



Post-Production Photoshop Workflow

Version 7

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This document describes the steps used to modify raw scans of photographic negatives in the Archive of Malian Photography. It specifies how to use Photoshop to create distribution jpeg images from TIFF scans, alter aspects of the distribution copies so as to represent the aesthetic preferences of the photographers and photographic subjects, and add a graphic element (the photographer's name) to assert the relationship between image and photographer.

- 1) Open Photoshop
- 2) Open Images
 - a. File menu > Open
 - b. Find TIFF files you want to work on and select
- 3) Adjust levels (to reflect the aesthetic preferences of the photographers and photographic subjects)
 - a. Image menu > Adjustments > Level
 - i. Modify Input levels as follows
 1. Adjusts the contrast levels so that skin appears clear and smooth without a great deal of contrast.*
 2. Sometimes, white clothing may appear "blown-out" or lacking details, as ideal skin-tone is privileged in the overall composition.*

* Decisions about contrast levels and image aesthetics have been informed by Dr. Keller's research on photographic practice in Mali over the past fifteen years, working closely with professional photographers and clients

- 4) Run action that will do the following (action tab w/ Photographer's name)
 - a. Flatten
 - i. Image menu > mode
 - ii. Change to 8-bit (from 16-bit)
 - b. Change mode from grayscale to RGB
 - i. Image menu > mode > RGB
 - c. Reduce resolution and dimensions
 - i. Image menu > Size
 1. Change Resolution to 72 ppi
 2. Deselect "Resample image" box
 - ii. File menu > Automate > Fit Image → and input maximum pixel of width and height
 1. 800 pixels for 6x6 cm negatives
OR
 2. 900 pixels for 35mm negatives
 - d. Add graphic with Photographer's name
 - i. File menu > Place embedded



- ii. Find the correct Photographer file in the #Production folder
 - iii. Click "Place"
 - iv. Size and position watermark
 1. Double click
 2. Select all layers
 3. Choose move tool {(V) or top tool in box}
 4. Choose align top and align right from menu bar to move watermark to top right corner
 5. Select only the top layer
 6. Windows menu> Select "Properties"
 7. Hold command key and use arrow keys to nudge
 - a. .250 inches from right edge of image
 - b. .250 inches from top of image
 - e. Flatten Image
 - i. Layer menu> Flatten Image
 - f. Save modified TIFF file
 - i. File menu> Save
 - g. Close file
 - i. File menu> Close
- 5) Save -- all of the images from 1 completed folder as jpegs
- a. File menu > Scripts
 - i. Image Processor
 1. Select the images to process
 - a. Select folder
 2. Select location to save processed images
 - a. Save in Same Location
 3. File Type
 - a. Save as JPEG
 - i. Make quality 12
 4. Click Run
- 6) Quality Control
- a. Open a few jpeg files and verify
 - i. File size = ~400KB
 - ii. Graphic element is in the correct location
 - iii. Dimensions are no more than 800 pixels or 900 pixels along longest side