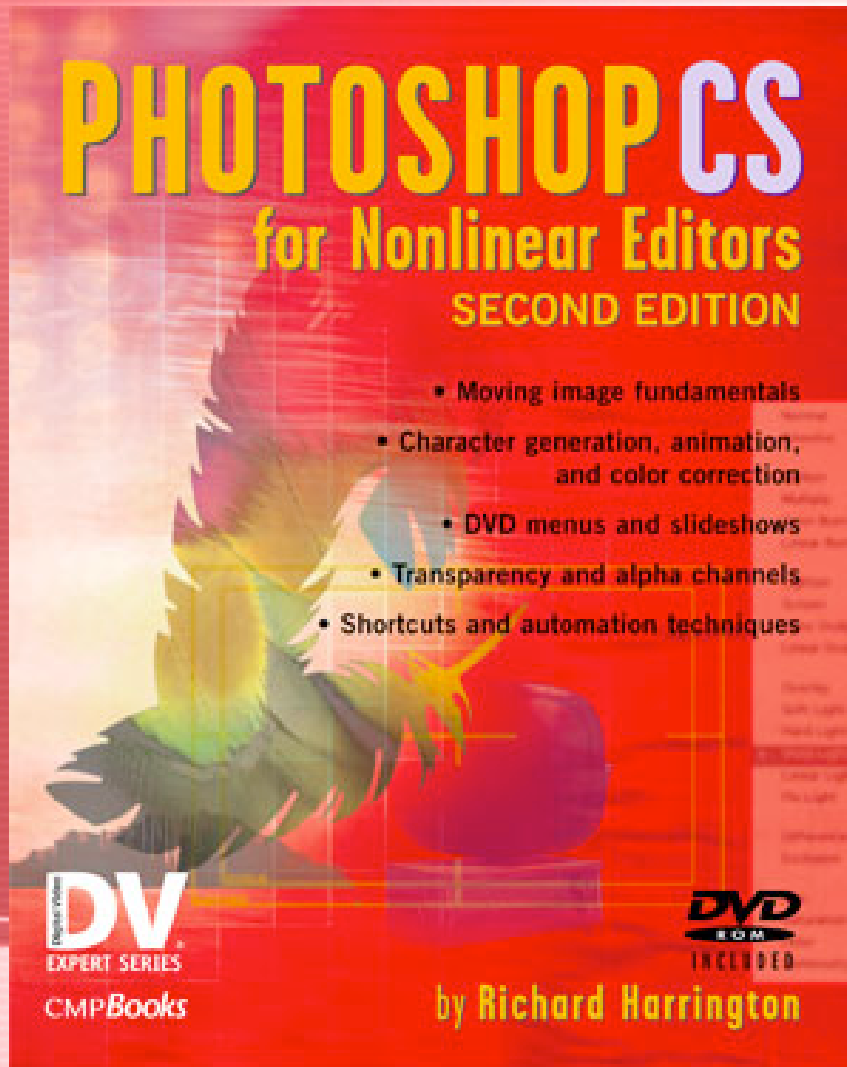
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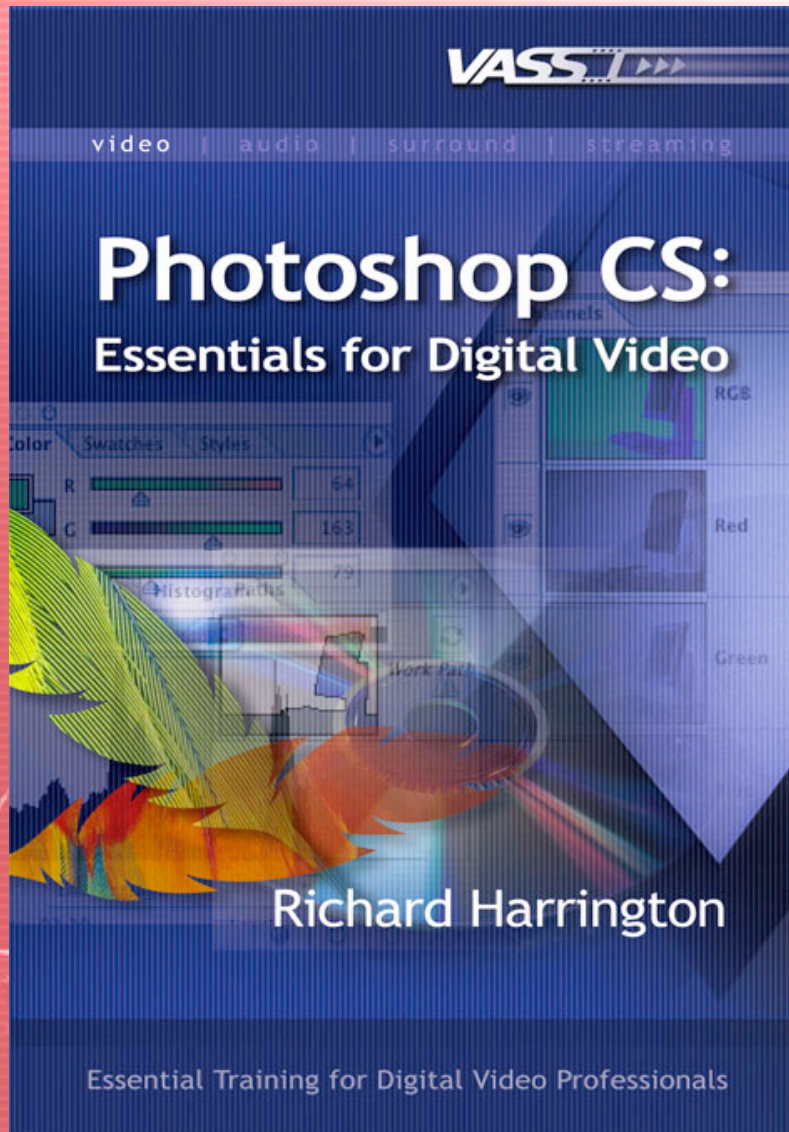
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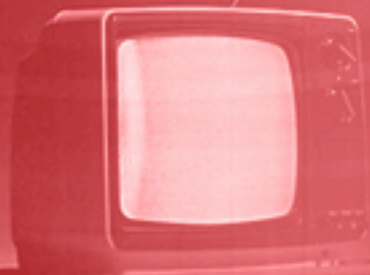
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Questions & Answers



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