CREATIVE MEDIA
FUNDAMENTALS
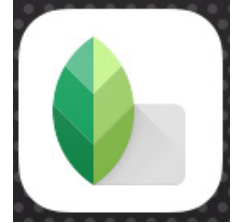
PHOTO EDITING IN THE SNAPSEED APP
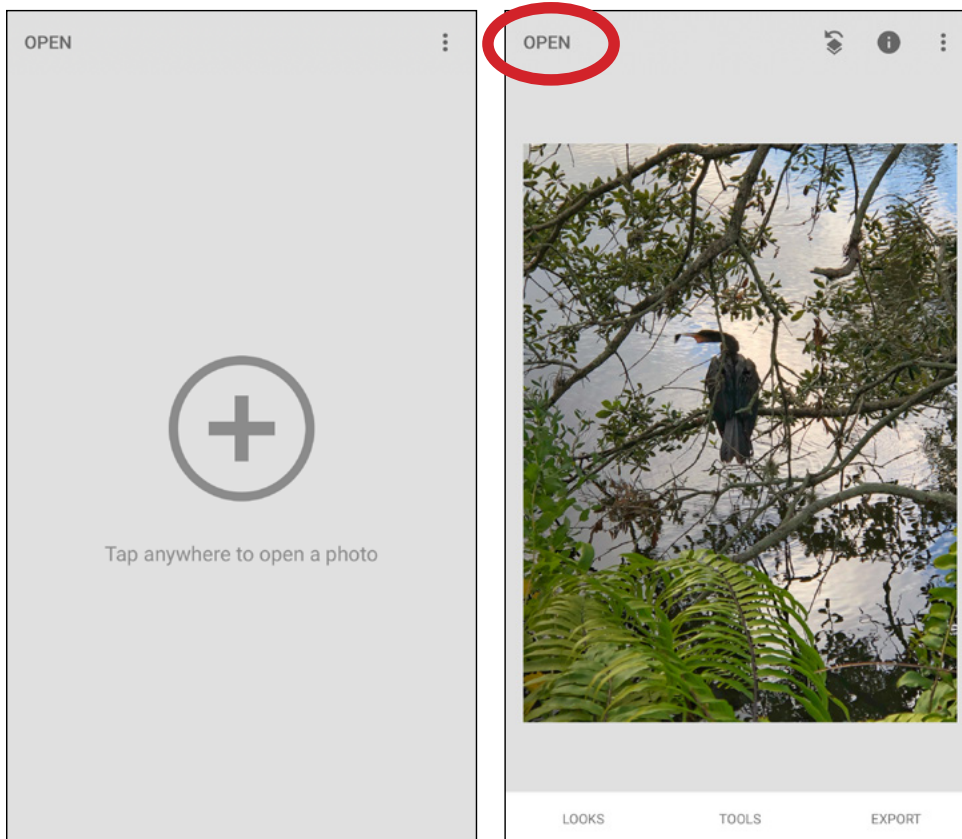
CREATIVE MEDIA FUNDAMENTALS

CMF016

SNAPSEED INTRO

Snapseed is a free app from Google that can be downloaded onto your iPhone and iPad via Apple's App store or to Andriod devices via Google's play store. The app gives you an easy and fun system for adjusting your pictures, providing more features and options than your phone's built-in photo app.

OPEN AN IMAGE IN SNAPSEED

Tap on the app's icon (shown above right) to launch Snapseed. When the app opens, you will see one of two things. If you have never opened Snapseed before or if you recently relaunched the app, then you will see an empty screen with a plus sign in the middle. Tap anywhere on the screen to open an image from your device. If you have recently used Snapseed, then upon launching the app, you will see the image you opened last. To open a new image, tap on the word "open" in the top left corner of the screen.

When viewing the screen with the plus sign, tap anywhere on the screen to open a photo in Snapseed. If you instead see the screen that shows an image, tap the Open button (circled) to open a photo.

SNAPSEED TOUR

When an image is open in Snapseed, a few different options will appear within the interface. The diagram below describes each one.
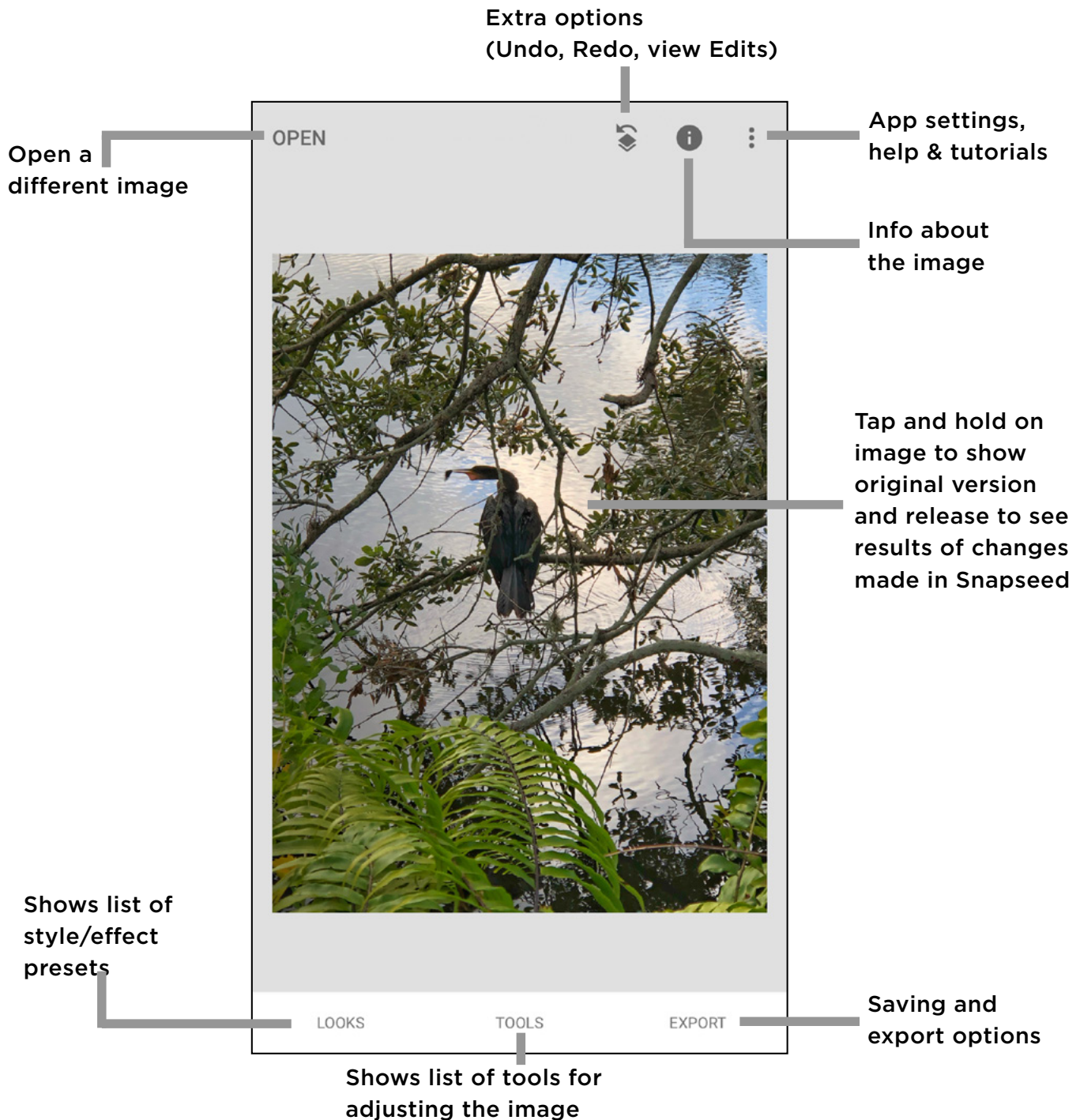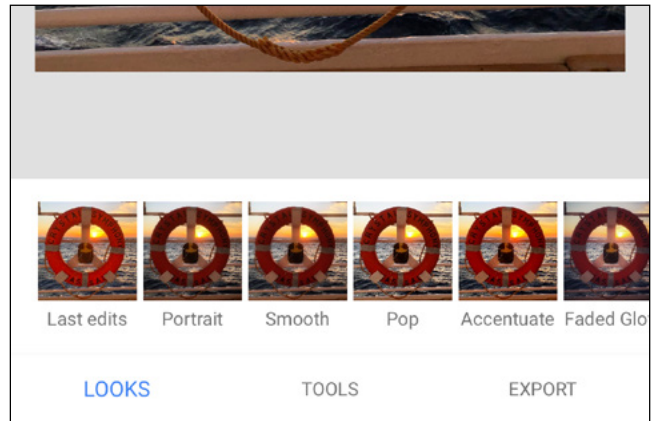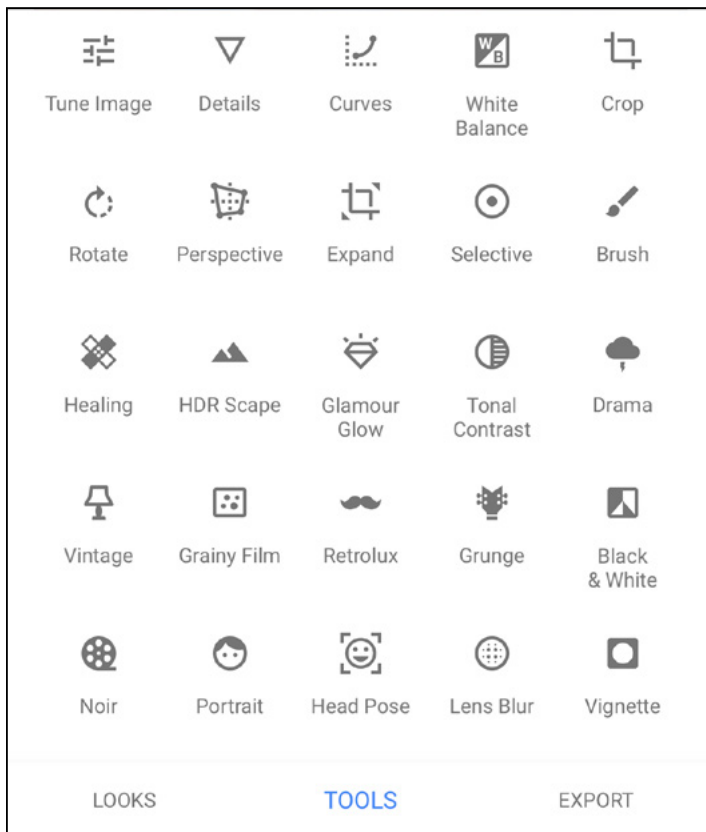
Extra options (Undo, Redo, view Edits)

App settings, help & tutorials

OPEN

Open a different image

Info about the image

Tap and hold on image to show original version and release to see results of changes made in Snapseed

Shows list of style/effect presets

LOOKS   TOOLS   EXPORT

Saving and export options

Shows list of tools for adjusting the image

IMAGE ENHANCEMENTS

LOOKS

There are two ways that you can enhance your image in Snapseed. The first method uses Looks, which are style presets that can quickly be applied to create different effects. To apply a preset, tap on the "Looks" button below the image and a horizontal list of presets will appear. You can scroll through these and tap on them to see how they look applied to your image. Note that Looks give you a fast way of styling an image, but they don't give you any precise control.

Tap on the Looks button to see a list of presets that can be applied to the image.

Tap on the Tools button to see the list of tools and filters.

TOOLS

The second way that you can enhance your image is by using Tools. Tools provide far more control and many more options. Tap on the Tools button at the bottom of the screen to see the list of tools and filters available in Snapseed.

OVERVIEW OF TOOLS

There are many tools available in Snapseed. Here are some descriptions of what the individual tools do:

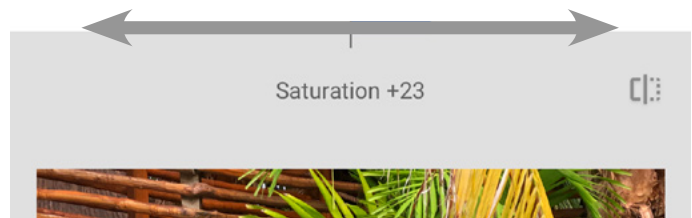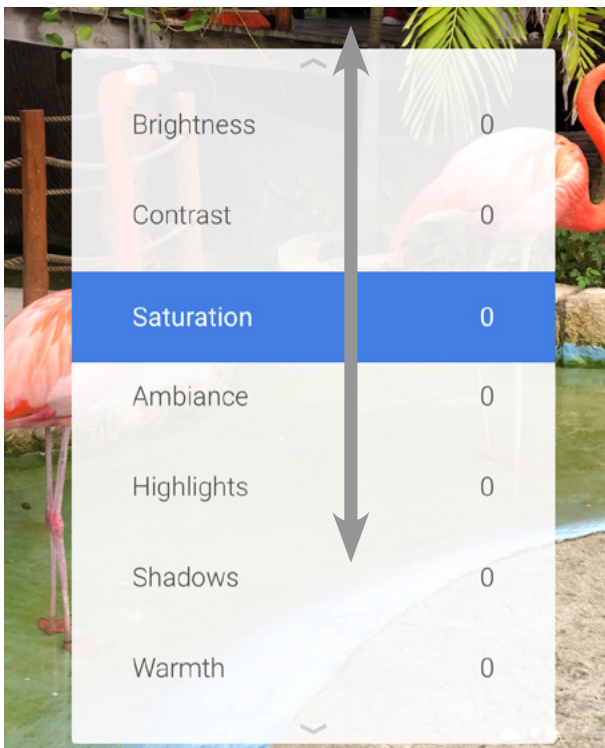**Tune Image:** General image adjustments for brightness and color

Crop: Re-frame the image to exclude elements near edge

Perspective: Correct for images captured at off angles (crooked or tilted up/down or left/right)

Selective: Apply brightness, contrast or saturation adjustments to isolated areas of an image.

Vignette: Brighten or darken image edge or center. Pinch over image to determine center size and drag blue dot to determine center position.

Details: Sharpen or exaggerate detail in the image (zoom in to more easily see the subtle results)

Rotate: Rotate image 90 degrees or any other angle. To prevent cropping, use the Transform tool as an alternative.

Brush: Drag your finger over the image to change brightness, warm/cool balance or saturation (zoom in/out to change brush size).

Healing: Remove distracting elements by tapping to define a circular area to be retouched.

Curves: Adjust the brightness of specific tonal ranges in the image by dragging up and down on different parts of the curve line.

White Balance: Remove color casts from an image by using the eyedropper to tap on something neutral or manually adjust the Temperature and Tint sliders.

Expand: Expand the edges of the frame by dragging the handles in and out. Use the options below the image to specify what the expanded area should be filled with.

ZOOM TECHNIQUES REGARDLESS OF TOOL BEING USED

- Place two fingers on screen and then spread your fingers apart to zoom in.

- Pinch two fingers together to zoom out.

- Double-tap on image to zoom to maximum magnification.

- When zoomed, drag blue rectangle near lower left to scroll around your image. The blue rectangle represents the area being viewed compared to the full size image.

ADJUSTMENT TECHNIQUES REGARDLESS OF TOOL BEING APPLIED

- Drag up/down to view adjustment choices.

- Drag left/right to modify selected adjustment choice.

LEFT: Drag finger up and down to determine what adjustment will be applied.

ABOVE: Drag finger left and right to modify the selected adjustment.

TUNE IMAGE OVERVIEW

The Tune Image tool is what you'll use to make your basic tonal and color adjustments. It's where you will start and likely where you will spend the most time. When you choose the Tune Image tool, drag your finger up and down on the screen to view the different options and specify which adjustment you want to make. Here is a list of the Tune Image adjustments available to you:

Brightness: Overall brightness control. Use if the entire image is too bright or dark.

Contrast: Increasing contrast exaggerates the difference between bright and dark areas, making bright areas brighter and dark areas darker. Reducing contrast makes bright and dark areas more similar by reducing the difference in brightness between them. Increase contrast on dull-looking images and reduce it on overly harsh and contrasty images.

Saturation: Controls how colorful the image will be. Bringing saturation to zero would produce a black and white image. Increasing saturation generally makes the colors "pop," but pushing it too far can cause vivid colors to look unrealistic.

Ambiance: Determines how easy it is to see detail. Negative settings simplify detail, while positive settings exaggerate detail & textures throughout your image.

Shadows: Adjusts brightness of only the dark areas in an image. Useful when the bright areas look good and it's difficult to see the detail in the dark portion of the image. This is especially useful for photographs taken at night time.

Highlights: Adjusts brightness of only the bright areas in an image. Great to use when the sky or other bright area is too bright while the rest of the image looks just fine.

Warmth: Shifts the overall color toward cooler tones (blue/green) or warm tones (yellow/orange). Use when a sunset image lacks warmth or when an image looks too blue.

When finished using the Tune Image options, tap the checkbox icon in the lower right to apply the effect. You can use as many tools as you'd like and can even apply the same tool multiple times (useful when you've applied an adjustment at its maximum value and wish you could push it even further... just apply it twice to double the effect.)

TUNE IMAGE INTERFACE TOUR

When using the Tune Image adjustments, a different set of options will appear on the screen. The screen shot below describes these options.

View original image (tap and hold)

Tap and drag up/down to choose adjustment type, then drag left/right to change selected adjustment amount.

Toggle histogram display

Auto adjustment

Apply changes

Adjustment type

Cancel adjustment

FILTERS

There are many creative filters available in Snapseed and they are listed along with the tools. Access them by tapping the Tools button at the bottom of the screen. Here is a list of the various filters and what they do:

HDR Scape: Aggressively exaggerates detail in an attempt to make the details easy to see in high contrast mid-day scenes. Tap swatch icon to choose effect style.

Glamour Glow: Produces a high-contrast, soft look that can reduce the texture of skin, possibly making someone look more youthful.

Tonal Contrast: Subtly change the contrast in the highlights, mid-tones and/or shadows. You might need to zoom in to notice the changes.

Drama: Add contrast by dramatically brightening highlights and darkening shadows. Tap swatch icon to choose overall effect. This is great for dull-looking images.

Vintage: Produces faded and color-shifted look. Tap on swatch icon to choose overall effect. Tap dotted icon to toggle blurring of corners (\ on icon indicates no blurring).

Grainy Film: Simulates the appearance of images shot on different types of photographic film. Nice for adding a nostalgic feeling to any image.

Retrolux: Transforms image into one that appears to be faded as if shot on film and left in the sun for many years. Tap crossed arrows icon to randomly cycle through effects. Tap swatch icon to choose specific effect.

Grunge: Creates a distressed look to the image by adding scratches, texture and color shifts. Tap the square lined icon to choose the distress style. Tap the crossed arrow icon to randomly cycle through effects.

Black & White: Removes all color from an image. Tap swatch icon to choose between effects. Tap circle icon to simulate traditional color filters used in black and white photography.

Noir: Produces high contrast, tinted black and white image reminiscent of Film Noir era of Hollywood movies. Tap swatch icon to choose effect style.

Portrait: Automatically detects faces in an image and allows you to control skin smoothing, skin tone and brightness of eyes. Tap swatch icon to choose effect. Tap face icon to specify skin tone.

Head Pose: Automatically detects people and allows you to adjust head position, smile strength, pupil size and focal length. Tap face icon to manually position the person's head.

Lens Blur: Selectively blur areas across image or radiating out from the center. Tap circle icon to choose between round and straight blur. Pinch and drag over image to control position, size and shape of blur area.

Frames: Add stylized borders around the edge of an image. Tap frame icon to choose border style. Drag on image to determine border width.

Double Exposure: Allows you to overlay another image on your current image. Tap the plus icon to choose the image to be overlaid. Tap the swatch icon to choose between double exposure styles. Tap the droplet icon to determine the opacity of the top image.
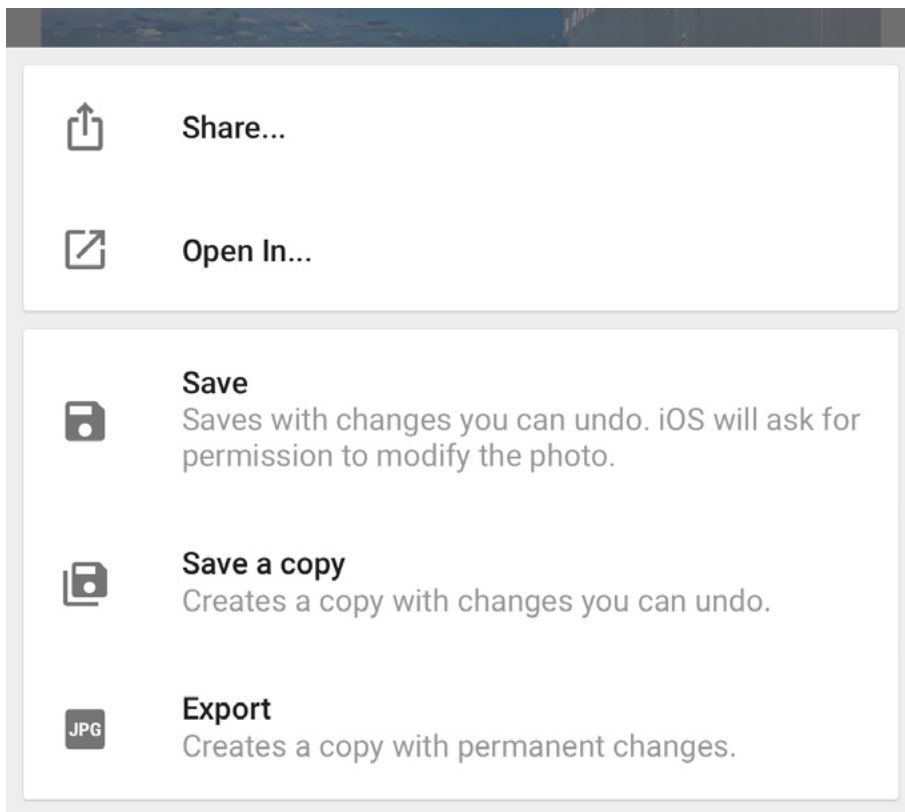
Text: Add text to your image. Tap on the swatch icon to choose text style. Tap the droplet icon to determine the opacity of the text. Tap the palette icon to determine the color of the text. Double-tap on the text itself to change the text.

Vignette: Darken or brighten the edges or center of your image. Drag up or down to choose whether you want to work on the edges or the center. Then drag left and right to darken or lighten. This is most commonly used to darken the edges.

EXPORT THE IMAGE

The Export button in the bottom right corner of the screen provides several options for saving and sharing the image. Tap the Export button and a menu will appear. Choose Save to save the finished image to the camera roll on your device. Choose to Save a Copy if you would like to save the image to your camera roll while keeping the original image as well. Choose the Share option to send the image via Message, Email, etc. The Open In option will allow you to open the finished image in another app.

Tap the Export button to get the options above.