Report on Adobe Photoshop Elements 7 presentation by Bob Gager

These notes were originally take by hand at the March 16, 2009 IBM Mid-Peninsula PC Club meeting by John F. Matthews II. They are presented here with some editing for member use, but may be factually inaccurate, due to my lack of knowledge of this interesting and feature rich product.

Bob Gager is Adobe's Group Product Manager for Photoshop Elements. Using his laptop, he demonstrated **Adobe Photoshop Elements 7**, the current version of this program which helps organize and edit digital pictures. Although not demonstrated, Bob also mentioned **Adobe Premier Elements 7**, which is a video-editing program. He started the presentation by handing out to each attendee a **DVD containing a 30-day trial** of both Adobe Photoshop Elements 7 and Adobe Premier Elements 7.

In addition to using your local printer, you can get photos printed by sending them to Kodak, Shutter Fly, among others.

Bob started both of the two major components of Elements, the Organizer and the Editor, but initially focused on the features of the Organizer. The Organizer is an index, e.g., the original photo files are stored in whatever folder you decide to keep them. Thus, if you decide to delete a photo from the Organizer, the original photo is left untouched in it's folder.

The first thing Bob did was create a **Catalog**.

Organizer (the first major topic.)
Using the **Organizer**, you can look at your pictures in several ways, including looking at photos by their folder location.

The **Undo** and **Redo** buttons have been put back into Elements 7.

There is a slider to change background (around each photo) from dark, which makes the photos look better, to light, which some people prefer. With the slide, you get to decide what pleases your eyes.

Within a Catalog, you can create one or more **Albums**, which like physical photo albums are used to group related photos. Once you select photos to

be included in an Album, you can change the sequence of the photos to best suit your needs.

Smart Albums is an Elements feature, which lets Elements to search for and collect photos with like file names, keyword tags,

Face Tagging is another feature, which analyzes photos to see if it contains one or more faces. If it contains a face, the photo is placed in an album. If a phone contains several face, each face is placed in the album. Note this function is not a face recognition, it is face detection. Therefore, the function finds people in photos and tags them.

Search Bar at Top Used to find anything, e.g., tags, names, captions, meta data, etc. Search logic allows "and", "not", and date ranges.

Photoshop.com can be used for the on-line organizer where you get the first 2 GB for free.

Backup is important and easy with the "Backup Synchronize" button.

"Plus" Account can be purchased from Photoshop.com to get an additional 20 GB for $50/year. You can share photos by listing e-mail addresses of people you authorize. Guests can view only, view & download, You control sharing your photos by e-mail invitation or can make some photos viewable to anyone, e.g., "public".

Editor (the next major topic.)
Layers are transparent. You can draw on a layer without corruption the original photo. There is a "Duplicate" layer. You can "blend" layers to create effects. There are several levels of edit, including Full, Quick Fix, and Guided edit. The file extension is: "**.psd**" for Photoshop Digital.

Blue Sky fix turns gray sky to blue with effective edge detection.

In **Full** edit mode, you can use the **Touch Up** brush to lighten a face. The **Healing** brush is used to remove items from a picture, e.g., remove boats off lake. Call it the Magic Exterminator. A "+" Brush is used to define what you want to keep (on the inside) and a "-" Brush is used o define what you do not want to keep (on the outside). When finished, use the "Feather" brush to soften the boarder.

Scene Cleaner lets you clean up pictures taken in public. You simply "scribble" the portion of the image you want to remove.

Group Shot works much the same, e.g., you scribble to select the image you want.

ElementsVillage.com is an active forum offering help tips in lower right hand corner of window.

Inspiration Browser to play video of the tools. Click on Tutorials.

PhotoshopExpress.com (Note: I am not sure what this is, but you are invited to Join when you visit the site.)

Create a **Photo Book**. Can print locally or by Kodak. A 20 page book costs about $30.

Order Prints. You can create and order prints using ShutterFly.com. You can also create greeting cards.

Adobe Premiere Elements 7 allows you to work with video media. For example, create a slide show to DVD which can include still photos and videos.

Purchase costs
Adobe Photoshop Elements 7 list price of $99.95. At Fry's or CostCo the cost is $49.

Bundle = both **Adobe Photoshop Elements 7** *and* **Adobe Premiere Elements 7** list price of $150. At CostCo the cost is $99.

George Kornbluth found the CostCo prices at CostCo.com today (16 Mar 2009).