

Why learn Photoshop?

There are many computer applications for use with photos and images. But there are some very good reasons why, as an artist, you should own and learn to use the full-featured Adobe Photoshop software application:

1. **The industry standard.** Photoshop is recognized around the world as the standard application, used by professionals for image editing and photo retouching. As a professional or semi-professional artist, you should be using the standard application in your field.
2. **Getting help.** The Photoshop application has existed for over ten years. Many thousands of users are skilled in many Photoshop techniques. As a beginning user, when you seek assistance you will easily find someone who can help you and answer your questions. This is not always the case with lesser-known image applications.
3. **A full-featured application.** Over the years, the Photoshop application has continued to mature, expand, and change to meet emerging needs. Photoshop has more features and can be used to accomplish more tasks than you can ever imagine.
4. **Recognizable terminology.** Most of the tools and techniques available in Photoshop were created for and are named in accordance with their counterparts in the worlds of art and photography: canvas, palette, brush, crop, dodge, burn, etc. As you learn Photoshop, you will already be comfortable with the terms.

Sherry Hutson
sherry@matanzamedia.com