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Webinar Questions and Answers

Webinar: Photoshop for Beginners
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Question: What are pixels, PPI, and DPI?

Answer: Images on computers are made up of tiny dots called pixels. Dots per inch (DPI)
             and pixels per inch (PPI) are most often used to describe the resolution of an
             image. The terms are not interchangeable or synonymous. DPI means the
             number of printed dots contained per inch of an image printed by a printer. The
             term PPI indicates the number of pixels per inch on a computer screen.

Question: What are high and low resolution?

Answer: These terms relate to DPI and PPI. In general, lower resolution images are used
             for web design. Lower resolution images have fewer DPI. You may notice that if
             you print an image you copied from the web, it looks blurry. That's because that
             image was designed for use on a computer screen, but not in print. Higher
             resolution images are commonly used for printed products.

Question: What is the difference between a raster image and vector image?

Answer: Raster files, or images, are made up of pixels; you can see the pixels if you zoom
             in. The most common example of a rasterized image is a photograph. You can
             also see that the raster image loses quality the more you enlarge it. Raster
             images are more commonly used on the web, which uses lower resolution
             images. Vector images are scalable because they are drawn geometrically with
             lines, shapes, and points. The most common example of a vector image is a
             logo. Vector images also never lose quality as they are enlarged or reduced.
             Vector images are created in design software such as Illustrator and are often
             formatted as EPS files. EPS is a file extension that stands for Encapsulated
             PostScript.

Question: Can you convert a regular picture into a 3D image in Photoshop?

Answer: Sort of. The 3D functionality in Photoshop is powerful, but won't easily create
             photorealistic 3D images. Photoshop's 3D features are more for creating 3D
             models, reproducing objects with less detail (like plastic), or adding an object to
             an existing photograph (like 3D ornaments to a photo of a Christmas tree).

Question: Do you ever combine brightness and contrast changes on the same photo or should you only apply one or the other?

Answer: Yes, you can combine brightness and contrast changes on the same image. You'll need to adjust both more often than just one, since photos taken in sub-par conditions need to adjust both the overall lighting and the balance of light and dark colors. Photoshop will let you modify an image indefinitely. In fact, you could spend hours playing with the contrast and brightness in an image. We recommend you explore these options and learn firsthand how they work. Of course, you can also use the "auto" function if you don't have the time. Most importantly, don't be afraid to try to adjust a photo! You can always go back to the original image.

Question: Do we need both Photoshop and InDesign for creating graphics documents for publishing?

Answer: Both programs have value and have different qualities. Photoshop is a great program for modifying and manipulating already created images — like photos — but doesn't provide much control over print layout. InDesign, on the other hand, gives you complete control over everything you need to consider for printing, like margins, text wrapping, and spreads, but has few features for manipulating the images you want to place in the document. They do work really well together, though, allowing you to place a photo in InDesign, adjust it in Photoshop, and see your changes reflected back in InDesign. Check out our product offerings: Adobe Creative Cloud (all applications) and the Adobe Creative Cloud Photography Plan.

Question: What is the magic wand and what does it do?

Answer: Move over Harry Potter! The magic wand tool select pixels based on tone and color. Generally, if you want to remove a background from an image — say the blue sky — you can use the wand to select all pixels of that color. The magic wand has a field to indicate the "tolerance" of selection of pixels. So, in other words, if you have a tolerance of 50, the magic wand will select all pixels within 50 shades darker and lighter than the initial color. Therefore, the lower the tolerance, the fewer pixels the wand will select. You can adjust the tolerance number to select a large number of pixels or fewer pixels based on what you are manipulating in the image.

Question: How do you remove or change backgrounds?

Answer: There are many ways to remove or change the background of an image. In order of complexity from easiest (and least likely to look the best) to hardest (and most

likely to look the best), with links to tutorials on each, they are: magic wand tool, quick selection tool, background eraser tool, adjusting channels, and drawing clipping paths.

Question: When do you use TIFF, GIF, PNG, or JPEG?

Answer: These are all file formats that are used for different purposes. See the chart below:

Image extension	Use when	Don't use when
TIFF	Publishing print documents	Posting to the web
JPEG	Displaying photos online	Saving illustrations like clip art or logos
GIF	Making small images like clipart and buttons, or saving with transparency	Saving photos, anything requiring high-resolution images
PNG	Saving images with photos and illustrations together or images with transparency	You need the absolute smallest image possible