

Covers Mac and Windows versions of Adobe Photoshop!

# THE ADOBE® PHOTOSHOP® CONFERENCE

*1 day, 2 tracks, and 10 sessions to choose from!*

## Learn how to:

- Use retouching techniques, tips, and secrets like a pro
- Manipulate images to create dramatic new designs
- Expand your use of layers, blending, filters, and other visual elements
- Become a faster, more proficient, more productive Photoshop user
- Put the “wow” in any project with groundbreaking special effects



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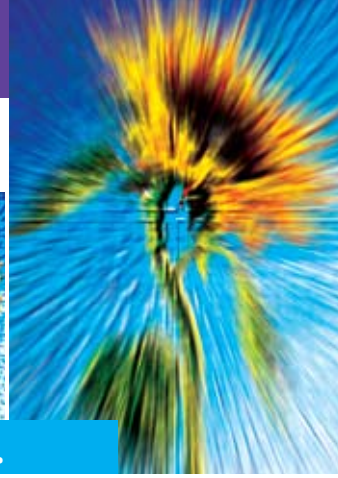
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Kansas City, MO  
64121-9468



## Gain the knowledge ...

A wealth of remarkable creative features makes Photoshop one of today's most exciting and useful design tools, enabling users to expertly manipulate, enhance, and transform images with the click of a mouse. However, it's not always easy to figure out exactly how to use this wide-ranging program to your best advantage. Books, tutorials, and self-teaching can only go so far ... and might even leave you feeling frustrated and confused.

**The Adobe Photoshop Conference** was created specifically for users like you — people who are eager to expand their Photoshop knowledge immediately and economically. Don't waste your precious time and money on bulky tutorials or endless classroom sessions. Learn everything you need to know in just one day!

## Unleash your creativity ...

This multifaceted conference offers Photoshop fundamentals for novice users as well as advanced creative solutions for seasoned professionals. With its unique and practical track format, this program makes it possible for users at every level to gain a personal, customized arsenal of new techniques, tips, and ideas for getting the most out of Photoshop. This is your opportunity to arm yourself with the state-of-the-art design tools you need to create eye-opening graphic elements ... to discover how to seamlessly integrate Photoshop imagery into your design projects — print, Web, or digital ... and, once and for all, to get “on track” for unparalleled success.

## Let your ideas flourish!

### ***In just one information-packed day, you will:***

- Learn how to make the most of the unique functions, features, and tools Photoshop has to offer
- Master out-of-this-world special effects that will have other designers wondering how you accomplished them
- Gain newfound confidence in your creative design abilities

You'll find it easier to produce even the most complex images once you know your way around Photoshop's advanced retouching, layering, blending, 3D, and distortion techniques. You'll no longer hesitate to incorporate images, design elements, and ideas you previously passed up as too difficult to figure out or too time-consuming and complicated to create. Best of all, you'll cement your reputation as a creative professional whose graphic designs are consistently eye-catching, provocative, and unique.

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## Photoshop users: this conference is for you!

If you are a creative professional who produces images to meet a variety of graphic design challenges, you'll find **The Adobe Photoshop Conference** to be a valuable investment in your career.

No matter your level of expertise, you'll gain creative insight, learn the answers to perplexing questions, and discover ingenious ways to utilize Photoshop's next-generation features, functions, and tools. This conference will inspire you, motivate you, and provide you with the tips, techniques, and shortcuts necessary to take your skills to a whole new level.

You'll explore the far-reaching capabilities of this incredible image-editing software program as you learn how to transform ideas into finished pieces with less hassle, backtracking, and frustration. Packed with innovative solutions, this conference is guaranteed to deliver a cutting-edge learning experience!

## Our 2-track format allows you to customize your training day!

This conference provides an exceptional training opportunity that goes far beyond the content covered in most other Photoshop courses. Each track features 5 informative sessions, which means you have 10 options for developing your own customized training program. Stick with one track for the entire day, or select offerings from both tracks. Pick and choose, mix and match — it's all up to you to create the unique combination that's right for you.

## Why pay for training you don't need?

By developing your own agenda, you'll target your Photoshop training where you need it most. If you're an accomplished user, you won't have to sit through the basics just to get to the specific advanced instruction you're after — and if you're just starting out or could use a refresher, you'll probably focus on the Track 1 sessions. The whole idea is to get exactly what you need to make this a rewarding, power-packed Photoshop training experience. For economy and efficiency, we think that makes perfect sense.

# A snapshot of the Conference Schedule

### Registration

8:30 a.m. – 8:45 a.m.

### Combined Opening Session

8:45 a.m. – 9:25 a.m.

*Welcome to the exciting world of Adobe Photoshop!*

## TRACK 1: *Becoming Familiar with Photoshop*

### Session 1

9:30 a.m. – 10:30 a.m.  
*Getting Started*

### Session 2

10:45 a.m. – 11:45 a.m.  
*Importing Photos and  
Managing Color*

### Lunch

11:45 a.m. – 1:00 p.m.

### Session 3

1:00 p.m. – 2:00 p.m.  
*Repairing Photos*

### Session 4

2:15 p.m. – 3:15 p.m.  
*Adjusting and Presenting  
Images*

### Session 5

3:30 p.m. – 4:30 p.m.  
*Mastering Selection*

## TRACK 2: *Getting Creative with Photoshop*

### Session 1

9:30 a.m. – 10:30 a.m.  
*Layering Images*

### Session 2

10:45 a.m. – 11:45 a.m.  
*Refining Images*

### Lunch

11:45 a.m. – 1:00 p.m.

### Session 3

1:00 p.m. – 2:00 p.m.  
*Transforming and  
Distorting Images*

### Session 4

2:15 p.m. – 3:15 p.m.  
*Adding Filters and Effects  
Images*

### Session 5

3:30 p.m. – 4:30 p.m.  
*Finishing Touches and  
Automating Tasks*





# THE ADOBE<sup>®</sup> PHOTOSHOP<sup>®</sup> CONFERENCE

## TRACK 1: BECOMING FAMILIAR WITH PHOTOSHOP

### Session 1: Getting Started

Familiarize yourself with the vast options in Photoshop by touring your workspace: explore menus, palettes, shortcuts/options bars, and the toolbox; learn how to manipulate and view your images; and get comfortable with undoing and returning to any state of an image.

- A quick tour of the work area
- Menus, palettes, shortcuts/options bars, toolbox
- How to view images
- Preset options
- Undo options — working with any state of an image

### Session 2: Importing Photos and Managing Color

Make sure what's on your screen matches what comes out of your printer — adjust the brightness and contrast of your monitor, learn the basics of color management, and set your preferences. Gain tips on importing images from scanners and digital cameras and getting faster previews of your work.

- Color management and monitor calibration
- Settings preferences
- How to make previews appear more quickly
- A look at importing photos from digital cameras and scanners

### Session 3: Repairing Photos

Use automated commands to adjust your photos, and learn how to fine-tune details manually. Retouch those wrinkles and shadows with the Clone Stamp and Healing Brush, and find out how to use many other tools and filters.

- Scan-quality checks
- Auto commands for adjusting brightness, color, and sharpness
- How to manually adjust levels
- Photo retouch with clone stamp, healing brush, filters, and other tools

### Session 4: Adjusting and Presenting Images

Modify image sizes without losing quality in your photos, and learn techniques for cropping, rotating, and straightening. Work with multiple images in layouts and slideshows.

- Image size and resolution
- Cropping techniques
- Tips for rotating and straightening images
- Multiple-image layouts
- How to create slideshows

### Session 5: Mastering Selection

Achieve precise editing using general to specific selecting tools. Learn techniques for rearranging, saving, and deleting selections within images.

- The use of marquee, lasso, and magic wand tools
- How to move, copy, and paste selections
- Techniques for saving and loading selections
- How to delete selected areas

## COMBINED OPENING SESSION:

# Welcome to the exciting world of Adobe Photoshop!

This opening session will familiarize you with the capabilities of Photoshop; provide an overview of all its exciting features, tools, and functions; and explore the differences inherent in the Mac and PC versions. We'll show you how to get more bang for your buck through Adobe Photoshop Elements, and reveal a wealth of other resources and services you can turn to for help, support, and information whenever you need it. Get ready to discover how to put the power of Photoshop to work for you — whatever your level of skill or expertise!

## TRACK 2: GETTING CREATIVE WITH PHOTOSHOP

### Session 1: Layering Images

Rearrange your image, add new elements, adjust color, and use special effects — all without making permanent changes to your original image! Learn how to create, blend, and manage layers.

- Guidelines for understanding and using the layers palette
- How to select, create, and blend layers
- Methods for creating grouped layers
- How to manage layered images

### Session 2: Refining Images

Artistically enhance your image using preset colors and patterns, or create your own! Transform or erase details of your images with specialized painting tools.

- Options for painting tools
- How to create custom brushes
- Tips for erasing as you paint
- Techniques for creating and editing patterns
- Transition colors with gradients

### Session 3: Transforming and Distorting Images

Make them do a double-take when they see your design! Slant, stretch, and create 3D effects by changing the perspective of layers and selections.

- How to rotate and scale layers and selections
- Perspective, skewing, and distorting
- The Free Transform command
- 3D setting options

### Session 4: Adding Filters and Effects

Quickly produce different appearances within your images: blur or sharpen, sketch or texture your photos using filters and effects.

- The artistry of different filter options
- Textures and backgrounds
- How to feather edges
- Tips for improving image quality and consistency

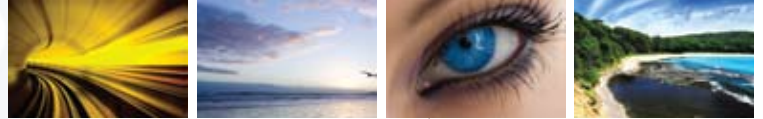
### Session 5: Finishing Touches and Automating Tasks

Discover techniques for creating logos and graphics with shapes and text. Learn how to save yourself time and effort by recording frequent tasks — let Photoshop do the work for you!

- Vector graphics with custom shapes
- Ways to create, edit, and manipulate text
- How to automate sequences of actions

# Q AND A

## FOR CONFERENCE ATTENDEES:



**Is this conference appropriate for both Mac and PC users?** Absolutely! The conference content does not differentiate between systems. This program will provide the nuts and bolts of Photoshop image manipulation and design so that what you learn can be applied easily to either the Macintosh or Windows environment.

**Will I be using a computer during the conference?** Believe it or not, “computerless” training has proved to be extremely successful for conferences like this one! Not everyone works at the same pace and level of expertise, so computers can actually slow the sessions down. Hands-off training allows participants to move along at the same speed; provides a more effective setting for comprehension of key concepts; and creates more opportunities for questions, discussion, and relevant exercises.

**Who are the professionals running the sessions?** We’ve hand-selected Photoshop experts who know the software inside and out. They are digital design gurus who are extraordinarily proficient in Photoshop — and they’re accomplished instructors as well. Rest assured you will receive training from some of today’s top Photoshop authorities!

**I’m new to Photoshop ... will this conference be over my head?** Of course not! Session 1 focuses on Photoshop basics — put it on your agenda and you’ll be up to speed on all the fundamental functions of this sophisticated software system.

**I consider myself an experienced Photoshop user. What can I hope to gain?** You’ll see firsthand how top designers create their award-winning masterpieces ... get insider’s tips, secrets, and tricks for extraordinary special effects ... plus discover incredible time-savers, ingenious ways to automate tasks, new shortcuts, and more!

### **This conference was designed especially for:**

- Graphic designers
- Web designers
- Art directors
- Photographers
- Desktop publishers
- Trainers and instructors
- In-house design specialists
- Advertising and marketing professionals
- Small business owners and employees

... Anyone who wants to harness the creative power of Adobe Photoshop!



All of our seminars are **100% SATISFACTION GUARANTEED!**

We’re confident that this conference will provide you with the skills and techniques to become a more accomplished and proficient Photoshop user. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your conference attendance stating the reason you were not satisfied, and we’ll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free.*

## REGISTRATION INFORMATION

**Enroll Today!** Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your e-mail address and/or fax number.

### Program Schedule

Check-in: 8:30 a.m. – 8:45 a.m.

Program: 8:45 a.m. – 4:30 p.m.

### Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program. Substitutions and transfers may be made at any time. Please note that if you do not cancel and do not attend, you are still responsible for payment.

### Please Note

- You will be notified by e-mail, fax, and/or mail if any changes are made to your scheduled program (i.e., date, venue, city, or cancellation).
- Walk-in registrations will be accepted as space allows.
- Please, no audio or video recording.
- Lunch and parking expenses are not included.
- Dressing in layers is recommended due to room temperature variations.
- You will receive a Certificate of Attendance at the end of the program.

### Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

### Tax Deduction

If the purpose of attending a CareerTrack program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

### Continuing Education Credit

CareerTrack offers Continuing Education Credits that are based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines, and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

### Update Your Contact Information!

Simply make corrections to the mailing label on the back page of this brochure. **Mail** corrections to P.O. Box 413884, Kansas City, MO 64141-3884, or **fax** to 913-967-8847. We'll change our records for the very next update. Thanks!

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**1 day, 2 tracks, and 10 sessions to choose from!**

*This conference was designed for Photoshop users of all levels — whatever your experience, there's a session for you!*

### Learn how to:

- Use retouching techniques, tips, and secrets like a pro
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## 2009 LOCATIONS AND DATES

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**YES!** Please register me for **The Adobe Photoshop Conference**, Group discounts available; see page 7 for details. **ID# 915454**

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**1** SEMINAR Seminar City: \_\_\_\_\_  
Seminar Date: \_\_\_\_\_ Event #: \_\_\_\_\_

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**2** YOUR ORGANIZATION Organization: \_\_\_\_\_  
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Tele: \_\_\_\_\_ Fax: \_\_\_\_\_  
Approving Mgr's Name:  Mr.  Ms. \_\_\_\_\_  
Job Title: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_  Business  Home  
 **Quick Confirmation** Please  e-mail or  fax my confirmation to me within 48 hours.

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**3** WHO WILL BE ATTENDING  Mr. \_\_\_\_\_  
 Ms. \_\_\_\_\_  
Job Title: \_\_\_\_\_  Business  Home  
E-mail Address: \_\_\_\_\_  Business  Home  
 Mr. \_\_\_\_\_  
 Ms. \_\_\_\_\_  
Job Title: \_\_\_\_\_  Business  Home  
E-mail Address: \_\_\_\_\_  Business  Home  
**Please list additional names on a separate sheet.**

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**4** METHOD OF PAYMENT **Important: Send your payment now. Tuition is due before the seminar.**  
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REGISTRATION FORM — THE ADOBE® PHOTOSHOP® CONFERENCE