



CREATIVE MEDIA **FUNDAMENTALS**

GET CREATIVE WITH THE GOOGLE PHOTOS APP



CMF010

GOOGLE PHOTOS

AVAILABLE FOR:

- iPhone/iPad
- Windows
- Android Devices
- Macintosh

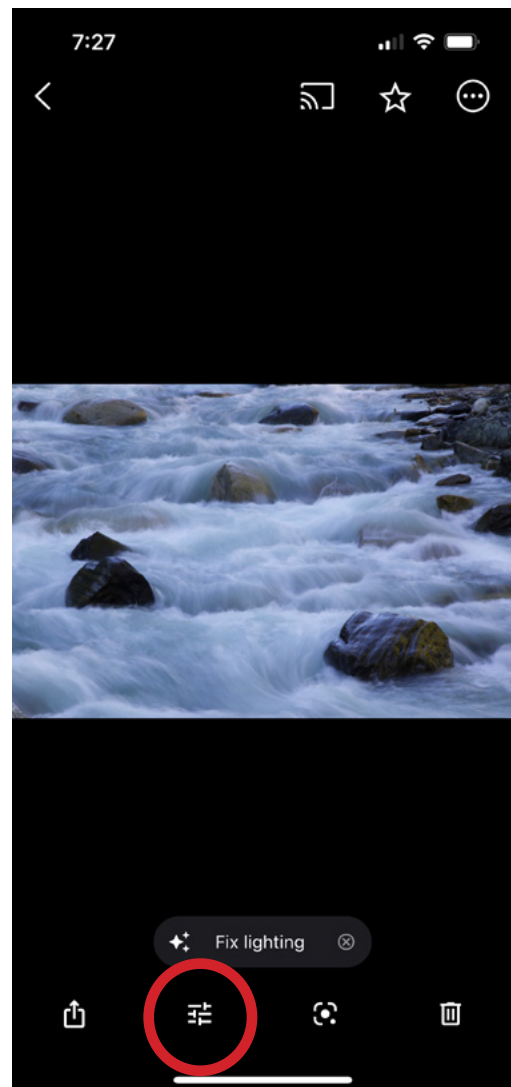


Google Photos enables you to synchronize photos across multiple devices, so you can access your photos through a web browser on a computer or via the Google Photos app on a mobile device. Within Google Photos, you'll find powerful tools for making your photos look their best and applying creative effects. In this class, the adjustments will be presented in an order from more basic to more advanced options, rather than the order in which the adjustments categories appear in Google Photos.

GETTING STARTED

In the Google Photos app you'll find the photos that are stored on your device, as well as any photos you have synchronized to the Google Photos service. For example, you can upload photos using a web browser on your computer (<https://photos.google.com>) and those photos will appear in the Google Photos app.

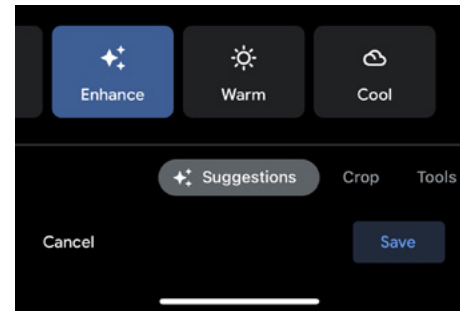
You can simply tap a photo in the Google Photos app to view that photo. Then tap the edit button (it has an icon that shows three sliders) to start editing the photo.



SUGGESTIONS

The adjustments available in Google Photos are divided into categories, and those categories are reflected in a row of buttons that appear below the image you're working on. The first of these is Suggestions.

Suggestions are a set of recommended adjustments that are based on an automatic analysis of the current image. If you tap on Suggestions you'll see a set of buttons above that represent suggested edits for the image. Each of these represents a single set of automatic adjustments, which means you're only able to choose one of the suggested versions of the image.

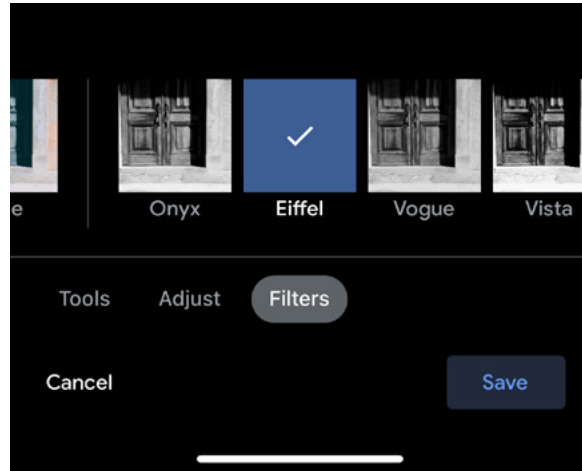


The Enhance suggestion will be available for all photos. In addition, with many photos you'll see suggestions for Warm and Cool. If you have a paid Google One account you can also apply the Dynamic suggestion, along with a variety of other suggestions that will vary depending on an analysis of the current image. To apply one of the suggested adjustments simply tap the button for that suggestion. You can change to a different suggestion by tapping on it, and if you tap on the currently selected suggestion it will be disabled.

When you apply one of the Suggestions, the adjustments will be reflected in the other categories, such as Adjust and Filters. Therefore, you can always refine the adjustments that had been applied automatically using one of the suggestions.

FILTERS

If you swipe across the set of buttons representing the adjustment categories you'll find Filters at the far right of the row. Filters are similar to suggestions in that they enable you to apply a set of adjustments with a single tap. After tapping the Filters button you'll see a row of thumbnails representing the effect each filter will produce for the current image, with the name of the effect shown below the thumbnail.



Simply tap on a thumbnail to apply the effect to the image. You can switch among the individual filters freely as you decide which works best for the image. The filter that is currently applied to the photo will show a checkmark icon rather than an image thumbnail. Tap that checkmark icon to bring up a slider that allows you to adjust the strength of the filter effect.

If you decide that none of the filter options are working well for the current photo you can tap the "None" filter at the far left of the thumbnails to remove the filter effect.



The Eiffel Filter: Before

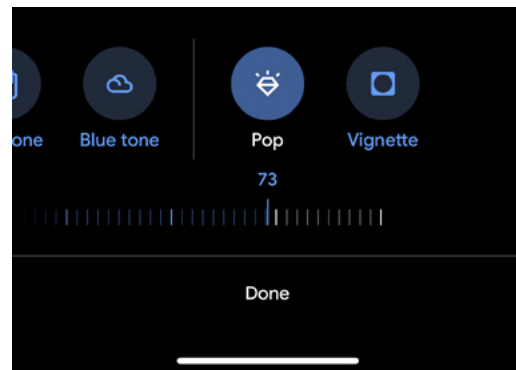


The Eiffel Filter: After

ADJUST

To the left of the Filters button is the Adjust button, and tapping that button will bring up a row of adjustments available in Google Photos. You can mix and match as many of these adjustments as you'd like, and each of the adjustments has a slider you can use to adjust the strength of the effect.

To apply an adjustment, first tap on the name of the adjustment, then tap and drag the slider to the desired value. You can hide the slider for the current adjustment by tapping the Done button below the slider, or simply tap another adjustment to switch to that adjustment. To reset an adjustment to a zero value you can tap the icon for the adjustment again. Note that the icon for adjustments that have not yet been applied will appear gray, while the icon for adjustments that have been applied will appear in color.



The adjustments available in the Adjust category are as follows:

- **HDR:** This adjustment is only available with a paid Google One account. This effect provides a combination of brightness and contrast adjustment to balance out the overall tones in the image. This simulates the type of effect that can be achieved with high dynamic range (HDR) photography techniques.
- **Brightness:** Enables you to brighten or darken the overall photo.
- **Contrast:** Increasing the value for Contrast will darken the dark areas and brighten the bright areas for greater overall contrast. A negative value will have the opposite effect with a reduction in overall contrast.
- **White Point:** Adjusts the brightness of the brightest pixel values in the image. This can be helpful for enhancing overall contrast by brightening the brightest pixels, or for toning down contrast by darkening the brightest pixels.

- **Highlights:** Enables you to adjust brightness and the level of detail in the relatively bright areas of the photo.
- **Shadows:** Enables you to adjust brightness and the level of detail in the relatively dark areas of the photo.
- **Black Point:** Adjusts the brightness of the darkest pixel values in the image. This can be helpful for enhancing overall contrast by darkening the darkest pixels, or for toning down contrast by brightening the darkest pixels.
- **Saturation:** Provides an adjustment for increasing or decreasing the intensity of colors in the photo.
- **Warmth:** Enables you to shift the color between a warmer (more yellow) or cooler (more blue) appearance. A positive value shifts toward yellow and a negative value shifts toward blue.
- **Tint:** Provides a color balance adjustment with a shift toward more magenta with a positive value or toward green with a negative value.
- **Skin Tone:** This adjustment enables you to adjust the saturation level for colors that appear specifically in skin tones. This can be helpful, for example, when you want to increase the overall saturation of a photo using the Saturation adjustment, but then want to tone down the skin tones a little so they appear more natural.
- **Blue Tone:** With this adjustment you can increase or decrease the saturation specifically for blue colors in the photo, such as to make a sky more vivid with a positive value.
- **Pop:** Enhances middle tone contrast, which can make a photo more impactful with good contrast. This slider only ranges from a value of zero to 100, with no negative value possible.

- **Sharpen:** Enhances contrast among the finest details in the photo, enhancing the appearance of sharpness. While this won't make an out-of-focus photo appear to be in focus it will help enhance the overall perceived sharpness of the image. This slider only ranges from a value of zero to 100, with no negative value possible.
- **Denoise:** This enables you to reduce the appearance of noise in a photo, which is exhibited by random variations of tone or color at the pixel level. If you have applied a relatively strong adjustment with Denoise you may need to compensate with an increased value for Sharpen. This slider only ranges from a value of zero to 100, with no negative value possible.
- **Vignette:** Allows you to darken the outer edges of the photo, which can help make a subject at the center of the image stand out more, or create something of a framing effect for the image. This slider only ranges from a value of zero to 100, with no negative value possible.



After Adjustments



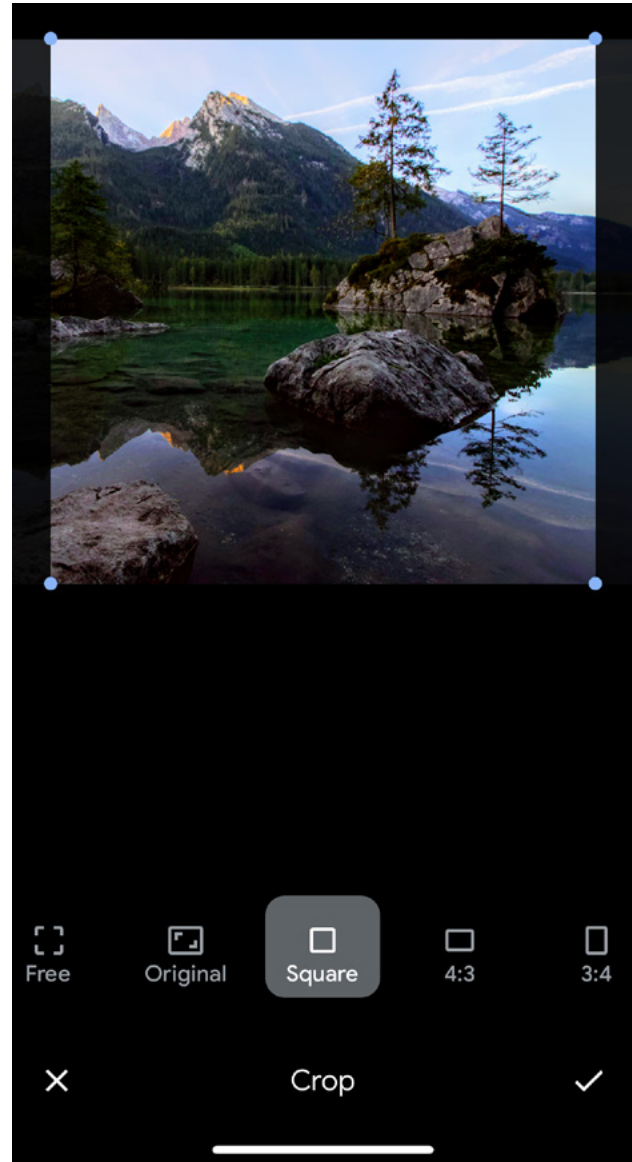
Before Adjustments

CROP

Cropping can help focus attention on a particular area of a photo, remove a distracting element from the edge of a photo, and change the overall shape of the image such as to create a square image from a rectangular original.

To get started tap the Crop button on the row of adjustment categories. Directly above the Crop button you'll then see two buttons that allow you to set the aspect ratio and rotate the image.

If you tap the aspect ratio button on the left you'll see a variety of options for the overall shape of the crop for the image. This includes options for Square, 4:3, and 3:2, for example. You can also select the Free option so that you can crop the image in a freeform fashion without being locked to a specific aspect ratio. After selecting an option tap the checkmark icon at the bottom-right to apply the change, or tap the X at the bottom-left to cancel and leave the aspect ratio set as it was.



The button to the right of the aspect ratio button is the rotate button. Tapping this button will cause the image to rotate 90-degrees counter-clockwise. You can tap the button multiple times to cycling through the orientation options.

If you want to rotate the image less than 90 degrees, such as to straighten a horizon that is a little crooked, you can use the slider below the image. A positive value will rotate the image clockwise, and a negative value will rotate the image counter-clockwise. You can reset the rotation to zero by double-tapping on the slider.

To adjust the crop for the photo you can tap and drag on any edge or corner. If you drag a corner you will be adjusting two edges at the same time, such as by dragging the top-right corner to adjust the crop for the top and right sides of the image. After adjusting the crop for the image you can also tap within the image area and drag to move the image within the crop.



After Crop



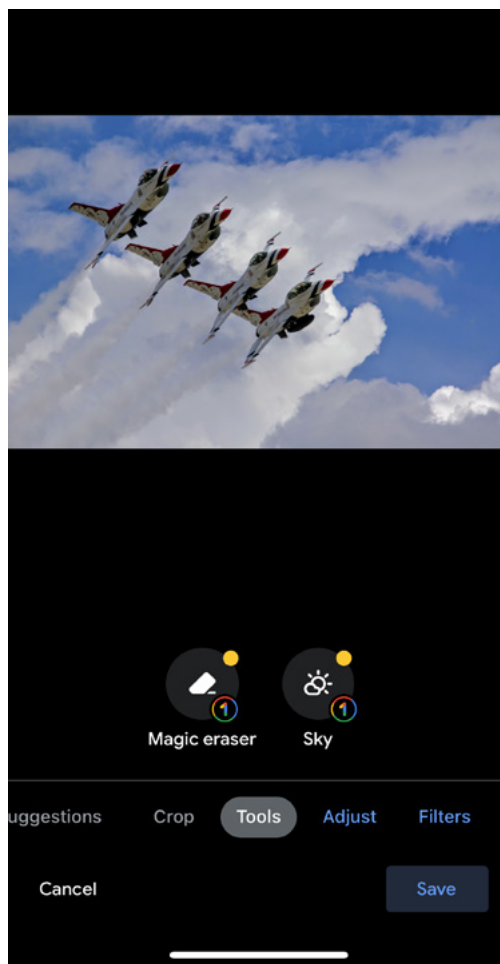
Before Crop

TOOLS

The Tools category includes a set of tools, most of which are only available if you have a paid Google One account. The Blur and Color Focus tools are available for photos captured in Portrait mode even if you don't have a paid Google One account.

These are the available tools in Google Photos:

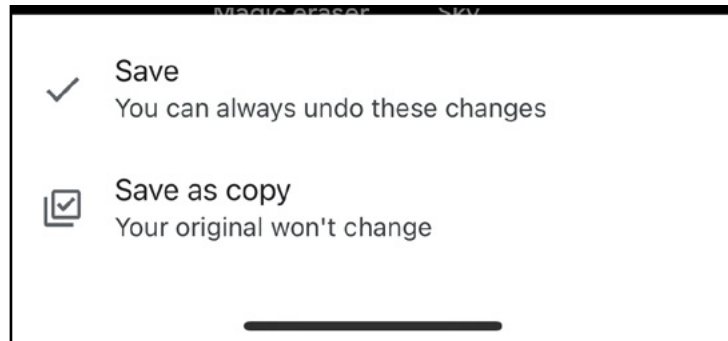
- **Magic Eraser:** With this tool you can use your finger to paint over any object in a photo you would like to remove or make less obvious. If you select the Erase option the object you painted on will be erased and filled in based on the surrounding context of the photo. While the results aren't always perfect, when it works well it really can seem like magic! If you select the Camouflage option the color of the object will be altered to make it less distracting.
- **Portrait Light:** The Portrait Light tool is only available when using Google Photos on a Google Pixel phone (excluding the first Pixel phone model). This tool enables you to adjust the direction and intensity for a virtual light source for photos of people, and is available for any photo where Google Photos detected a person. This adjustment allows you to exercise great control over the look of photos based on different lighting configurations.
- **Blur:** The Blur tool only works with photos that were captured in Portrait mode. It enables you to adjust the strength of the blur as well as the depth of the area that will remain in focus.



- **Sky:** With this tool you can select from a variety of preset looks for adjusting the appearance of the sky. This tool will only be available for photos that include the sky.
- **Color Focus:** This tool allows you to desaturate colors in the background while maintaining the saturation of colors for the foreground subject. This tool is only available for photos captured in Portrait mode.

SAVE OR CANCEL

When you're finished applying adjustments to a photo you can tap the Save button at the bottom-right corner. You will then be given the option to "Save" or "Save as copy". If you tap "Save" the existing image will be updated with the changes you applied. If you



tap "Save as copy" a new copy of the photo will be created, with the new copy reflecting the adjustments you applied and the original not being affected.

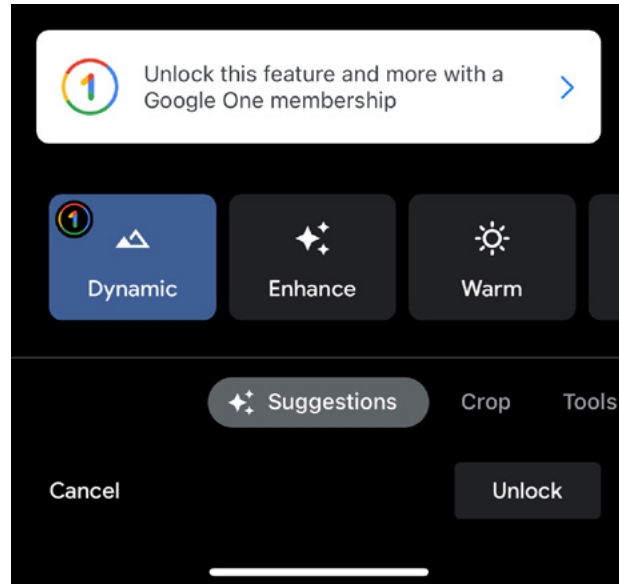
Even if you use the "Save" command to save the adjustments as part of the existing photo, the adjustments are actually applied non-destructively. What that means is that if you later return to editing that photo in Google Photos you can revise or even undo any of the changes you had previously applied.

In addition to the save options, if you change your mind about the adjustments you can also tap the Cancel button. This will close the image without applying any of the adjustments from the current editing session.

GOOGLE ONE EXTENSIONS

As noted above, there are some tools and adjustments that are only available if you have a paid Google One account. If you do not have a paid Google One account and select one of these adjustments, you'll see a message indicating that you can unlock the feature by signing up for a paid account. The Google One plans start at US\$1.99 per month, and more details can be found here:

<https://one.google.com>



CREATIVE FUN!

Google Photos provides a wide variety of adjustments that can help you enhance or add creative flair to any photo. Because the adjustments are all non-destructive, you can feel completely comfortable experimenting with different options until you find just the right look for a photo.