Photoshop Elements

Lecturer: Ivan Renesto

Language

English

Course description and objectives

Course objective is to provide the basic knowledge to use a selection of the most advanced tools for editing and managing image files.

The course will enable participants to understand the key concepts related to the processing of digital images and use an image editor to improve them, apply effects, and prepare them for printing or publishing.

At the end of the course participants will be able to:
- understand the basics of image editing
- capture images
- use an image editing application
- work with images
- draw, paint and apply effects
- share images

Audience

This course is open to all students of Bocconi University. In particular, it is aimed at:
- those who want to approach the world of image processing;
- students who want to acquire the basic knowledge to develop future expertise in the area of marketing, linked to the optimization of messages with the use of graphics;
- those who are interested in web editing and wish to acquire the basic skills for creating graphical components.

Prerequisites

Familiarity with Microsoft Windows operating systems, or Mac OS X, and related graphical interfaces.
Having achieved the ICDL certification or having equivalent knowledge and skills.

Guidelines

Registration:

You can sign up for the course only through the yoU@B student Diary, in the " **sign-up for various activities**" box (please note that the box appears only when registrations open. Before then it will not be visible).

You can only cancel your registration by Diary **no later** than the registration deadline for the course itself. No other ways of cancellation are allowed.

Registration will be confirmed a few days before the start of the course through a message posted in the yoU@B student Diary.

Attendance:

- Attendance of **75% or more** of class hours: obtainment of the Open Badge
- Attendance of **less than 25%** of class hours: blacklisting

Duration

20 hours

Teaching mode

This course will be only taught in person. Online mode will not be provided.

Calendar

Lecture	Date	Time	Room
1	Tue 04/02/2025	18.15 - 19.45	3.1 (Sarfatti)
2	Thu 06/02/2025	18.15 - 19.45	3.1 (Sarfatti)
3	Tue 11/02/2025	18.15 - 19.45	3.1 (Sarfatti)
4	Thu 13/02/2025	18.15 - 19.45	3.1 (Sarfatti)
5	Tue 18/02/2025	18.15 - 19.45	3.1 (Sarfatti)
6	Thu 20/02/2025	18.15 - 19.45	3.1 (Sarfatti)
7	Tue 25/02/2025	18.15 - 19.45	3.5 (Sarfatti)
8	Thu 27/02/2025	18.15 - 19.45	3.1 (Sarfatti)
9	Tue 04/03/2025	18.15 - 19.45	3.5 (Sarfatti)
10	Thu 06/03/2025	18.15 - 19.45	3.1 (Sarfatti)

Syllabus of the course

Lecture	Topics

1   **Understanding the basics of image editing**
- About pixel and resolutions, lossy and lossless formats for graphics
- Understanding implications on copyright when using images
- Differences between raster and vector graphics, and common formats (jpeg, gif, svg, eps)
- Recognizing the Photoshop proprietary formats: PSD, PSP, XCF, CPT
- Understanding color models: RGB, HSB, CMYK

2   **Exploring Photoshop Elements**
- Knowing Photoshop Elements features
- Knowing the Graphical User Interface and basic commands
- Using Photoshop Elements to open, close, and manage files, opening more images simultaneously
- Using help functions

Exercises

3   **Work with images**
- Defining the parameters for the creation of an image file: color depth, resolution, background color, size
- Save an image file under a new name
- Save, export an image in a different format: jpeg, gif, tiff, png
- Resize and resample an image in pixels, or in other units of measure
- Apply background and foreground colors
- Apply grid properties: units, horizontal spacing, vertical spacing, color
- Define some options of the program: transparency, units
- Use the zoom tool
- Use the controls undo, redo. Use the old command cancels
- Display and hide toolbars, color palettes, default windows

Exercises

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Lecture	Topics

4 — **Selections and Layers**
- Selecting an entire image, selecting a rectangular or elliptical portion, usage of: the magic wand tools, lasso tools and "free hand" selection
- Refining a selection
- Assigning some properties of the selection commands: relationship between multiple selections, smoothing the edges, minimizing the sampling from distortion (anti-aliasing), width, height
- Reversing, saving and loading a saved selection
- Modifying the canvas size of an image
- Cutting or duplicating an image, or a selection within it
- Rotating, making a mirror image
- Defining and understanding the "level" concept
- Creating a new layer
- Duplicating and deleting a layer
- Layer properties: hide / discover, block, name, opacity, blend modes
- Combining, merging, directing, flatten layered
- Transforming levels
- Converting a drawn object to a raster layer
- Creating an animated gif from layers

Exercises

5 — **Text, effects, filters and corrections**
- Adding, editing, deleting text
- Duplicating, moving text
- Aligning text left, center, right, justify
- Changing the types, sizes, font colors
- Applying artistic effects and distortion and blur
- Applying lighting effects: styles, types of light
- Applying corrections: brightness-contrast, hue-saturation, color balance
- Removing red-eye

Exercises

Lecture	Topics
6	**Artistic elements: drawing and coloring**

- Adding an image to different types of lines, choosing thickness, style and color. Selecting straight lines, curves, freehand
- Adding an image to different types of shapes: rectangular, elliptical, polygonal, choosing style and color
- Acquiring a shade of color with the eyedropper tool
- Filling a portion of an image with the gradient tool, selecting opacity / transparency, radial, linear, position, rotation
- Coloring a portion of an image with the paintbrush tool, selecting color, shape, size
- Erasing a portion of an image with the eraser tool, selecting its shape and size
- Coloring a portion of an image with the paint bucket tool
- Copying a portion of an image using the clone tool, selecting size and opacity

Exercises

| 7 | **Photographic projects and advanced editing concepts** |

- Creating a photo collage
- Creating a photo book
- Creating greeting cards end calendars
- Creating panoramic images with Photomerge®
- Recovery of images ruined by time
- Photo retouching
- Reshaping of photographic elements

Exercises

| 8 | **Merge of images and sharing** |

- Management of over- and under-exposure of images
- Merging of faces
- Viewing image previews
- Selecting the appropriate values of color depth, resolution, image size, graphic format for the Web and for printing (paper size, orientation)
- Saving images for Web or email

Exercises

Lecture	Topics
9	**Use Cases**
	- Creation of banners for virtual events on the Web
	- Creation of composite images for the production of roll-up banners to be used for displaying company brands in events or marketing activities
	- Creation of graphics for posters aimed at advertising a product or an idea
	- Creation of personalized templates for multiple representation of images
	- Use of colors, shapes and evocative images for marketing messages through banners
	- Lateral Facing: graphics aimed to the effective introduction of a specific speaker and message
	Exercises
10	**Summary and final test**

Software used

Adobe Photoshop Elements 2024 or later (in English).

Please, [download](#) the trial version of Photoshop Elements for **Windows** or **Mac OS**, and install the software **only the day before the first lesson**. The trial will give you full access to all features but will expire in 30 days. Having an Adobe Account is required. If you do not have it, please, consider [creating a new one](#) using your Bocconi email address.

Note: before to download and install Photoshop Elements, check if your personal computer meets the [hardware requirements](#). If not, please, evaluate to install a different version with lower requirements.

Suggested bibliography

Nichols R., *Mastering Adobe Photoshop Elements - Sixth Edition: Bring out the best in your images using Adobe Photoshop Elements 2024,* Packt Publishing

Other resources on the Web:
http://www.photoshop.com/products/photoshopelements
https://helpx.adobe.com/photoshop-elements/user-guide.html
https://helpx.adobe.com/photoshop-elements/using/whats-new.html

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Available seats

This activity is limited to **110** participants. Registrations cannot be carried out once this number has been reached or after closing of the registration period.
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