

## Design Blueprint

### **Introduction**

The purpose of this design blueprint is to present the Fundamentals of Photoshop through the use of Adobe Captivate. This document will consist of the proposed content that will be in the final product, a flow chart of the design plan and procedures, and a straight forward outline of the planned content of the video. The content section will explain what the topic of the product is and what the content and its characteristics will consist of throughout the different parts of project. It will also explain the topic, intended audience and characteristics, design strategies, elements of multimedia, and production plan. The flow chart will explain in detail the exact course the product will be taking and about each section of project. A full detailed outline will be given so that each point in the video will be fully explained. The reason for this blueprint is to give an idea of all the points that will be covered in the tutorial video.

### **Definition**

The purpose of this multimedia product is to give users a basic overview of Adobe Photoshop and to explain to users in full detail the tools to use in Photoshop. This product will be in the form of an informational tutorial video that will explain and demonstrate the basic function of the tools used in this software. The tutorial will show different pictures and graphics as hands-on examples for the user. These hands-on graphics will be used with all the tools in Photoshop right before the very eyes of the user of this video to insure the user understands the basic functions of the tools. The reason for developing a tutorial video on how to use Photoshop is because users do not know the basic functions of the software. This blueprint and video will explain all that.

## **Audience**

Primarily the intended audience for this product is for users who are new to Photoshop who would learn from watching the application working in front of them. This video could be used in schools and universities as a small brief tutorial for new users so that it would be easier to teach in such a short time period. It could be used by enthusiasts of photography who like to edit their pictures. Photoshop is very photographer friendly, so photographers who like to edit and modify their Photoshop could also be used by most up and coming graphics artists. Ages for Photoshop users and this video will range from middle school students upward. Users are not required to have a prerequisite in photo editing, because this video will teach all of the basic editing skills.

## **Design Strategy**

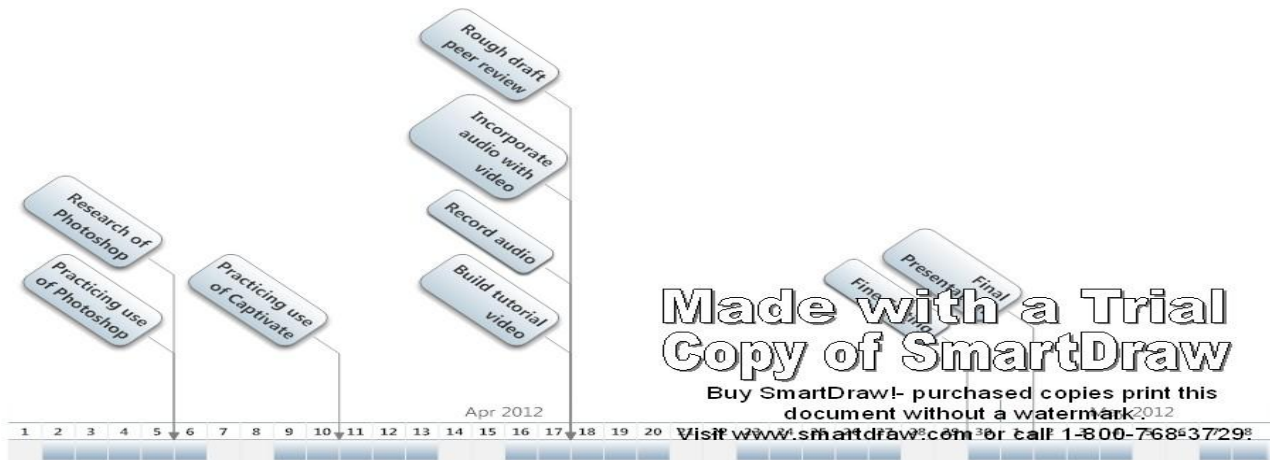
Through Adobe Captivate we will be developing a tutorial video on how Photoshop operates. We will use both screenshots and live video to show how each tool works and functions. We will incorporate audio with the video to compliment auditory learners as well as visual learners. Photoshop can be a very boring application if the user doesn't know how to use the application properly, therefore the graphics will be more enjoyable to look at rather a boring layout. We plan to arrange the content in order from basic to advance. Basic will be an overview of the simple tools used in the tool bar to the advanced tools. The video will be completely linear and there will not be any interactions with the video. We are choosing this route because we want to the users to first see how everything tool is performed before actually using the tools themselves.

## **Multimedia Elements**

We will be using many aspects of multimedia in this tutorial video. We will be using screenshots and live video of the Photoshop tools in action. With this, the user will be able to see the tools being performed in full detail. In Photoshop, we will be using graphics and images taken from the internet to perform different tools on. This will make sure the user understands how to work and perform with the tools on the images. The tutorial will be completely linear whereas the user will be taken through each tool one by one to explain each in full detail.

## **Production Plan**

*GANTT chart*



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	Task	Assigned To	Start	End	Dur	%	2012							
							4/1	4/8	4/15	4/22	4/29	5/6	5/13	
	Project		4/3/12	5/1/12	21		[Progress bar]							
1	Research of Photoshop		4/3/12	4/5/12	3		[Progress bar]							
2	Practicing use of Photoshop		4/3/12	4/5/12	3		[Progress bar]							
3	Practicing use of Captivate		4/3/12	4/10/12	6		[Progress bar]							
4	Build tutorial video		4/7/12	4/17/12	10		[Progress bar]							
5	Record audio		4/7/12	4/17/12	7		[Progress bar]							
6	Incorporate audio with video		4/15/12	4/17/12	2		[Progress bar]							
7	Rough draft peer review		4/17/12	4/17/12	1		[Progress bar]							
8	Fine Editing		4/18/12	4/29/12	8		[Progress bar]							
9	Final Presentation		5/1/12	5/1/12	1		[Progress bar]							

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Text Outline: This outline will portray what will be said about each tool briefly. The outline is a reflection of the videos path. There will be no special links or navigational boxes to interact with. The tutorial will be a straight linear path throughout.

- I. Introduction and brief over view of what is going to be covered in the tutorial
- II. Tools:
  - a. Move Tool- Simply allows the user to move images and graphics in the area they are working in.
  - b. Marquee select tool- allows the user to select certain portions of an image and use other tools affect only that certain tool.
  - c. Lasso select tool- allows the user to select images into shapes such as stars, polygons, etc.
  - d. Magic wand- Use this to select a color range. It will select the block of color, or transparency, based on wherever you click
  - e. Crop- works like the marquee tool accept that when you select an area of an image, all the content on the outside perimeter of the image will not show
  - f. Slice tool- an advanced tool that is used literally to slice images into smaller images so that they can fit into a certain parameter.
  - g. Healing Brush tool- this tool can fix scratches and specs on images. Can also erase bumps and bruises on people.
  - h. Brush, pencil- the basic paint tool in Photoshop. Used to paint in all different types of brush styles.
  - i. Stamp tool- allows the user to copy a “Stamp” from one part of an image to paste to another part of an image.
  - j. History brush tool- the history brush tool turns back all the work a user performed on image back to its original state.
  - k. Eraser
    - i. Eraser tool- With the regular eraser tool you can simply erase parts of your image
    - ii. Background eraser tool- The background eraser tool allows you to easily erase parts of your background

iii. Magic eraser tool- With the Magic eraser tool you quickly clean up large single color area or the image background.

l. Gradient/ Paint bucket tool

- i. You can use the gradient tool to make a gradation of colors. You can pick from one of the few that comes with Photoshop to make you own gradient. You can also change the style.
- ii. The paint bucket tool simply fills in a single color area with a color of your choice.

m. Blur/sharpen/smudge

- i. Blur tool is used to blur an image
- ii. The sharpen tools should not be used too much because it can cause color contamination, but is used to sharpen the color of an image.
- iii. The smudge tool is cool for creating effects. Imagine everything you are working on is a wet canvas and you took you finger and smudge down a part of your image.

n. Sponge/burn/dodge tools

- i. Sponge tool saturates the colors of images
- ii. Burn tool darkens an image
- iii. Dodge tool brightens an image

o. Path selection tool- used to make paths on objects to cause effects to

p. Text tool- Photoshop's own text tool which allows you to type words on images. Users can do cool tricks with the text.

q. Pen tools- works with path tool

r. Shape tools- used simply for drawing shapes

s. Color picker tool- creates a large scale color picking box to create colors by mixing and matching

t. Hand tool- used to move the image

u. Zoom tool- allows the user to zoom in and out on a photo.

**Flowchart**

Home/Introduction  
Of the project



Overview of all  
tools



Move tool  
description/usage



Marquee tools  
description/usage



Lasso tools  
description/usage



Quick selection &  
magic wand tools



Crop/slice tools  
description/usage



Eyedropper/color  
sampler/count/ruler/  
note tools  
description/usage

Healing brushes/  
patch/redeye tools

Brush/pencil tools  
description/usage

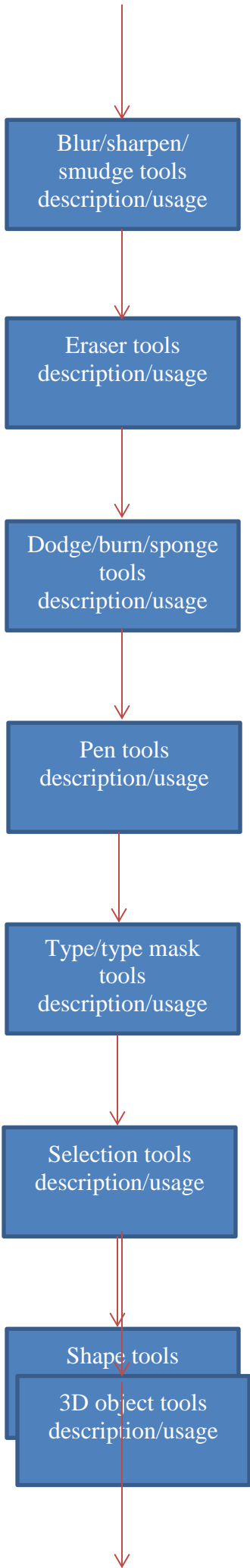
Stamp tools  
description/usage

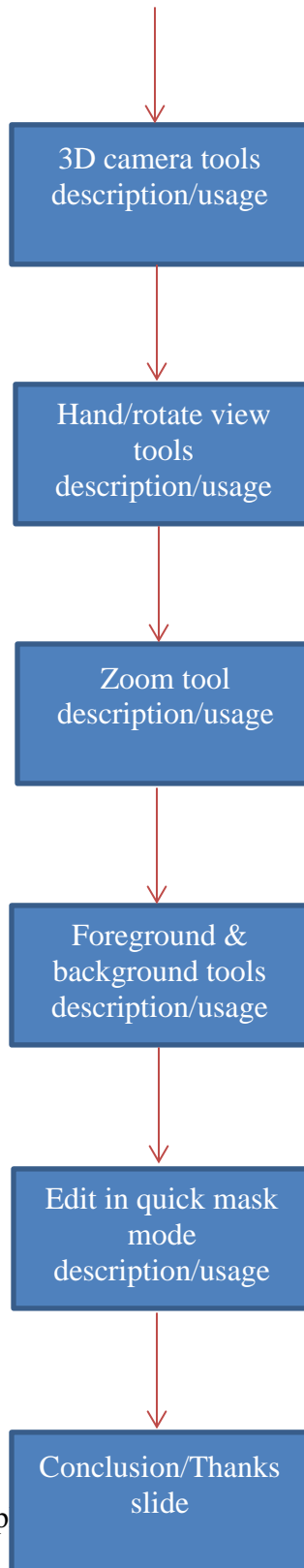
History brush tools  
description/usage

Eraser tools  
description/usage

Gradient/paint  
bucket tools  
description/usage







The flowchart above shows a simp

## **Conclusion**

This project is intended educate new Photoshop users about the power this software has for manipulating images and doing many interesting things. Because the tutorial will cover just the basics, its intended audience will be people who are new to Photoshop. The video will give an overview of Photoshop and the description, usage and demonstration of its many tools. Adobe Captivate will be used to simulate this software so that users can have effective hands-on examples. Some of the multimedia elements that will be used in this project for effective learning includes: images, audio and video. After watching this video, we expect user to know the most common and important tools used in Photoshop for editing images or designing other print documents. He/she should be able to use common tools like the type tools, move tool, zoom tool, lasso tool etc. for manipulating images and making appealing effects.