

## New Masters of Photoshop (Friends of ed Designer to Designer)

Mike Cina, Derek Lea, Peter Stanick, Mike Young, Eun-Ha Paek, Jens Karlsson, Norma V Toraya



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As a piece of software, Adobe Photoshop is rare - perhaps alone - in evoking genuine passion from its users. As it evolves, it finds its way into the lives of more and more professional creators, tempting them away from their traditional materials, and expanding their horizons. Yes, it can alter photographs. It can also alter careers.

New Masters of Photoshop is a showcase of Masters who use Photoshop, and Masters of Photoshop use. The photographers, animators, artists, and designers assembled here have a myriad of different skills: some manipulate, some animate, some create from scratch. All of them produce remarkable, beautiful things.

In these pages, the authors will demonstrate examples of their print work, web work, public work, and private work, explaining the techniques they use to achieve their results. More than that, though, they'll tell you how they think: who their influences are, where their ideas come from, and how they find inspiration when the well has run dry.

friends of ED has scoured the world for the leading exponents of Photoshop technique. This book is a gallery of Photoshop practice and theory, backed with essays on the influences and inspirations that lie behind the sharpest digital art in today's media-saturated world. The book deconstructs sophisticated, complex, and astonishing Photoshop graphics, providing motivation, skills and inspiration in equal parts.

Support for this book is available on the friends of ED web site (friendsofed.com).

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