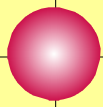




Tips and Tricks

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the digital doctor

By Helene DeLillo

ASK DR. HELENE

I wanted to thank all of you for your lovely e-mails regarding the September 11th event. My heart goes out to the families and friends who have lost loved ones. What has really touched me most is the spirit of the people living and working in New York. I feel it is our responsibility as digital imaging professionals to keep on producing great images for people to look at. I wanted to let all of you know that I will be at the PhotoPlus East Show in New York City, November 1 - 3. I will be answering Digital Imaging questions at the Cygnus Booth (#837) and giving away great software and hardware prizes for the best questions. On November 3rd, from 3:45 p.m. - 5:45 p.m., I will be presenting a seminar called "Cool Digital Lighting Effects," sponsored by Adobe. Visit www.pdnonline.com to register. I hope to see you all there, and please keep your great questions coming!



How do I colorize black and white images in Photoshop?

Amy, web designer

Well, there are many ways to achieve the colorizing of black and white images. The main thing you need to understand is that Photoshop has some amazing modes called, "blending modes." These modes can be used in layers in Photoshop or used while you are airbrushing or painting.

First make sure your black and white image is in RGB mode by going to the Image menu and selecting RGB. Then duplicate your original layer.

Click on the Airbrush tool and select the color you would like to paint into the image. Now change the Blending Mode for the Airbrush to color, and brush away.

To change the entire image, go to the Image menu, select the Adjust menu and then the Hue/Saturation submenu. Click on the Colorize check box and then slide the Hue Adjuster until you see an acceptable color.



Is there a plug-in for adjusting colors by telling it to be warmer or cooler?

George, art director

Great Question! I saved it for this issue especially because there is a great review of a plug-in called Test Strip, which does exactly what I think you need (page 38).

I also recommend you purchase a book called "Professional Photoshop: A Guide To Color Correction," By Dan Margulis. It is

great for professionals like yourself that need to learn color correction by numbers. The author also goes into great detail about CMYK color corrections, which is essential in your profession.



As a design student at the School of Visual Arts in New York City, I am very interested in doing digital imaging work for advertising agencies. Do you have any suggestions for me?

CK, student

I recommend you build a portfolio while you are in school. Make sure you keep copies of all the digital files as well. Then call advertising agencies to see if they have a internships available. There are also many graphic design agencies in NYC that are always looking for good assistants and interns.

I know with my company, it's always a challenge getting good assistants. Additionally, if you have a favorite advertising campaign you like, find out who the creative director is and call them to see if they need some interns.



What digital camera should I buy?

Karen, photographer

Well Karen, there are many cameras available, and without knowing your specific uses and the type of photography you do, it is hard for me to make a recommendation.

Personally, I recommend you make a list of your needs, desires

and expectations of the digital camera. Then speak to other photographers you know and trust about what they are using.

You can also rent digital cameras from many of the photography stores and rental studios to test the ones you are interested in.



What's important for me to consider when designing my website?

Scott, digital designer

I can really relate to this subject, as I am currently finishing up my own websites.

You need to look at why you are designing the website in the first place? Is it a promotional tool? Is it to sell your artwork? Is it for people to discover the type of work you do?

Make an outline of what you want on your site. Consider whom your audience will be. Keep the site clean and simple while using technology appropriately.

A good website, to me, has good quality content, is easy to read and pleasant to look at, and delivers what the audience seeks.

Make sure you also have a designer who understands your business and products. There are so many great books on good web design, however one of my favorites features samples

websites and is called, "Cool Sites," by Rodger Walton.



Helene DeLillo owns and manages Dancing Icon, Inc. in New York City. Specializing in digital imaging, Dancing Icon has designed some of the biggest digital photography studios in the city, including Sothebys.com and Pier 59 Studios. To reach her, call (800) 626-0817.