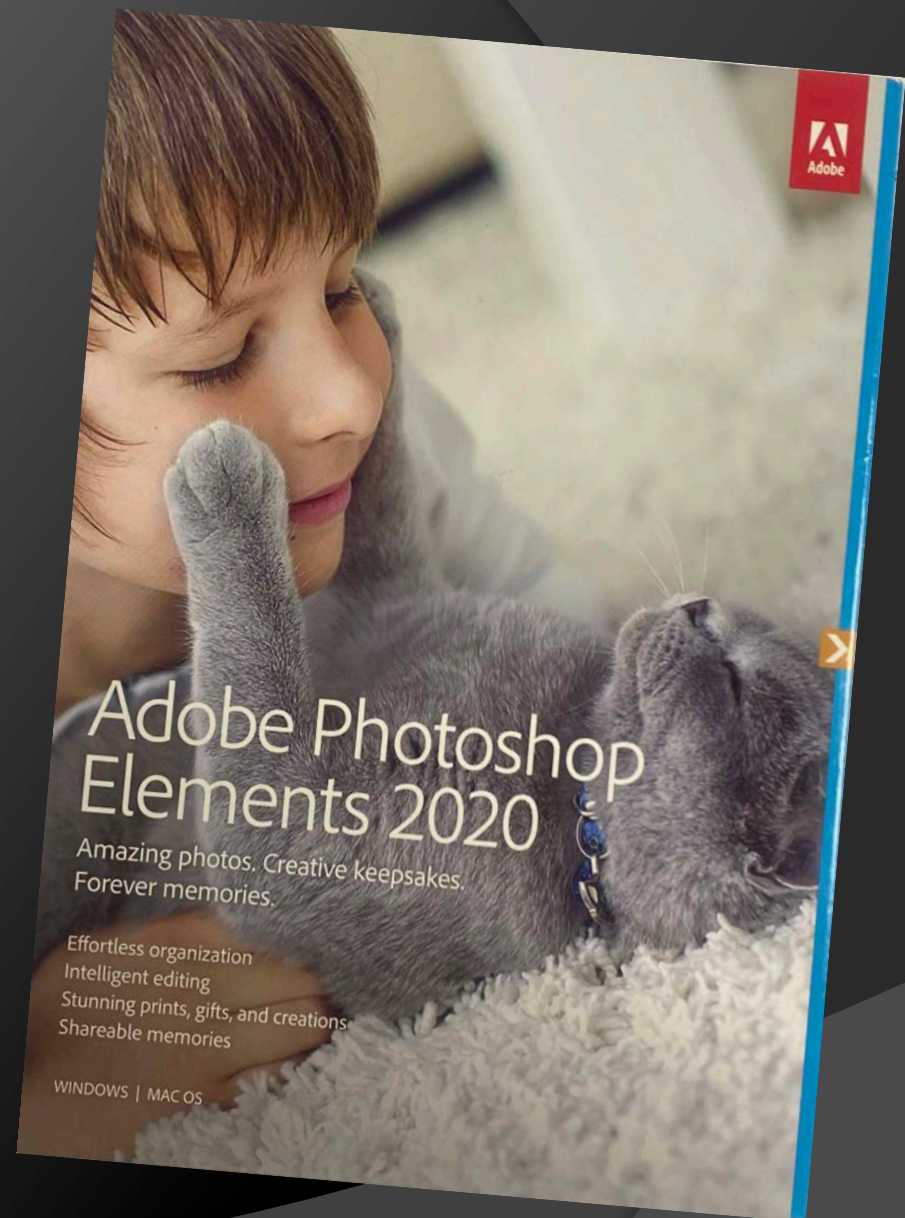


# Optimizing Digital Images of Your Artwork

How to prepare your files  
for competition using...

# PHOTOSHOP ELEMENTS 2020

Many thanks to Margaret Carter  
Baumgartner for the use of her portrait  
painting in this demonstration.



# Presentation Objective:

Demonstrate how to use Photoshop Elements to prepare your work for:

- Portfolio development
- Your website
- Juried exhibitions
- Social media and more

What will be covered:

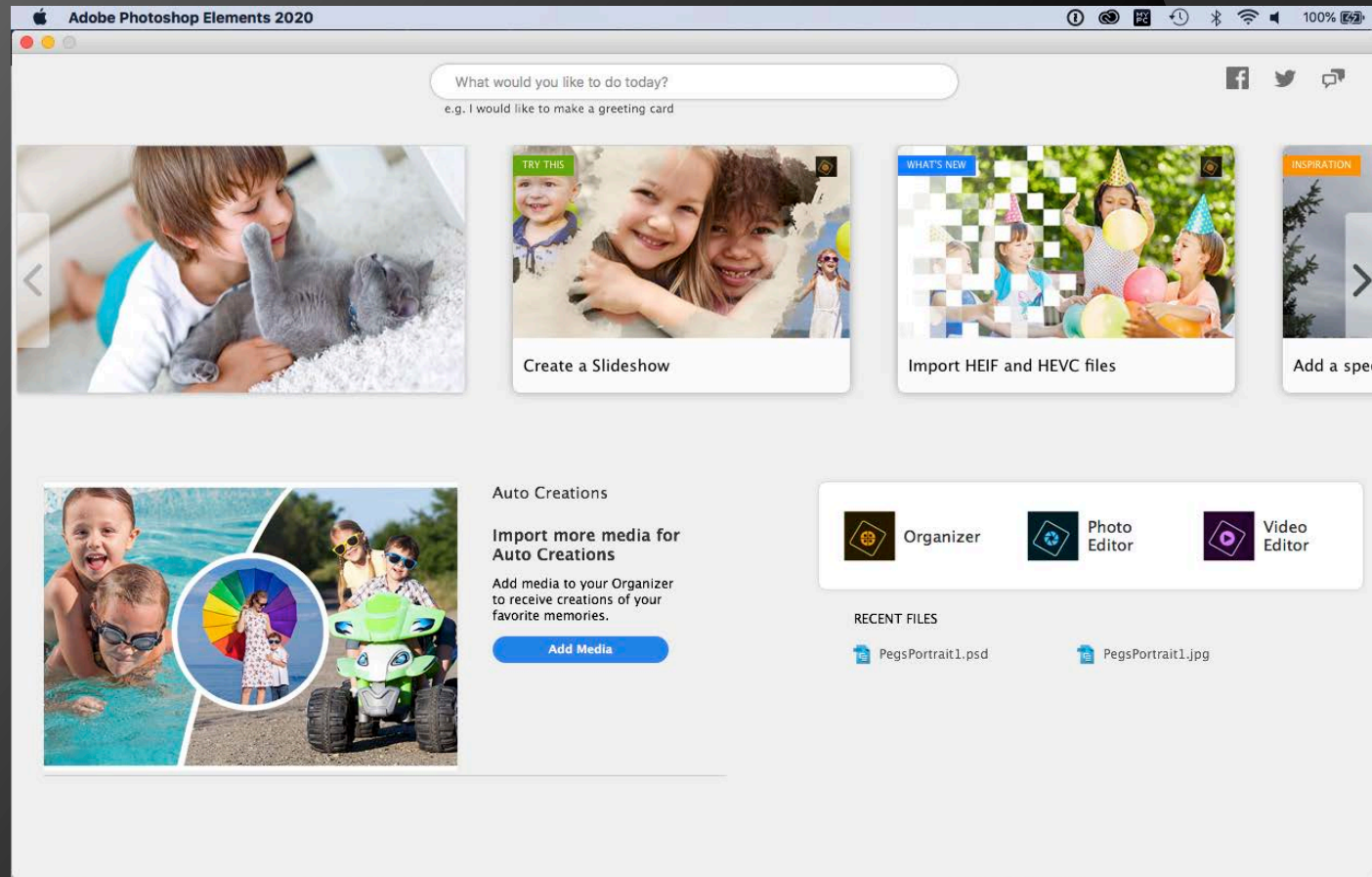
- Organizing and saving your artwork
- Correcting color and white balance
- Cropping your image
- Correcting image distortion
- Correcting color and color profile considerations
- Resizing of your image

# Before you do anything!

- **MAKE A NEW FOLDER** TO HOLD YOUR FILES OF THIS PHOTO!  
Put the photo of your painting in this folder and name it.
- This folder will hold the original image and any files that you will save for future competitions.

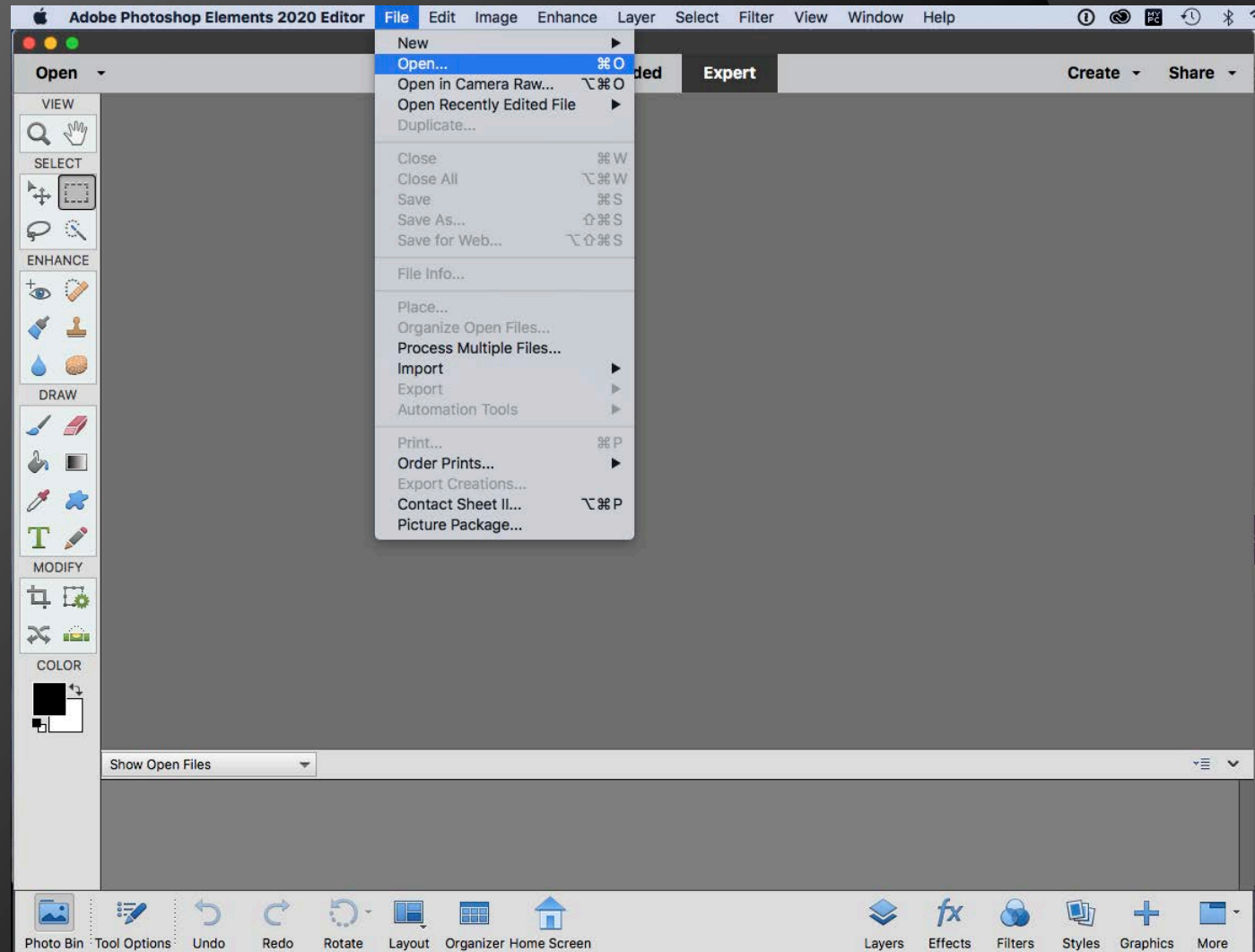
# Open the program.

- When you first open Elements, you will see this window.
- If you have an earlier version, it might look slightly different. Don't worry. All the important stuff pretty much remains the same.



# Open the file.

- From the top menu bar, click and hold **FILE**, then scroll down to **OPEN** and click. Find your photo and double click on that. It will open up in Elements and look like this.,,,

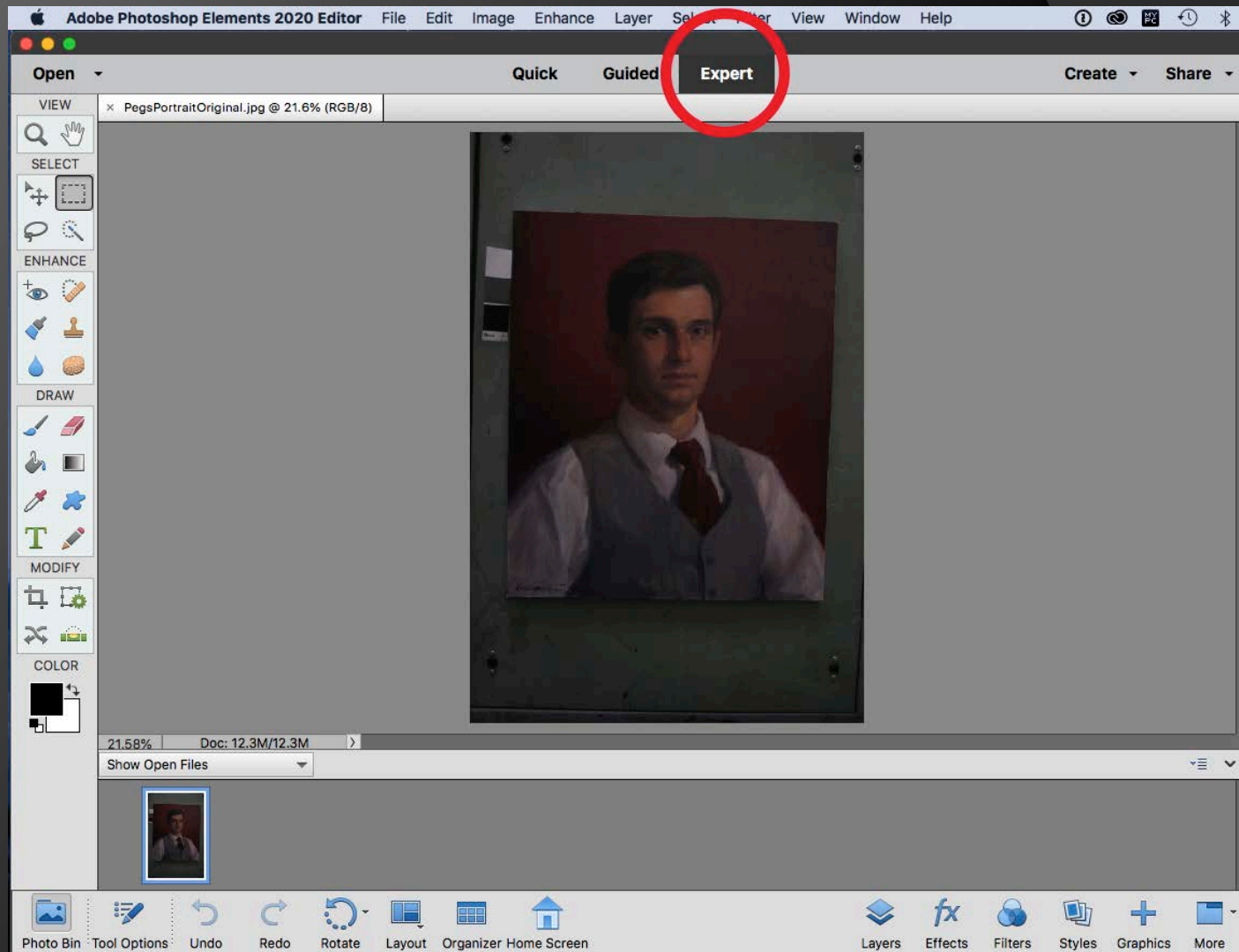




# Open the file.

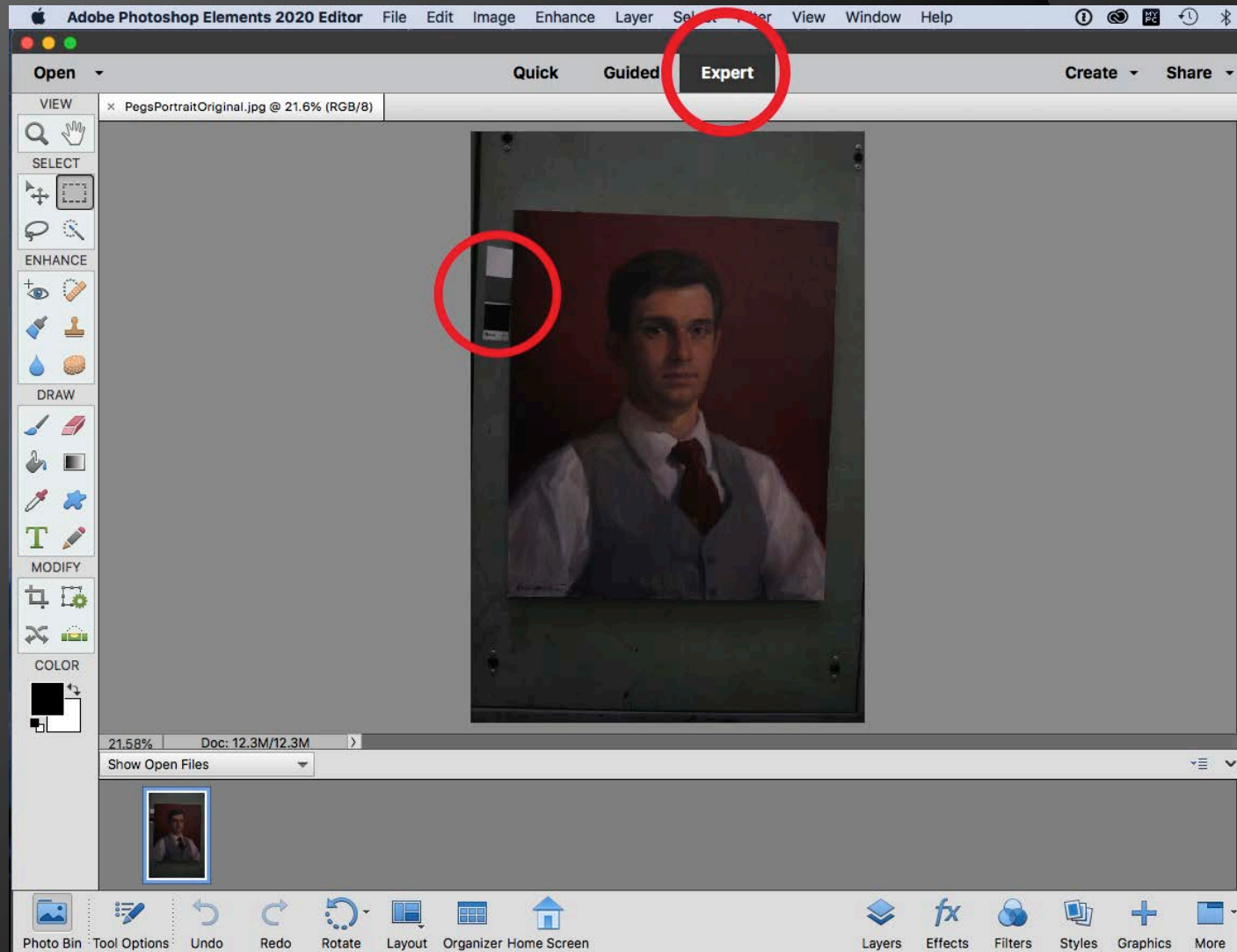
- Note that the image comes into the window and also shows up in the “Bin” at the bottom. If you are working on more than one file at a time, you can click on any one and it will show up in the editing window.

**Note:** If the window opens to **QUICK** or **GUIDED** at the top of the window, change it to **EXPERT**.



# Notice the “White Card”

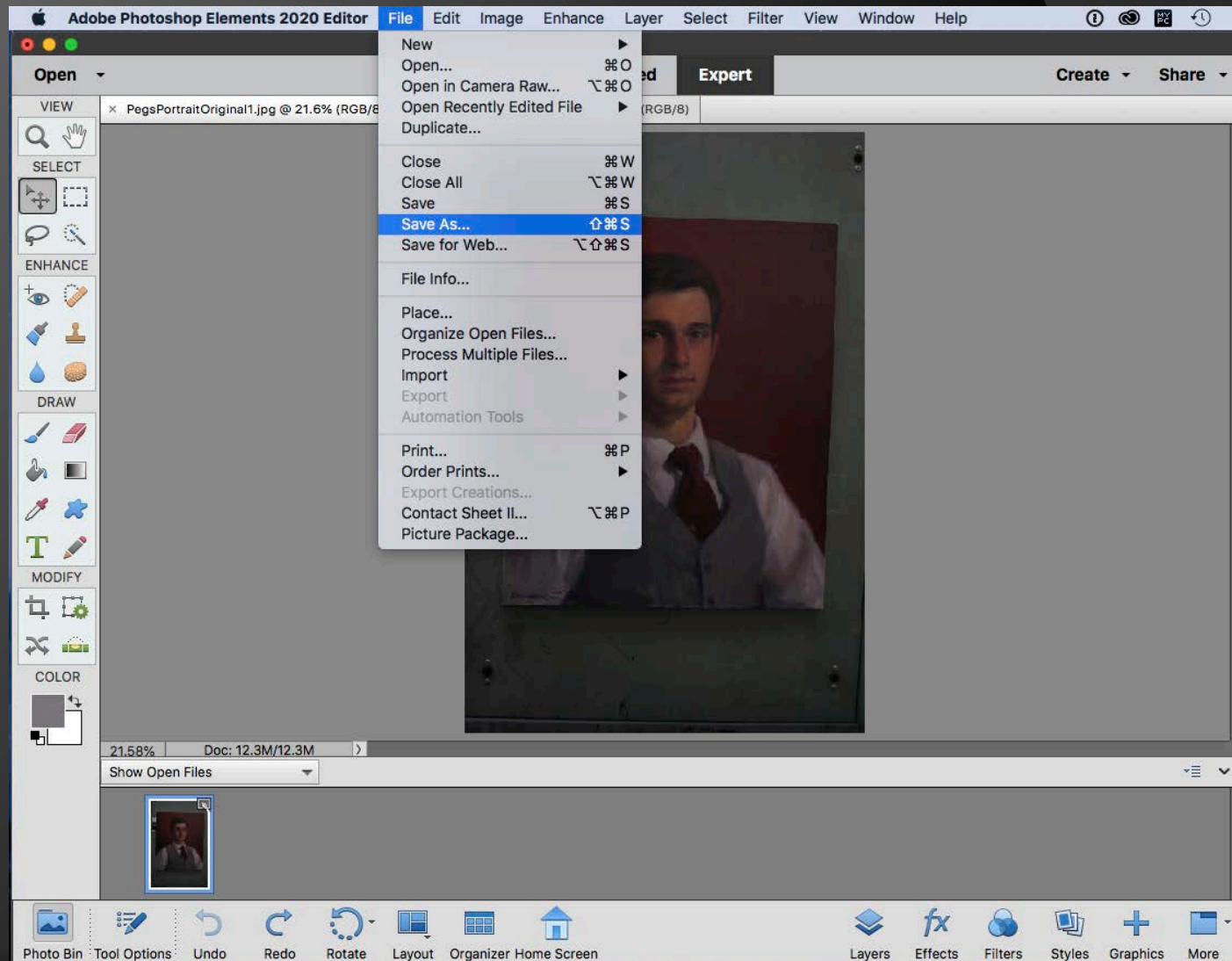
- This is used by photographers to balance color in the image. You can order them from [QPcard.com](http://QPcard.com). You can also use a white index card.
- I recommend that you use this or the index card to shoot your image to save a lot of time and headaches when correcting color.





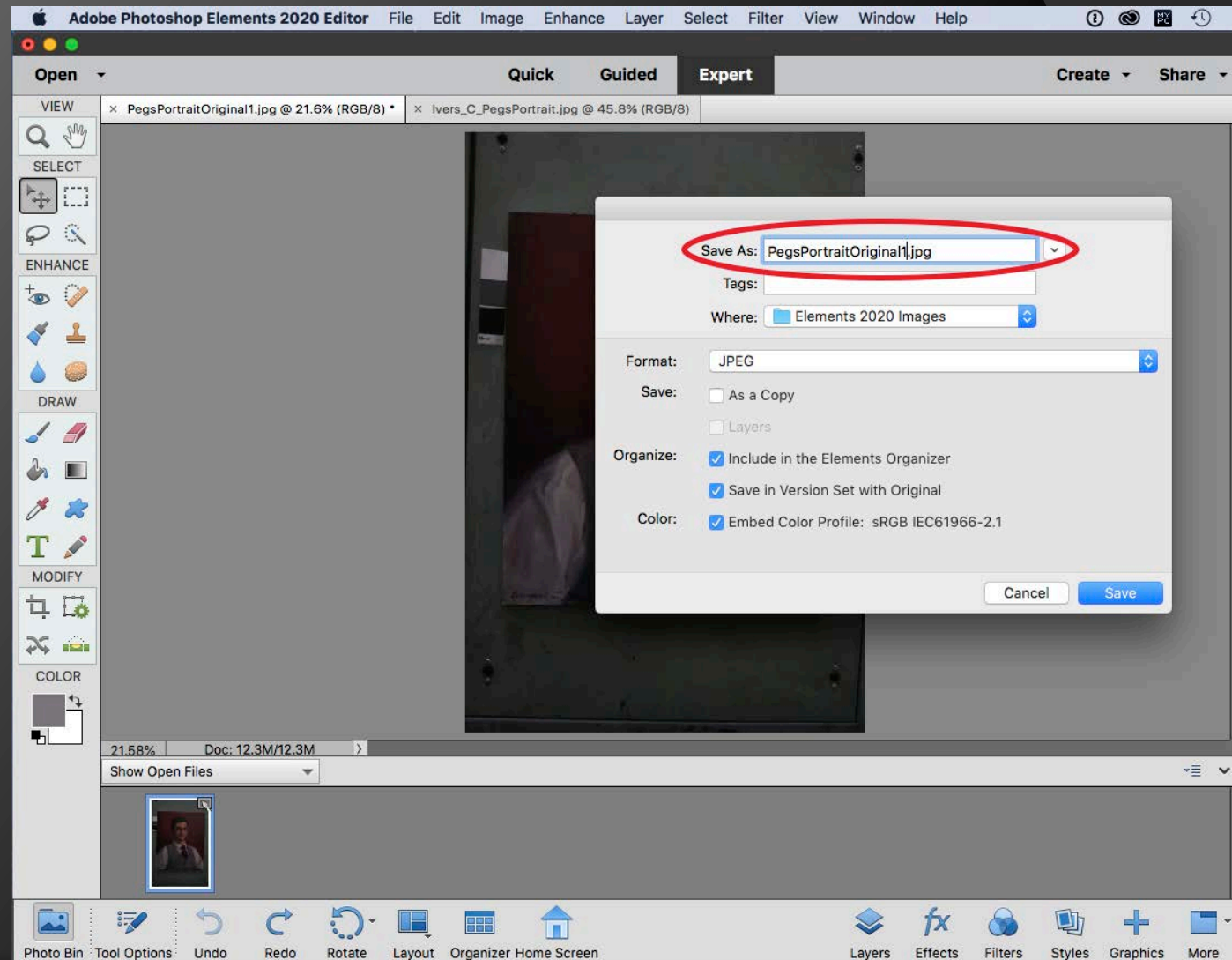
# “Save As” the file.

- From the top menu, click on **File**, hold down and scroll to **Save As**. Click and rename your painting. Save it in the folder you created at the beginning.



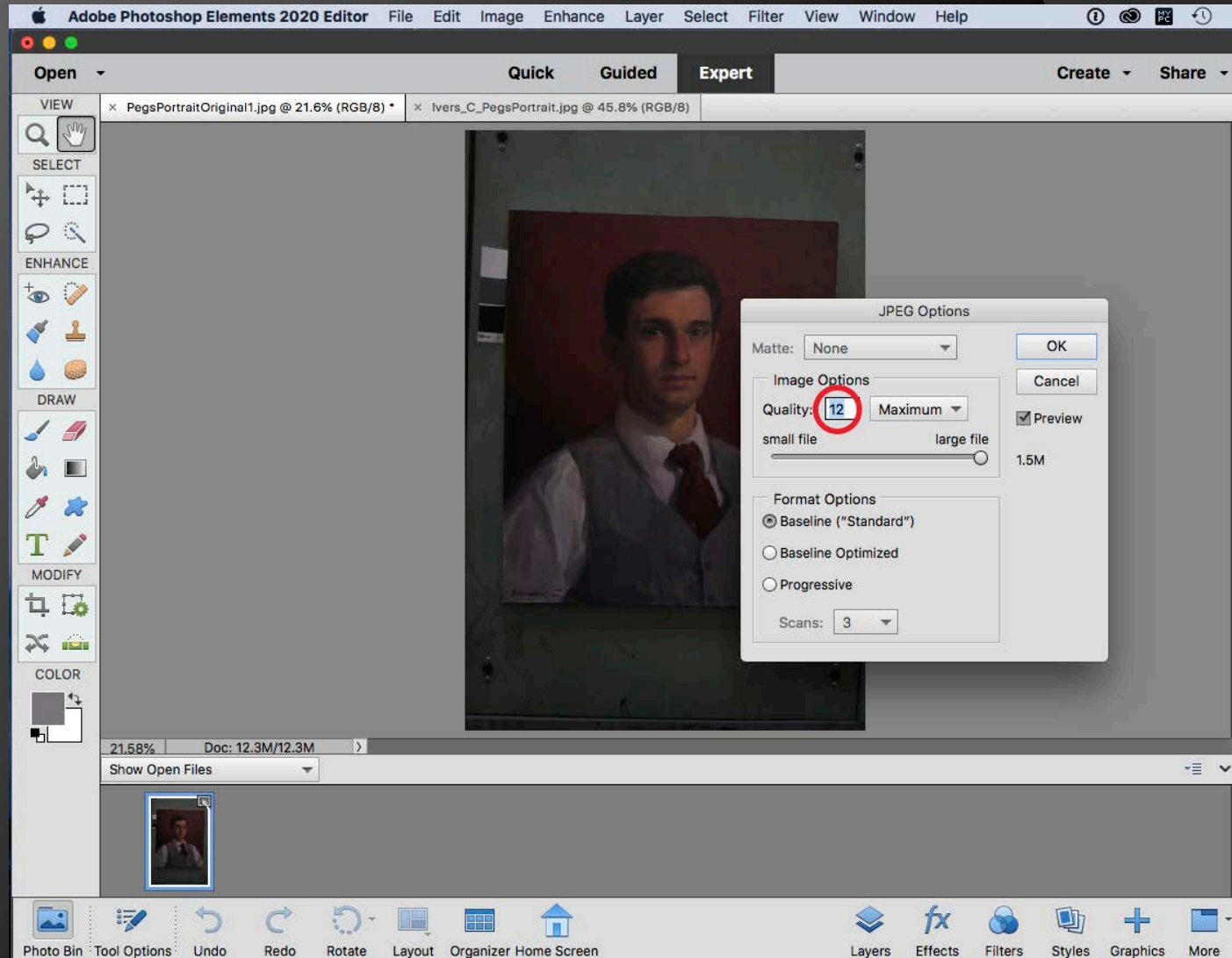
# Rename and save the file.

- Click on the **Save** button to the original folder you made.



# Choose the JPEG Option.

In the **JPEG Options** box, make sure the **Quality** is set to **12** or **Maximum**. Click ok.



# Relax! It's going to be okay.

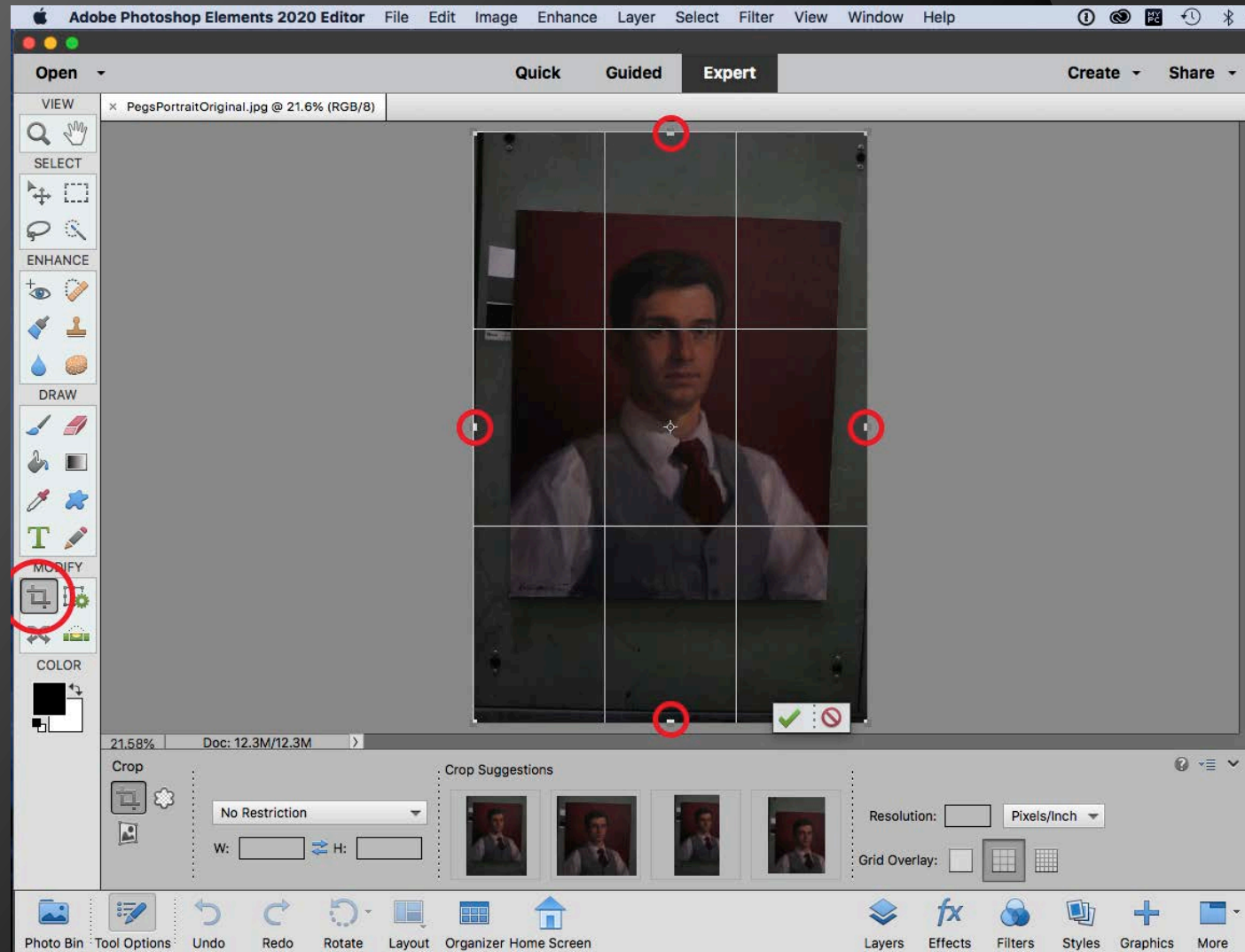
From here on out, anytime you feel that you did something wrong, **you can always UNDO whatever it was!**

Just go to the **main menu** and click on **EDIT**. You will see that the first command in the scroll dialog box is **UNDO** for whatever you might have made an error with.

**So RELAX!** We all make mistakes, but unless you save the file and close it out it is always salvagable.

# Crop the photo.

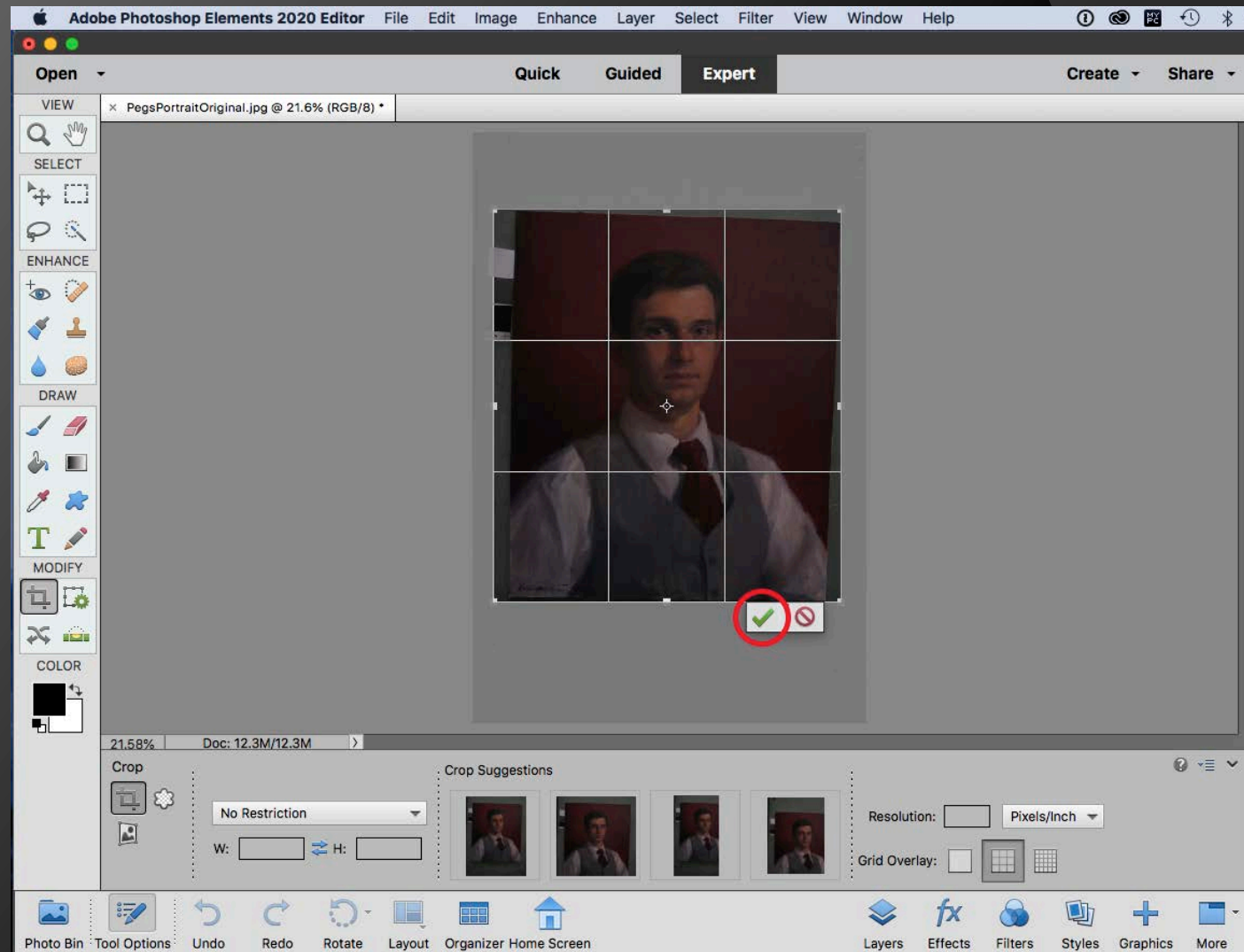
- Now click on the **CROP TOOL** in the left hand tool bar.
- You will see little **“handles”** on the corners and sides of the image.





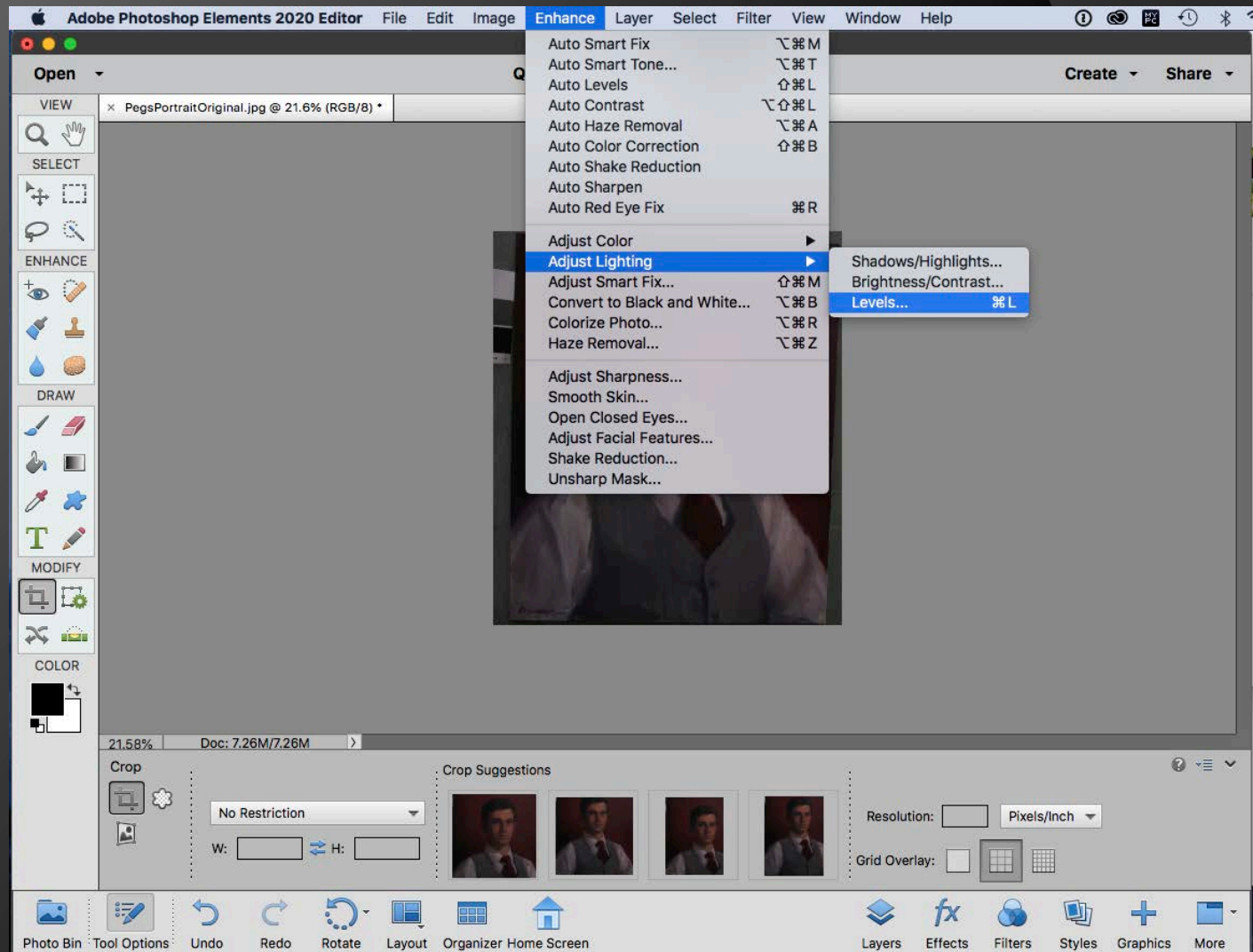
# Crop the photo.

- Using your cursor, pull each of the side **“handles”** in to meet a corner of the painting.
- Don't worry that some of the background is showing. We will correct that shortly.
- Make sure to leave the **“white card”** somewhat visible within the cropped image.
- Click the check mark to save.



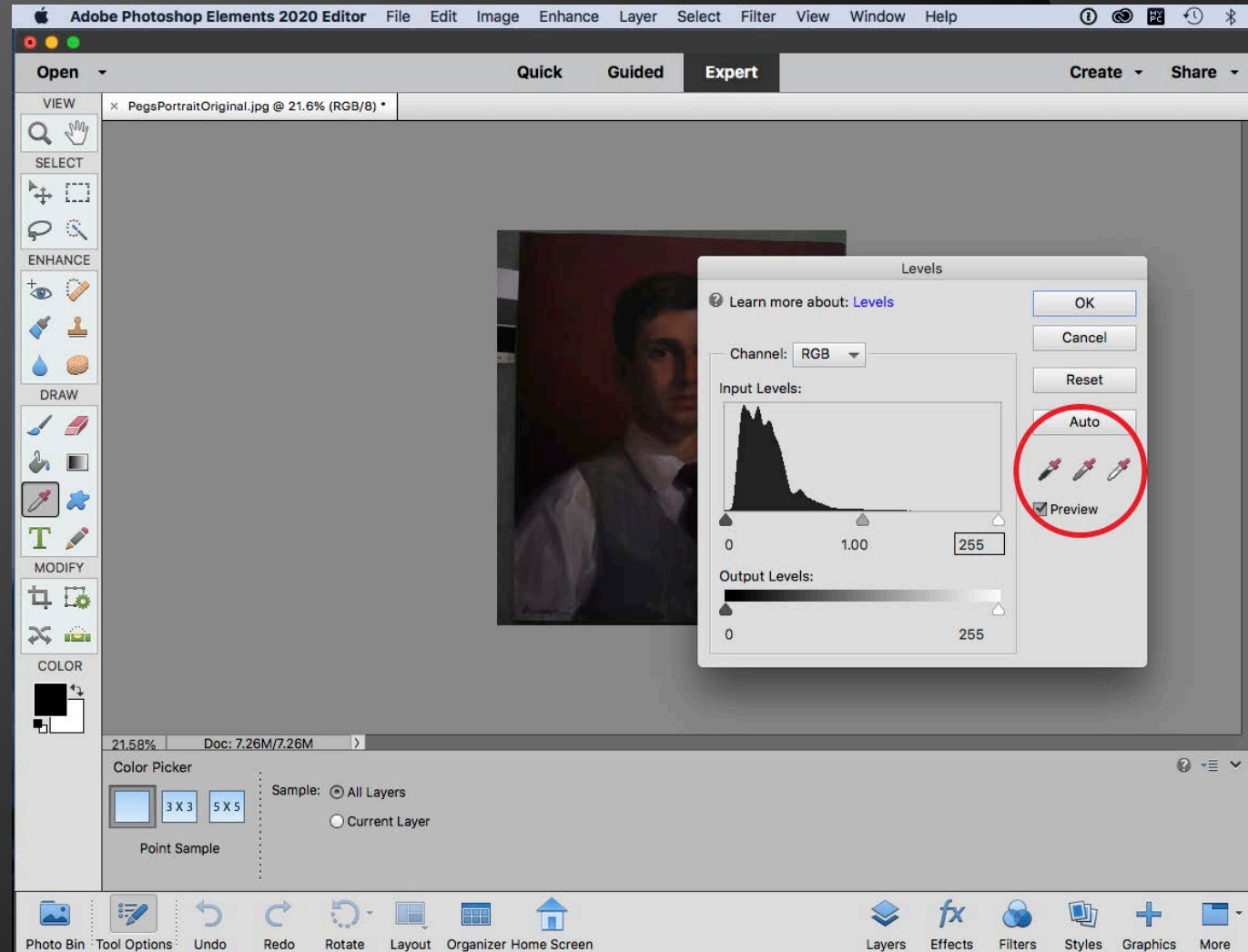
# Correct the Levels.

- To correct the White Balance (and color) in your file, go to the top menu and click on **ENHANCE**, scroll down to **ADJUST LIGHTING**, highlight **LEVELS...** and click on this.



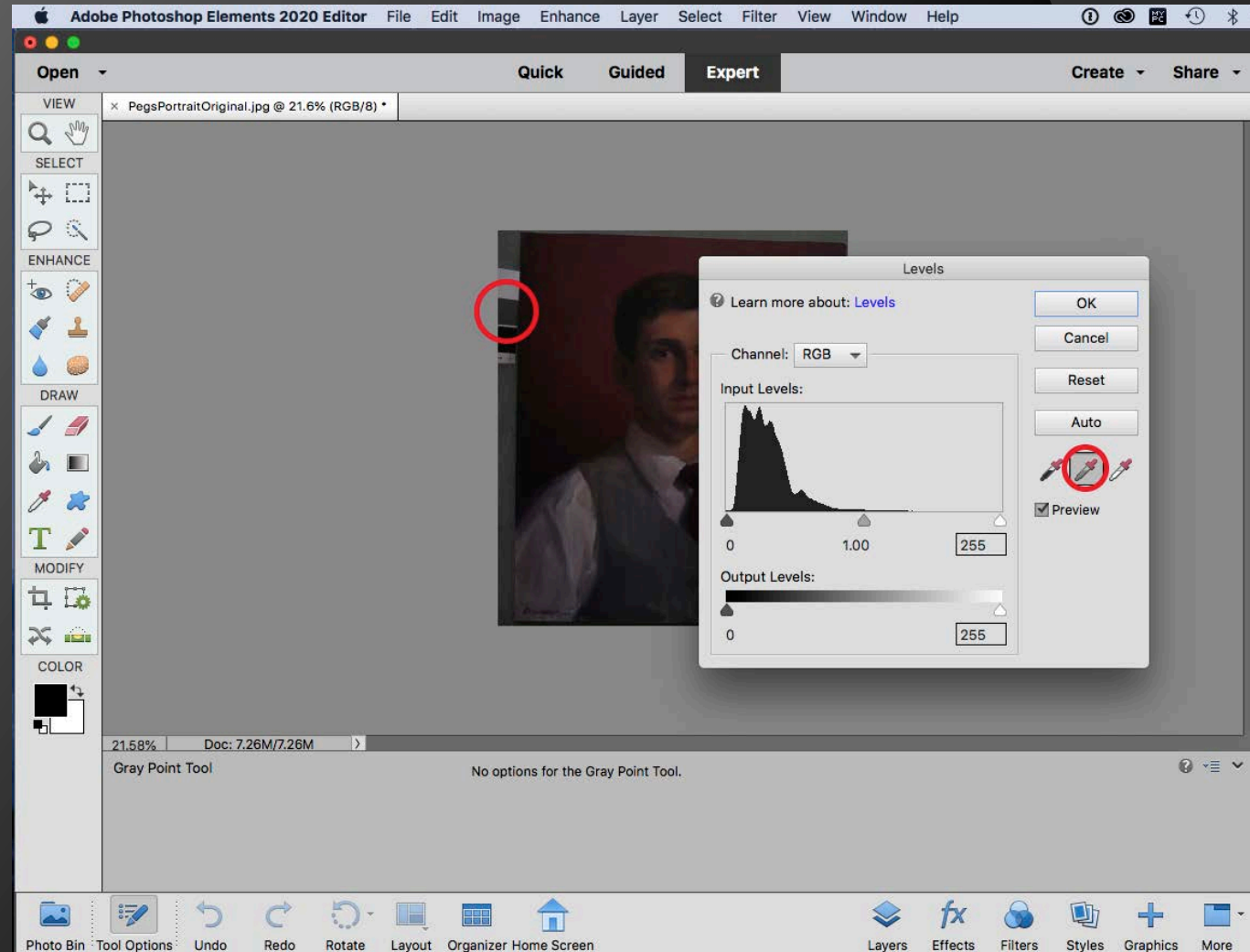
# Correct the Levels.

- Notice the item that looks like a mountain in the dialog box. This is called a **Histogram**. It tells you how the colors/white balance look in your image. You will also see three **eyedropper tools** in this dialog box.



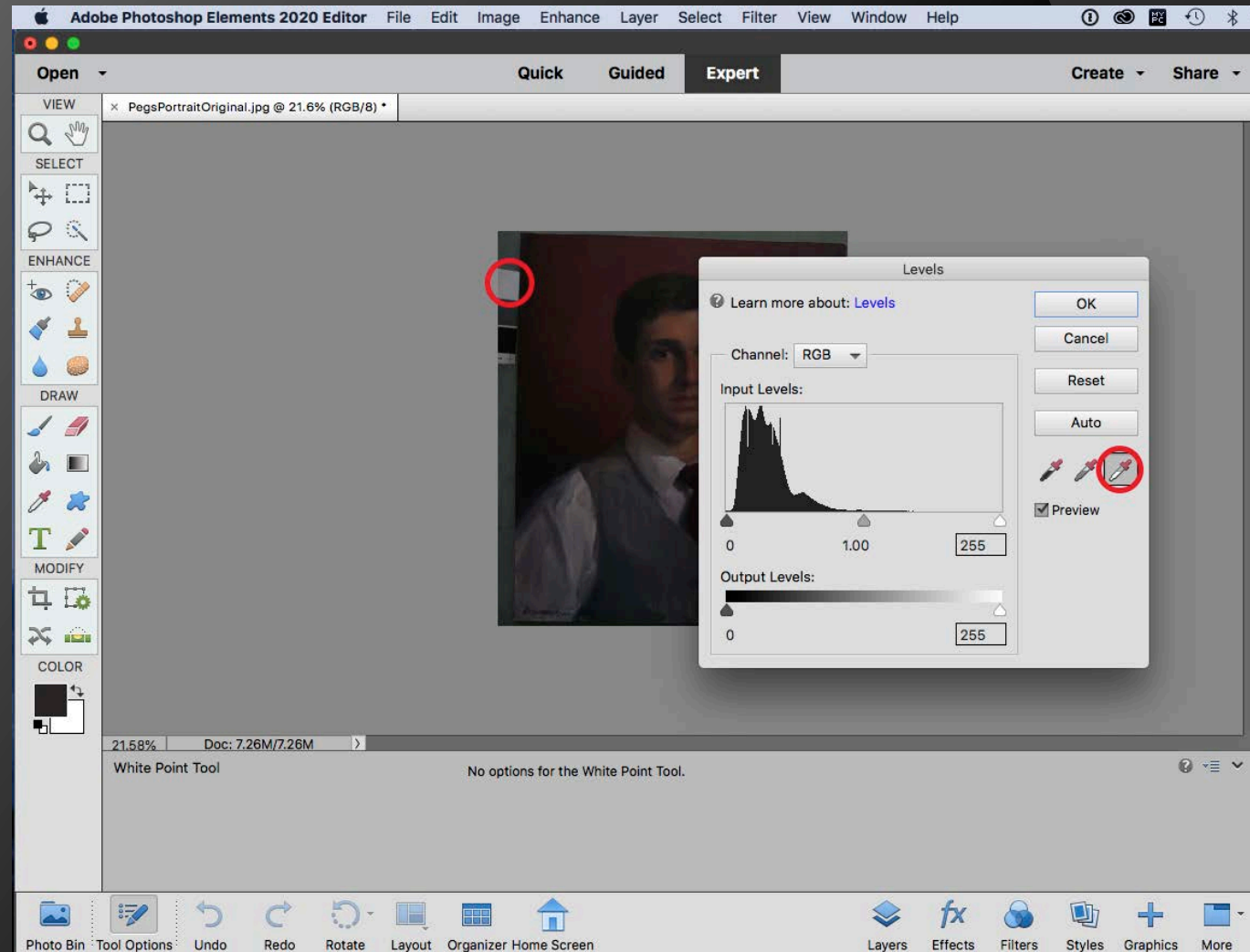
# Correct the Levels.

- First click on the **GRAY** eyedropper and then click on the **GRAY** part of the card.



# Correct the Levels.

- Now take the **white eyedropper** and click it on the **white part of the card** or any other white item you have shot with your picture.

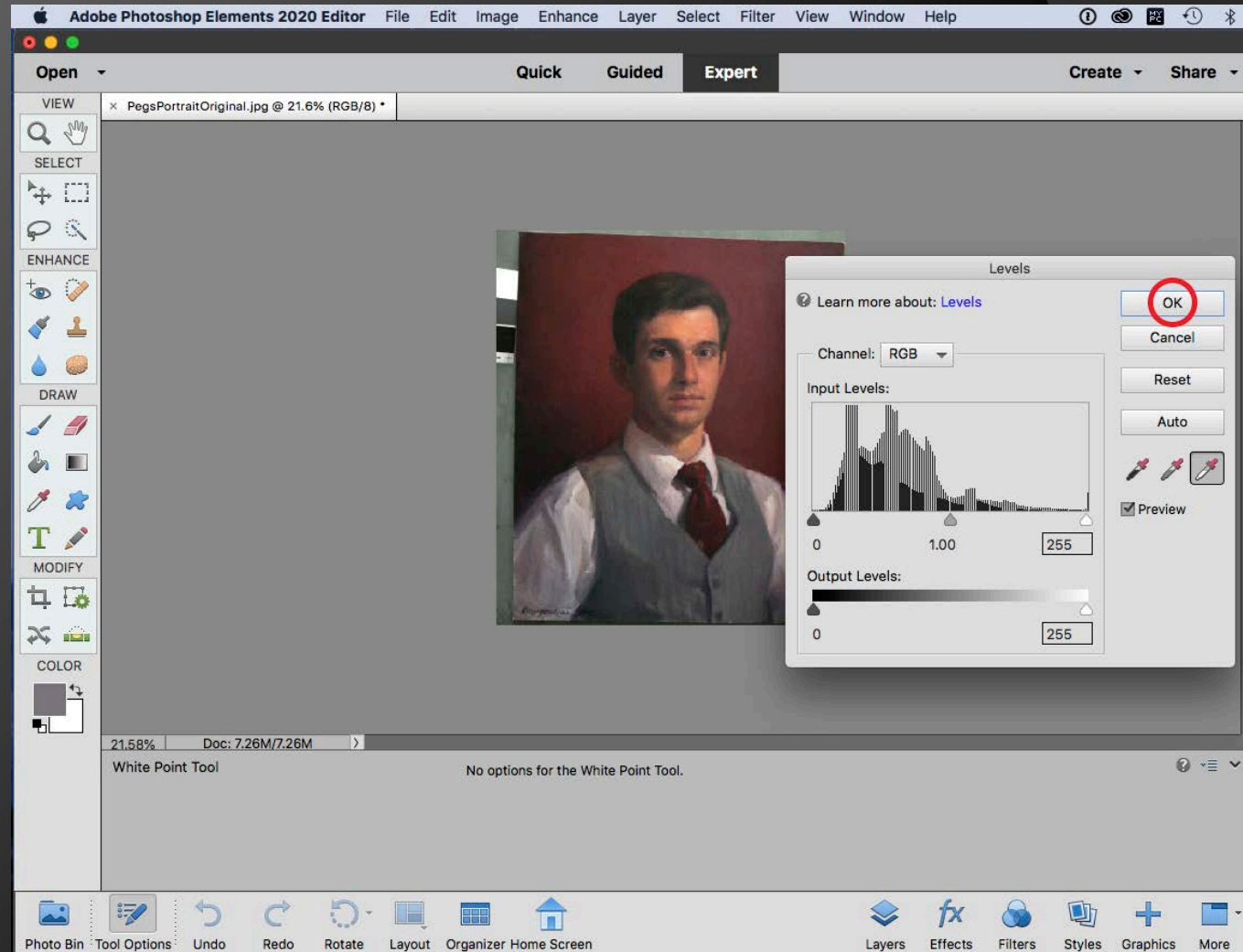




# See the difference.

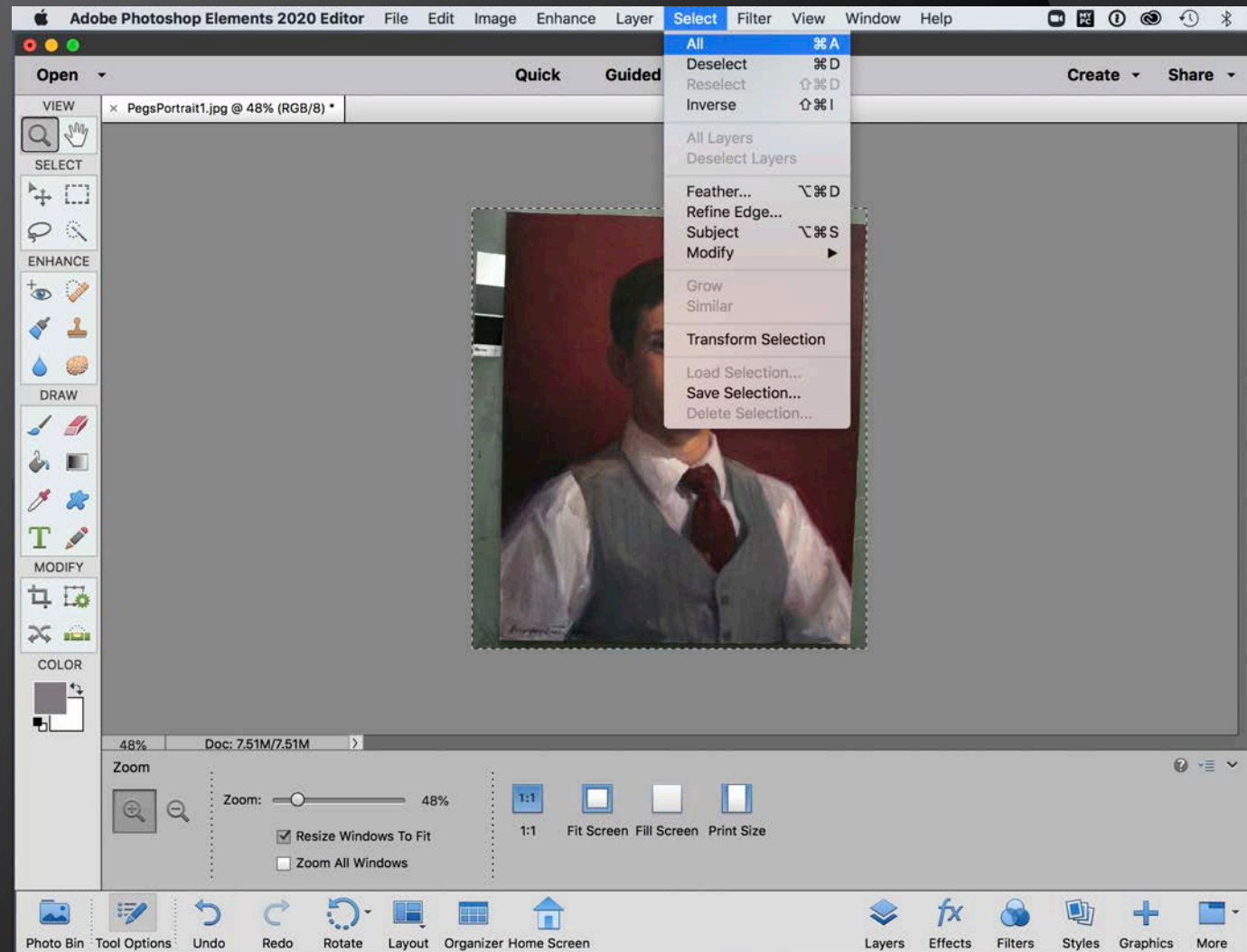
Note how this one action has brought the color into near perfect light. Also notice how the histogram has changed.

**Hit OK.**



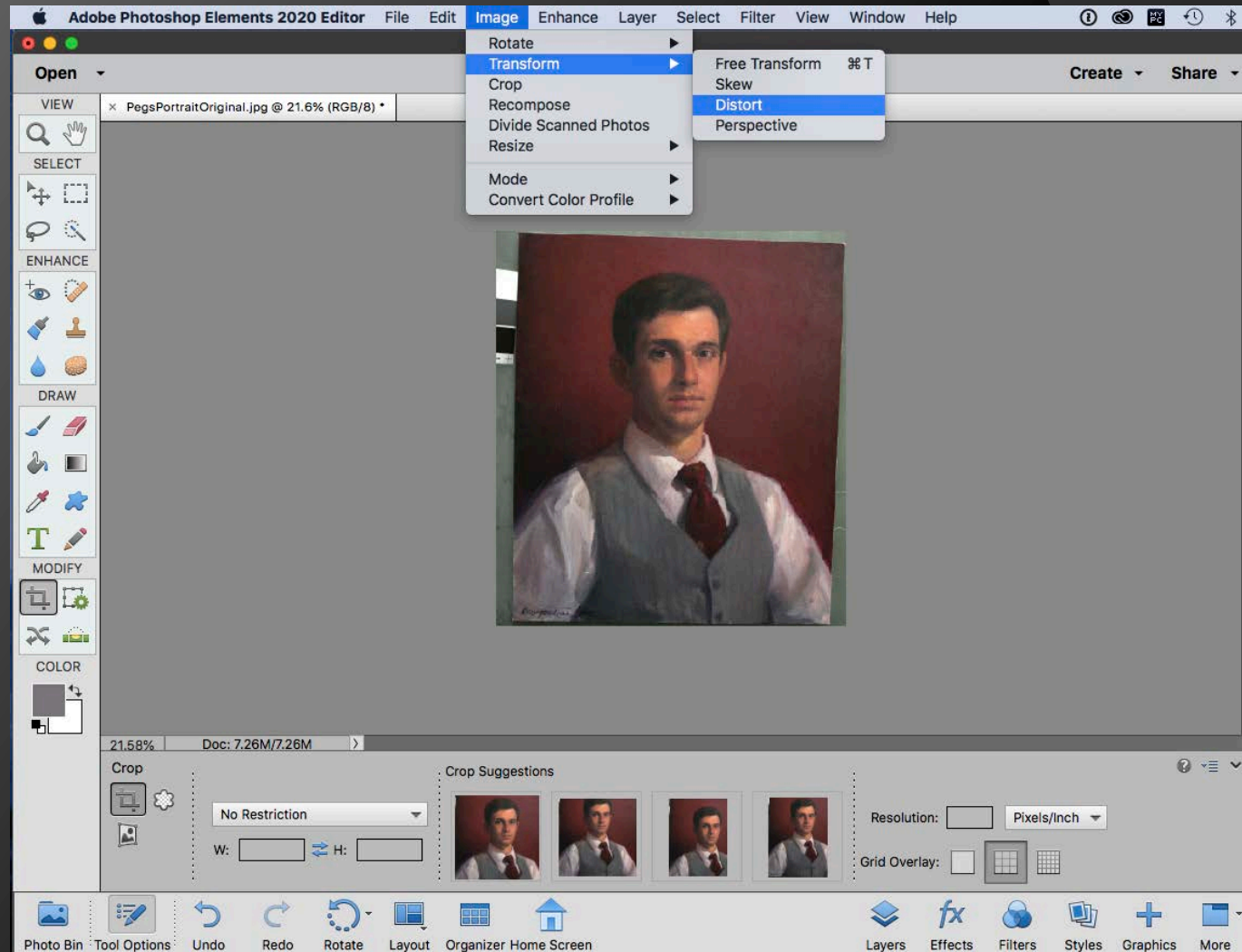
# Correcting image distortion.

- From the top menu, click on **SELECT**, scroll down to **ALL** and click. A dashed line will show up around the image. It will “crawl” around the image like a snake. This is correct, so do not be alarmed,



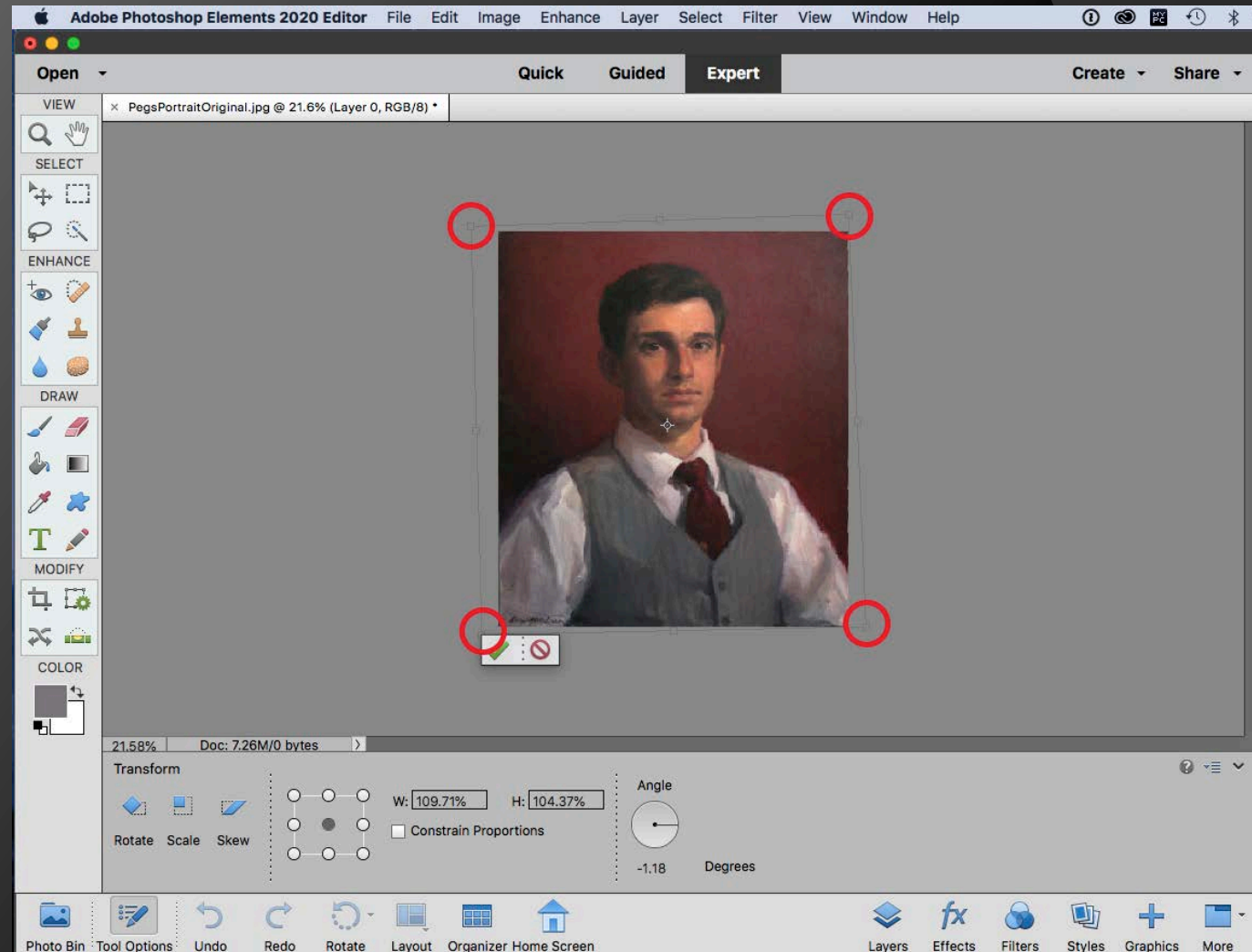
# Correcting image distortion.

- Next select **Image, Transform and Distort.**



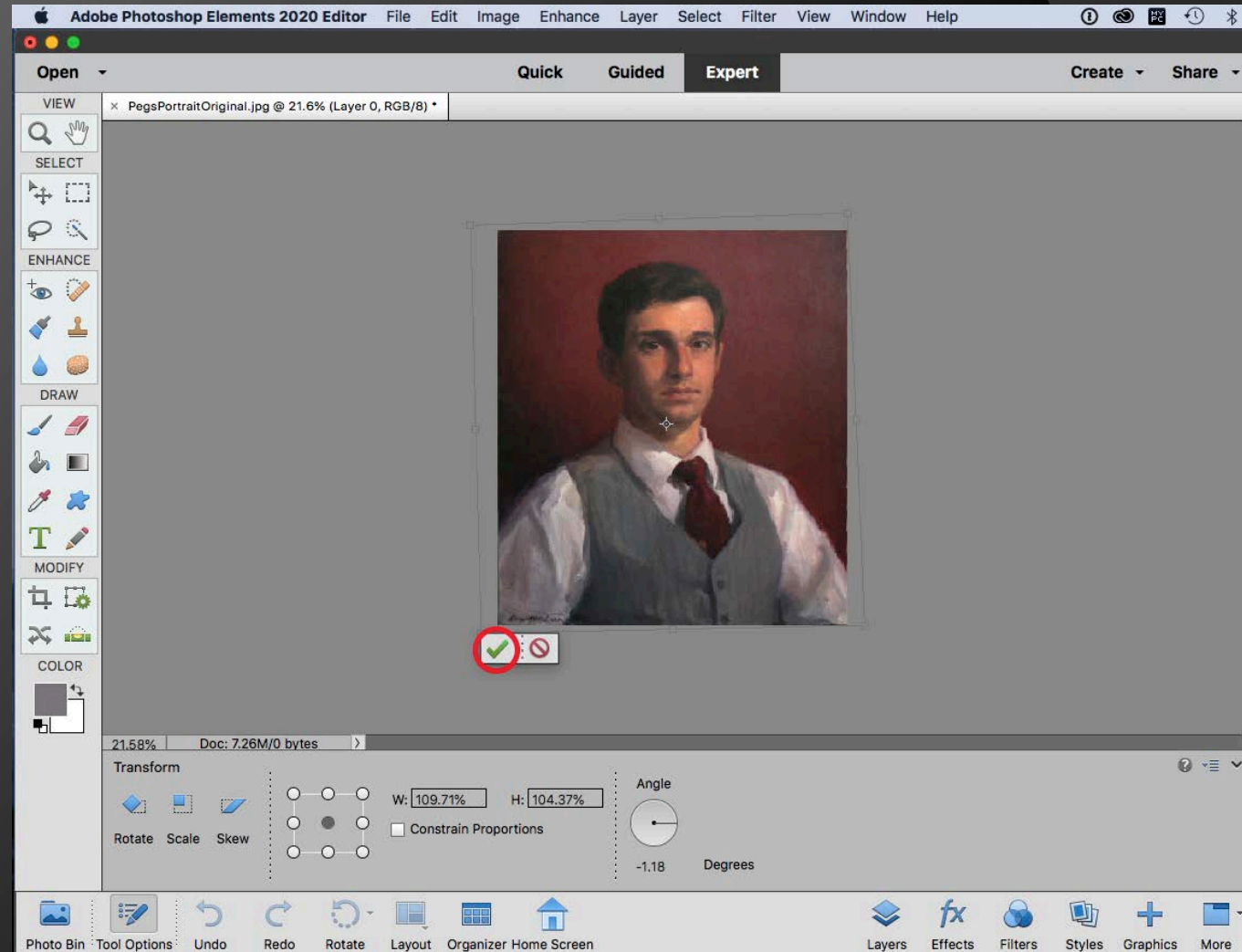
# Correct the distortion.

- Notice the little **“handles”** show up once again.
- Now take your **cursor**, and one by one, **click and hold** one of the little square **“handles.”**
- **At the same time**, hold the **Shift Key** down and **drag the handle in a horizontal or vertical direction** to correct the distortion. Do this for any corner that doesn't line up in the frame.



# Transforming the image.

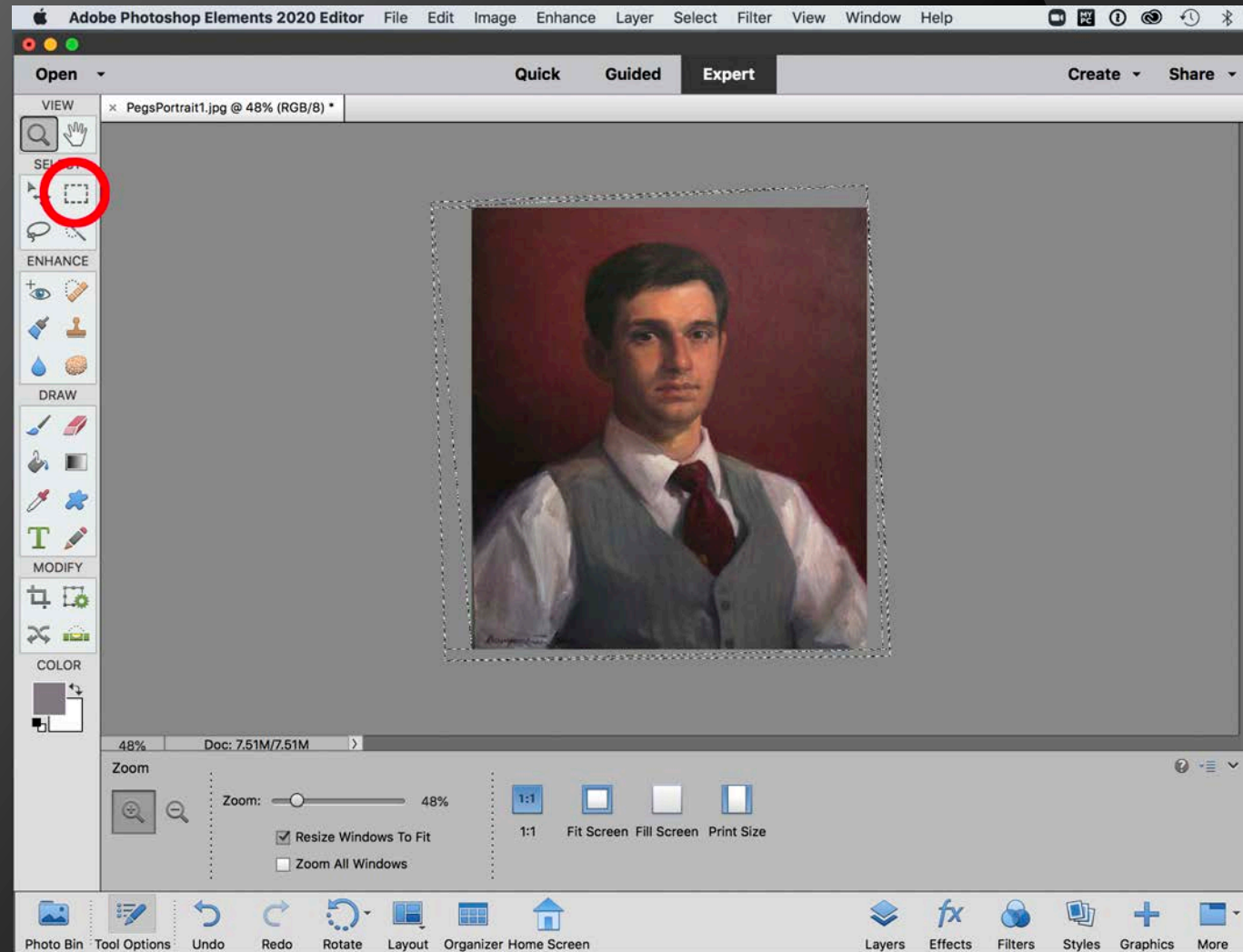
- After fixing the distortion, **click the green checkmark** to commit to the transformation.





# Getting rid of creepy crawlies.

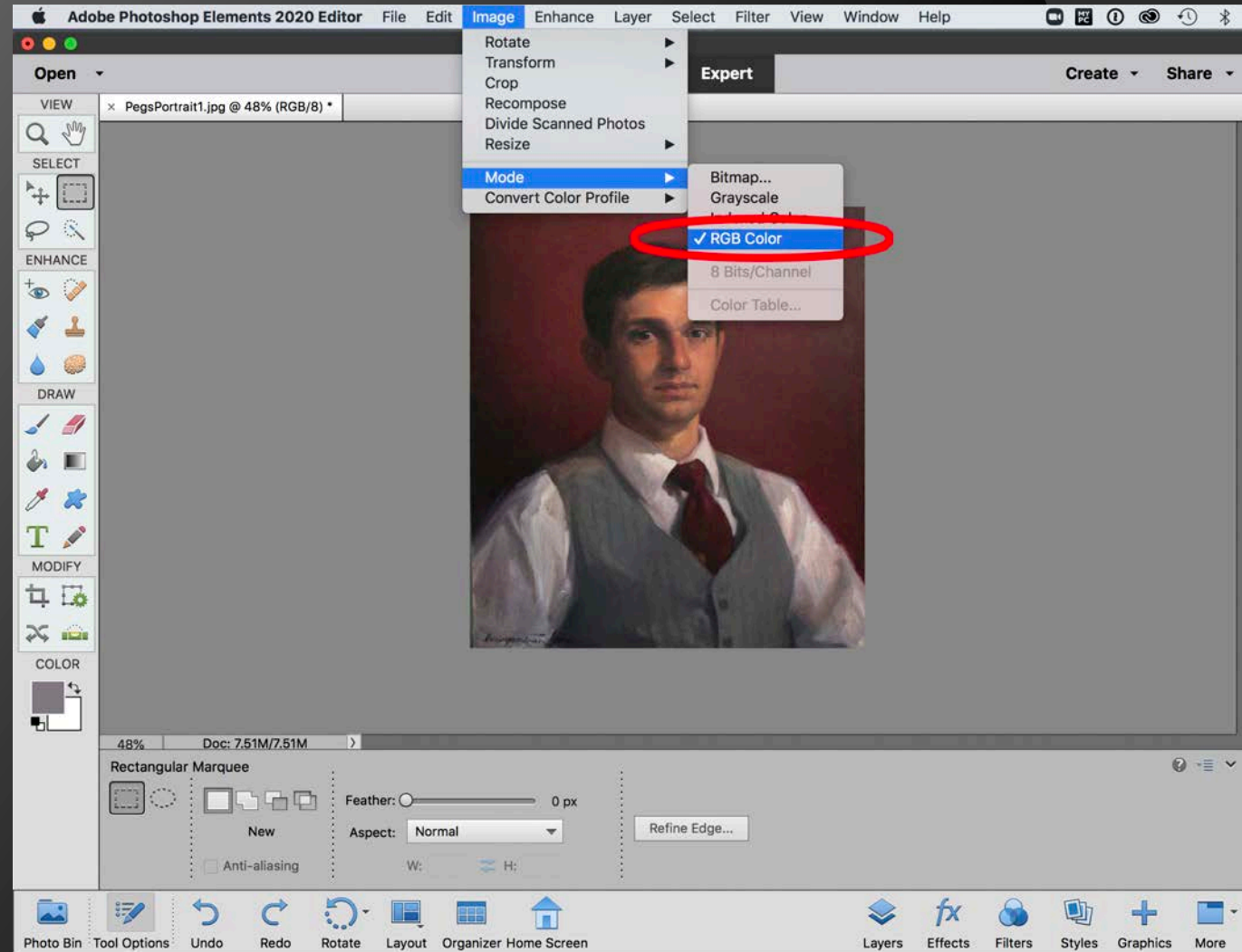
- After you complete the correction, you might see that the little “creepy crawly snake-like” things are still on your image.
- Just click the Marquee tool on the left toolbar and then click anywhere on the gray part of the window. They should disappear. If they don't, don't panic. They will usually disappear as you go through the rest of the steps.



# Set The Color Profile.

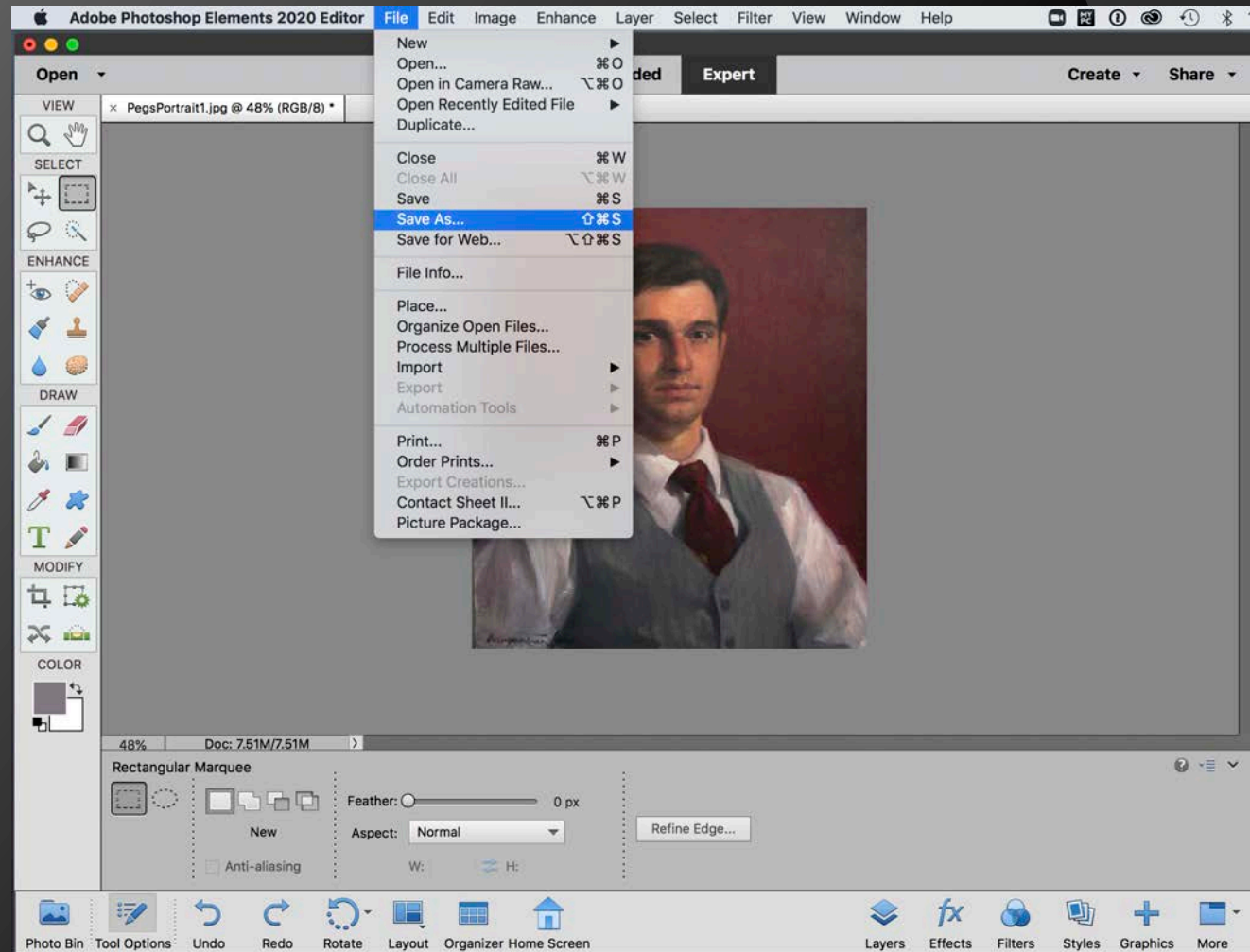
- At this point go to the main menu and click on **Image**, scroll down to **Mode**, choose **RGB Color** and click.

You can play with a lot of options, but if you want to print this file on post cards, business cards, etc., you have to have it converted to **CMYK** four color. Elements is not capable of setting this profile.



# “Save As” the file again.

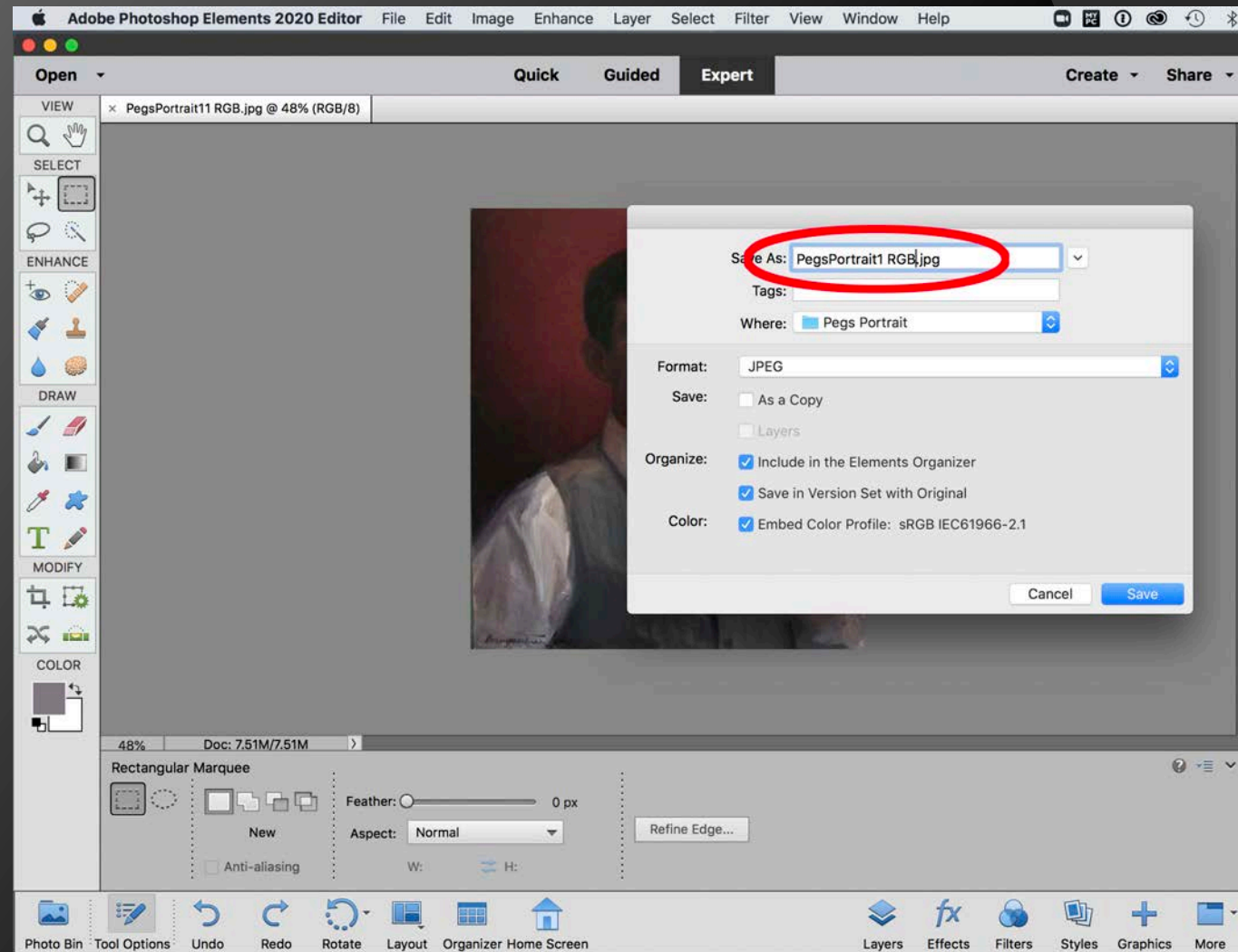
- Once again, go to the main menu and click **File** and scroll down to **Save As...**



# Rename the file again.

At this point you should rename the corrected file with the **color profile** to keep for future resizing and renaming for specific competition entries.

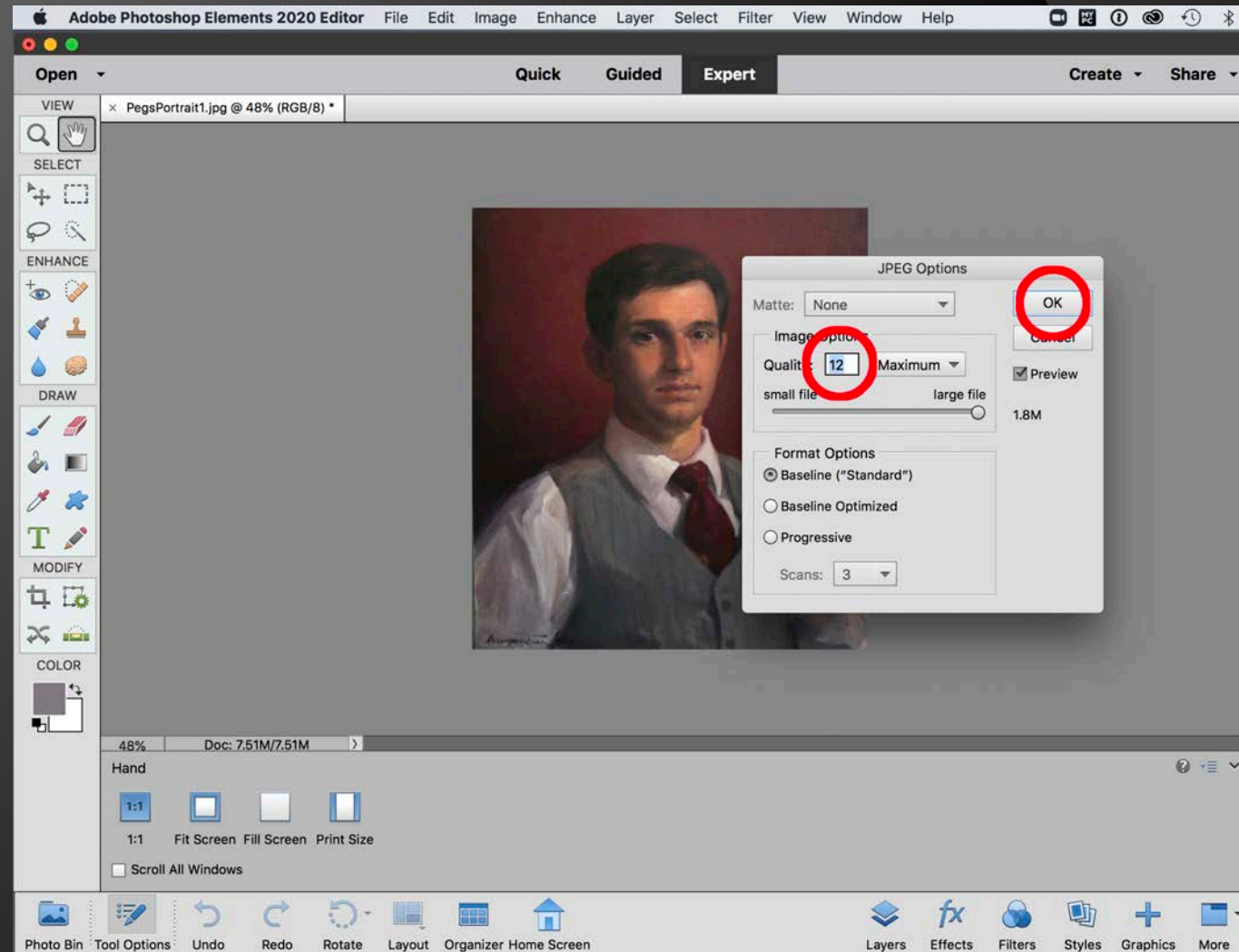
- ALWAYS include the color profile format (RGB) in the resaved file name.





# Choose High Quality.

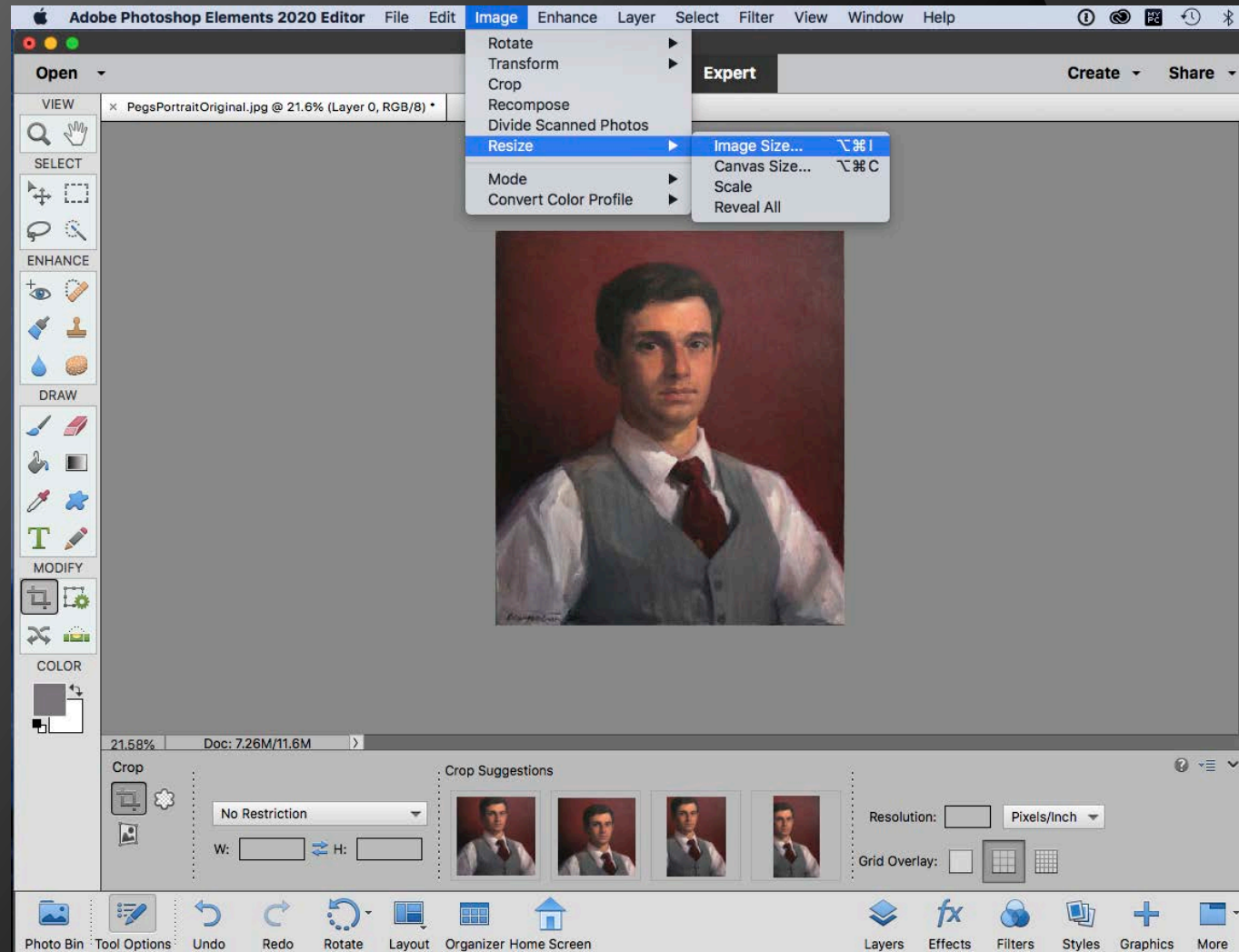
- Always choose the JPEG Option that gives you the highest quality file. Either **12** or **Maximum** in the **Quality:** box.
- Click **OK**.





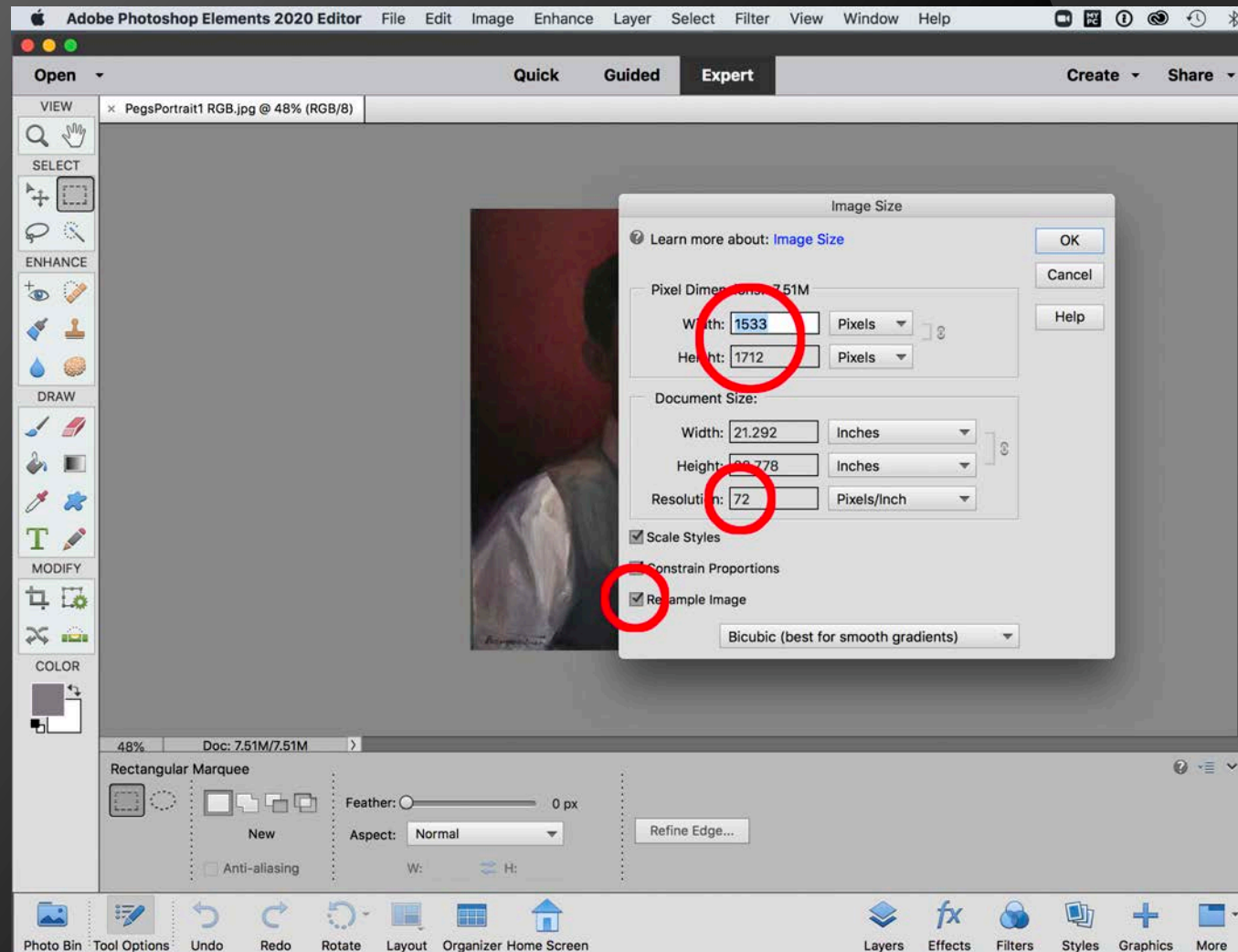
# Resize your image.

- Since most point and shoot cameras and smart phones shoot at **72 dpi** or **ppi** (pixels per inch or dots per inch), you will usually have to reset the image size for most competitions.
- From the top Menu, click and hold down **IMAGE**. Scroll to **RESIZE** and click on **IMAGE SIZE**.



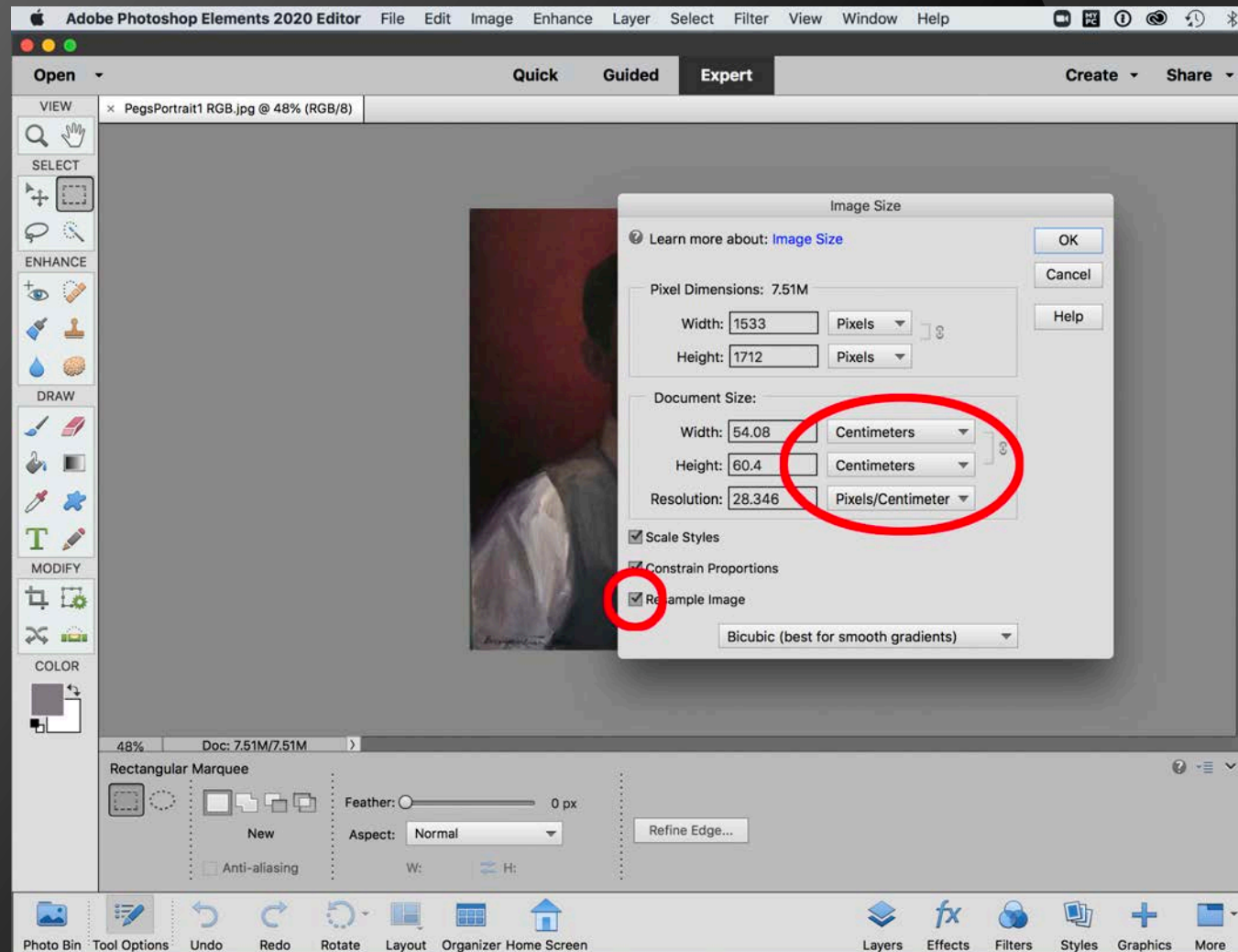
# Changing the image settings.

- This is what you will see next.
- Note that the Resolution is at **72 pixels per inch** (ppi/dpi).
- The **Resample Image** button is checked. Before you resize the image, **uncheck the Resample Button**.



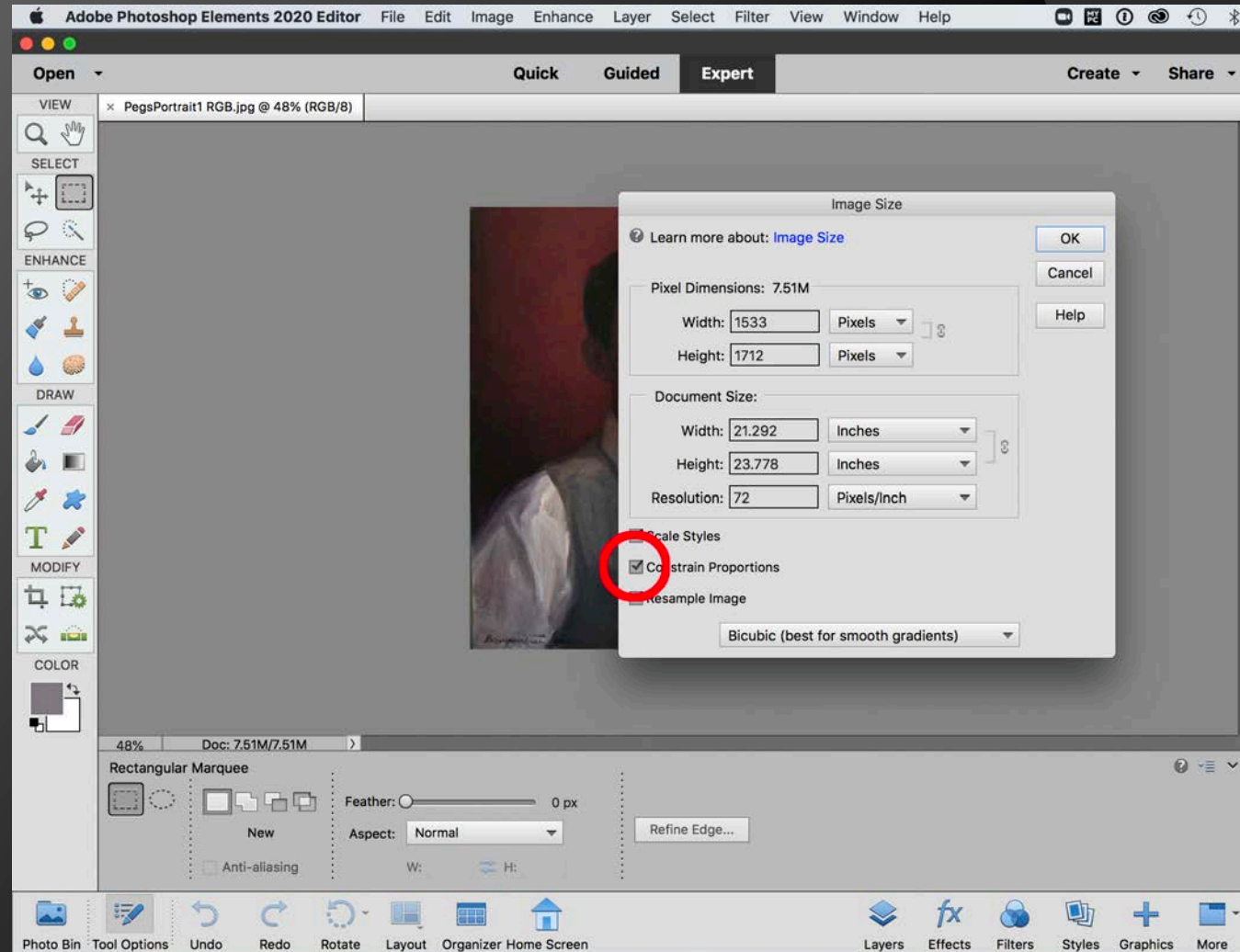
# International image settings.

- If you are an artist trying to resize an image for an International competition using **Metric Units** of measurement, you can easily scroll to **Centimeters (cm)** in the dialog box.
- Note the change in the Resolution setting. It automatically resets the pixels to **28.346 pixels per Centimeter (ppcm)**.
- At this point, **uncheck** the **Resample Image** Button.



# Changing the image settings.

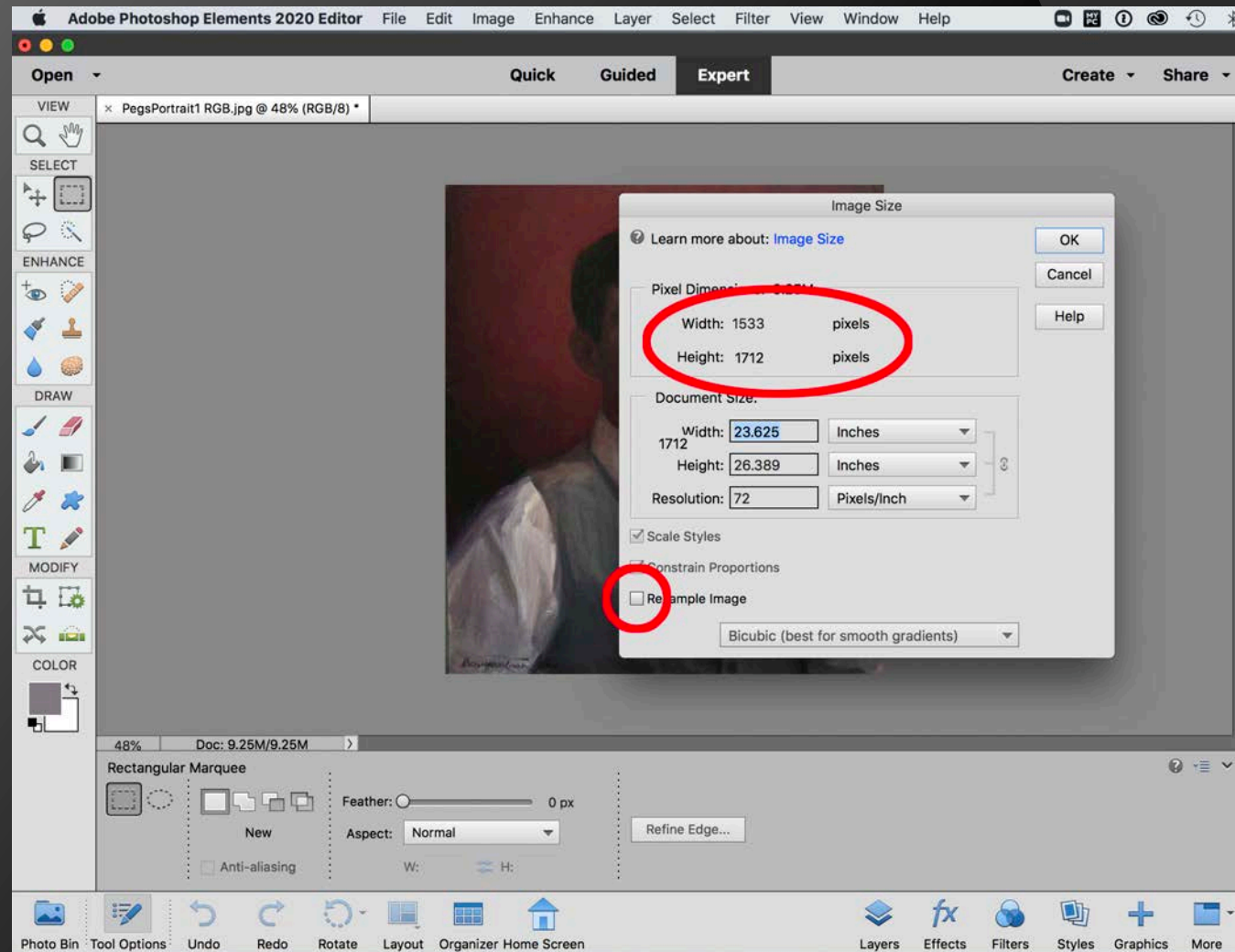
- You now have the ability to change the **Resolution** AND the **Pixel Dimensions**.
- **NOTE:** Always check to make sure that the **Constrain Proportions** check box is **checked**. It should be by default, but always check this.





# Changing the image settings.

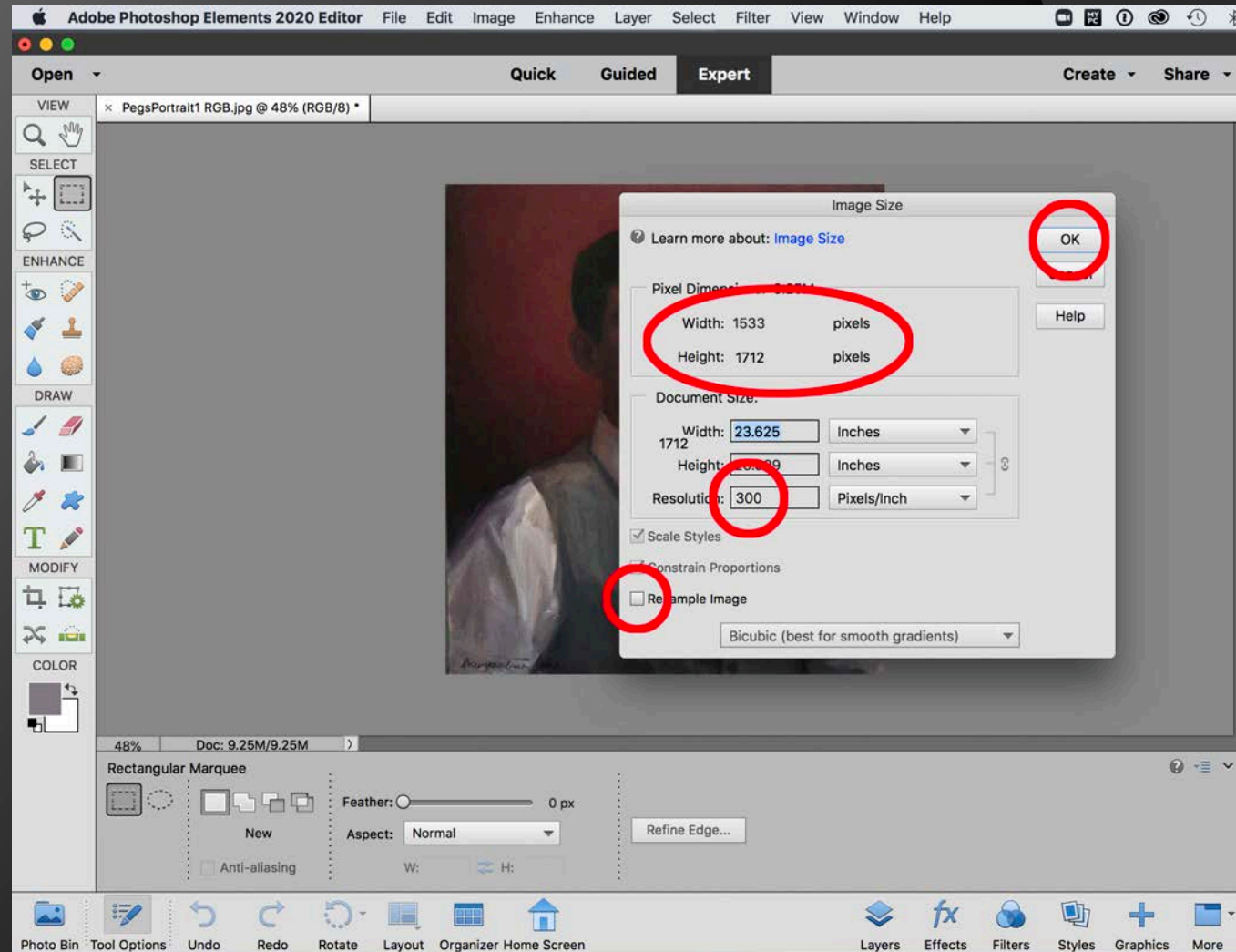
- When you uncheck the **Resample Image Button** you will note what happens to the pixel information above..





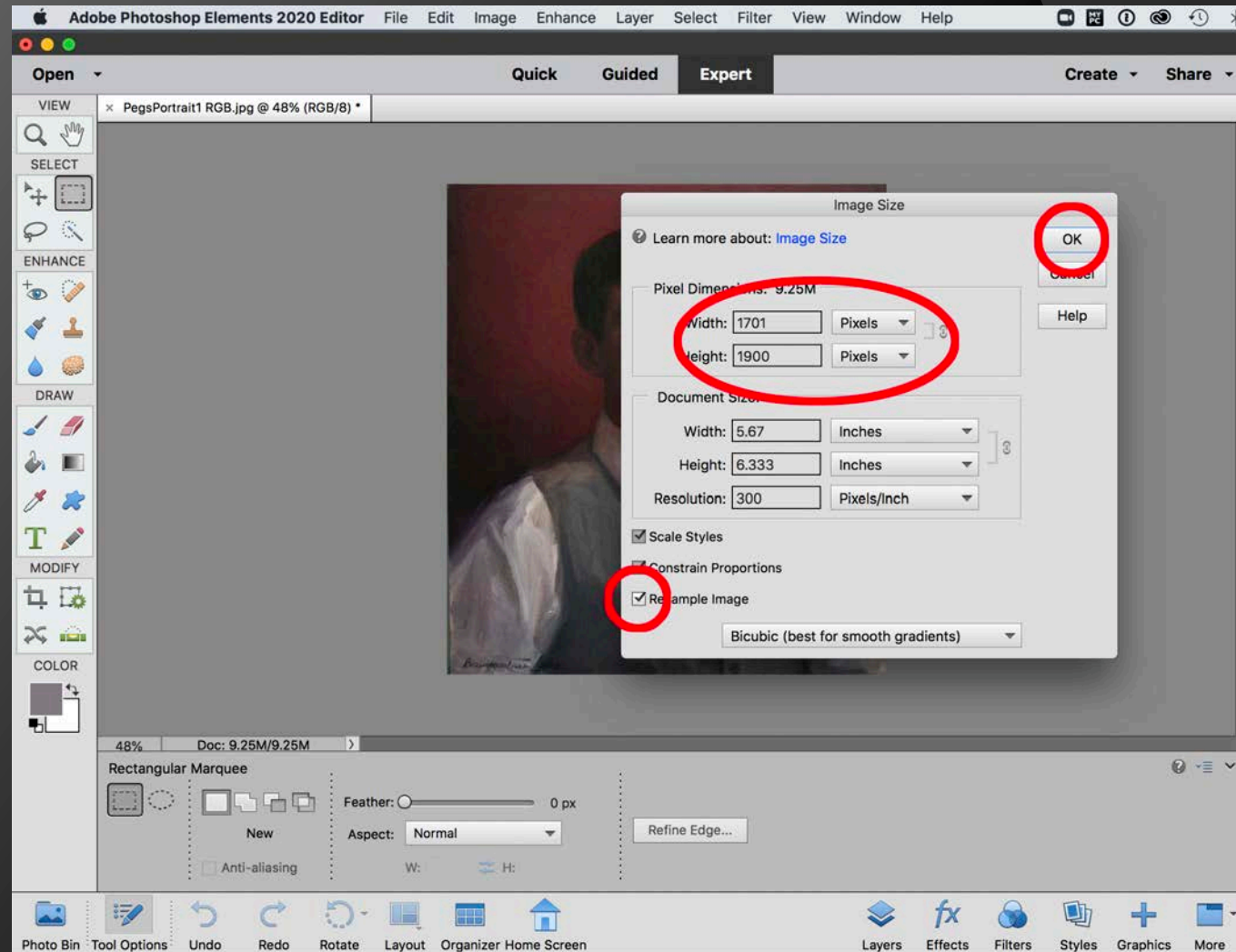
# Change the resolution settings.

- Now highlight the **Resolution** numbers and set to whatever the Prospectus requires. **ALWAYS DO THIS FIRST!** Click **OK**.
- Make sure you check the specs for different competitions. They may vary.



# Change the pixel settings.

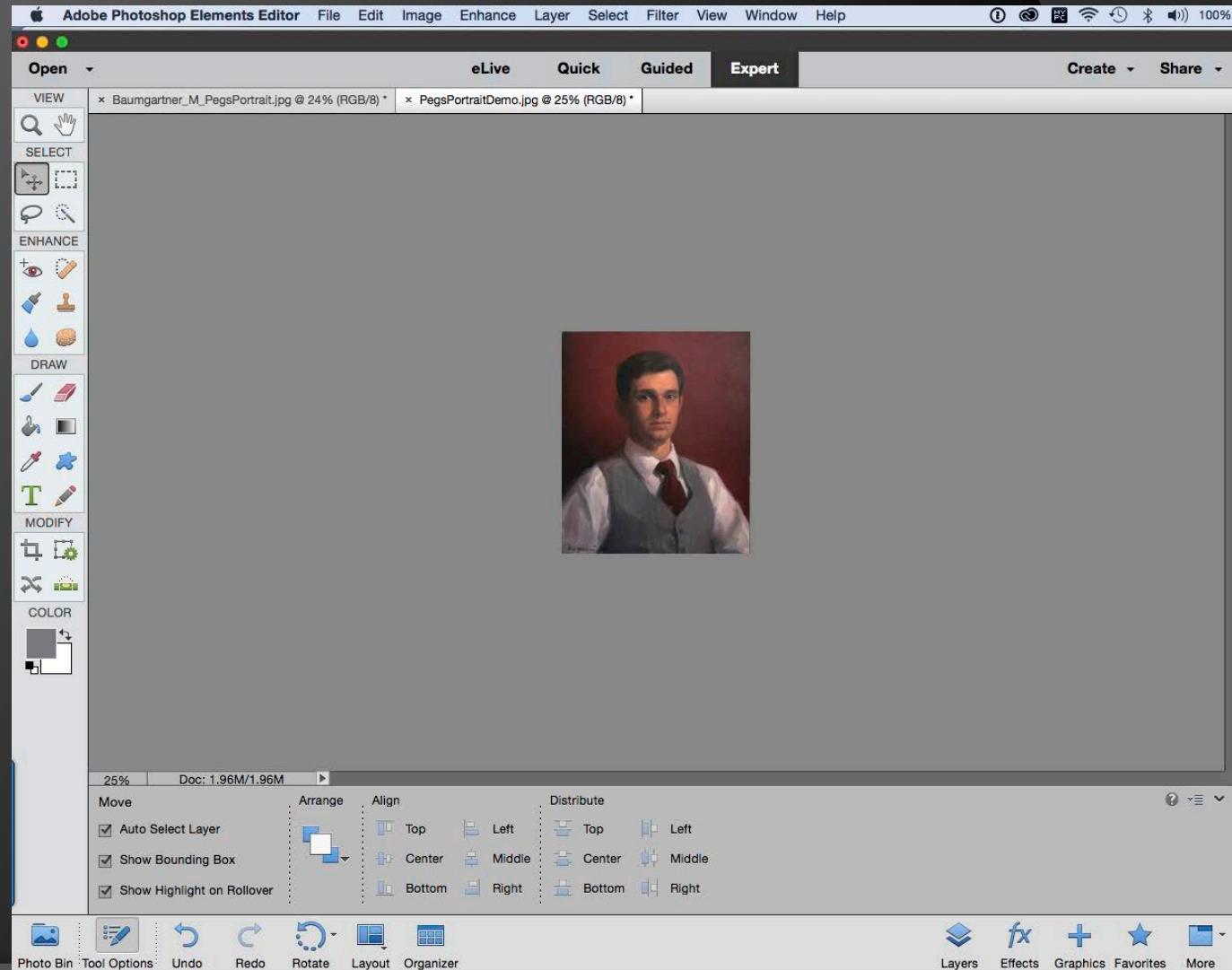
- Now recheck the **Resample Image Button**, highlight the **Pixel** numbers and change to whatever the Prospectus requires.
- Click OK.**
- Make sure you check the specs for different competitions. They may vary.**



# This might happen.

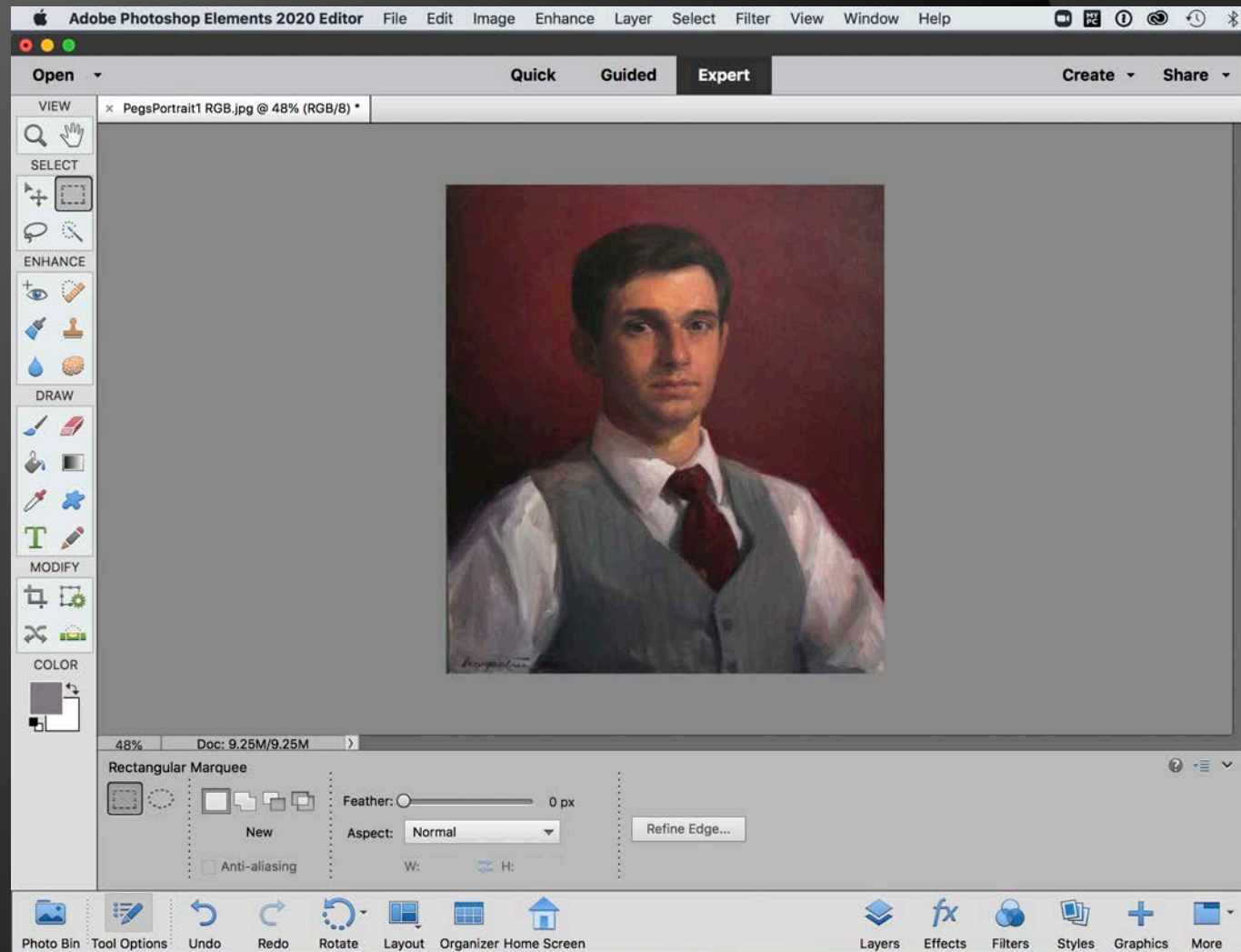
- Your image may look like this depending on your computer or if you have an older program. In the 2020 version I saw no change in the size of the picture in the window.

○ **DON'T WORRY!  
THIS IS OKAY.**



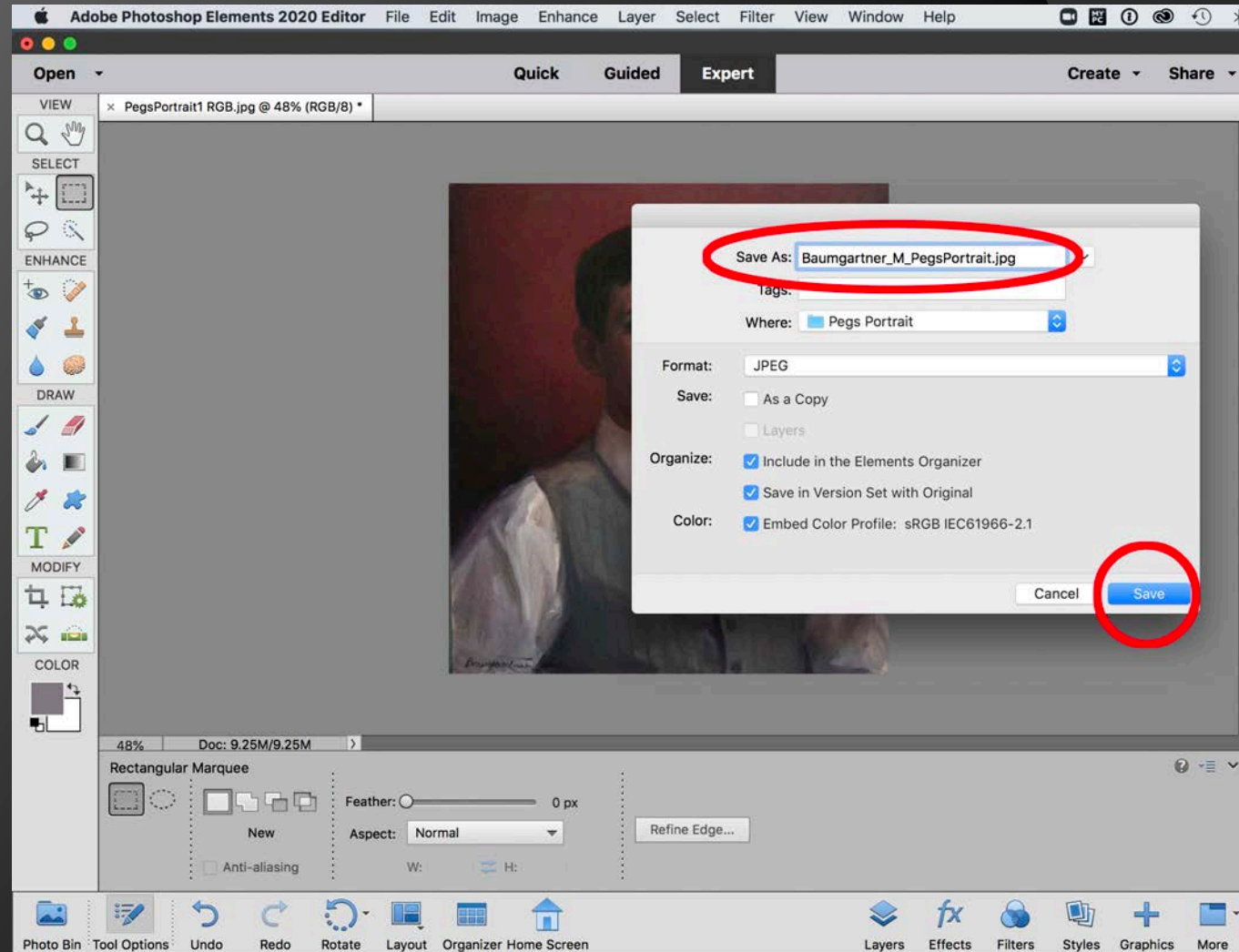
# View at a larger size.

- If you have an older version of Elements, and you want to see the image a little larger, you can go to **VIEW** and scroll down to **Fit on Screen** or use the little magnifying glass at the upper left hand corner of the tool bar to increase the size.



# Renaming your file.

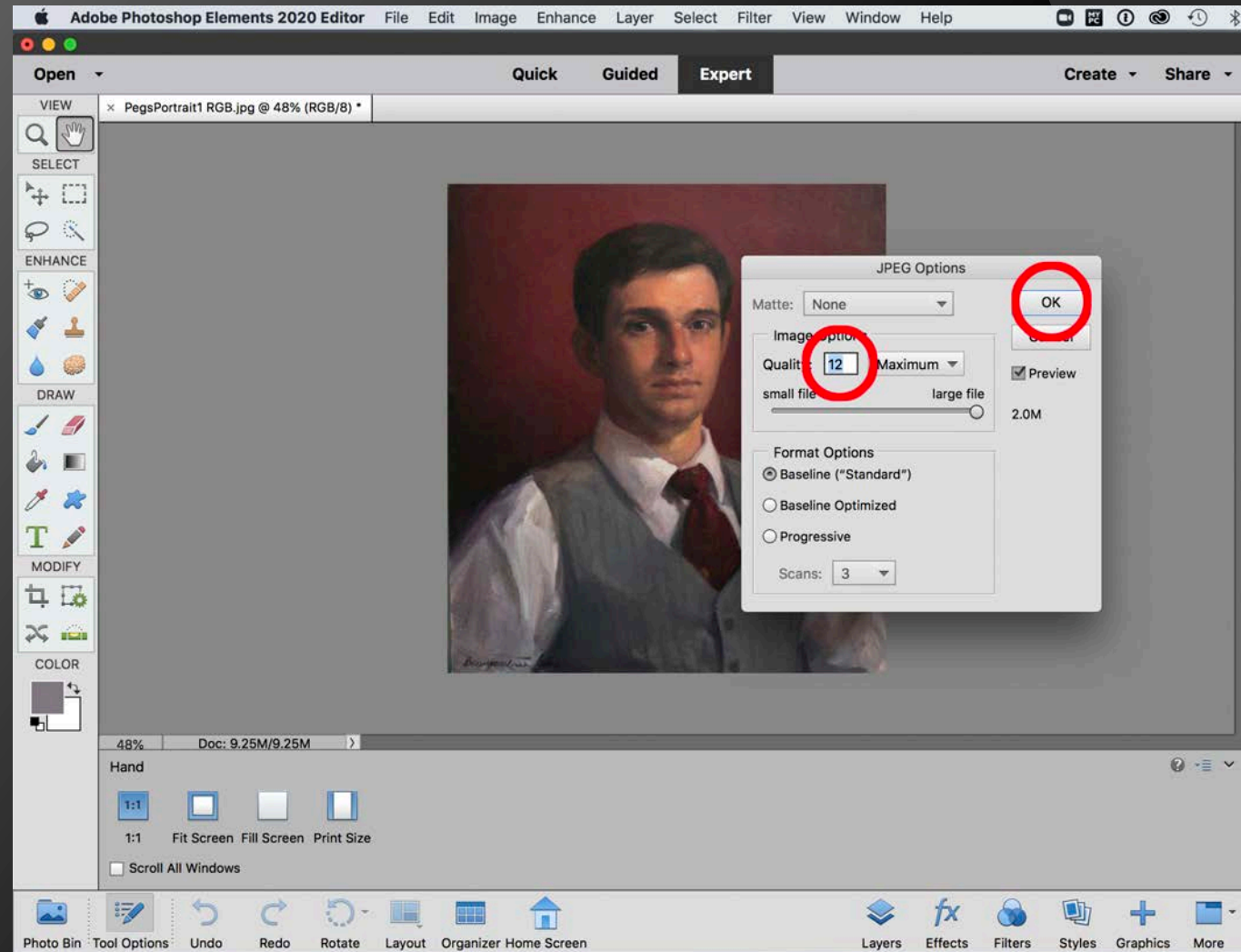
- The image is all done! Now rename it to prospectus specification.
- Click **File** in the main menu and scroll to **Save As** once again to see the dialog box to rename the file.
- **Make sure you read the prospectus carefully as to how they want you to rename the file.**
- Hit Save.





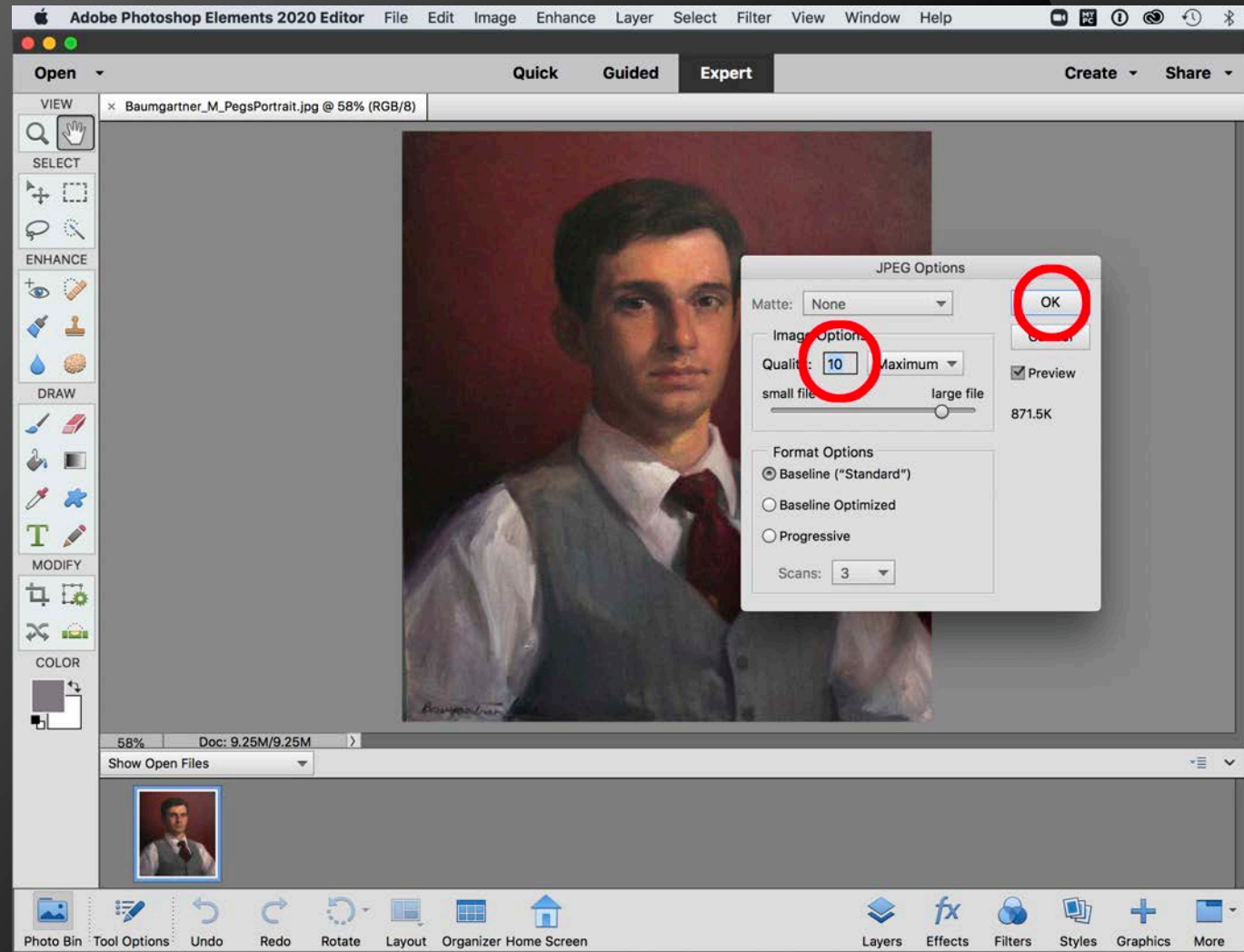
# Saving to highest quality image.

- Make sure it is set on **12** again and hit **OK**.



# Reducing file size.

- Some competition entry sites require file sizes to be no larger than 2 Mb.
- If this is so, just resave the file and reduce **the Quality dialog to 9 or 10. Hit OK.**
- This will automatically reduce the file size to upload without difficulty without losing quality for competition viewing or even printing if necessary.



Congratulations!  
You've done it!