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BONUS: PHOTOSHOP FILTER 5-PACK

CONCLUSION

If you've worked in the marketing field for a couple years, it should come as no surprise that modern marketers are expected to wear a lot of different hats.

And while experience with Photoshop isn't a requirement for all marketing jobs, getting to know the software will allow you to enhance and reimagine what it means to create content on behalf of your business. You see, Photoshop's powerful features and tools open the door for creativity and empower you to develop consistent, high-quality visual content that can be used to support a number of different business needs -- from blog graphics, to social media images, to perfectly-filtered photos for your Instagram account.

Trouble is, while recent versions of Photoshop have aimed to make the software more approachable for designers and non-designers alike, there's still a learning curve for those lacking experience with Adobe tools. That's why we created this marketer's guide -- designed to serve as a gentle introduction to an incredibly robust tool.

So follow along with the tips and video tutorials below to test your knowledge and get some practical experience working within the Photoshop interface. We'll start by walking you through some basic actions, then move you through some simple text effects and retouching skills so you can start creating and editing images and designs without having to bug a designer or freelancer every time.


THE PHOTOSHOP INTERFACE

As you may know, Adobe offers several pieces of sophisticated design software, with Photoshop, Illustrator, and InDesign being among the most popular.

While each piece of software is designed for a different purpose, Photoshop should be used for creating and editing raster-based artwork and photographs. Of course, the functionality allows you to complete projects like designing banner ads, graphics for videos, and pictures for print, as well.

If you've used an Adobe design product before, the Photoshop workspace may look a bit familiar, though there are notable differences as you move from one program to another. So to help you get comfortable with Photoshop's interface, we broke it down into a few important elements below.

The Menu Bar
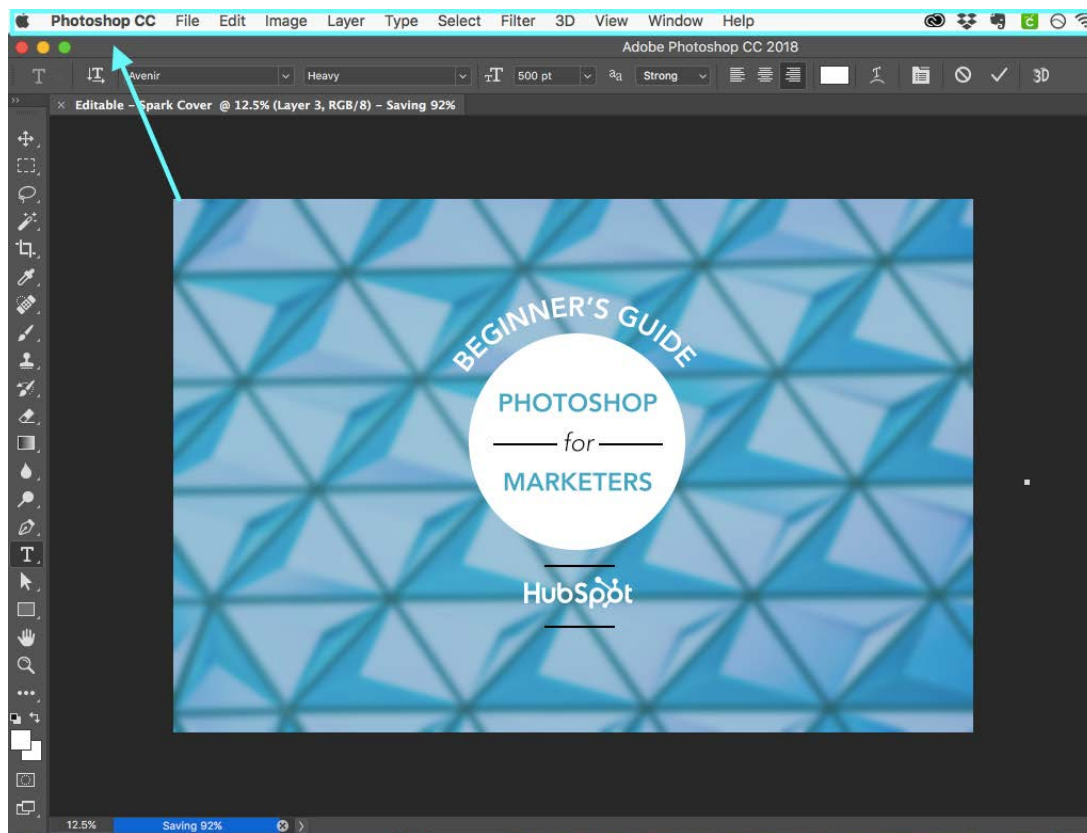
Located at the very top of the screen, this main menu bar features dropdowns for File, Edit, Image, Layer, Type, etc. From these menus you can access a variety of different command and actions.

The Options Bar
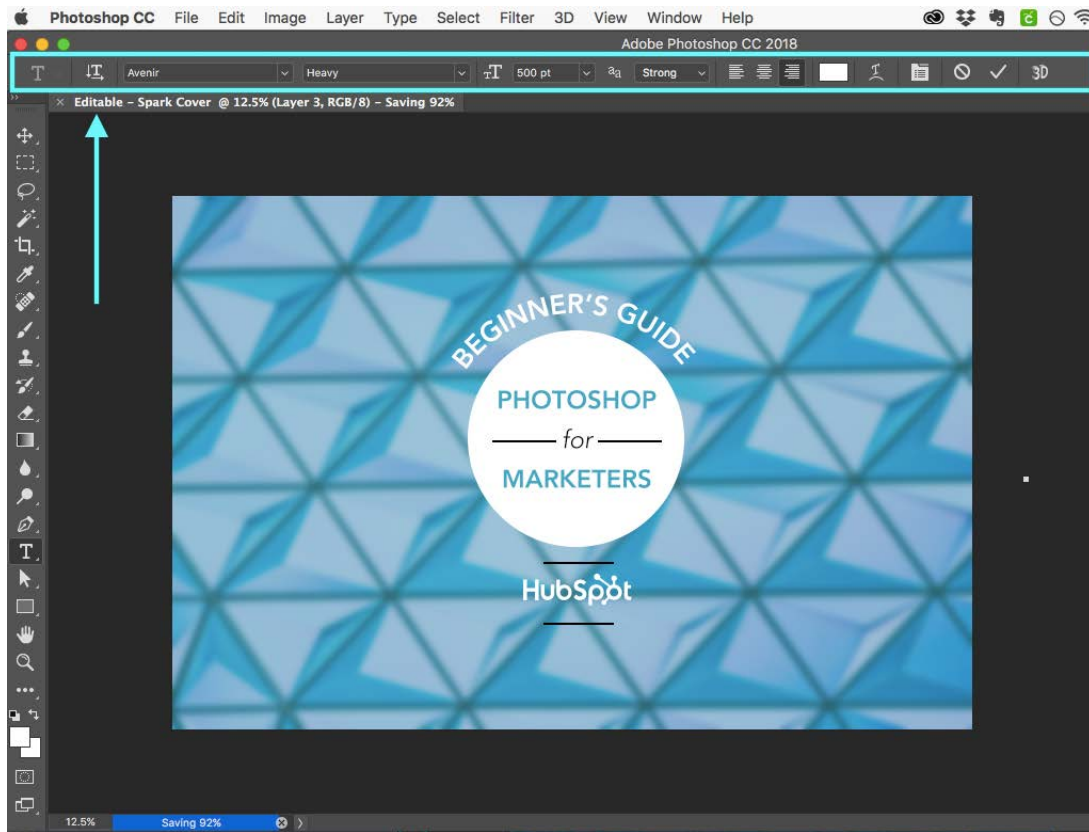
Located just under the Adobe Photoshop title, the Options Bar serves as a home for options and settings that are specific to a particular tool you are working with.

The Tools Panel
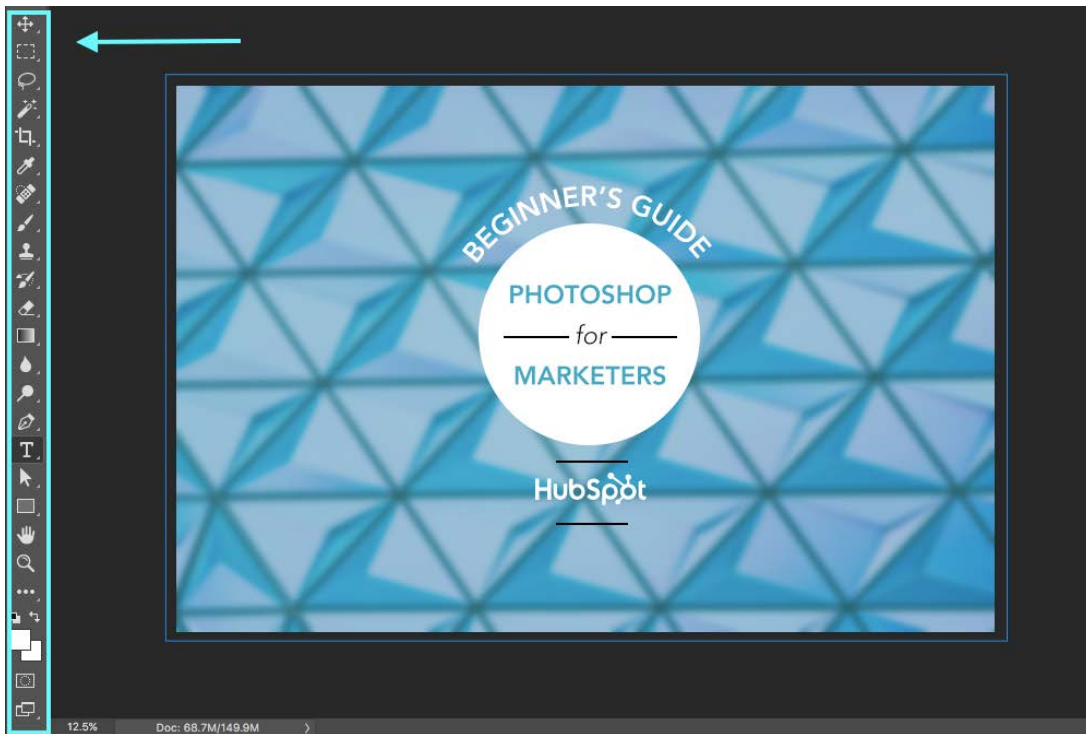
Located at the far left of your screen, the Tools Panel houses all of the tools you'll need to edit images and creating designs. The small white arrows next to each tool indicate that there are similar tools that can be accessed by simply clicking and holding the icon in the Tools Panel. For example, clicking and holding the Crop Tool will reveal the Perspective Crop Tool, the Slice Tool, and the Slice Select Tool.

Panels
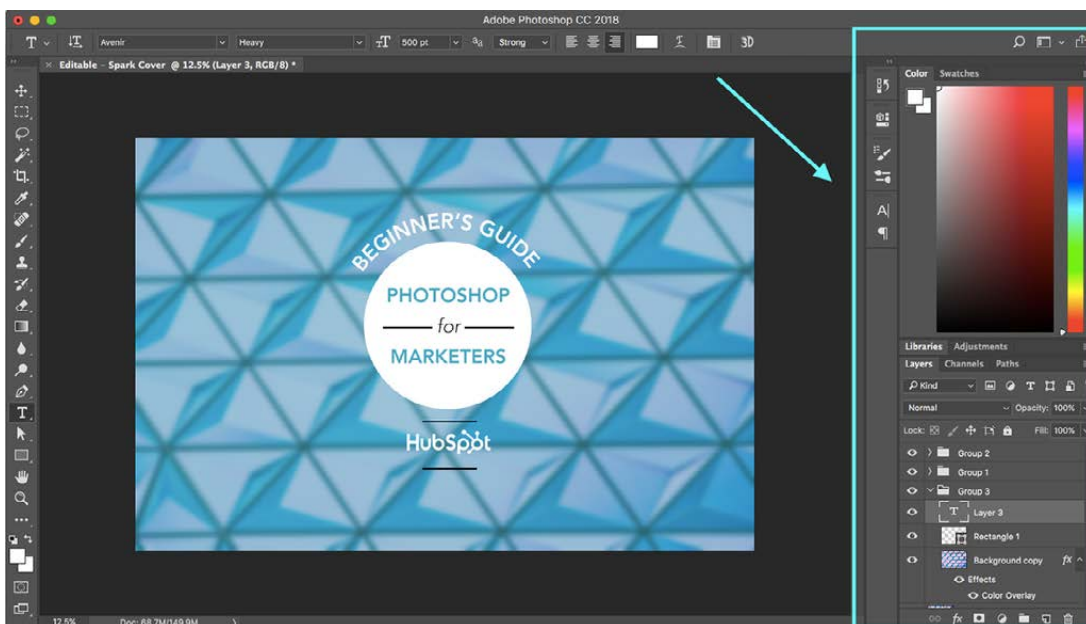
Located in the bottom, right corner of your screen, the Panels area allows you to adjust color, layers, and other properties needed to edit and adjust images. For a full list of panel options, select Window from the main Menu Bar.

The Document Window
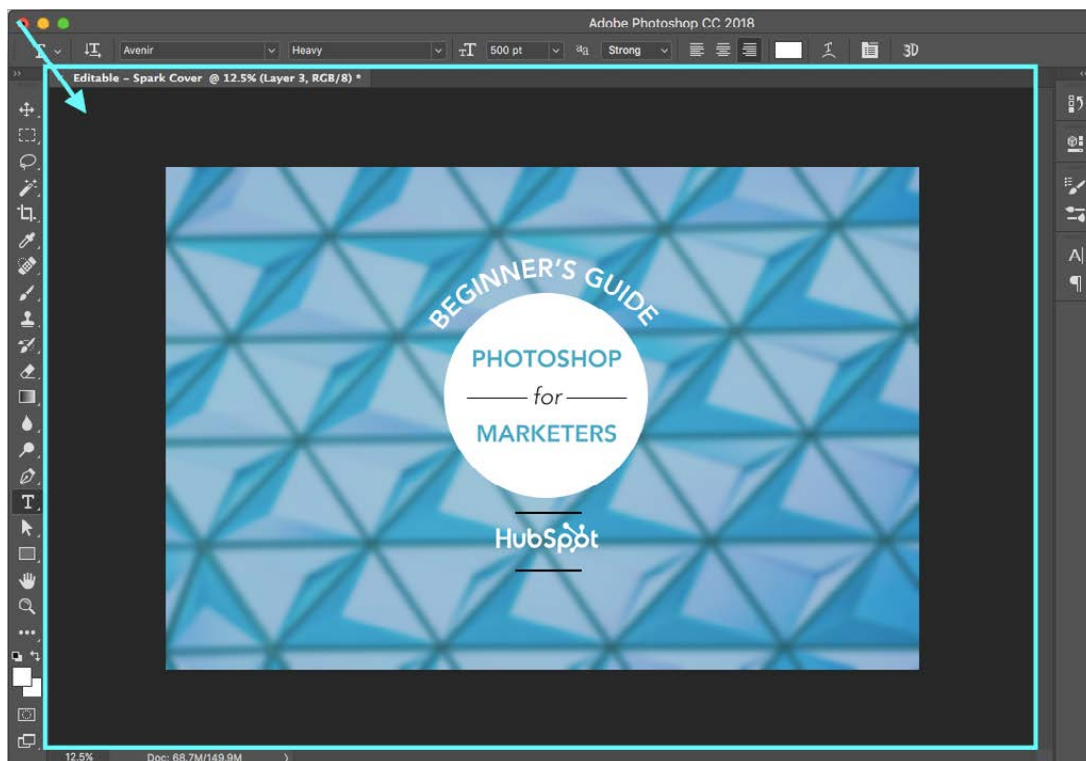
The Document Window serves as your main workspace, where you can manipulate the file you are working on at the moment. If you have multiple files open at the same time, use the tabs feature to shuffle through them.
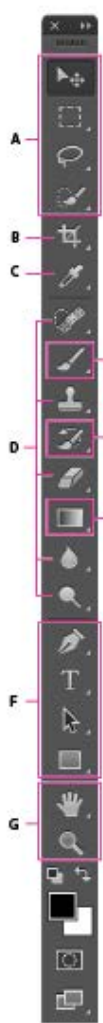
Note: The following tips and tutorials were created using Photoshop CC 2018 (19.0.0). If you're using an older version, some features may work a little differently, but you should still be able to follow along. For a detailed look at Photoshop's version history, *check out this list.*

TOOLS PANEL OVERVIEW

The Tools Panel

Tools Panel Overview

Ⓐ Selection tools

- ▸⊹ Move (V)*
- ⬚ Rectangular Marquee (M)
   ○ Elliptical Marquee (M)
   ▯ Single Column Marquee
   ▭ Single Row Marquee
- ▪ ○ Lasso (L)
   �🖉 Polygonal Lasso (L)
   ⟍ Magnetic Lasso (L)
- ▪ ✐ Quick Selection (W)
   ✳ Magic Wand (W)

Ⓑ Crop and Slice tools

- ▪ ⌗ Crop (C)
   ⊞ Perspective Crop (C)
   ⟋ Slice (C)
   ▸⟋ Slice Select (C)

Ⓒ Measuring tools

- ▪ ⟍ Eyedropper (I)
   ⟍ 3D Material Eyedropper (I)
   ⟍ Color Sampler (I)
   ▭ Ruler (I)
   ▤ Note (I)
   1₂³ Count (I)

Ⓓ Retouching tools

- ▪ ⟍ Spot Healing Brush (J)
   ⟍ Healing Brush (J)
   ⊞ Patch (J)
   ✂ Content Aware
   ⟍ Red Eye (J)
- ▪ ⟍ Clone Stamp (S)
   ⟍ Pattern Stamp (S)

- ⟍ Eraser (E)
   ⟍ Background Eraser (E)
   ⟍ Magic Eraser (E)

- ▪ ◌ Blur
   △ Sharpen
   ⟍ Smudge

- ▪ ◉ Dodge (O)
   ◉ Burn (O)
   ⬤ Sponge (O)

Ⓔ Painting tools

- ▪ ✎ Brush (B)
   ✐ Pencil (B)
   ⟍ Color Replacement (B)
   ⟍ Mixer Brush (B)
- ▪ ⟍ History Brush (Y)
   ⟍ Art History Brush (Y)
- ▪ ▭ Gradient (G)
   ⟍ Paint Bucket (G)
   ⟍ 3D Material Drop

Ⓕ Drawing and type tools

- ▪ ⟍ Pen (P)
   ⟍ Freeform Pen (P)
   ⟍ Add Anchor Point
   ⟍ Delete Anchor Point
   ⟍ Convert Point
- ▪ T Horizontal Type (T)
   ⏐T Vertical Type (T)
   ⟍ Horizontal Type Mask (T)
   ⟍ Vertical Type Mask (T)

- ▪ ⬈ Path Selection (A)
   ⬈ Direct Selection (A)

- ▪ ▭ Rectangle (U)
   ▢ Rounded Rectangle (U)
   ○ Ellipse (U)
   ○ Polygon (U)
   ╱ Line (U)
   ⟍ Custom Shape (U)

Ⓖ Navigation tool

- ▪ ✋ Hand (H)
   ⟍ Rotate View (R)
- ▪ ⚲ Zoom (Z)

▪ Indicates default tool   * Keyboard shortcuts appear in parenthesis

Source: [Adobe](#)

Editing the Tools Panel

If you want to to organize the tools panel to align with your specific needs, simply select Edit > Toolbar from the main navigation, or press and hold the "..." icon at the bottom of the toolbar, then select Edit Toolbar.

This will open a toolbar customization panel, where you can drop and drop tools to re-group and re-order them or add unneeded tools to an Extra Tools list.
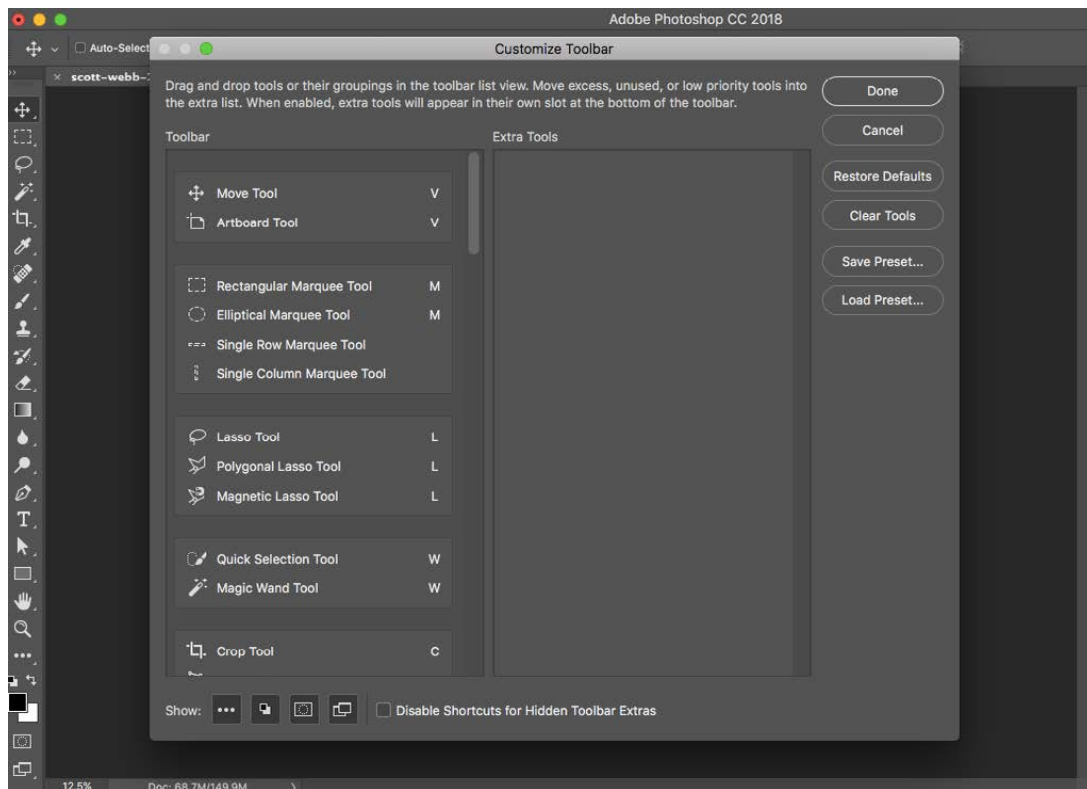
HOW TO PERFORM BASIC ACTIONS [VIDEO TUTORIALS INCLUDED]

Selection, Crop, Slice, and Measuring Tools Overview

Selection Tools

MOVE TOOL

What It Is: The Move Tool allows you to adjust and reposition selections or different layers.

How to Use It: Select the Move Tool from the Tools Panel. Then, select the layer you wish to move from the Layers Panel and click and drag that layer around however you want. To align elements and layers using the Move Tool, go to Select > All in the main menu, then toggle through the Alignment Icons in the Options Bar.
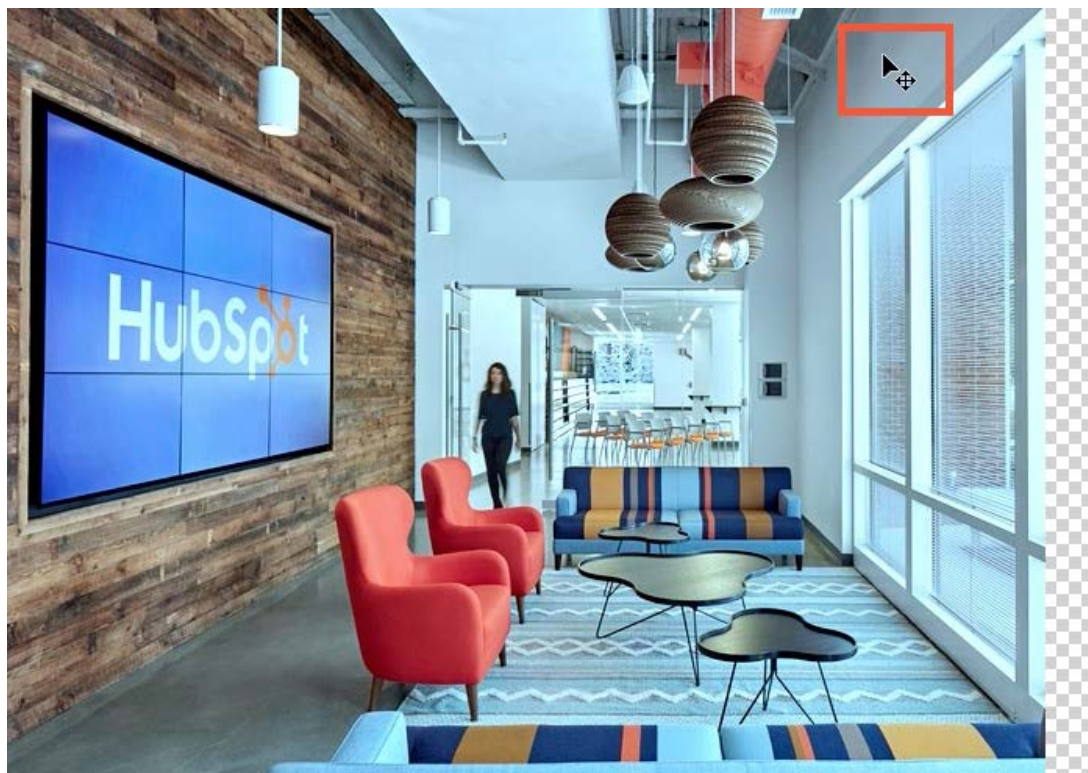
MARQUEE TOOLS

What It Is: The Marquee Tools allow you to create and manipulate different selections, including rectangular, elliptical, single row, and single column selections.

How to Use It: Select the Rectangular Marquee Tool from the Tools Panel. Then, move over to the image and click and drag a rectangular selection that you want to isolate. You can also click and hold the Rectangular Marquee Tool to reveal the Marquee Tools Panel where

the Elliptical Marquee Tool, Single Column Marquee Tool, and Single Row Marquee Tool live.

To add to your selection, click the Add to Selection Icon in the Options Bar, then click inside the top right corner of your existing selection and drag to create a new selection that will allow you to expand the existing selection further. When you release, the two selections will merge.

To subtract from your selection, click the Subtract From Selection Icon in the Options Bar, then click and drag over the portion you want to remove from your existing selection. When you release, the portion will disappear.

With a portion of the image now selected, you can make an edit to the remainder of the image while leaving the selected content untouched.

To deselect, click Select > Deselect from the main Photoshop menu. (Shortcut: Select Cmd+D on a Mac or Ctrl+D on a PC to quickly deselect.)
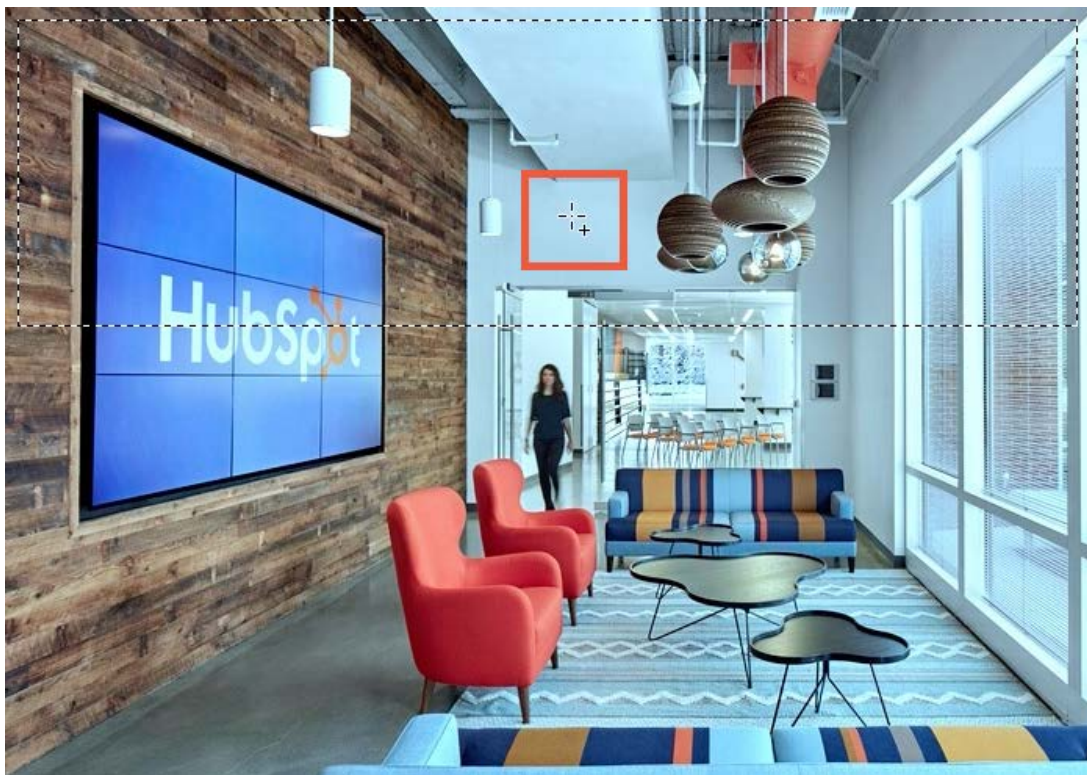
LASSO TOOL

What It Is: The Lasso Tool allows you to draw custom selections.

How to Use It: Select the Lasso Tool from the Tools Panel. Then:

- To add to an existing selection, select the Add to Selection Icon in the Options Bar. Move to the image and identify part of the image that you wish to add to an existing selection and trace around the edge of the area.
- To subtract from an existing selection, select the Subtract from Selection Icon in the Options Bar. Move to the image and identify the part of the image that you wish to remove and trace around the edge of the area. (Shortcut: Hold the Option key on a Mac or the Alt key on a PC while you drag over parts you want to remove to delete them from the existing selection.)


QUICK SELECTION TOOL

What It Is: The Quick Selection Tool allows you to brush over an object to area to create a selection.

How to Use It: Select the Quick Selection Tool from the Tools Panel. Then, click and drag the tool across the part of the image you wish to select. You'll notice that the tool does a lot of the work for you, stopping selection only when an edge is detected.

- To select more of the image, continue to click and drag across the desired section of the image to expand the existing selection.
- To remove part of a selection, select the Opt key on a Mac or the Alt key on a PC and click and drag over the area you wish to remove.
- To create a precise selection, select the Quick Selection Tool from the Tools Panel and make a selection. Then, click Select & Mask from the Options Bar or Option > Select & Mask from the main menu to open the Select & Mask Workspace.

You can adjust the view by selecting an option from the View dropdown on the right side of this workspace. These views are designed to help you create contrast and determine whether or not you've selected everything you'd intended to. If you need to make adjustments, you'll find tools like the Lasso Tool, Zoom Tool, and the Hand Tool available on the right side of your workspace.

When you're done making adjustments, scroll down to Output Settings > Output To on the menu on the right side of your workspace and select Output To: Selection > OK to close the Select & Mask Workspace and apply your new and improved selection.
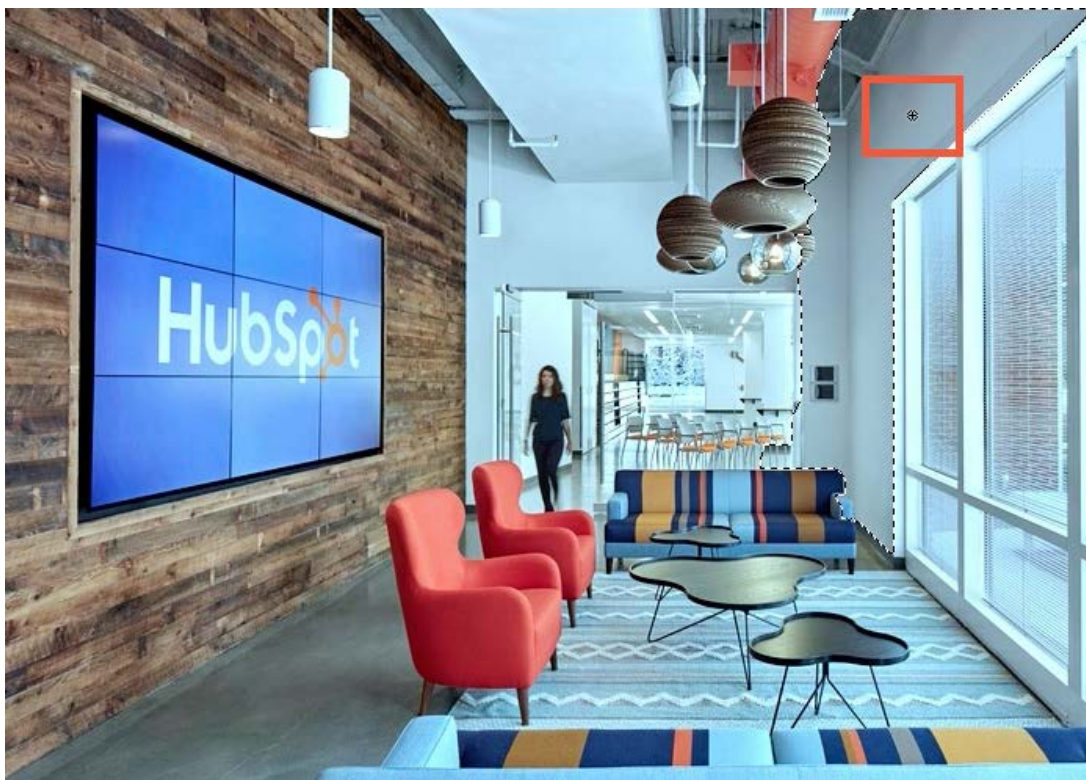
MAGIC WAND TOOL

What It Is: The Magic Wand Tool allows you to make smart selections based on color.

How to Use It: Select the Magic Wand Tool from the Tools Panel. Then, click an area of your image that you wish to select. If the area is all the same color, the Magic Wand Tool will select the entire area.

Crop and Slice Tools

CROP TOOL

What It Is: The Crop Tool allows you to trim images and adjust proportions.

How to Use It: To crop an image, select the Crop Tool in the Tools Panel to generate a crop border. Then, drag the edges or corners to shrink the crop border. To adjust the position, click and drag inside the crop border. Note: The grey areas will be cropped away.

When you're satisfied with the positioning, select the check mark from the Options Bar to finish the crop. (Shortcut: Select Return on a Mac or Enter on a PC to quickly finish the crop.)
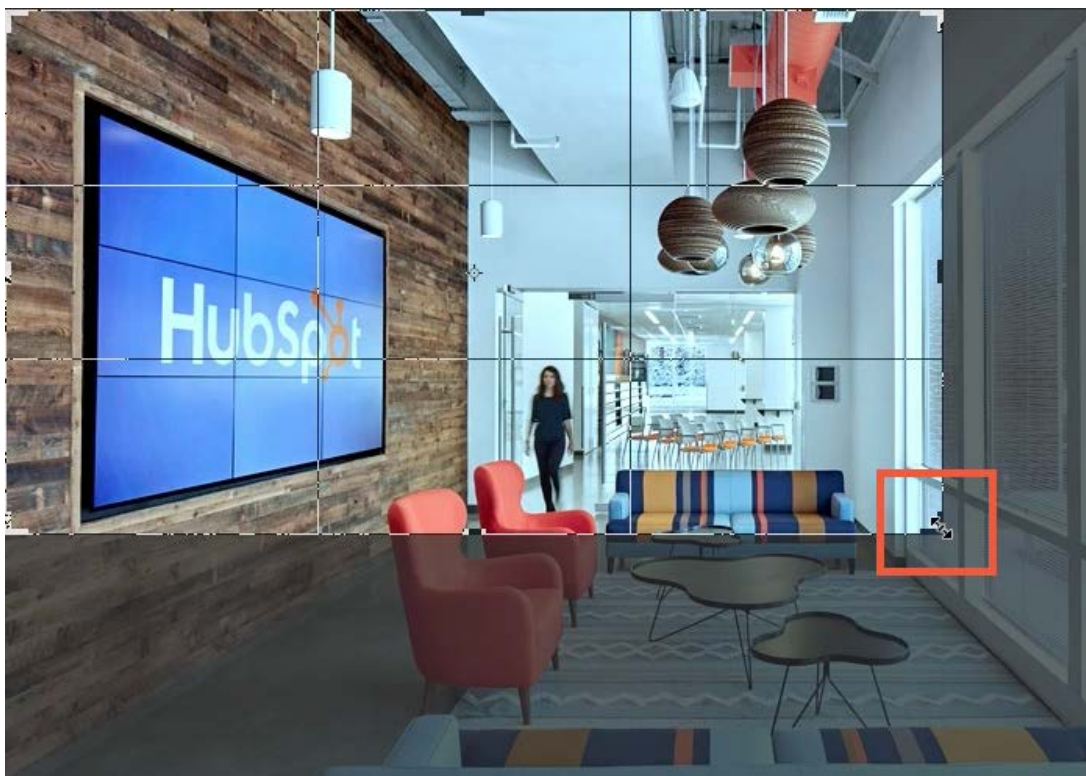
SLICE TOOL

What It Is: The Slice Tool allows you to divide an image into different sections.

How to Use It: To slice an image, select the Slice Tool in the Tools Panel. Then, move to the image and click and drag to draw out a slice. You can reposition the slice by simply clicking and dragging it around the image. Note: the corresponding slices created around your slice selection will adjust automatically as you reposition it.

To divide a slice, right click and select Divide Slice, then adjust the horizontal and vertical slice numbers to your liking.

To export your slices as separate images, select File > Export > Save for Web. Then, select each slice you'd like to save.
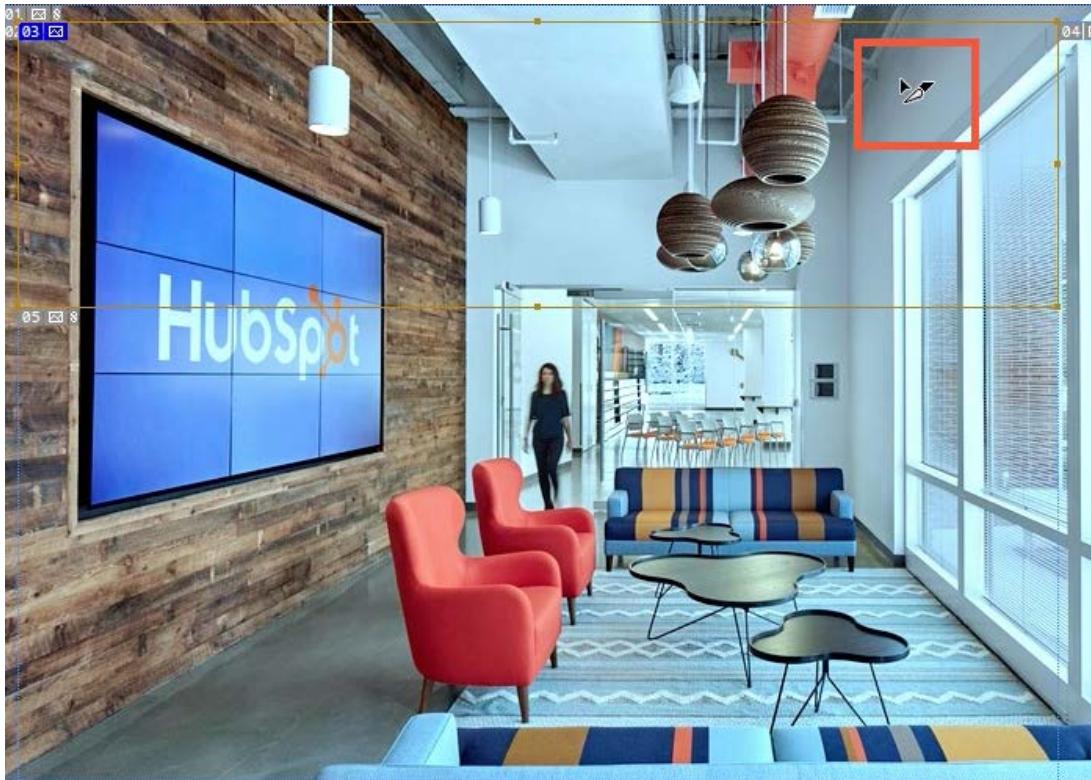
Measuring Tools

EYEDROPPER TOOL

What It Is: The Eyedropper Tool allows you to quickly sample or lift a color from an element and then apply it to another.

How to Use It: Select the Eyedropper Tool in the Tools Panel. Then, click the color you want to sample from your image or design.

That color will now automatically become either your foreground or background color. With the color loaded, you can now click the item you want to apply that color to.

RULER TOOL

What It Is: The Ruler Tool makes it easy for you to position and adjust elements based on their measurements. You might use it to calculate the distance between two elements in a design.

How to Use It: Select the Ruler Tool in the Tools Panel. Then, click and drag the Ruler from one point or element to another to find the distance between them. To constrain the proportions as you measure, hold down the Shift key.
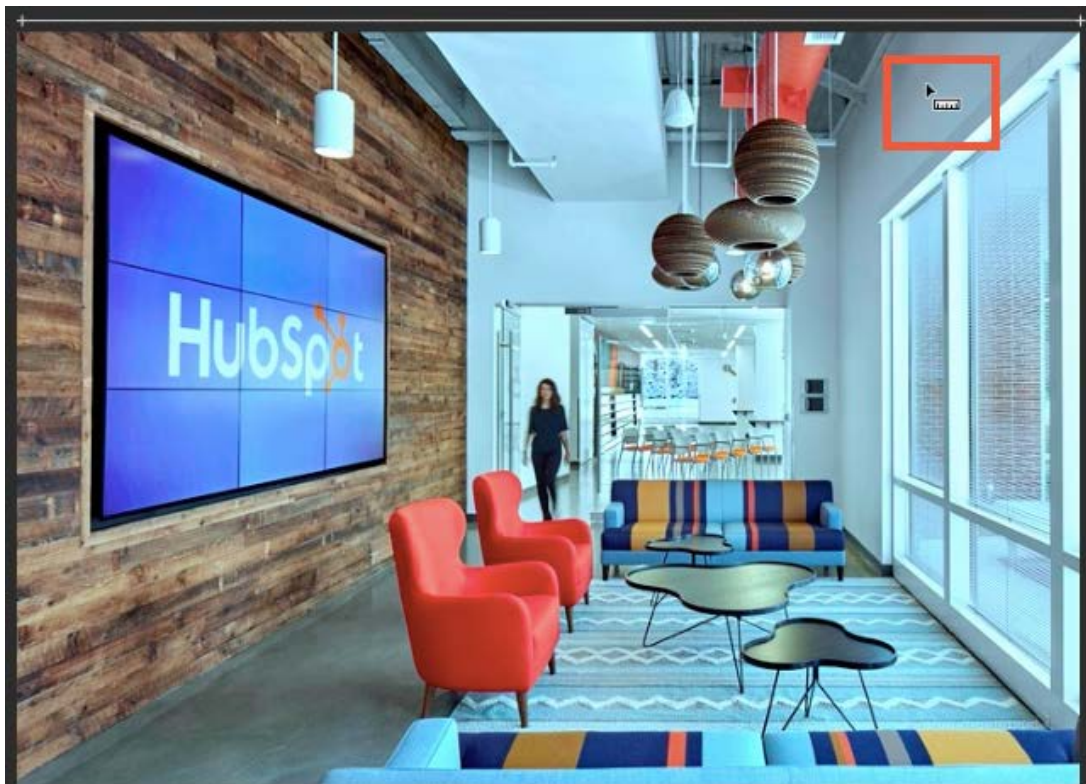
NOTE TOOL

What It Is: The Note Tool allows you to add written annotations to a document in Photoshop.

How to Use It: To make an annotation, select the Note Tool from the Tools Panel and click on a part of the image or design you'd like to comment on.

When the Notes Panel appears, enter the comment or suggestion. You'll notice that previous notes will be displayed as a notepad icon on the image.

Note: These icons will not appear in the final version if you choose to print the image or design.
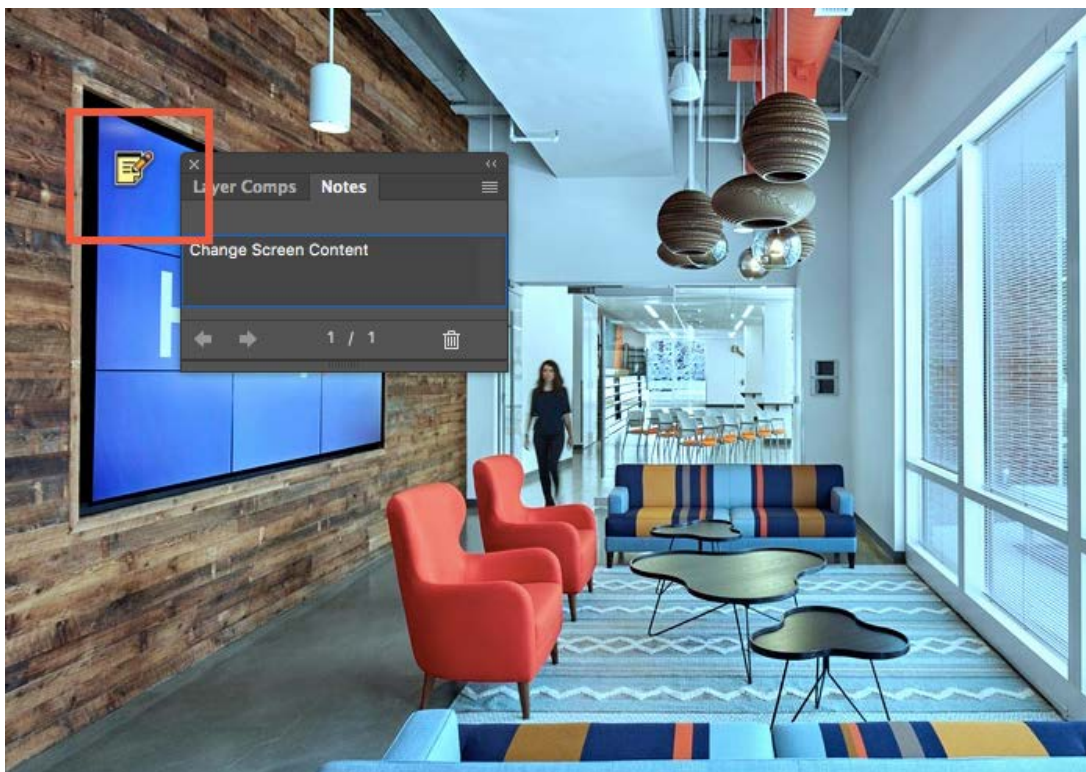
COUNT TOOL

What It Is: The Count Tool makes it easy to count items in an image or design by tracking your clicks.

How to Use It: Select the Count Tool from the Tools Panel. Then, in the Options Bar, adjust the following settings:

- Count Group: By default, your Count Group will be set to "Count Group 1." To add a new group, select the folder icon, then use the dropdown menu to toggle between different groups. You can also use the eye icon to show or hide a group, and the trash can icon to delete a group.
- Color: Use the Color Picker to adjust the count color for different groups.
- Marker Size: Adjust the size of the marker by inputting a value between 1 and 10.
- Label Size: Adjust the size of the label by inputting a value between 8 and 72.

When you're happy with the settings, click on any element within your photo or design to add a count to it.
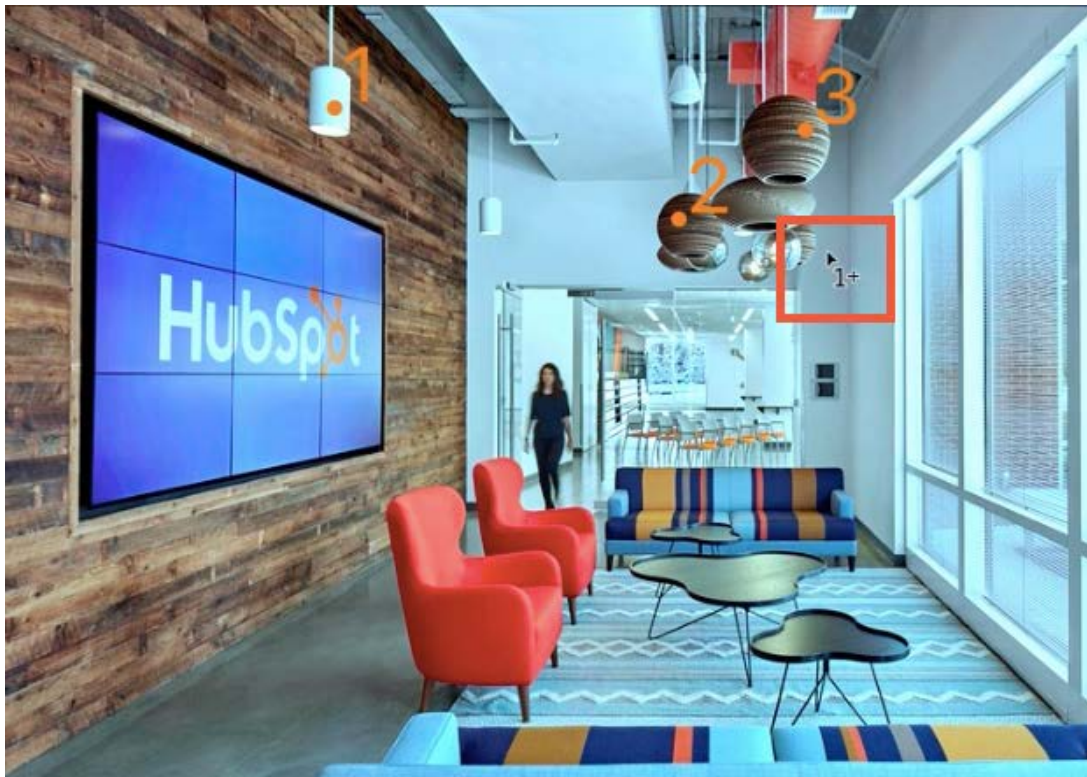
How to Open or Create Documents

To open an existing image:

Select File > Open to open an existing image.

To open more than one existing image at a time:

- Mac - Hold the Cmd key + select an additional image > Open
- PC - Hold the Ctrl key + select an additional image > Open

The images will then appear in separate tabs in the document window.

To create a new image:

Select File > New to create a brand new image. A new window will appear where you can select a blank document preset. Presets can be

customized by adjusting the preset details panel on the right, allowing you to size the document width and height to your exact needs.

How to Undo Mistakes

Photoshop Tip: How to Quickly …

▶

https://youtube.com/embed/17ADmth9sOA?enablejsapi=1
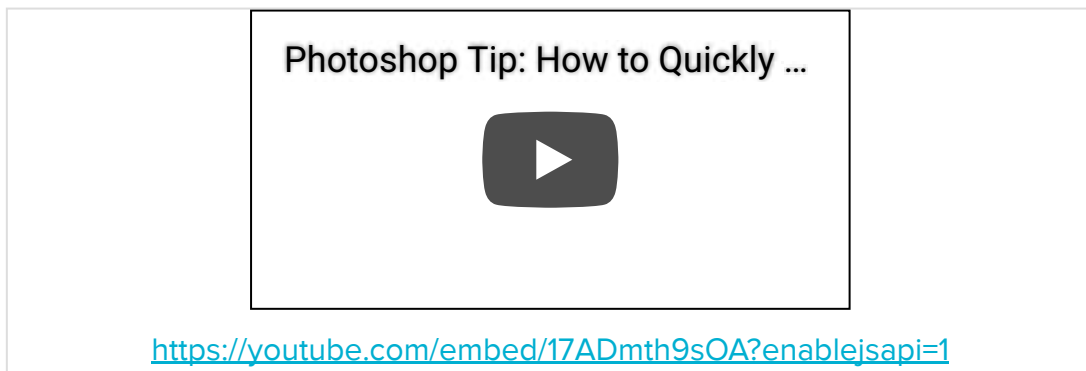
To undo your last action, select Edit > Undo. (Shortcut: Select Cmd + Z on a Mac or Ctrl + Z on a PC.)

To undo several actions, continuously select Edit > Step Backward or manually select an action from the History panel.

How to Use the Zoom and Pan Tools

Zooming:

To zoom in or out on an image, select the Zoom Tool from the Tools Panel. Then, toggle the + and - icons in the Options Bar and click the image to zoom in or out.

For continuous zoom, select the Zoom Tool from the Tools Panel. Then, click and hold the Zoom Tool in a fixed spot to zoom in until you reach the pixel level.

To zoom in or out when you already have a tool selected, hold the Cmd key on a Mac or the Control key on a PC and select the + or - key on your keyboard to move in and out.

Pro Tip: When the Zoom In Icon is active, hold the Opt key on a Mac or the Alt key on a PC and click the image to quickly toggle between the

two actions without have to click back and forth in the Options Bar.

Panning:

Select the Hand Tool from the Tools Panel. Then, click and drag your image in the document window to move through the image and inspect details.

https://youtube.com/embed/-Fp2h6l4-1U?enablejsapi=1

Cropping:

To crop an image, select the Crop Tool in the Tools Panel to generate a crop border. Then, drag the edges or corners to shrink the crop border. To adjust the position, click and drag inside the crop border. Note: The grey areas will be cropped away.

When you're satisfied with the positioning, select the check mark from the Options Bar to finish the crop.

Shortcut: Select Return on a Mac or Enter on a PC to quickly finish the crop.

Resizing:

Select Image > Resize from the main Photoshop menu. In the resizing panel that appears, input your desired dimensions and adjust the unit of measurement (inches, pixels, etc.), if necessary.

If you wish to preserve the image's original proportions, make sure you select the Link Icon to link the width to the height and avoid distortion.

Pro Tip: You can click and hold the Document Size Information at the bottom of the Document Window to quickly reveal your image's current dimensions.

Photoshop Tip: How to Use Lay...

▶

https://youtube.com/embed/t_m2NMlgmzQ?enablejsapi=1

Layers allow you to construct an image piece by piece, while providing you the flexibility to edit individual elements without disrupting the rest of the image.

Adding and Removing Layers:

To add a new layer, select the Turned Page Icon from the bottom of the Layers Panel. To rename your layers for organization, double-click the existing layer name and type the desired new name. (Note: If you can't locate the Layers Panel, select Window > Layers from the main Photoshop menu to make it visible.)

To remove a layer, select the layer you want to remove in the Layers Panel by clicking on it. Then, select Delete on a Mac or Backspace on a PC.

Moving Between Layers:

You can easily review your Layers by turning to the Layers Panel on the right side of your work space.

To turn layers off and on, select the Eye Icon next to each layer. To turn all layers off except for one, hold the Opt key on a Mac or the Alt key on a PC and select the eye icon next to the layer you want to keep open.

To reorder layers, drag a layer up or down in the Layers Panel and wait for the double line below the layer you want to insert your layer after before releasing it.

Resizing Layers:

Select the layer your want tor resize from the Layers Panel. Then, select Edit > Free Transform from the main Photoshop menu. You'll notice that resizing borders will appear around all of the images on the selected layer.

Click and drag the edge of an image in or out while holding down the Shift key to resize it. Then, select the check mark from the Options Bar to lock in the change.

Background Layers:

Background Layers have a set different properties from regular layers, preventing you from performing actions like reordering and moving. To convert a background layer into a regular layer, simply select the Lock Icon next to the layer name in the Layers Panel.

How to Save Your Work

Select File Menu > Save to quickly save changes made to an original file.

Select File Menu > Save As to open up the advanced saving menu. Here you can adjust the file name to avoid altering the original file, change the location for saving, and adjust the file format.

Understanding File Formats:

If you plan on editing your work again, you'll want to save is in Photoshop format (.psd). This format allows you to preserve editable properties for future tweaks and changes. To ensure your layers remain editable, be sure to select the Layers checkbox before hitting Save.

If you're all finished and ready to share your work, you'll want to save it as a PNG (.png) or JPEG (.jpg).

HOW TO APPLY BASIC TEXT EFFECTS [VIDEO TUTORIALS INCLUDED]

Type Tools Overview

HORIZONTAL AND VERTICAL TYPE TOOLS

What It Is: The Horizontal and Vertical Type Tools allow you to add text to a layer in your document.

How To Use It: Select the Horizontal Type Tool or the Vertical Type Tool from the Tools Panel. In the Options Bar, adjust the font, size, style, alignment, and color of your type. Then, click on your image to begin typing.

To move to the next line, press Return (Mac) or Enter (PC). To complete the text entry, select the check mark in the Options Bar or press Enter.

HORIZONTAL AND VERTICAL TYPE MASK TOOLS

What It Is: The Horizontal and Vertical Type Mask Tools allow you to mask your background image into text.

How To Use It: Select the Horizontal or Vertical Mask Tool from the Tools Panel. In the Options Bar, adjust the font, size, style, alignment, and color of your type. Then, click on your image and begin typing.

To complete the text entry, select the check mark in the Options Bar. Then, press Delete (Mac) or Backspace (PC) to delete everything outside of the type selection.

How to Create Photo-Filled Letters

https://youtube.com/embed/yYL9lD1pI4A?enablejsapi=1

Open a new Photoshop document and use the Type Tool to insert a letter or word of your choice.

Then, insert an image over the letter or word you just placed. In the Layers Panel, right-click on the image layer and select Create Clipping Mask. You'll notice that the letter or word now contains the image you selected.

Want to take things one step further? Use this type effect to create a really cool quote image.

Start with a solid colored Background Layer, and insert the image you want to use on its own layer above that. Then, make a copy of the image layer and click the Eye Icon to hide it while you work.

Select the Rectangular Marquee Tool from the Tools Panel and click and drag a rectangular shape over half of the image -- or whatever your desired text space is. With the Image Layer selected, click the Add Layer Mask icon at the bottom of the Layers Panel.

To add text, select the Horizontal Type Tool from the Tools Panel and drag out a text box over the blank space you created. Add your quote, then unhide the Image Copy Layer and right-click it to select Create a Clipping Mask.

How to Create Long Shadow Text

https://youtube.com/embed/aEYjnxIH3YM?enablejsapi=1

Select the Type Tool from the Tools Panel and add a word to your canvas. With the text layer selected, click on the 'add a layer style' icon at the bottom of the Layers Panel and select the Drop Shadow option.

In the Drop Shadow window, adjust the settings to the following:

- Blend Mode: Normal
- Opacity: 100%
- Angles: 135
- Distance: 3 px
- Spread: 100
- Size: 1

- Noise: 0%

Repeat this action nine more times, adjusting the Distance by increments of two every time (3 px, 5 px, 7 px, 9 px, etc.).

Next, create a new Layer Group by clicking the folder icon at the bottom of the Layers Panel. Drag the previous Drop Shadows into the folder and close it. Then, with the new Group Layer selected, repeat the 10x Drop Shadow applications. Note: Don't forget to pick up where you left off, adjusting the distance by increments of two every time, starting with 23 (23 px, 25 px, 27 px, 29 px, etc.).

Repeat these steps until you've reached the desired shadow length.

How to Create an Animated GIF

https://youtube.com/embed/scO0-iAv4eQ?enablejsapi=1

Create each frame of the animated GIF as a different Photoshop layer. To add a new layer, chose Layer > New > Layer.

Go to the top navigation and choose Window > Timeline. The Timeline will let you turn different layers on and off for different periods of time, thereby turning your static image into a GIF.

If it's not automatically selected, choose "Create Frame Animation" from the dropdown menu in the Timeline. Then, click it for the frame animation to appear.

Select all your layers by going to the top navigation menu and choosing Select > All Layers. Then, click the menu icon on the right of

the Timeline screen and choose 'Create new layer for each new frame.'

Under each frame, select how long it should appear for before switching to the next frame. We suggest start with 0.5 seconds per frame.

At the bottom of the toolbar, select how many times you'd like it to loop. The default will say Once, but you can loop it as many times as you want, including Forever. Click Other if you'd like to specify a custom number of repetitions.

Preview your GIF by pressing the play icon.

HOW TO QUICKLY RETOUCH PHOTOS [VIDEO TUTORIALS INCLUDED]

Retouching Tools Overview

SPOT HEALING BRUSH

What It Is: The Spot Healing Brush allows you to remove blemishes, spots, or unwanted objects.

How to Use It: Use the Zoom Tool to zoom in on the area you wish to correct. Then, select the Spot Healing Brush Tool in the Tools Panel. Use the Options Bar to adjust the size and hardness of the tool, then click a spot to remove it.

You can remove irregular shapes by clicking and dragging the Spot Healing Brush Tool over the shape.

Pro Tip: Use the [key to quickly shrink the size of the brush with each click, and use the] key to make it bigger.
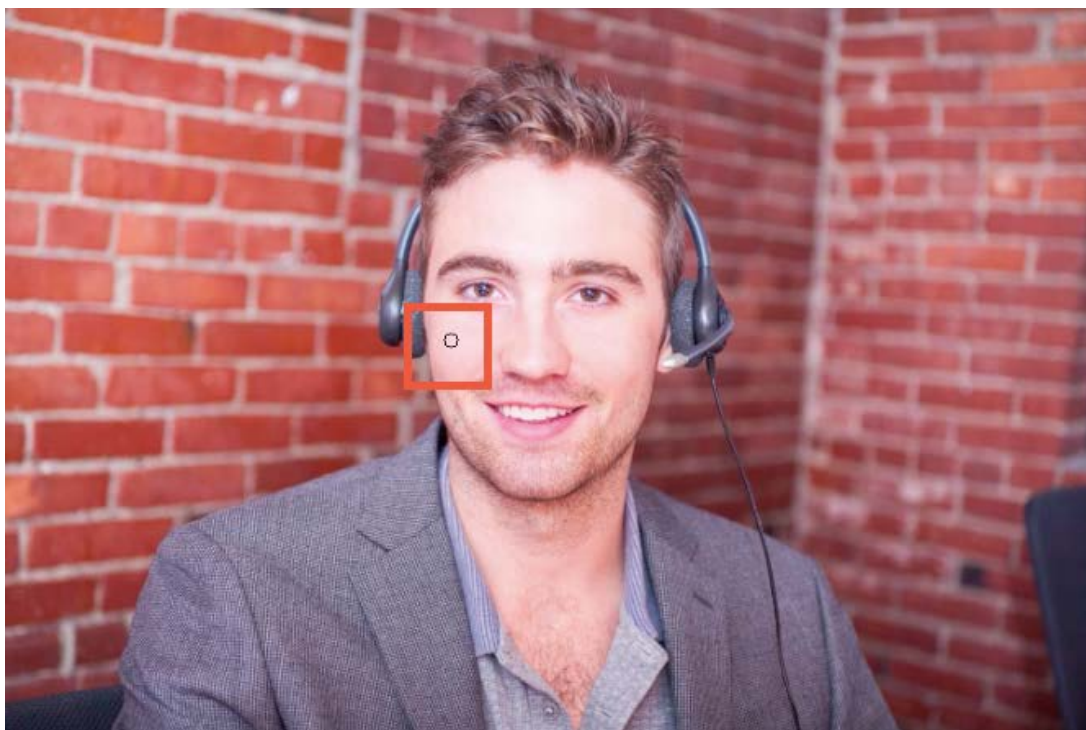
HEALING BRUSH

What It Is: Similar to the Clone Stamp Tool, the Healing Brush allows you to sample surrounding pixels to correct imperfections or unwanted objects.

How It Works: Select the Healing Brush tool from the Tools Panel. Then, Opt-click (Mac) Alt-click (PC) on a part of the image you want to sample. With the sample loaded, position your cursor over the area you want to repair and begin painting using the brush.

PATCH TOOL

What It Is: The Patch Tool allows you to remove unwanted object within an image.

How It Works: Select the Patch Tool from the Tools Panel. In the Options Bar, adjust the following settings:

- Patch: Select Content-Aware.
- Structure: Adjust the input between 1 and 7 to specify how closely the patch should reflect existing image patterns, with 7 being the closest match to the existing patterns.
- Color: Adjust the input between 0 and 10 to specify how closely the patch should reflect existing colors, with 10 being the highest color blending setting.
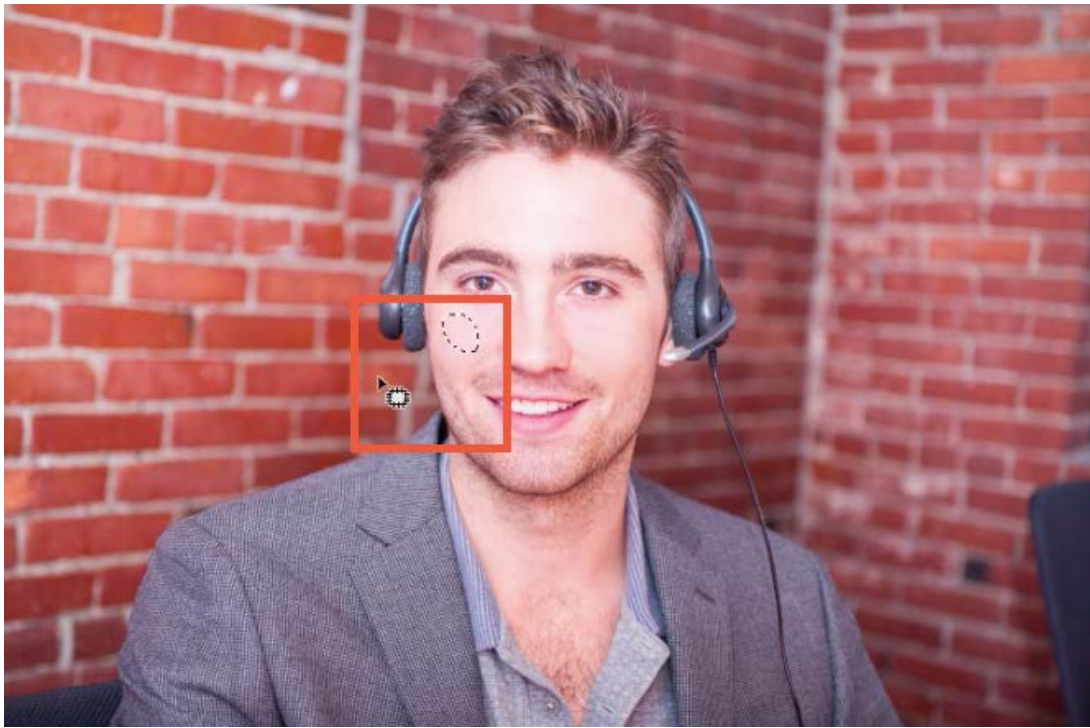
Draw your selection and release to reveal "marching ants" around the perimeter. Then, click and drag the selection over part of the image you'd like to pull from.

RED EYE TOOL

What It Is: The Red Eye Tool is used to correct the red glare from a camera flash.

How It Works: Select the Red Eye Tool from the expanded Spot Healing Brush menu in the Tools Panel.

Then, click on the red eye area and draw a selection around the part you wish you correct. Release to complete the edit. You can adjust the pupil size and darken amount by making changes in the Options Bar.

CLONE STAMP TOOL

What It Is: The Clone Stamp tools allows you to sample part of an image and paint with it.

How It Works: Select the Clone Stamp Tool from the Tools Panel. Then, use the Options Bar to adjust the size and hardness of the tool. To select a part of the image to clone, hover over the image and select the Opt key on a Mac or the Alt key on a PC until a target appears.

Click and release Opt or Alt, then move your cursor to another part of the image to reveal your brush tip, which will now be "loaded" with the visual you just cloned. Drag the brush around to paint using your cloned selection.

How to Quickly Retouch Skin

https://youtube.com/embed/JpFC1kFZEXk?enablejsapi=1

Open the image you want to edit and duplicate the layer by selecting Cmd+J on a Mac or Ctrl+J on a PC.

Rename the new layer "High Pass," then select Blending Options and select Overlay from the Blend Mode menu.

Now, go to Filter > Other > High Pass. Set the Radius to 10px > OK.

Invert the High Pass layer by selecting Cmd+I on a Mac or Ctrl+I on a PC.

Click the Add Layer Mask icon at the bottom of the Layers Panel while holding Alt to add a full mask.
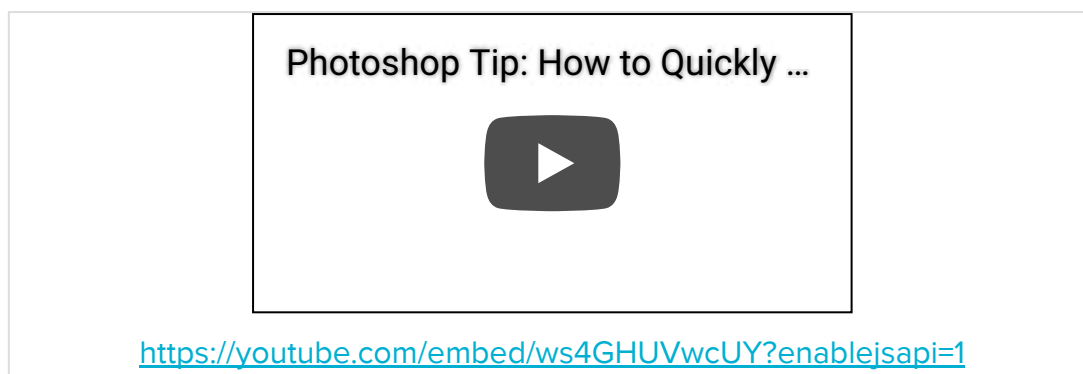
Finally, select the Brush Tool from the Tools Panel. Select a soft-edge tip and set the color to white. Brush over the skin to unveil the High Pass layer.

Only have a couple spots to correct?

Select the Spot Healing Brush Tool from the Tools Panel and adjust the size to match the size of the spot or imperfection.

Hover over the spot or imperfection and click to remove it entirely.

How to Enhance Eyes

Photoshop Tip: How to Quickly …

▶

https://youtube.com/embed/ws4GHUVwcUY?enablejsapi=1

Select the Dodge Tool from the Tools Panel. In the Options Bar, copy the Brush Settings below:

- Brush Size: Between 5-10
- Brush Hardness: 10%
- Range: Midtones
- Exposure: 20%

Then, zoom in closely on the subject's eye and carefully brush inside the iris. Do not brush over the pupil.

Now, select the Burn Tool from the Tools Panel. In the Options Bar, copy the Brush Settings below:

- Brush Size: 5-10

- Brush Hardness: 10%

- Brush Range: Shadows

- Exposure: 10-15%

Remain zoomed in on the subject's eye and use the brush to outline the iris and darken the pupil.

How to Whiten Teeth

https://youtube.com/embed/E8c651DdZic?enablejsapi=1

Open the image you want to edit and duplicate the layer by selecting Cmd+J on a Mac or Ctrl+J on a PC.

Select the Dodge Tool from the Tools Panel. In the Options Bar, set the Range to Midtones and the Exposure no higher than 20%.

Brush over the teeth to lighten them. If you need to resize your brush for smaller teeth, use the left and right bracket keys to quickly do so.

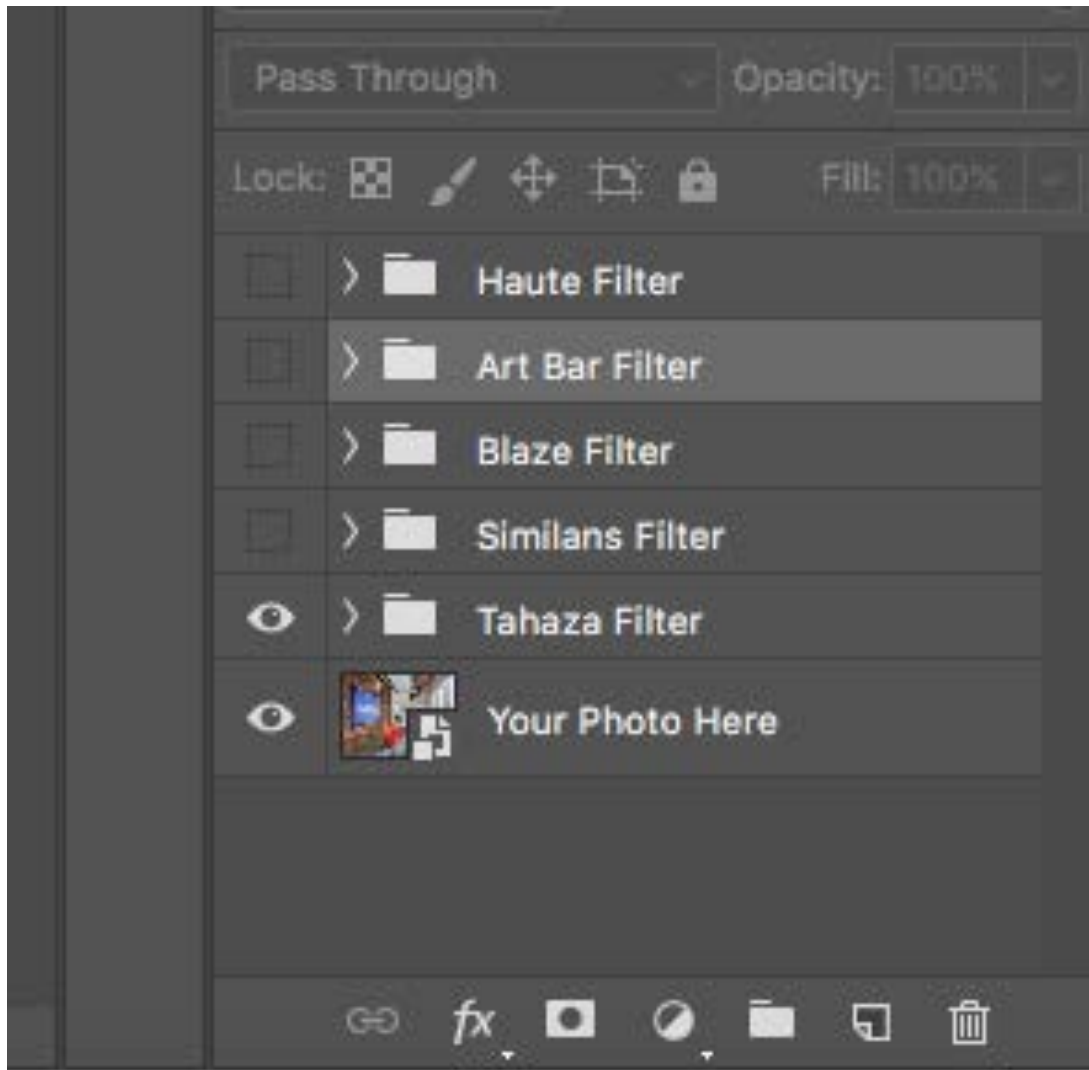For teeth in shadows, revisit the Options Bar and adjust the Range to Shadows.

BONUS: PHOTOSHOP FILTERS 5-PACK

HOW TO USE THE FILTERS

1. Click the "Download Filter 5-Pack" button below to gain access to the filters .psd file.
2. Open the file and direct your attention to the Layers Panel in the lower, right corner of your workspace.
3. Select the "Your Photo Here" layer and drag your image onto the screen.
4. Select the eye icon next to each filter folder to apply the effects. Note: At any given time, the eye icon should only be selected for the 'Your Photo Here' layer, as well as the desired filter folder you'd like to apply.

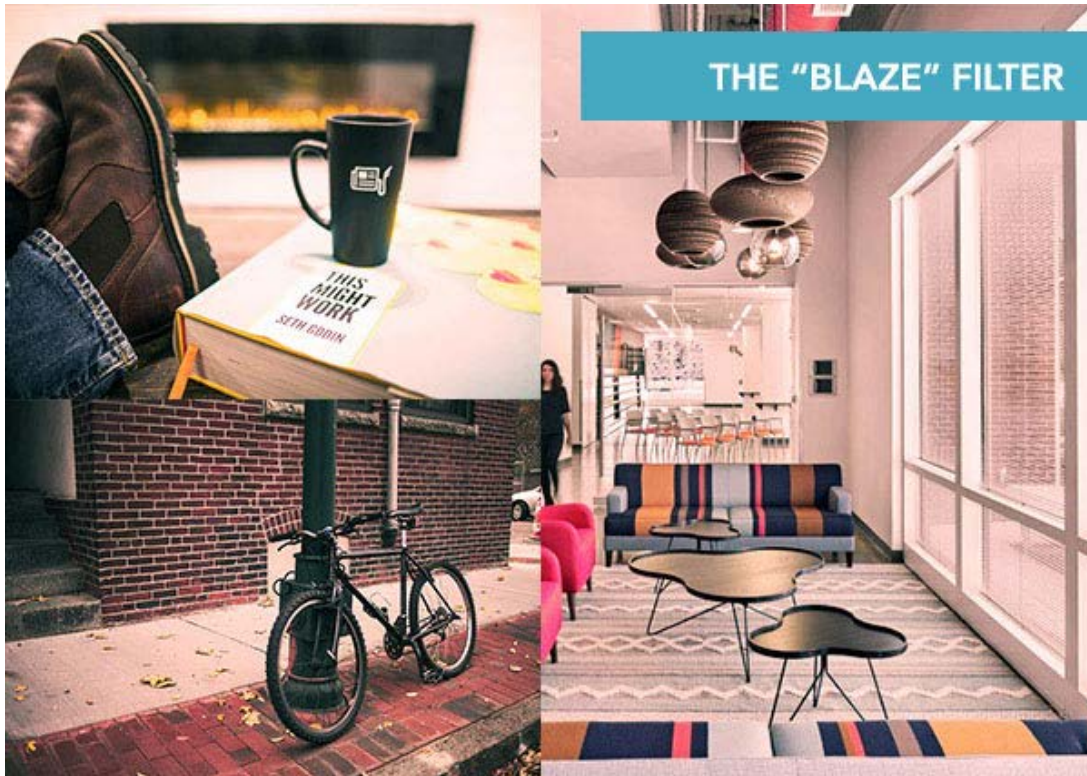**FOR EXAMPLE, IF YOU'D LIKE TO APPLY THE 'TAHAZA' FILTER, ADJUST YOUR SETTINGS TO MIRROR THE IMAGE BELOW:**

Download Filter 5-Pack

THE "TAHAZA" FILTER

Download Filter

THE "SIMILANS" FILTER
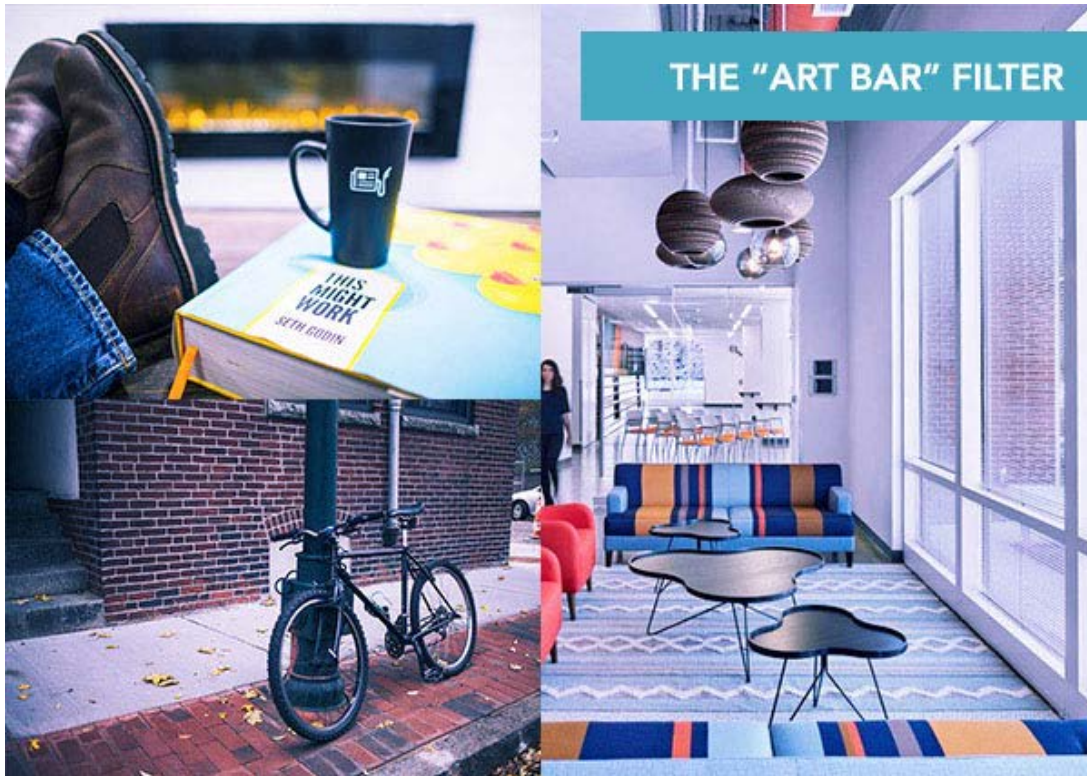
Download Filter

THE "BLAZE" FILTER

Download Filter

THE "HAUTE" FILTER

Download Filter

Download Filter

CONCLUSION

So what did you think? Pretty powerful design software, huh?

If you're still clicking around feeling a little confused -- don't worry. As we mentioned from the start, this guide was intended to serve as a

primer -- something to help you get your feet wet. With a little more practice, you can easily teach yourself how to master even more Photoshop actions and tools.

In the meantime, check out this blog post on keyboard shortcuts. These handy tips will help you speed up your workflow as you get more comfortable with the software. *(You can thank us later.)*

Happy Photoshopping!

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