



“Real World Guide to Photoshop® Power”

Learn how to increase your market value, prepare for jobs, how to freelance, and discover all 13 mediums of Photoshop training resources industrywide...

-with Orion Williams



www.tutorialstraining.com

The Real World Power Guide to Photoshop Success

-with Orion Williams of TutorialsTraining.com

Just click on a Title to go directly to that Chapter. Enjoy and I think you'll get a lot out of this resource!

Benefits you can get from using Photoshop

Different Areas you can Apply Photoshop

Why Photoshop CS/CS2 training is a mandatory requirement if you want to compete as a creative professional for income or as a career

Job opportunities where you can get paid for knowing how to use Photoshop

Guide to Freelancing as a Photoshop user.

How to increase your marketability (as a Photoshop user) in the global marketplace.

When can you (realistically expect) to achieve your creative potential or market value with Photoshop CS/2?

What are your different Photoshop CS/CS2 training/education options and what do they cost?

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CERTIFIED EXPERT
Photoshop®

Benefits you can get from using Photoshop

This Power Guide to real world Photoshop success can be handy and valuable resource to you right now and in the future. It is meant to help you become more aware of where you're at, what Photoshop means to you and where you want to go with Photoshop.

You will become aware of the 'big picture' of applied Photoshop and you will have knowledge that can set you ahead, whatever your plans are with it.

So, lets get started...

There are many reasons why you may want to learn Photoshop.

In fact, maybe you don't even want to learn Photoshop and what you really just want is the end result that you can get with Photoshop whether it be creative, artistic endeavor or ultimately be part of earning an income.

In a moment I'm going to give you a LIST of valuable benefits that will directly affect you and the results you can have in your life if you take the time to really learn Photoshop CS.

There are many rewards for putting the effort into achieving a Photoshop proficiency. The journey, however can be very difficult if you try to learn it all yourself without any guidance or even if you choose the wrong method of learning.

Photoshop is a heavy & serious piece of software but if you can learn to harness that power and channel your potential through it you will be able to not only increase your marketability but possibly earn a livable income as well as realize your creative potential in the visual graphics realm.

The creative and professional reward aspects of learn Photoshop can pay off for a lifetime. If you're a visual person...you were MEANT to learn Photoshop!

By taking the educational leap of faith or commitment to learning Photoshop, you will expand your own creative potential and exercise your heightened ability to express yourself visually and be proud of your work.

Photoshop is not only a way to express yourself creatively but when channeled effectively, to even earn a part time or full time livable income.

If your goal is to become a creative professional, then full Photoshop CS/CS2 proficiency training is a must. To be really effective at Photoshop is the foundation for several fields in which you can earn a livable income.

In the upcoming articles I will go into detail on how you can better prepare yourself and what Photoshop can mean for you.

So be sure to read the upcoming chapters in this "Power Guide" resource. Here are topics that I will cover for your benefit.

You'll discover:

- *What benefits do you get from taking the time to really learn Photoshop CS/CS2 / aka This is why you really want to learn Photoshop...

- *Fun and professional areas that you can apply Photoshop with that are in market demand.

- *Why Photoshop CS training is a mandatory requirement if you want to compete as a creative professional to earn income as a career or even hobby.

- *Job opportunities where you can get paid for knowing how to use Photoshop:

- *A thorough Guide to Freelancing as a Photoshop user.

- *How to increase your marketability (as a Photoshop user) in the global marketplace.

- *When you can (realistically expect) to achieve your creative potential or market value with Photoshop CS/2?

- *What your different Photoshop CS/CS2 training/education options are and what they cost.

All of the Photoshop training mediums (13 of them) are covered as well as the pro's and con's of each different style of learning. This is a really valuable resource that can help you save time and money and be an educated consumer by 'seeing it all'.

Photoshop can be a WHOLE lot of fun. There's just so many reasons why you might want to learn how to use it. Photoshop really is just a tool, albeit a powerful one to achieve the larger goal that you want.

Here are a number of reasons you might want to learn Photoshop as well as they are actually benefits you can have once you take the time to really get a handle on Photoshop CS/CS2. The more you learn Photoshop, the more that other areas of fulfillment may come about that you are opened up to!

Check and see if ANY of these areas interest you and think about 'why' it might be worth your time to gain a complete Photoshop CS/CS2 proficiency. Think about your goals and if they line up with some of these options:

- *Create professional, beautiful graphic works
- *Job skills
- *Achieve your image editing & graphics goals
- *Enhanced marketability
- *Growing ability to effectively express yourself creatively
- *Accomplishing tasks as required by employer or
- *Being the go-to photo expert for your family & friends
- *Expanding your own creativity and potential of what is possible
- *Understanding more of the work that is put into professional design and how you can create it
- *Enhance your portfolio or resume
- *An investment that will pay off through time in potential financial and personal fulfillment
- *Increased proficiency and performance
- *Ability to accomplish a lot in a shorter amount of time
- *Seeing your visual ideas and dreams come to life
- *Much Faster results

- *Mandatory step in becoming a creative professional
- *Meeting and exceeding certain job requirements
- *Personal satisfaction & fulfillment
- *An enjoyable profession, burgeoning career or hobby
- *Something that's fun to do in your off work time
- *Just having the tools and technical knowledge to combine with your creativity to succeed
- *Pride in your work and self-accomplishment (as you grow)
- *Expanded ability to create and produce as well as market yourself and services
- *Higher pay for higher ability (your higher ability = 'hire ability' to prospective employers)
- *Getting value out of your investment in Photoshop or Creative Suite itself
- *Being able to specifically apply advanced techniques or towards something you have a passion for (ie. web design, graphic design)
- *Understanding and full knowledge of Photoshop from basic - advanced
- *Mastery over the program instead of intimidation and ineffective downtime

That list above covers many areas that can have a DRAMATIC impact to your lifestyle and future. This is what a full level of Photoshop proficiency can do for you (as well as some advanced study and application where necessary).

Think about the doors of opportunity it will open, the expanded ability to create income, marketing of yourself or work, the potential to create personal fulfillment and effectively realize your creative ideas and dreams!

You made the investment in Photoshop (or are going to) so just make sure that you educate yourself on how to fully manifest the benefits you can get from it or the reasons that you're learning it in the first place.

Using Photoshop can be a lifetime hobby for you without a question because of the literally 'millions' of areas in which you can apply it. Maybe that's why you're interested or you just want to express your creativity.

An ability with Photoshop is becoming more and more important to have in our visual results focused workplace as more and more businesses or services are looking to get themselves noticed in the marketplace.

There is great power in 'knowing and applying' Photoshop. It can really open doors for you. And because of the online marketplace, you can now offer your services if you are based anywhere in the world online to prospective clients or employers.

Imagine being so good at Photoshop...you sit down at the captain's chair, clap your hands together and rub them together, thinking 'what am I going to produce in Photoshop today?' INSTEAD OF...

'how is my lack of knowledge in not knowing how to use Photoshop going to hold me back today'. OR 'how do I use this tool again?'

The good news is that you can fairly soon be at a full level of proficiency so you can start to CAPITALIZE on any of the benefits you saw in the list or the aspirations that you hold as your own.

Photoshop and the abilities you can acquire to work with it can really provide you a fulltime income provided you market yourself properly and have the skills to deliver results! There are many people around the world making a living doing most of their work in Photoshop.

If you're vying for a job position or starting a career, it's obvious that your skill would not only help create your income but also give you expanded possibilities as well in personal and professional rewards.

I tell you it's a GREAT feeling knowing that you already know how to use Photoshop like a professional and it really gets good when you know that you can produce anything you want and you have your own history and logged hours in Photoshop to back it up.

This gives you confidence to take new design projects or image editing tasks on with ease.

I'm talking about when opening Photoshop up and starting from scratch is no longer dreaded but an exciting sense of adventure.

I love to pump out graphic design and work at a very fast pace and explore further into different areas of creativity because once you know the Photoshop tools and a myriad of insider techniques and really 'understand' it, the possibilities for your self-expression or creative potential are endless.

There's no reason (other than you holding yourself back), that YOU should not be able to experience all the benefits that can come with really knowing how to use Photoshop!

I never let lack of knowledge hold me back because I already have learned so much...that's where you want to be...to KNOW the tools and all the different strategies, techniques, possible combinations of Photoshop resources 'internally' that will help you by giving you unlimited options to help put your project together and FAST.

You don't have to be held back by a limited knowledge of Photoshop. And you know what you want to do with Photoshop and what benefits it could bring you if you really just take the time to get down and learn how to use it.

The sooner you start learning, the sooner you can start reaping the benefits of what you know that Photoshop can bring to you; higher work efficiency, professional image editing results, increased marketability, portfolio development, creative expression, personal fulfillment, etc.

It's worth the time to take to really learn Photoshop and have a resource there that will really back you up in it's concrete entirety; something that will be there for you to reference and continue to grow from.

This reference can be my TutorialKey video tutorials training for Photoshop CS/CS2. It will give you the foundational and detailed application training that you'll need (and want) in an easy to learn, step by step, what you see is what you get format on DVD video tutorials.

[Click here](#) to find out more about this great learning opportunity to help you reach the real goals you want to learn Photoshop CS/CS2 for.

The next chapter I'll go into fun and different areas in which you can apply Photoshop for. Remember that Photoshop itself is really just the means to your end!

You might want to create beautiful graphic design or designs or work that will get you hired and Photoshop is that tool...but I think you'll fall in love with Photoshop the more you learn about it.

Different Areas you can Apply Photoshop

Let me ask you...what is the point of using Photoshop?

The point is the end result that you're looking for. There's SO many reasons why you could possibly want to learn Photoshop, and the results are worth it!

Most likely you don't want to learn Photoshop just because you have a lot of extra free time on your hand and that's why.

You have YOUR reasons and...

It's worth it to take the time to learn how to apply yourself in Photoshop to achieve those results.

You can fulfill your wildest creative dreams or create finished products/designs that are in demand and SELL. How about just preparing your photos for print, video or web? Of course!

Photoshop is the power tool that can unleash YOUR creative energy and provide you with fulfillment as well as even a livable income!

Let's take a look at some of the different areas in which you can apply Photoshop. Areas that you may be specifically wanting to learn Photoshop to master for.

No one really wants to learn the 'technical stuff' (but with the right training, even that's not so bad). Once you achieve a strong level of proficiency, you can USE photoshop to create the professional image editing results that you're specifically looking for.

You will know specifically what you're interested in the most and most likely it will be several of the different options. No one really just wants to 'learn Photoshop' for the sake of 'learning Photoshop'..

The power of Photoshop is real and awaits your command of your vision!

It can do all this and more as the #1 image editing in the world. It inherently has SO many tools and unlimited techniques that you can use to fulfill your visions or improve your work.

You can create from scratch in Photoshop, embellish your photos, use it to create designs that sell, fulfill your creative desires, be the perfect photographer's companion and so much more.

Find out what areas you like or are interested in. This can help you decide the course of where you want to take things.

Photoshop is really wide open and can do what YOU want it to do. You probably already know what things you would like to do with it.

You can BE competent on a worldwide market value basis.

This means that you can compete for work and earn an income effectively because you know how to use Photoshop to accomplish tasks proficiently.

The following are some of the reasons WHY you might want to learn Photoshop CS/CS2 and also cover additional or different ways that you can branch out with your knowledge and proficiency which you may become interested in.

YOU CAN LEARN PHOTOSHOP:

- to compete in the global or workforce marketplace and job market
- to earn a full-time or part-time income
 - to offer your image editing services (specialty) to clients
- as a career
- for photographic (or design) portfolio management
- to be able to edit images professionally and prepare them
 - for any output
- for cd, magazine, postcard, billboard ...art design
- for hobby
- for helping create corporate image and branding
- to 'define yourself' as a creative professional
- for creating cd or dvd labels & covers
- for creating book and ebook covers
- for profession (whether job or freelance)
- for personal fulfillment
- for high end digital photography & color reproduction/correction
 - for fixing under or overexposed photos
 - for changing color
 - for creating GUI's
 - professional typography & label art
- for movie poster design
- for product packaging design
- for professional photographer's (studio) post production
 - automating redundant tasks
- for creating web or photographic templates
- for creating online advertisements
- for job or work
- for film or video production content/source material preparation

- to share images with friends and family
- for freelancing & marketing your skills
- for creating product comps
- for creating advertising promotions or posters
- for making graphic work that could be seen by millions of people worldwide
- for improving and printing digital or scanned in photographs
- for web design (& how PS knowledge can help)
- for graphic design and advertising design
- for editing, altering, fixing, changing, touching up your (consumer) digital photos
- for digital art
- for vacation/memory scrapbooks
- for direct mail or promotional campaigns
- for preparing arthouse prints
- for making enlargements or modifying image size
- for professional portraiture retouching
- for image restoration to improve quality or repair damaged/old images
- for flyer & brochure design
- for commercial advertising design or marketing
- preparing images for print or web
- creating business cards, logos, stationery
- for painting, shape creation & illustration
- for cool visual effects
- to create fantasy worlds or optical illusions
- for digital scrapbooking & embellishing your work
- for creating montages, collages and having fun with your pictures
- for photography post production & correction
- for 3-D work

And you know what? Once you dig into Photoshop CS or CS2 itself... a million more little details become apparently possible of what you can do within each of those areas once you have the proper skill and training!

Are you involved or interested in these areas? Just one of those areas alone may be worth the passion you have for it (it doesn't have to be money at all, or it could even be a passion FOR money) to take the time and make the investment to learn Photoshop for yourself.

Once you decide or just know that you want to learn Photoshop for any of the areas above or any of your own reasons and you don't have any knowledge or experience in that area (or even a little), you know that you're probably going to have to gain some education on how to use and apply Photoshop to become proficient in those areas.

To be fully effective and proficient in your area of choice it would really help to have an inside out education on Photoshop so that you are aware of all possible tools and even more techniques that you could use in your focus specialty.

Often, because of my Photoshop technical knowledge alone I have applied techniques in Photoshop from one area to another area that normally didn't use that technique or tool and it has expanded the possibilities of my creative results.

Imagine what you can do once you command a mastery over the tools and techniques within Photoshop! You can professionally prepare your images, touchup your photos, create entire ad campaigns, top end designs that sell, create art that inspires countless people and much more.

That's why I think it's important and you might realize this also, that a good foundational grounding in Photoshop will really allow you to apply it to the maximum.

With the right training, your knowledge will make it easier to work with the tools that you will specialize in within your favorite field of choice for using Photoshop.

There are common Photoshop 'elements' (if you will) that are used throughout multiple different subgenres and having the full foundational grounding will really prepare you to explode yourself upon the areas that you want to focus on.

If it's just a general comprehension and productivity level you're looking for because you are seeking employment or have to learn Photoshop, then it's an obvious choice to make the investment in yourself to learn Photoshop foundationally (as well as more advanced application techniques after that).

It's just a matter of when. When ARE you ready to start making your passion happen? The sooner you can learn Photoshop and get a lot of the training 'out of the way', the sooner you'll realize that you needed that training in the first place..But..

..you will be working on the areas that YOU want to focus on in Photoshop to achieve your own personal endeavors. If you have a passion for something, make it happen!

If a picture is worth a thousand words and Photoshop is basically the #1 tool combined with the camera in our visual world...just think of what you could do with it's leveraged power to edit, transform and create imagery once you have a mastery over the technical aspects.

If you have the visual creative potential and you know it or you just really want to or desire to create beautiful, effective graphics...you still can't express yourself until you understand how to actually use the technical tools first so you can combine them with your creative and visual concepts or ideas.

Photoshop is REALLY just a tool and means to the end (better images, polished products, creative expression, etc.), but one you'll LOVE working with once you understand how to apply it. The possibilities are only limited by your imagination!

Ultimately, Photoshop is an extension of your creative will.

I know how frustrating it can be to want to do something or replicate YOUR style or version of something cool you've seen but you will be ineffective until you actually know how to harness the power of Photoshop.

Don't beat yourself up over this...just understand that you just have to get the technical training so that you can exercise your creative freedom. Once you have that down, then it all becomes easy and enjoyable.

Remember if you expect to become a creative professional, work in the graphics industry (or even some advertising or marketing positions) and earn an income, then you'd BETTER be proficient with Photoshop.

It's best just to have that area 'handled' so you know that you are operational and functional if your job demands it. For most of these other creative areas...

you KNOW that you have to learn Photoshop, and you know what your training options are (at least you will once you read my article on your Photoshop training options) and what they cost, so what are you waiting for!

I encourage you to take action whatever your training weapon of choice is.

Learn how to use Photoshop so you can start producing the results that you got it for in the first place.

Next we'll study why Photoshop CS/CS2 proficiency is a mandatory requirement if you are SERIOUS about being a creative professional (or want to call yourself one).

Why Photoshop CS/CS2 training is a mandatory requirement

if you want to compete as a creative professional for income or as a career

Want to make your digital ideas and dreams come to life?

Here's why it is important for you to really understand how to use Photoshop..

Look...if you're thinking about becoming a creative professional (such as a graphic artist/designer, digital artist, photographer, web designer, print professional, product advertiser, magazine publisher, etc.) you're going to have to have a grounding in a few different programs.

Fortunately the Adobe Creative Suite covers pretty much the entire gamut of tools any creative professional (or aspiring one) would dream of using to achieve industry standard results.

Having a working knowledge of these programs will have greatly prepared to take on the fast-paced requirements of many jobs and are essential if you want to succeed as a freelancer.

There are many places that you can professionally get educated on these programs..make sure to read my article on 'Photoshop training options'.

For graphic designing, desktop publishing, web template designing, etc. in fact, you could really say that the most important program (out of all of them) that you would want to try mastering would be Photoshop CS/CS2.

Photoshop itself can do SO much that you might want that to really be your focus and then you can still get a grounding in the other software programs as well.

Adobe Illustrator is the industry standard for vector creation and digital illustration. This software program can do a LOT. You can use it to create advanced shapes or vectors as well as digital illustrations.

If you're going to work in an advertising or marketing agency, most likely you'll have to really know Adobe Illustrator.

Vectors are used a lot in commercial print and advertising/corporate design and marketing because of their lossless image quality. They are what is called 'resolution independent' meaning you can enlarge them without losing the quality that you do in bitmap (or photographic images).

This makes work you do here, great for print campaigns, logos, brochures, and anything you'd want to really enlarge. Adobe also has several other great software programs which I won't go into detail now (such as InDesign for professional Page layout ie. magazines; GoLive for Web Content publishing, etc.).

But if you're going to focus on a certain area which is covered in the master list I mentioned, then you'll have to learn Photoshop as your primary focus. Photoshop is the industry standard for digital image editing and preparing graphic work for print, web and other formats.

Depending what specific position or work you are seeking you may be able to just get by the complete Photoshop proficiency because of it's versatility (you can also do page layout, prepare content for web or print as well as vector creation to a more limited degree with just Photoshop CS2).

Employers or prospective clients will look at your resume, work history and portfolio and if you don't have any Photoshop experience, in most cases, depending on the position they would instantly disqualify you.

Photoshop is the #1 image editing program software in the world. All of the top professionals use it and very few people questions it's status and position as #1.

However it might be a good idea to also prepare a general proficiency in some other programs as well if you want, depending on the type of graphics work or publishing you intend to do.

If you can define yourself as a professional user of Photoshop to create the results that you want to create and know how to market yourself you can start to get ahead. Make sure to read the Chapter on 'How to increase your marketability'.

You could go for the ACE Exam for Photoshop CS2 and define yourself as a recognized expert and proficient Photoshop user. This also looks great on your resume and to prospective employers and since it isn't easy, can set you apart from the crowd (your competition).

First you must gain your advanced amateur proficiency in Photoshop CS/2 first, but if you want you can check out more information about becoming an Adobe Certified Expert at the link below:

<http://www.adobe.com/support/certification/ace.html>

Creative professionals in many different fields use Photoshop as their main production tool, day in and day out and often solely rely on using it to complete the tasks and demands set out for them.

The top graphic designers, retouchers, movie poster designers, flyer & poster designers, photo restorer's around the world for the most part, all claim Adobe Photoshop CS/CS2 as their #1 tool of choice.

If you desire to become one of them or are already doing a little bit with it, then you know how much a full level of Photoshop proficiency can help expand your creative and income earning horizons.

Multi-tasking desktop publisher's will use Photoshop probably as their primary weapon as well. Desktop publishing is basically like advanced word processing (formatting letterheads, brochures, printing photos, making logos, etc.) and normally doesn't pay as much as graphic design.

If you're a photographer, you will be using Photoshop ALL THE TIME. Professional photographers, assistants, publishers, fashion agencies, ad agencies, use it all the time to enhance their work and prepare a better quality image especially for print work.

Photoshop CS2 will give you so much power over your work. If you're a professional you can easily capture the work from your high end digital camera in Camera RAW in Photoshop and even automate actions or make corrections there as you save it for other formats.

I've seen Kevin Ames at Photoshop world directly upload the studio shots AS he takes them live. You can have a nice studio setup or just upload your digital images from a (USB) cable to your computer if you don't have a high end camera.

Photoshop CS2 is great for preparing work to be included in film and digital video as well. It really is the perfect digital imaging solution (until the next version gets released)!

All this power is just waiting to be unleashed at your fingertips!

Also if you just want to realize your visual ideas and create beautiful work or touch up your photographs without focusing on earning a full time income, then expressing yourself creatively will help when you know how to fully utilize ALL of the functions and powerful tools that Photoshop has within it.

With the right experience, training and knowledge you can easily find more ways to create the same results or expand into new areas of creativity based upon the foundational knowledge that you have.

Knowledge is power. When you have a complete Photoshop CS/CS2 proficiency and ability to be a POWER user, then you can REALLY exercise your creativity, have more control over your projects AND save a lot of ineffective downtime and unnecessary expense.

This means that you can complete projects faster and get more enjoyable work done so you can move onto the next project of making money or creating an expression of your creative 'visual' self.

If you're not fully using it, you're just missing out.

You DO have a creative potential, I KNOW you do, but first you must have the knowledge of how to use and apply it before you can effectively be achieving the results you dream of.

You may have dabbled around with Photoshop already, but if you know that you finally just have to really dig in and 'get it handled', then you also know how important it is to YOUR creative professional (or hobbyist) future.

If you haven't upgraded to CS2 yet, it's absolutely worth it and only \$149 to upgrade from any full version of Photoshop.

<http://store.adobe.com/store/products/master.jhtml?id=catPhotoshopUpgrade>

Take a look at what the experts have to say about the upgrade to Photoshop CS2:

<http://www.adobe.com/products/photoshop/reviews.html>

Be sure to consider the full Creative Suite 2 itself for a complete creative professional turnkey software solution.

Also, you don't 'have to' have a Mac to be considered a creative professional. It is the unwritten standard in the multiple related industries but you can also use a PC.

Fortunately, what it really comes down to is what YOU can do within Photoshop because the client can't tell if you used a Mac or a PC to produce the results.

It's your choice but there isn't really much of a difference between Photoshop in a PC and Photoshop on a Mac other than the look and an additional menu (on Mac).

Personally I use a PC and I AM a professional designer so you don't have to worry about that if you use a PC but be prepared to take some crap from fellow co-workers; and in fact, your place of employment might require using a Mac.

Fortunately you can learn Photoshop in a Mac or PC environment and then transfer your knowledge over to the other platform because you'll have a working knowledge in Photoshop the software itself.

So don't even CONSIDER becoming a digital creative imaging professional without at least having a good grounding in Photoshop and how to use it.

It is an absolute must. Lesser image editing programs just don't cut it. This is what the big dog's use if you want to be a 'pro'sumer instead of a 'con'sumer.

Just know that if you're going to be a creative professional or someone that is just REALLY effective in one of the areas that Photoshop covers, just know that a foundational grounding will be a source of strength and knowledge for years to come (we will talk about options of where to get this grounding).

In fact, aspiring creative professionals will often spend thousands of U.S. dollars just to train themselves in Photoshop. Yes, they're serious and that's your competition. But do you **have** to do that? No. It's just one of your options.

Remember that Photoshop CS/2 proficiency is a requirement if you're seriously looking to get hired as a person that would be considered a creative professional (graphic designer, digital artist, media producer, etc.).

If you're ready to prepared yourself more for achieving the goals you want to realize, then make sure you read the rest of the chapters to help prepare yourself in all possible ways.

Also, if you're ready to get started now and realize how important Photoshop CS/CS2 software training is for your digital media future then click here to find out more about how my TutorialKey training can help give you the shortest possible route to your goals.

Next Chapter, we'll talk about job opportunities for the proficient PS user.

Job opportunities where you can get paid for knowing how to use Photoshop:

Did you know that you can get paid for using Photoshop CS/CS2?

Yes!! Of course you can earn an income using photoshop...whether through job or freelancing (hired by outsourcing businesses on contract).

In some cases you may be able to telecommute to your job ('beam me up scotty'); which is where you can get the work done at your home computer for your job (or especially if you are freelancing).

Make sure that you read the upcoming Chapter on 'Guide to Freelancing'.

It's not even a question of what Photoshop can do. It can do EVERYTHING especially CS2 there is just so much creative leverage that is just waiting...but it's really up to YOU.

There are 10,000's of creative professionals using Photoshop everyday who are earning a living and creatively expressing themselves effectively around the world because of their working knowledge of Photoshop.

They work as graphic designers, photographers, digital media specialists, desktop publishers, advertising designers, web designers, print media producers, digital artists and more.

A graphic designer focuses on the actual design specific process, whereas a desktop publisher will focus more on editorial tasks such as designing and preparing brochures, letterheads, logos, photo frames, photo prints, and the like.

If you're going to be doing desktop publishing tasks, it will depend on the project but Photoshop can be your main tool and then you will probably have to have knowledge in other programs such as Adobe Illustrator, Quark Xpress or Adobe InDesign, Adobe Acrobat, etc.

Desktop publishing tasks can include all kinds of things; preparing magazine style pages for print or web, publishing colorful newsletters or brochures, printing flyers, creating logos and enlarging them, preparing content for the web or creating web templates, specializing in prepress for advanced photographic prints or advertising campaigns, etc.

For desktop publishing tasks you'll have to be quite proficient in many areas in order to really be effective; and this definitely includes Photoshop. You will have to have a strong working proficiency in Photoshop of getting the project done and then preparing it for print or other output.

With Adobe Creative Suite, you now have great file sharing options between each of the different programs. If you're serious about being a desktop publisher you'll probably have to learn the entire CS2 suite of products and maybe even Quark Xpress (because of the still strong industry demand).

QuarkXpress is meant for layout design such as would be used by magazines, ad agencies, typesetters, corporate publishers. It's competition is primarily Adobe's InDesign.

If your focus is on web content creation, then Macromedia is leading the playing field there. You may want to invest in the Macromedia Studio MX 2004.

That is another area of study which I have dabbled in myself and done some work especially with Flash, but lets bring things back to the Photoshop realm.

Whether, to choose a job or freelancing, depends which method you prefer and which lifestyle you would rather more lead. You might seek a traditional (yet exciting & challenging graphics job) or might rather working independently (on worldwide projects) based at your computer or even start your own multimedia/graphics firm.

A graphic designer could almost get by strictly with just using Photoshop CS/CS2 if necessary because of Photoshop's power and ability to export to multiple different file formats.

Let's just take a look at some areas that you can use your full Photoshop CS/2 proficiency in. These are areas, many of which you can earn a full time livable income off of.

Here is a list of potential job opportunities when you have a full Photoshop proficiency (other qualifications and requirements may vary and depend on the employer):

- Fulfillment house
- Advertising Agency
- Advertising Design Agency
- Flyer, brochure & printing agency
- Fashion photography retoucher
- Modeling Agency
- Corporate Marketing or Publishing Departments

Product Marketing & Design departments
Advertising Departments
Printer or Publishing Agency
Film marketing firm or distributor
Marketing/Image Consultant
Independent Business Owner
Freelance Photographer
Video post house
Multimedia or Digital Education
(Graphic) Design Agency
Corporate branding project
Corporate image consulting
Photo restoration house
Professional photographer assistant
Fashion marketing
Fashion studio photographer
Professional photo restoration agency
Professional photo retouching agency
Research & development (project dependent)
Multimedia Production Agency
Web Design Agency
Magazine Layout & Publishing
Web Template Design
Freelance Web Template Design
Record Label ad design department
Freelance Graphic Artist
Digital Print Shop
Copy Shop (ie. Kinko's)
Web content provider
Web Consultant
Product Design Department
Computer Consultant
Nightclub Promotion
Promotions Department
Internet Marketing and Advertising Consultant
Media Group partner/outsourced
Multimedia Production specialist

The above list of possible job options in which you can seek out to get hired and paid for because of your Photoshop proficiency is just meant as a general guideline of the opportunities that are available out there.

You will have to do your own research for when you are ready to start looking at jobs.

You can specifically seek out a lot of job opportunities online or in your local newspaper. If you are willing to travel or relocate, then that would be up to you to contact job opportunities in other states.

Most jobs require that you show up for work, but believe it or not, you could even contract yourself with some corporation as a telecommuter and not even have to come in to work.

Make sure you find out what the job position requirements are.

With telecommuting you would work through correspondence over the internet..working at your home or own office and sending in your work, receiving new tasks via email and corporate web sites, etc.

When you do seek out specific job information or see job postings, find out what their requirements are and what that specific job entails.

You can prepare yourself for getting a job by having a strong resume and work experience (portfolio and clients or previous jobs) behind you and of course a strong working and proven Photoshop proficiency.

Having a degree or certificate from an accredited school is an additional mark on your resume in your advantage (though not always necessary).

Remember its your skill, portfolio, experience and your ability to get the job done that can impress prospective employers...

You can get hired and sign a contract which may likely entail a non disclosure agreement (so you don't release your work there out in the public on your own) and work for one place specifically = JOB or you can offer your graphic design or desktop publishing services to different clients by working on their outsourced 'projects' or 'contracts' known as freelancing (which we'll get to).

Build your portfolio and market yourself when job seeking...a lot of the skills in my article on 'increasing your marketability' or the 'guide to freelancing' can help when seeking employment.

Take the Photoshop CS2 ACE exam and pass it. This will be a strong mark on your resume and a good showcase of your proficiency to prospective employers. Do anything that can set yourself ahead of your competition when seeking employment.

Be prepared to offer your services to local businesses or people you know at a reduced rate to help build your portfolio fast if you're just getting started.

Based on your level of quality, experience and work experience and portfolio you can then charge more as necessary.

It's a balance of supply and demand so it's always in your best interest to keep improving your skills in your specific focus areas of interest in Photoshop (whether it's graphic design, flyers, creating logos, etc..) You can't start off charging an outrageous amount for your services.

In a place that is more graphics intensive or specifically looking for a graphic designer, they'll really want to see your portfolio and what you can do.

To start getting work you can list your portfolio online. There are several places in which you can do this to have a fairly high profile to potential clients or employers.

<http://www.graphicdesign.about.com/od/freelancejobs/>

Of course it helps to have a degree and where you are searching may or may not require it so your portfolio is quite important. Take the time to develop your graphics portfolio.

Other than this graphics oriented job information, just go ahead and apply traditional job seeking skills to your search for employment and definitely take advantage of the internet!

There are tons of job seeking sites where both ends of the spectrum can meet. Here are a few of them:

Job Focused Online Resources

The employment site for creative professionals
<http://www.creativecentral.com>

<http://www.desktoppublishing.com/employ.html>
<http://www.flipdog.com>
<http://www.howdesign.com>
<http://www.Monster.com>

"The most trusted name in career information":
www.vault.com

<http://www.employmentguide.com/>
<http://www.hotjobs.com>

Here is a resource on negotiating a salary:

http://www2.jobtrak.com/help_manuals/jobmanual/salary.html

Furthermore; If you're in a place where there is a lack of demand (or just too much competition) for your specific kind of work, then start looking for opportunities where you maybe can freelance or tele-commute from a place where there is more of a demand (this may be out of your country even).

If you already have a position...how do you know it's safe and secure? You should know that you have to keep improving your skills to be able to meet the fast pace of today's marketplace.

So if your sights are set on seeking employment instead of freelancing, good luck and have fun with it! Just make sure that you have the foundational set of Photoshop CS/2 skills necessary to even think about applying for a real job and that any other skillsets that a position of employment might require are met by you.

Continuous education and training is important in your ongoing career and job cycle changes.

Even if you already have some experience with Photoshop it's important that you REALLY have a solid grounding in it without having to spend the time to figure it all out yourself.

If you know that your Photoshop skills need some work and you would just like to be really prepared in that aspect so you can go forth in seeking employment then take a look at all of your Photoshop CS/2 training options to make sure you are fully prepared because getting a job can be a serious thing..you don't want to botch it!!

In the TutorialKey, I already set you off on the right foot by giving you real world application tutorials. This type of training can give you a backup reference resource even if you've had the expensive 'hands on' or traditional institutional training.

I hope you got something out of this article with some thoughts on job options for Photoshop users and a few things you can do to prepare yourself for it.

A job where you can fully exercise your creative freedom effectively to produce results for your employer AND get paid for it can be a very rewarding proposition, both personally and professionally for the long term.

If that's what you're looking for, prepare yourself and go for it! The rewards are worth it.

Guide to Freelancing as a Photoshop user.

In today's extremely visual civilized world we are bombarded by multimedia and the visual medium. There's great news!

You can be a part of this graphics oriented society as a producer of visual arts and design as someone who contributes and earns income as a freelancer.

Get paid to do what you love to do, control your own schedule and work where you want to work!

Today there are so many corporations and startup businesses that seek to release their products and services to the world or specifically to their target market. They may be looking to outsource for many reasons such as a temporary project but this all works to your advantage!

Desktop publishers, web and graphic designers come in handy for these corporations because they will pay you to produce their image, products, packaging and marketing message across multiple mediums.

You don't even have to be hired at one place of employment or agency anymore if you don't want. You can be a freelancer or telecommuter and work on projects half way around the world.

That's great flexibility!

The U.S. Department of Labor says "Demand for professionals with Graphic Design skills is predicted to increase as much as 22% through 2012".

This is good news for you. And as a freelancer you can work from anywhere in the world where you can be online. You can work in your underwear if you want to as long as you get the work done to a high standard of quality.

If you are good at what you do in your work AND know how to market yourself and your services you can even make a livable income from freelancing. I recommend to have something else going on for your fulltime income while you start getting things going though.

Every client that you take on...that's more work that you can add to your portfolio and more work experience under your belt.

It may take some time to develop a quality work experience history and reputation but it will be worth it. With freelancing you can work on different exciting projects from all over the world.

Remember, you must have the ability to market yourself and get the word out about your abilities. Fortunately with the internet and some of the resources I will give you, it is now quite easy to do so.

Many of the website resources online can help you find projects or mini 'jobs'. Keep in mind that often they will charge a fee (usually a membership fee) and it really varies site by site.

These resources are great because they bring you to browse where different prospective contractors have placed project offerings of proposals.

You can browse through and see which projects you might be interested in taking on. You'll also want to check back often because new and other contractors looking to outsource will place new postings every few days.

Keep in mind that there are a lot of competitors for project or job postings so you're going to have to prepare yourself because often times a particular project might just be saturated by other freelancers competing with you.

So one of the best things you can do is to really build up a great work experience and portfolio; though you may have to accept lower fees to get started.

The more hot clients you can add to your roster as well as completing great projects without hassle, the easier it will be to become more in demand and get other projects easier.

Project postings will either be the amount they want to pay for the project itself or the hourly rate which they would pay you. Make sure that these details are settled before you sign the contract with the other party (your 'client' if you want to view it from your point of view).

One of the best things you can do is to just get things started in your free time. Set up a website that you can professionally call your own that will showcase your work experience and portfolio.

I go into further detail on the aspect of setting up your own website in "Increasing your Marketability".

Once you do start getting contracts or projects, then make sure that you stay in touch with that person or at least keep their contact information.

An awesome key for you to start being more successful freelancing, is to go ahead and get referrals from past clients of yours. Of course this becomes easier with the more and more clients and projects that you complete.

Past clients are a great source of referrals and you know the saying 'It's not what you know, it's who you know'...there can be a lot of truth in that. People will take advice from people that they know and trust because they value their opinion.

So if one of your past clients says, "Hey, I recommend this person because they did a great job on our product design (etc.)" to THEIR industry associates that's a great power move for you because much of the work is already done.

One technique you can do to maximize this is send several business cards (which you should make if you don't have them yet!) to your past clients with a thank you letter.

In the thank you letter (after they've paid you on your invoice.. maybe a week later) you can mention that they could spread the word about your service to others that might be interested with the business cards.

Make sure you contact past clients every 6 months or so and just see how they are doing and if they might have another project for you or if they know someone who does. You could even offer them a 5%+ gross commission of your income from the next project (hey, it's up to you) just for the referral.

If they're not competing with someone they would refer they might not mind referring someone for a little extra cash from a project you wouldn't have had otherwise.

That's just a standard business/networking technique that you could apply to marketing yourself.

Make sure that your own website looks professional. Photoshop CS/CS2 has web photo galleries that you can use to display your portfolio. You can also buy professional templates.

There are a lot of places online where you can upload your portfolio....

Here is one for free: <http://www.photoshopdesign.net/photoforum/index.php>

But if you really want to get your past works in front of people that would actually hire you, then you'll want to use a number of good websites that can keep you on your toes.

Here is a list of some good websites which brings you to people that are looking for people like you to get the job done! These are some good resources of 'project getting' leverage for you.

Email Links List to Freelancing or Portfolio based sites.

<http://www.aquent.com>
<http://www.creativepro.com>
<http://www.creativecentral.com>
<http://www.contractedwork.com>
<http://www.allfreelancework.com>
<http://www.digitaldirectory.com>
<http://www.elance.com>
<http://www.guru.com>
<http://www.ework.com>
<http://www.gettybest.com>
<http://www.imagesite.com>
<http://www.selectadesigner.com>
<http://www.smarterwork.com>
<http://www.freelancejobsearch.com>
<http://www.freelancers.com>
<http://www.freelancedirect.net>

All of these sites are great, once again because it's bringing people who are willing to hire someone to get their project done TO YOU.. and if you qualify, you can have a paying gig before you know it.

Portfolio sites allow prospective clients of yours to browse your work and see if they would be interested in hiring you specifically for your project (after they contact you through that site or your website to run the proposal by you).

<http://www.portfolios.com>
<http://www.qfolio.com>

You can set an hourly rate for your services based on your previous work experience. But if someone is contacting you through a portfolio site or your website, business card, in person, etc. then you'll have to negotiate your fees and their expectations on the project and balance your experience into the factor.

Take a look at what other designers or freelancers are charging based on their experience..I can't say exactly what you should charge because a lot of it depends how talented or effective you are RIGHT now with Photoshop.

Usually they'll have a set budget in mind if it's a project task instead of paying by the hour. This way it helps keep things under control for their cost a little more.

They'll have an amount that they don't want to go above if they don't have to...but if you're good and they really want YOU, then you can negotiate for a higher per project fee. If you're just starting out though, even if you are GOOD you will have to be a little more lenient.

And make sure to deliver on the quality of results or they may never hire you again or expect project improvements or any other kind of dispute including not paying you if you really suck or are ineffective.

The more work experience, greater the portfolio and number of clients you have had, the more leverage you will have in negotiating.

It helps to be REALLY good, just keep in mind though that it's two parties agreeing so you may not always get paid what you think you're worth.

So it's an advantage to put the leverage in your favor and also make sure that you can handle the projects you take on as well as keeping several of them lined up shortly after you finish one and move on to another one (but only if you can handle them).

This may take a deal of marketing yourself in order to keep the projects rolling in.

Remember to keep improving your technical and aesthetic skills. Often when working on new projects you will stretch, grow and learn in the process. As far as with Photoshop, there's always new ways in which you can learn to apply.

If you don't have any previous work experience, then work on building a portfolio of your work to show what you can do.

Do you have to be "talented" creatively? Well, I think that since you're obviously a visual person...if you just learn 'how to use Photoshop' and then learn some of the insider design secrets of the pro's that it isn't too hard to replicate and then create your own original works... the more prolific you become, the more 'talented' you are. I can help you with that with some of my other Photoshop training solutions.

Anyways..It's good to get paid. But remember that freelancing should be started when you have another income stream coming in that can support you.

Even if you try freelancing fulltime (I don't recommend it) then you're almost dependent on bringing in jobs all the time and that could be too stressful.

If you're working at a multimedia company etc. where you are using your Photoshop skills daily, you might want to start some freelancing of your own (or even your own graphic design agency).

HOT TIP:

Also see if there is a multimedia solution agency in your area that can help get you local work on a more consistent basis and hook up with them. They could be looking for someone like you to forward their projects to.

Understand that they'll be the middle person and take a good % fee of the project but you can get work more often most likely because they'll actively be seeking projects and will likely have a larger group of referrals and a prebuilt reputation.

If you're already at a place of part or full-time employ, starting your own freelancing projects can help bring in additional income as you prepare for the future of relying on your skills instead of the job...just keep in mind that you should make sure that it's ok with your workplace (if they have confidentiality or non-disclosure clauses of the work you do with them).

But it couldn't hurt to start your own separate thing on the side with the skills that you are using and learning daily. Get your own website going and start taking on additional projects if you can handle them.

Remember that you can work on projects from another country just as easily as those in the U.S. now (if you're U.S. based)!

You could go on web forums where people will post job or project offerings wher ethey need designers but keep in mind that posting your email there may get you a lot of spam.

Remember, there are plenty of websites that are nice and professional that help bring the contractor and bidder together. Many of them have payment protection so that you get paid and

that the contractor makes sure to pay you. Some may also mediate with dispute resolution.

Once you get a winning bid on a project you should have already know the general details, but then you can work with that person to get further details on the project and their vision and standards of how they want it done.

Try to keep in mind that you want to help them realize 'their' vision when you are working with someone. Just think of this as a test of your effectiveness as a graphic designer.

Of course you can put your personal flair into it but try to be as effective as possible in getting **their** idea across.

Negotiate with your client via email and work out the details and then send them 'comps' via email or even uploading them to a secret page on your website where you give them the link...nowadays you don't even have to meet your business partner in person.

On any project I start, I like to refresh myself on the latest visual standards going on in that specific niche of design, just so I get a fresh idea of what's going on and a internal reminder of the different design techniques and principles that are involved so I can start constructing something off of that along with what the client wants.

On areas where there is just a loose project description you will have to negotiate with that person for your services.

You also may want to consider doing some pro bono work for businesses in your community, cover art for a local band's new release, etc. at a discount to start getting some work history.

Freelancing can bring in extra income for you as you continue to build your portfolio and reputation. You can gain more credibility and recognition by getting your work "out there" in the real world.

You can add who you've 'worked for' to your resume. There is a lot of competition out there so make sure you are ready to fulfill a client's desire's as an effective designer-capable to take on a certain level of project.

As a graphic or web designer, etc. you should be versatile in your skills so you can appeal to a wider range of clients. But you might not be able to focus your fulltime into doing that (like I was able to do).

Instead it might be a strategy for you just to focus on a few specific areas that you really like or are naturally good at or interested in.

Once you become really proficient at those you can get work more easily in them and can also move on to applying other areas of interest.

Because there is a lot of competition out there, you'll have to prepare and market yourself. Also don't be blind to the business side of things either. It's important to have this area handled consistently.

At the end of this chapter are some links to sample invoices and contracts which can help get you a start on that aspect.

Make sure that you have good communication and customer service with all of your clients especially during the project period.

Get their direction off the bat to get going. It's important to know their feedback after you start sending them 'product' comps.

Comps are different versions of where you're at with the project or even just up to date states of the project as you go along (comparisons). You could also consider them as 'compositions'.

Make sure you have something substantial down before you send them the first comps or 'state of the project' (usually as a .pdf, .jpeg or .gif). More advanced contractors or working with someone in-house, they might want to see the .psd and can leave annotations or audio notes.

If you're working on a project that others are working on also you can now use Adobe Version Cue (CS/CS2) to handle the file versions and sharing.

Be ready for criticism after the first product comp you send them, but this can help you get going more in the right direction of their focus if you are off. Further feedback from them will (should) make it easier to finish the task.

Usually you'll get a project near initial completion, send them a comp to get feedback and then be prepared to make changes or adjustments.

With every relationship/contract you set up you're going to have to send them an invoice (or bill) for your work. You'll have to include the hourly rate and how many hours you worked if that was part

of the agreement. Otherwise just the total agreed upon cost, once you have sent them the final product in the format they desire.

For design jobs, almost always they'll be the ones to handle the printing so you'll just send them the final format via email or send them a secret link on your own website where they can download it. This is of course after they've given it a final approval.

If you want to get things going fulltime remember that most businesses take 3-5 years to get things really profitable but this of course depends on your level of commitment, dedication and the time you can put towards it.

On the business note, make sure that you have this side of things squared away. That's what this is all about really...a balance and optimal running of your creative Photoshop abilities and your ability to market yourself and handle things professionally like a business.

Make sure you're always working to provide great service to your clients, communicate with them and negotiate effectively when necessary. Have your paperwork, and promotional skills in order at all times to keep things running smooth.

You could even establish yourself as a full service design agency and hire other specialists in different fields who you can sub-contract work out to. You could even start your own multimedia production agency. But that is another area of study but a possibility for you!

My friend has done it in Madison, WI and it is growing now. They offer all kinds of services and will often sub-contract work out as they pull in new clients because they can offer more services.

<http://www.bluestonemg.com>

Graphic design or web design are competitive fields so it would behoove you to be proactive and get your own thing started.

Demand for web designers will still be strong and fortunately you can do a LOT of web design in Photoshop CS/CS2 and then prepare it for web in Image Ready (like I teach in my TutorialKey DVDs).

If you just view yourself as a creative professional or an 'artiste' but don't know how to market yourself and increase your ability to pull in work, you could be a 'starving' artist.

Someone less talented than you could be getting more work because of their promotional ability and willingness to market their services so

make sure you are working this end as well as improving your creative/technical skills.

You will also be competing with up and coming designers as well as newbies or students who will work at a lower rate (ie. \$10/hour) just to get some work experience.

Once you are good, REALLY good and versatile you can charge upwards of \$35-\$95/hour. But you really have to be a professional with your results and prove it in your portfolio and any new task you take on. Your ability to effectively create industry standard results with your work can set you apart.

I've created a super special 'advertising design secrets' video tutorials training program for those that want some pro level Photoshop CS training.

Because I have realized that once you can isolate, understand, and then replicate the secret (unrevealed) techniques of what works across multiple genres of design it becomes much easier for you to create professional results. You can find out more at the link below.

<http://www.tutorialstraining.com/solutions/advertisingdesign/tutorials.htm>

If you can find training like that, go for it because it's REALLY going to give you an edge against other designers and will fast forward your effectiveness in Photoshop CS/CS2.

Remember, prospective clients will want to look at examples of your work. If you've got them posted on high profile websites such as the ones mentioned here, it is a good step towards reeling in projects as well as making yourself 'known'. They may see your profile and keep you in mind for a future project...who knows?!

Keep track of all correspondence with your contract employer (email) whatever you do and you will be using contracts to clearly define the relationship, make it nice and legal. Most of the good freelance sites will have these resources available to you.

Its always a good idea just to have a contract with your client so that your directions and agreement is clear. Some of the 'meet markets' help provide you with a template.

Here is a great resource on how to do it:

<http://advertising.about.com/cs/copywriting/ht/howtocontract.htm?terms=invoice+template>

You must be able to keep track of payment records. When the project is done you will have to invoice your client. Here is a sample form that you could use. It's Canadian but if you're from another country, most of the principles should apply.

<http://sbinfocanada.about.com/od/management/a/invoice1.htm>

If you have incorporated a business then you would count your services as business income; so I just recommend finding out more information or talk to your CPA (or find a CPA).

If you haven't incorporated, you will have to claim it as personal income on the records. That's all I'm going to say on that because that's not my specialty.

You might want to save this article for your future reference but if you're freelancing or going to be freelancing then make sure that you are doing the right things that will help you favorably in getting more projects, meeting more prospective clients/contractors, increasing your own skill level ability as well as marketing your self and services.

And there ARE businesses and corporations that are looking for the right graphics solution that you can offer them. Freelancing can be very rewarding because you get paid for doing what you love to do so it can be fulfilling both personally and professionally.

If you know that you still need to get the Photoshop side of things taken care of (kind of hard to get the job done if you don't have the skills), then take a look at my TutorialKey video tutorials training for Photoshop CS/2.

http://www.tutorialstraining.com/photoshop_training.html

In one place you can get all the foundational training you would need as well as additional 'real world application' skills training in step by step 'from scratch' tutorials that will help give you the competitive edge.

Other than that, keep on learning and make sure you actively promote yourself to keep getting more work! Get involved, stay proactive in seeking work and getting referrals.

Grow and maintain a courteous reputation for win-win business relationships. Also have a main income stream coming in while you get going so it doesn't become a dependency and have fun with it.

Seek out opportunity and soon it will find you! It doesn't matter what country you're from if you are professional and capable on both sides of the bat.

How to increase your marketability (as a Photoshop user) in the global marketplace.

In this article I'll go over a few thoughts on increasing your marketability as a Photoshop user whether you're looking for a job or for freelancing.

This is important if you are learning Photoshop for the ultimate purpose of getting paid for your Photoshop skill. You don't want to be the 'starving' artist (do you?)

You have the right to get paid for your skills but you will have to learn some business skills as well.

Most likely people aren't going to break down the doors to rush to you and hire you right off the bat...it's going to take some effort on your part to push everything in your favor towards getting work.

It is imperative that you check out my 'Guide to Freelancing' because it goes into more detail on freelancing information.

When you're working or trying to get work at any place of employment you can have a little photoshop experience but usually that isn't enough. You can't fake what you don't know because eventually it will surface.

You really want to be equipped and to have the knowledge of a professional grade education. It's an investment in yourself and by having that skillset you can offer that on your resume and in practical application with your (prospective) employer/s.

A fast paced work environment will often have high demands on you and your Photoshop knowledge and ability to work with it had better be at a very good level of application.

So how do they know how good you are? Well, as a graphic designer or desktop publisher specializing in Photoshop, they'll want to see your portfolio.

Your portfolio is one of the most important things you can work on because it displays your skill level that went into that project.

I highly recommend building ultimately a diverse portfolio. This will showcase to prospective employers or clients that you can get a variety of tasks done and that one extra task that you can do might be the hook that they are looking for.

Try to focus at first on a few areas that are your favorite to get things going. Get really good at, say web template design or brochure design, etc.

Once you get good at a number of areas you'll be working towards a strong versatility. Build your portfolio in focus areas and build it up to include other areas as well.

Being able to produce a wide range of graphic design will help you depending on the type of employment or opportunities you are seeking. Your versatility will show that you are flexible and that is something that potential employers or contractors are looking for.

This can help you acquire more projects because you can handle them.

However, because of the competitiveness in the freelance design market you may want to specialize on certain areas if you're starting out like I mentioned.

It's going to take time to build your portfolio but once you have completed another piece of work, add it to your portfolio. In your portfolio (which can easily be online) you'll want to showcase your best works and a good representation of what you can do.

Take the time to develop your graphics portfolio.

I have several suggestions here..

- take a look at what works & replicate the techniques until you understand the basic principles in that genre and can create original works that magically appear 'professional'
- specifically look at professional work of the kind you want to do and view it from a break it down and put it together point of view... think about what elements are involved and 'see' how they built it in photoshop
- train yourself to replicate popular designs as close as possible with your own source material (that is as similar as possible)
- design and work in different genres to show your flexibility and strengthen your skillset
- focus on getting good at one area and then moving to another area and cross-applying the advanced techniques that you've learned

In the TutorialKey video tutorials training for Photoshop CS/CS2 I already set you off on the right foot by giving you real world application tutorials.

This type of training you just won't find in other 'complete' PS training programs.

One great idea that I highly recommend doing is creating your own website. Within Photoshop CS & CS2 there are photo gallery templates that you can use to display your work.

If you have a little bit of knowledge about Macromedia Dreamweaver or Microsoft Frontpage (or another program) you can start your own personal website and upload it to your host's web server to view viewed by anyone who visits).

You can buy hosting for a very low cost these days. I know that <http://www.powweb.com> is a really great deal if you don't require a ton of bandwidth or space.

I know because I've done the research many times (though went with more robust solutions because I need it). Actually I just checked again now and they have even more space available at the lower price.

If you just need to get yourself online I recommend getting your own website up. PowWeb is only \$7.77/month for hosting. Ask a techie friend how to upload your work to the server if you have questions.

Try getting a domain with your own name on it! For example... www.orionwilliams.com This is what I've done (though I haven't done much with that site yet as I have my portfolio somewhere else).

I use <http://www.namebargain.com> for buying my web domains. It's about the best deal on the internet @ \$8.88/domain for a year.

For advice on getting traffic to your own website from other sources, that is a whole different topic which I won't get into, but at least make sure that you put proper keywords and descriptions in the META tags in the headers..also make sure to include your physical location in the metatags.

You can make business cards and when you get your portfolio online, you can hand out business cards with your email (ie. orion@orionwilliams.com) if you go to networking events.

You can even send your business card along with your invoice to your past clients and tell them to pass them out to other people they know.

People can then get online and view your portfolio once you have it uploaded. You'll also want to post a resume and other information that you would want prospective employers or contractors to know about you.

Build a portfolio that you can be proud of! One that really represents your work.

You can view mine at <http://www.photoshopdesigner.com/ipsdirectory.htm> which hasn't been updated in a long time!

This could include, rate per hour, or project/rate information, specialties, areas of interest, work experience, past clients, references, testimonials from clients, ...basically anything that would further help someone decide and get an idea about you and your work before they would hire you.

If you're not doing this yet and especially if you're going to be freelancing then I highly recommend getting this going. I also recommend paying for an actual domain instead of getting hosted on free web services, just because it's a lot more professional and impressive; it shows your serious.

Get a website that is yours and keep it. It will always be online so prospective clients can view your work and potential. Even if you work at a job where you think you might stay there...it's still a good idea as it starts to develop a back up plan; even just showcasing your work.

Maybe get something like "willyabachillidesigns.com" if your name is willyabachilli. Do some brainstorming but make it apparent what your site is about and if it can say it in the name, that's great. Be sure to include a sentence of what you do on your business card. ie..

"Professional design services for the curious corporation.."something!

Also make sure that your portfolio is displayed professionally, like using one of Photoshop CS2's photo gallery templates or others that you can find.

That is a great way to increase your marketability. I know that India and even Malaysia is in the marketplace competing for work. With the advantage of the internet, you can now telecommute from anywhere in the world.

But remember to be aware of your 'business' side of things as well... if you can promote yourself and you're only mediocre, you may get more paying jobs than someone who is excellent but doesn't do anything to try and expose their services.

Make sure you read my 'Quick Guide to Freelancing' article for more information.

Websites like www.elance.com and www.guru.com help provide payment protection for both parties that are looking for each other (contractor and designer) so I recommend getting going with one or both of those websites or the other advice I have in my article so that you boost your chances greatly of getting work.

People write me all the time if I know of work for them, so my advice is to read my articles and get out there and just start doing things that will (beyond just getting better at your work in Photoshop) that will help you get noticed and secure work.

You can also sign up with <http://www.aquent.com>

With these resources you can bid for jobs (how much you would work for either per hour or for the project itself) that contractors would want done. Then they can look at your portfolio, experience, etc. and decide who they want to do their project from the potential list of bidders.

If you're just starting out, develop a portfolio fast and focus on that; but you'll want to maybe put in lower bids (but not too low) just so you can start getting work and build a work history.

Until you really become 'in demand' on your own, you will probably be working on projects part time. Although it's still a good idea to have your own thing going on (your own website where you can display your talents) even if you use resources like that to find work.

If and when you go to industry events or conferences, network yourself with other people and even vendors...get yourself out there.

Make sure you read my 'Guide to Freelancing' for a lot more techniques on how to increase your marketability.

Make sure that you have an email signature on your emails which go out. It's not hard to set up depending your email program it shouldn't be that hard to figure out.

Just create a signature that lightly 'advertises' yourself as who you are. This will appear at the bottom of all emails you send out from that address.

Here is an example that will explain it all.

"Professional web design, graphic design services specializing in movie posters, flyers, and gui web templates for the cost-conscious yet progressive corporate clients.

Orion Williams

Uber Guru

123.456.5678

<http://www.tutorialstraining.com/portfolio.htm>"

Remember to use `http://` in your web address URL so that way in regular ASCII text emails people can log on to your site with one simple click.

Doing this is just one additional way you can use to promote your services.

You'll also want to be actively improving your skills of course with Photoshop and applying it to complete professional projects.

Another way to really promote yourself is to become an expert... really focus on one or two areas of design or publishing (ie. product label design, club flyers, corporate brochures, etc.).

Then write articles or even make tutorials on this information and post it to several high traffic, industry websites. This will instantly give you more credibility as well as drive important links to your website.

The more focused your topic is, the better it should rank in the search engines when people search for it.

Write something about the topic and get it out there! In order to receive you may have to give a little...it will help in this way. You can also reference that you have your work on 'so and so' website in your profile on your site.

Do things that other competing freelancers aren't doing.

You might also want to get out a press release. You can research how to make a press release from many places but you could just start with:

<http://advertising.about.com/od/pressreleases/index.htm>

The point of a press release is that you can announce your services and get it out there to points of interest. Remember that people want to read something that's interesting though.

Make sure that you come up with a 'hook'...something that is unique about you and your services. Maybe you only work on graphic design projects or companies that deal with animals... who knows?!

There are certain standards that you really must meet in order for your press release to be considered professional, so study up on it and then get it out there.

It doesn't just have to be in a local newspaper. You can get your press releases out online now to interested parties...just follow the resources.

Press release can really help to start (or boost) your current level of promotion for offering your unique, awesome web/graphic design or desktop publishing services. Of course if you're reading this and want to freelance in other areas as well, this applies too.

Through time you'll always learn more about Photoshop, even during work and more advanced or focused training but you must be prepared to have the skills of a good (at least intermediate) Photoshop proficiency to start if you're going to seriously compete in the marketplace; it's just a given.

If you haven't started you have a ways to go but I'm here to help you with that as well.

To be able to create graphics in the visual realm to be seen by an unlimited number of people is really a great feeling. The more work that you do and 'give' to the world, the better things will feel for you... more personal fulfillment and job requirements = income.

If you have a job it will be easier to get work as long as you're there because it's required...it just might be more of a challenge finding the right job and keeping it in the competitive marketplace.

If you're freelancing you'll have to be a lot more proactive all the time. So be sure you are always increasing your Photoshop application skills with things like continuous education, portfolio development and networking or marketing of your site/self/services/portfolio.

Before you have a job (if that's what you want) you will have to increase your marketability so that you can provide value to prospective employers...during your job, don't give up on improving your skills because that job might end some day...keep doing things that work to your advantage for securing work beyond that situation.

But you must be equipped to provide value and professional quality results and service to whoever would hire you..think of it from their perspective for a while.

This is why those who are really SERIOUS about learning understand there is going to be an investment in their technical proficiency level and these people will go through institutional training because they EXPECT to earn a livable income using Photoshop for any number of purposes.

The main reason they do it is to really increase their marketability (favored towards acquiring a job).

What do YOU expect?

In the age of the internet fortunately, there is an option to those who can't afford the 'hands on' traditional classroom style education. There is actually a legitimate option to FULLY learning Photoshop and acquiring a complete proficiency WITHOUT having to go into student loan debt.

You see, as long as YOU have the motivation you can get there... you just have to research alternative means of educating yourself.

Remember that having your Photoshop and other software skills at the maximum level you can and pushing that envelope is important in the competitive job market, so get yourself a foundational education in Photoshop CS/CS2 and then continue educating yourself beyond that with many of the marketwide resources I cover in my 'Photoshop training options' article.

The TutorialKey training allows you to take a DIFFERENT route towards that full proficiency training as compared to the more expensive classroom style training and actually has many advantages to it.

Classroom style education is the #1 preferred choice but it really is quite expensive. You can find out all about your education options in my upcoming article on that subject.

With dedication on your part and the choice of the proper channel of education/training you can soon meet the minimum requirements for what certain employers expect.

When you get the right training and apply it, you will also have increased marketability and then can focus more on the business and marketing side of getting yourself out there and known.

Testimonials from previous clients are always powerful as well and asking them for referrals is a great way to increase your ability to get hired again as well.

Prepare yourself for the worldwide marketplace by gaining Photoshop proficiency and THEN always continuing your education, pushing yourself into more advanced and creative directions, and working on ways to enhance your impression and visibility on those who would want to potentially hire you.

Once you reach a good proficiency level, through time you may want to consider becoming an ACE because it is good for you and your resume.

For information on how to become an Adobe Certified Expert for Photoshop CS2 yourself (something I recommend if you want to be in it for the long haul) you can go to:

<http://www.adobe.com/support/certification/ace.html>

Becoming an ACE says a lot to prospective employers about your level of skill in Adobe Photoshop CS/CS2. I warn you...you must prepare for the test good because it is not easy.

If you fail, they will let you retake it shortly after though when you are ready. I believe you have to get 69% of the multiple choice answers correct.

You will have to find a testing place like ProMetric which has offices throughout the U.S. and I believe internationally. You can find this information on the Adobe link above.

But that might be a ways off into your future because you must have a VERY good level of proficiency before you should even consider trying for it.

If you already have a position...how do you know it's safe and secure? You should know that you have to keep improving your skills to be able to meet the fast pace of today's marketplace. Continuous education and training is important.

Even if you already have some experience with Photoshop it's important that you REALLY have a solid grounding in it without having to spend the time to figure it all out yourself.

In my TutorialKey training...the good news is that I start showing you real world application techniques from scratch that the professionals use that aren't even taught in most classroom settings. If you go to a college to learn Photoshop...don't expect cutting edge techniques.

And if you're someone that's REALLY going to make it happen and freelance or get a high paying position you're going to want to go beyond the norm or accepted standard.

Also try to seek out unique training solutions that will give you an edge above your competition as well and that will make prospective employers get their mouths watering to hire YOU. A perfect example is my Advertising Design Secrets tutorials for Photoshop CS.

In the advanced training advertising design training, I show you how to create industry standard designs that sell (because once you understand some of the principles and elements that are used, you can replicate them and command control over them in different ways with YOUR work but enough of that for now).

First, get your basic proficiency handled, THEN always be seeking other resources to help you learn and give you that extra skill. Heck, that's why so many people (such as me) joined the NAPP. These people are always learning and growing.

Once you have your basic Photoshop CS/2 proficiency and have achieved some digital imaging results and started a portfolio, then you can start marketing yourself to either get a job or get freelance projects and continue your education into more specific and advanced areas.

The rewards are worth it because of the upward spiral of actually being effective in achieving digital graphics results which are both personal and professional in nature as long as you learn how to market yourself with some of the techniques I teach in this 'Power Guide'.

If you don't have your Photoshop CS/CS2 basic proficiency yet (where you can operate at least at an intermediate level throughout all of Photoshop), then that is a necessity to get that area handled before you can really move on! (What if you market yourself first but can't perform what's requested of you...do you want to talk the talk or walk the walk?!).

So if you don't have the Photoshop CS/CS2 ground proficiency handled yet then take a look at my complete TutorialKey video tutorials training for Photoshop CS/CS2.

It singlehandedly covers the proficiency angle as long as you apply what you learn AND you will save much much money as compared to some of your other options, PLUS you can keep referring back to it at anytime and learn at your own pace.

You can even get on the path in a few minutes if you know that you have to get things moving) because you will get instantly available tutorials on PDF so you can start learning right away while the video training is being shipped to you.

It's 33 hours of quality training from an Adobe Certified Expert in Photoshop CS (me) and even includes real world application tutorials that will give you an extra edge that you won't find in ANY other training solution. You can find out more at the link below..

<http://www.tutorialstraining.com/photoshop.htm>

No one cares about your success as much as you do, so make sure you take care of yourself and set yourself up for success and not failure.

I hope you got something out of this article on how to increase your marketability! Don't keep 'keeping on'...'keep on learnin' and growin' instead! The rewards are worth it .

Next we'll talk about when you can achieve your creative or professional aspirations through Photoshop.

When can you (realistically) expect to achieve your creative potential or market value with Photoshop CS/2?

It's really up to you. Now there is a minimum time frame..and you have to be realistic. If you know that you have to have a full level of Photoshop CS/CS2 proficiency; that is going to take some time.

It could take as little as a few short weeks or many years. It depends on your level of dedication and motivation to applying the training that you are learning and how much time you put into it.

One of my email subscribers recently stated, “..Photoshop is like a whole college course, LOL, will obviously take years..” It could but it doesn't have to in order to attain an industry standard level of proficiency.

There will always be more continuous education you could have though as you expand your skills in applying Photoshop in different ways to achieve more advanced results through time.

But the sooner you can get to a level of solid proficiency and application of Photoshop CS/CS2, the sooner you can be using it to achieve your creative potential or through it, your career goals.

The timing?

It also depends on what method of training you choose. If you choose the classroom training, as long as the focus is on you and the class keeps moving forward you will be able to 'saturate' the training or internalize it pretty fast so you can move on.

But remember that you are still paying a lot for that training and it's still going to take a while to learn it all. Just hope that others in the class aren't slowing everything down and you will be able to internalize things pretty fast because you will be working directly at a computer most of the time in Photoshop.

One advantage of the classrooms (in which you SHOULD be at your own computer learning and applying after following an instructor in Photoshop) is that you also get to ask questions and have a qualified person work with you if you don't understand something...but that is also one of the reasons (if not the main one) why you are paying so much (as well as equipment costs). It is a VERY good way to learn Photoshop.

For actually learning the Photoshop skills that are necessary itself to advance in proficiency you pretty much have to be IN Photoshop or watching someone work in Photoshop that you can learn from, otherwise if you're just listening to 'theory' about Photoshop you're not going to be really advancing..you kind of have to see and experience it within Photoshop to really learn.

Once you start applying the techniques yourself in Photoshop that you are learning (from whichever methods you choose), you will start to progress forward.

..If you choose video tutorials training, you actually can learn faster than the classroom IF you are disciplined enough to apply what you're learning in Photoshop as you go along.

You're going to have to spend time in Photoshop anyways practicing what you are learning...there's not really a way around that. No matter which training method/s you ultimately choose you must log the hours into Photoshop to make the training more permanent...this is what I call 'practernalizing'.

You will at least spend dozens and dozens of hours at the minimum if you're going to gain a complete proficiency and that is WITH the right training and discipline on your part. The sooner you can get this started and the more you can focus, the faster you will achieve your goals from Photoshop.

But so much of achieving your goals through Photoshop is really just knowing the technical skills and when you can accept that, you will do what is necessary to help get there faster to combine your creative abilities with the technical knowledge to achieve results.

It would also help you if you could focus and spend almost all of your extra time in it just to achieve proficiency faster...because I tell you; the fun REALLY opens up and begins once you have a strong operational proficiency.

You can soon actually ENJOY working in Photoshop instead of trying to figure things out.

To really become a versatile, well skilled creative professional who specializes in Photoshop you must be willing to accept that you should take the time to get a complete education through one of the methods covered in my 'Photoshop Learning Options' article.

There's not really any 'shortcuts' unless you only want to specialize in one area (like cool effects), but you'll really be hampering your long term success. Open yourself up to all of the possibilities that Photoshop has for you.

Even learning it doesn't have to be painful. With the right training, it can actually be a decent time to put what you're learning to use (for example in my TutorialKey video tutorials training) because you'll be so excited about the new techniques you're learning and you'll WANT to try them out for yourself right away in Photoshop.

Video tutorials training also allows you to internalize a lot of the foundational necessities a lot faster when you can watch a pro working in action and explaining everything that is going on.

You'll finally begin to understand how the myriad of different tools and techniques work and you will have countless 'Aha's" as it all finally becomes revealed to you.

Like I said, you'll WANT to try out all the new things that you're learning with your own photos and source material (from whatever educational method you choose).

The power of Photoshop will be revealed to you and it won't even be that painful of a process because you will probably enjoy applying it in Photoshop yourself, NOT TO MENTION saving all of the hours and hours of wasted time that it would take you (taken me initially) to try and figure everything else out on your own.

Let me say it this way...if you WANT to achieve your goals and creative possibilities FASTER then you will KNOW that you can't just waste the time trying to figure out the 1,000's of different things to learn about Photoshop yourself because you're really just wasting your precious time.

You know that to achieve your real goals and desires SOON, you're going to have to focus on getting the leverage of knowledge and training necessary to propel you to the level you want to be at as soon as possible. So you'd have to get training.

Trying to figure everything out on your own could take you years and we know that you're probably interested in Photoshop for more than just a few cool tricks and tips you can do with it..

You're simply giving yourself the FASTEST shortcut you can by being smart enough to leverage off of someone else's expert level knowledge and proficiency.

This will really cut down your learning curve dramatically and provide the shortest possible distance to your goals.

There are no 'real' shortcuts persay, but you could consider ie. video tutorials training a shortcut in learning only because everything is condensed into one place so it's 'all there' which allows you the quickest potential route to getting where you want to be.

If you're focused and choosing the right plan of action, you wouldn't be fooling around with different videos that focus on specialties or going to cool seminars that won't teach you the foundation you need first, you'll get what needs to be done first, FIRST and have that as a resource to fall back on.

My TutorialKey training can be that shortcut for you (if you want to call it a shortcut) because you'll still have to do the work of applying yourself in Photoshop from what you're learning.

It is an all-in-one reference that covers everything you'll need to know to have a solid foundational education.

This can give you the leverage and boost you need to start really seeing results in your Photoshop skills and leaps and bounds in your education purely because of the concentration of information that you can learn from any number of times on your own schedule.

So it's up to you to seek out the resources that will really help you learn the straight direct information you need to know so you can get there faster.

I wish I would have been smart enough to do this in the beginning but I was stubborn and it cost me months of time (really, it did) and wasn't even necessary. I don't want you to go through the same waste of time; it's just so unproductive especially when you KNOW that there are valuable training resources available for you.

It's really worth it to make an investment in quality training because it frees your mind up when you know how much time you're saving and knowing that you're getting the direct information that counts.

If you know of your training options, and know you have to learn Photoshop please don't be ignorant like I was...do SOMETHING because ignorance really wasn't bliss.. it was painful to spend all the time I did trying to figure it out in the beginning.

I could have got to a proficiency level a LOT faster if I would have got some resources of knowledge on my side from the beginning instead of putzing around for weeks and months on my own. That means I could have been designing a lot earlier as well.

Finally I started getting some other resources and learned faster. You know what your options are so go ahead and get started!

Now think about yourself...you DO want to get to that level as soon as possible don't you, so you can start exercising the reason why you wanted to learn Photoshop in the first place, right?

It is WORTH the investment in some good training because you can reach your goals sooner and travel that path as smooth as possible by learning from a professional.

Fully learning Photoshop is a noble pursuit and a serious endeavour but IS definitely worth it if your dream, reason for learning it, or creative vision is big enough.

Want to start freelancing or get the job you want sooner rather than later? Want to start earning income for your work a.s.a.p? Then you're going to have to put more focus and time into learning Photoshop with the leverage of some good training.

To achieve your creative potential or full market value you're going to have to go through the mind-opening training phase.

And remember, it doesn't even have to be painful...in fact the whole learning experience can be a real pleasing eye opener..especially when you can learn some cool advanced 'real world' techniques such as those that I teach towards the end of my TutorialKey program.

So once again...how long should it take for you to achieve a full level of Photoshop CS/CS2 proficiency?

If you have the dedication, are willing to put a lot of your spare time into it AND have the proper training resources it doesn't have to take that long at all..even a few good weeks of applied and focused application and practicing on your part..

Also, you will be able to start using many of the techniques that you are learning immediately. But with your ability to have discipline and to take and apply what you're learning into Photoshop CS/CS2, video tutorials training can be a great way for you to achieve an industry standard level of proficiency in

a matter of weeks or a few short months WITHOUT the expense of classroom training and the travel involved there.

If you know that you have to learn Photoshop and fast so that you can meet job requirements or raise your marketability, then it would be in your favor to learn it fast and take an educational detour in order to get it handled soon.

So the question you must ask yourself is, "Am I ready to do what it takes to learn Photoshop so I can start achieving the results I want to gain with it?" and..."WHEN am I going to really start working towards my Photoshop goals?"

That's up to you to decide; remember that the sooner you start, the sooner you can be seeing the results of expressing yourself creatively, competing in the job or freelance market for income, or any other reason why you'd want to learn Photoshop.

A really good comprehensive Photoshop video tutorials training program will answer just about ANY question you could have anyways once you go through it all. This will minimize the time from point A (right now) to point B (your destination).

With my TutorialKey training, you can ask me any technical question if you think something wasn't covered.

I can give you the foundational grounding as well as an operational understanding (once you put it to use) of how to use the unmentionable number of tools, strategies, tricks, shortcuts, and techniques in Photoshop CS/CS2 in order to help you achieve digital image editing proficiency as soon as possible. You can start today!

In fact you can start in a few minutes because I offer special instant access 102 tutorials on full color printable PDF. This will allow you to start learning immediately while you wait for your DVD training.

I cover from the basics through advanced Photoshop techniques, and of course cover all of the different tools and functions within Photoshop CS and the new features in CS2 and HOW TO apply them step by step, in practicum.

This means you don't waste any time AND you keep your Photoshop CS/CS2 proficiency goal 'budget' down to a strict limit! You don't need to have other resources to gain your basic full proficiency.

Of course, after a complete proficiency training I recommend that you continue your education so you can grow in more and more specialty ways of application. There are many other Photoshop authors and teachers out there who specialize in this ongoing education.

Remember that learning Photoshop can be fun and that the rewards are worth it because you'll be able to start exercising your creative and professional potential daily once you get a grip on it! That should motivate you to learn faster.

If you want some free tutorials here and there to do cool tricks with but not really be able to edit your images like a pro then please...i know several sites that will keep you busy on that surface level...

but if you know that you have to get yourself going with Photoshop for whatever YOUR reasons or goals are, then I can help you with my video tutorials training on dvd or you can easily research your other options in the last chapter coming right up to see what is best for you.

I go deep into Photoshop and cover everything in my TutorialKey video tutorials training but it's just one of your options and I want you to be informed of all of your options.

If you're re-reading this: What are you waiting for? You should know where you stand and what options are best for you.

The longer you wait to learn Photoshop, the longer you'll have to wait to achieve your creative and professional potential with Photoshop!

<http://www.tutorialstraining.com/photoshop.htm>

To help make sure that you are informed prosumer, in the next chapter I will finally pull together all of your different mediums of Photoshop training..there are pro's and con's to each option so get ready.

You will be able to see what all of the options are, where you are at now and with some reflection, what different methods might be best for you right now and in the future.

This is an important final chapter which has some really valuable information, so let's get right to it...

What are your different Photoshop CS/CS2 training / education options and what do they cost?

There are so many different kinds of Photoshop CS/CS2 training options that are out there ..so how do you even start to make sense of things and become an educated consumer?

If you want to understand what all of your options are as well as see how each different option may or may not help you, you can save a LOT of time and money...and it's all here in this email.

I haven't found any other place that is doing this, so I compiled it together. Find the best training option that is right for you now and in the future !

So let's get started...

If you're serious about achieving your creative or professional career goals or just want to learn Photoshop to realize your creative graphics potential, you know you're going to have to make an investment in your education...it's just a given.

In fact, this is why so many people (your competitors) will spend hundreds or thousands of US dollars educating themselves to get a full foundational understanding JUST OF Photoshop and how to apply it for professional usage.

And they do this WITHOUT question because they are SERIOUS about their aspirations to earn an income or to use Photoshop to realize their creative vision!

If you don't find the right training solution based on your needs, you're not only going to potentially waste a lot of money but you could be wasting a lot of time as well.

Throughout this you may find yourself realizing which options would be worth looking into and which options are not worth pursuing now based on your goals. So let's get started..

You know about all of the free and fragmented tutorials that you can easily find for free online (cool effects based)?

If you just keep searching for those (they can be addicting) you could spend forever in an endless cycle that will NOT get you where you REALLY want to be and will just keep wasting your time; so it's up to you to be aware of this and clear about it, based on your future aspirations.

I will talk a little bit more about those soon, but with that said...

There are several different options you have if you want to seriously get a good foundational grounding in Photoshop so you are prepared for your professional creative endeavors and/or ability to earn income from using Photoshop for applied purposes.

The most common one is of course 'hands on' classroom training. There are several methods you could take to achieve a proficiency of Photoshop but keep in mind that these training options are naturally going to be a little more expensive.

Many Universities have courses within their curriculum that will teach you Photoshop.

Of course you'd have to be enrolled or get enrolled in a University and maybe focus on a computer or arts related program where they'd happen to include Photoshop training.

There are some schools though that actually focus more on the direct path that you might want to take such as Graphic design, digital arts, multimedia, etc.

These schools have the advantage of a little more focused and relevant training curriculum; although you still will probably have to learn and study some things you don't want to.

A degree can be a strong point on your resume if you want to take the time to pursue that route.

In the advent of the internet age you can actually get a 'college level' education online or correspond through the internet to fulfill your degree requirements.

You can find out when you're doing your research which schools offer correspondence or internet learning options.

Here is a list of design schools by state:

http://www.guidetodesignschools.com/index?input_program=445

You could go for an Associate Degree from WestWood College online (don't have to travel to a campus). Here is what they have to say from their website:

“Associate Degree - Graphic Design and Multimedia

This program is offered 100% online via distance learning. The Graphic Design and Multimedia program prepares students for entry-level jobs in the graphic design and multimedia industry.

Students learn to create effective designs that communicate visually in both print and multimedia environments. The combination of technical and general education courses in the program helps students develop skills in critical thinking, logic, communication, and problem solving.

The program prepares graduates for positions as graphic designers, production artists, web page designers, and multimedia designers within a diverse industry.”

<http://www.westwood-college.net>

With Thomson Education Direct you can earn your Associate in Specialized Technology (AST) Degree in Graphic Design

<http://www.educationdirect.com/graphicdesign/>

Those are just a few options. If you’re seriously considering going to a more general college anyways, just make sure that the degree path you take includes some Photoshop in their media training curriculum.

You could also choose a vocational school where you can focus on different areas such as multimedia production and arts. Vocational or ‘tech’ schools are a great option because they are more focused and cutting edge than Universities generally are, for the areas that you could specialize in.

You can find out about your regional or statewide vocational schools and see if they offer Photoshop training. Keep in mind that you will be working towards some degree or certification from them in a generally focused field of study (not just Photoshop).

See if a local technical school has the training you are looking for such as a digital media production, communication or graphic arts.

The more and more you get ‘away’ from Photoshop itself, the more hazy it may become in the big picture though; that’s why I personally like to focus on one thing and get really good at it without other distractions or unnecessary expenses.

I don't personally have a degree (3 years at University of Wisconsin Madison in Communication Arts and then left), but fortunately that isn't a requirement in order to be an effective graphic designer, digital artist or desktop publisher.

I have developed my portfolio and skills to compete with the best that are out there pretty much so that I can get work if I look for it because I also know how to market my abilities. Make sure you read my article on 'how to increase your marketability.'

Remember, it's not 'required' that you have a degree or certification in order to get work but in most traditional 'job' style situations they DO look upon that favorably, otherwise you'll have to make up for it with your portfolio and work experience (real world projects from clients).

If it is your plan all along to get a college degree, great for you because there really isn't a Photoshop College yet anyways. This is just going to be a huge decision and investment on your part and you will probably be in student debt for years (just a friendly reminder!).

Schools like Full Sail in Orlando can be a great place to work on your creative professional endeavors. Schools like this have a lot of clout in the marketplace and consistently produce bright and prepared students in different areas of multimedia production.

At Full Sail (located in Orlando, FL U.S.) you can get a Digital Media Associate of Science degree. This will include Photoshop training but many other areas of multimedia production as well.

<http://www.fullsail.com>

If your focus is more just on Photoshop and not on the others areas they would teach you, it may not be as focused as you want. Just think about where you want to focus and what you want to do. They can provide you with a great educational experience and are cutting edge as their slogan is 'Real World Education'.

This of course, is an investment of time and money and perhaps, a major decision in your life. The associate degree can be completed in 13 months. You'll find that these kind of students tend to be a little more 'focused' generally than most public University students.

Indeed statistics show that most U.S. public University undergrads keep changing their majors...part of this has to do with following the advice of their parents of getting a good job and education and the company or government will take care of you, so people go the

traditional route with not really knowing themselves or what they want (hey, it's what I did).but, I'm not going to go to deep here on my personal philosophy on this issue but times have changed.

If you're going to college for a general degree, at least do it with a purpose after much deep thought and reflection is what I would recommend.

At least with a University program that is geared towards graphics you could gain more of the specialty that you're looking for.

Hardcore (creative) professionals will keep on learning and won't just expect a degree (whether they have it or not) to let them ride.

Today, you have to remain cutting edge and it helps to really become a specialist and focus on your field of expertise to help set yourself ahead.

Places like Full Sail allow a more focused setting where you can become a specialist in digital media (vs. having to take all kinds of irrelevant courses in college).

However, wherever you're at now, you can focus even more on gaining the Photoshop skills you desire, whether you have a University degree or not. Some of the most effective leaders and artists in the world don't have a degree at all.

If you're going to secure a job or focus on freelancing and the business end of Photoshop to earn an income you're going to have to learn some self promotional or marketing skills as well to publicize your services.

You can get specific "Photoshop only" training if you want from multimedia training centers in your region or city. Lots of larger cities will have these. You can find them in your yellow pages or in a local online directory.

Just try searching for 'Adobe Photoshop Training' followed by your city (ie. 'Adobe Photoshop Training Houston') in google search (<http://www.google.com>) or another major search engine.

This way you can find on the internet places which will offer you short courses in your area that you can get your proficiency in. This is obviously a more focused atmosphere.

The training center will likely have qualified instructors and will offer many other minicourses besides Photoshop to get you operational.

These are plentiful in the U.S. and I know there are also many throughout Europe that you can attend.

Note: These may also be called '(Photoshop) Workshops'.. Just make sure to get the details and find out what they are covering because a lot of 'workshops (depending on the training center and their curriculum and time they have will only cover a few topics.

With this method you would travel to a location that is (hopefully) near you. The minicourses will usually last several days so you will have to travel back and forth or even stay in a hotel if you are coming in from afar.

Check to see that these places have ACI (Adobe Certified Instructors). If they do, then you have a guaranteed assurance of quality.

These training centers which will have their own name, can also be called AATC (Adobe Authorized Training Centers) if Adobe has granted them that right.

AATC's are not officially working for Adobe but Adobe allows qualified people to train according to their recommended outline and standards, while giving their assurance of quality.

Unfortunately I couldn't find a major list of AATC's so just see if the training centers you are looking in your area at have that authorization (which would be a good sign).

Make sure that you learn from someone who is qualified to teach you, whatever the case. If not an ACI, then try to find someone who is an Adobe Certified Expert in (ie.) Photoshop.

The difference between Certified Expert and ACI is that with the ACI (a step above), someone has also passed an industry level standard 'teaching' exam such as the 'CompTIA CTT+'.

<http://www.comptia.org/certification/ctt/default.asp>

By learning from an ACE or ACI you be assured that you're getting the quality of information that you need to really get ahead and learn faster.

For foundational training this is pretty important and especially if you're paying quite a handsome fee in order to be trained by them.

Usually they will allow you to look at their course curriculum, costs, and answer any questions you may have before you 'enroll'.

An AATC center would probably be a little more helpful and up with the times than a University might be (in my opinion) because they are qualified trainers by Adobe themselves and the focus is more specifically on the software program of your choice.

Going to a media learning/training center should would also be more affordable than attending a vocational school, simply because of the focus on the singular training course, yet can still add up in price..just be sure to do your research as pricing will vary across different regions, countries and the centers themselves.

Remember that with these options, qualified trainers and staff have to get paid so the costs per hour may make you uncomfortable (once you know of the other options) because you may have to go into student debt in order to afford them.

Be aware, (that Yes) you may have to get a loan just in order to attend the training. This is definitely true with all 'degree' environment options as well.

These are all legitimate ways in which you can prepare yourself for your endeavors. But there are other options you may want to look into as well if we're just talking about 'Photoshop training' or maybe if you have that experience already OR even if you just want to focus on the creative or photographic end of Photoshop alone.

There are one day 'traveling' seminars or 'events' put on which you can attend NAPP has their "Adobe Photoshop Seminar Tour" in which a well-known and experienced Photoshop trainer will hold a 6 hour or so seminar class at a location somewhere in the U.S.

You can easily find out more about these training opportunities at <http://www.photoshopseminars.com>

In fact there are different focus areas, currently there is the 'Down & Dirty Tricks Tour', the Photoshop for Photographers Tour, and the 'Photoshop CS2 Creativity Tour'.

These seminars may change every couple of months so be sure to check it out online to see if one is coming somewhere near you. There are several of these each year.

The cost is usually around \$99 per 1 day seminar. And they are kind of like mini 'Photoshop Worlds'. Of course you can also network with other enthusiasts at these events and exchange business cards.

Software-cinema also put on these one day traveling seminars. They are called "Adobe Photoshop 'training camp live'" seminars.

Here is the link where you can find out about their short seminars:

<http://www.software-cinema.com/camps.php>

These are a little bit cheaper at \$49 for pre-registered online and \$75 at the door. Take a look at the list to see if one is near you if you're interested or just bookmark the page.

Their training is presented by the likes of Jack Davis or Eddie Tapp. You can bring a laptop (don't bring a desktop) if you want as well and the training is meant for intermediate to advanced Photoshop CS/2 users.

This means that if you already have a good proficiency, you will be able to understand what they are saying and learn faster instead of being bogged down the basics (I've seen people fall behind because they didn't know the basics at some classes in PhotoshopWorld).

They last from 9 a.m. to 4 p.m. with a lunch break in there as well... so also about 6 hours.

Training Camp Live will go over various cool techniques to become more productive with your digital image editing. I haven't been to one personally yet but I'm sure they're worth the decent price of admission because I've seen Jack Davis a few times and he's worth his NAPP hall of fame status.

Besides the travel expenses of getting to the closest one, these seminars have a modest price tag (depending how you view it).. and you will probably learn some new cool stuff.

However, you may go home feeling there is A LOT more to learn and 'how long would it take to get a full proficiency if I just went to these?'

Because they like to focus on specific areas and techniques, I'd count these as part of your continuing education. Most people that go are already proficient Photoshop users (unless they just want to learn cool tricks (depending on which seminar)).

There are also major seminars and conventions. Primarily, PhotoshopWorld. I've been to 3 of these conferences. They are held twice a year. Once on the West coast in the spring and then on the East coast in the fall.

Cities have included New York, Miami, San Francisco, Las Vegas, Orlando and Boston in September 2005. They are held at large convention centers.

I highly recommend it if you are with Photoshop for the long haul for your professional or creative endeavors. I really see it as a part of my continuing education and that's what I'd recommend to you; it's great to keep learning more as it's mostly intermediate through advanced classes with focuses on specific aspects of Photoshop or imaging...but

I wouldn't recommend it as your tool of getting a foundational grounding in Photoshop itself...most people who go to them are already in the industry or starting out but already use Photoshop fairly proficiently including many experts (I would hope they do).

Whether you're an (aspiring) photographer, graphic designer, desktop publisher, videographer, web designer or more, there is always more to learn with Adobe Photoshop.

With major seminars, though I'd view it as a continuing education resource and not something I'd get my grounding in. It's so scattered and the variety of classes is awesome but won't leave you fulfilled if you're looking for your grounding.

You could leave scatterbrained and in disparity if you didn't understand what they were talking about because you forgot to cover the basics beforehand. You don't want to feel left behind or miss anything.

They run many classes at the same time and of course you can't go to them all (without your clones) but they DO give you a huge book which has the basic content in for each of the classes taught. You can learn a lot from this book but in no way does it cover 'start to finish' everything.

PhotoshopWorld's a GREAT opportunity if you already have a good proficiency and can afford the investment. Even if you're new to Photoshop though, I would recommend getting yourself up to speed on at least the basics (through a different educational option), so you can comprehend what's going on.

International attendees are welcome as well of course.

You can find out more information @ <http://www.photoshopworld.com>

When you become a NAPP member you will receive the monthly issues of Photoshop User magazine and if you buy them at the bookstore they will be more expensive but you have to be a member to get the subscription. It's \$99/year for U.S. individuals but check the site for details because they have different pricing options.

There are other benefits as well. I recommend becoming a NAPP member because it is a great ongoing Photoshop education:

You can also learn from Photoshop magazines. There aren't too many of them but it's good that they are so focused specifically on Photoshop; although you might want subscriptions to other industry magazines that you might be interested in as well.

You can just browse at a good bookstore.

<http://www.photoshopuser.com>

Here is a magazine that focuses on the Mac end of Photoshop using (not that there's much of a difference in Photoshop itself though):

<http://www.layersmagazine.com/>

You can get a subscription from the website...it used to be called "Mac Design" magazine but now focuses on Adobe products for Mac.

and also

<http://www.macdesignonline.com/>

There is the option of trying to learn Photoshop by yourself. The good news is that it's FREE (once you already have Photoshop)... but if you count your time as money it will get very expensive! This is how I started out and to make a long story short...I don't recommend it.

There's too much to learn in Photoshop that you should REALLY leverage off the knowledge of someone who is a professional who can train you (in any of these formats you choose).

Otherwise you'll just be wasting a lot of your time trying to figure out the tools and how they work when you can learn them MUCH faster through these other methods and can spend your time achieving digital results instead of wasting time.

If you know you need to (or want to) LEARN Photoshop, then by all means...do LEARN it! Don't put yourself through the agony of continuing to putz around here and there.

You can go FAR faster with the right training. Now we've seen a lot of training methods that are really geared more towards ongoing training (or institutional) rather than a more economical complete comprehensive education.

What about just gaining that initial proficiency without the expense of possible student loan debt to attend classroom training?...Well..

You could also Read through the Adobe Photoshop CS/2 manual itself. Ok, but how many people do you know learn like that? NASA scientists?

We're visual people here who appreciate the digital realm of possibility. Here's what I have to say about the Help menu.

Yes, there is a ton of detailed information but,

Reference it for when you're preparing for your ACE exam for more advanced topics and that's it. It's not going to "SHOW YOU" how things are done. The thing is so huge anyways, you'll probably fall asleep reading it (many times maybe).

A manual might really apply moreso to another field (of course Adobe HAS to have a Help manual/guide) but there aren't too many screenshots in the manual. This method would also take a lot of time and you probably wouldn't learn very effectively unless you're one of those rare special people...Houston, we have a volunteer.

How about learning for free online with Photoshop tutorials on a web browser (the ones you read with text and screenshots)?

Great idea, just too bad that there aren't too many people actually teaching that way and also, more importantly there is just TOO much to cover and learn...really.

That method takes content producers quite a long time sometimes just to do a small tutorial and to really cover all of Photoshop...well, no one's doing it. No one is that insane I guess.

But even I am limited...there's no way I could cover it all unless I took about 3 months at 100 hours per week to produce it and it would be probably a 3,000 page PDF book or more for my step by step formula.

You're going to have to pay something for your education, put it that way.

Of course you'll see the special effect clone websites...perfect for a cool, tricky treat Photoshop effect. These websites dominate the Photoshop industry online. You may even get caught up in their 'freeness'.

I have a lot of subscribers that this is all they want and that's great... they're having a lot of surface fun but I know that their direction isn't very serious either. In fact for a lot of them, if they have to pay 'anything' for something they're out of there - no way..they can find their surface free tutorials in unlimited degree online.

In fact there are just so many of those like I said and even more are popping up. They generate their income primarily from Google adwords and advertising..I know how it works but advertisers soon might realize their low ROI and then what? That's another issue...

Like I said, it's a cycle you can get caught up in but if you step back and look at the big picture and realize that you might actually be serious about learning Photoshop for the greater things that you can do with it, you might be ready to push that aside.

This is one extreme of the spectrum...while I do believe you can learn some cool techniques from just about any of these 'cool' websites, just do yourself a favor and go through every single menu and option in Photoshop itself and ask yourself if you know what it does and it means.

Clone sites WILL NOT teach you this yet it's a requirement to understand it, if you take Photoshop and future real world jobs or projects seriously.

Maybe this will keep you away from being stuck in a cycle if you are now. Realize that there is so much to learn that none of those tutorials come close to covering and educating you.

If you want to focus on creating Photoshop work that pays then you might want to also check out my Madison Avenue advertising design secrets to learn how actually create designs in Photoshop CS/2 that SELL and that are in demand by hot clients worldwide.

<http://www.tutorialstraining.com/solutions/advertisingdesign/tutorials.htm>

Quite a difference from the free 'no return' clone tutorials. People who are SERIOUS about their goals as far as learning Photoshop to become a digital graphics specialist or creative professional and looking to earn an income might only visit these 'clone' sites occasionally if not at all.

Just view it in the perspective of where you want to be.

As far as the clone tutorials, there's so many of them but trying to learn 'real Photoshop foundational skills' from them is also a losing proposition even if there were tutorials out there like that, they wouldn't add up to much if you put them together, so you can't win there.

There's another method of learning online which a few independent producers have started doing. This is giving access to Photoshop learning tutorials (actual videos) online.

This can be a decent option however you must be online of course if their videos are streaming from another server AND due to bandwidth limitations even after they have your money, they just can't cover it all.

Software-Cinema offers 'Workshops on Demand' where you can view video tutorials online (with Flash 7) for 3 months once you pay the fee. Right now they only offer Photoshop CS2 for \$59 with 3.5 hours of training (on the new features basically). You can access the tutorials anytime 24/7 within the 3 months.

Now on that note...in the near future you might be able to actually see video tutorials training online in a substantial quantity (hours and hours worth of training), with a new secret technology which I will not release here.

Be assured that I will be on top of the game when I am prepared to offer my video tutorials training as a streaming online learning solution for people!

It really takes about 20+ hours of actual focused video tutorials training to go through complete Photoshop training. Anything that you find out there that is less than that...

basically isn't telling you everything, is just not covering certain subjects and definitely isn't going into enough detail on everything it could. Just keep that in mind.

Make sure you find a program that goes in step by step detail in an easy to understand manner.

Also use the general rule of thumb that each hour of video tutorials training, you can expect to pay about \$20 realistically.

So if you find a software-cinema Wow video tutorials training from Jack Davis for example and it tells you that it's \$125 you can work backwards and figure that it's probably at the most 6 hours of training.

That's just a general rule of thumb. In fact for video tutorials training Software-Cinema, Scott Kelby, Dave Cross (LearnKey), and Deke McClelland (TotalTraining) offering Photoshop video tutorials training.

There are only a handful of complete video tutorials training programs out there for Photoshop CS/CS2 and I offer one of them (TutorialKey). On a more 'all inclusive' training set of dvd's you will normally find a discount on the per hour standard just due to the bulk amount of training included.

In fact, my TutorialKey training is at a huge discount off of the normal \$20/hour rate that you would pay for training. About 65% off! It's also the single largest Photoshop CS/CS2 training program on the market at 33 hours in length.

Remember I said it takes about 24 hours to completely cover the training of fundamental (basic through advanced) Photoshop CS/2. I've gone beyond that training and included hours and hours worth of practical real world application bonuses in step by step 'from scratch' tutorials that will really give you an edge in different areas of Photoshop application.

I've included bonus lessons on restoration, retouching, advanced compositing, hair selection, graphic design techniques, collages, and much more. You can always find out more @ <http://www.tutorialstraining.com/photoshop.htm>

Deke McClelland has got some great video tutorials training for Photoshop CS & CS2 with <http://www.totaltraining.com> and to be honest, I view that as my only 'real' competition (for complete training because there hardly are any others).

His Total Training program is first rate and I know that he has a great way of teaching that really makes it easy to understand and learn Photoshop.

I guess the main difference between his training:

<http://www.totaltraining.com/prod/adobe/photoshopcs2.asp>

and my training:

<http://www.tutorialstraining.com/photoshop.htm>

is that his latest training is in Photoshop CS2 and mine is in Photoshop CS with an additional bonus DVD on the Photoshop CS2 features.

My TutorialKey training is still quite new and even though Photoshop CS2 just came out when I was producing the program, I wanted to produce the training in Photoshop CS on purpose because I know that a lot of people in the U.S. and especially around the world were still using and getting used to Photoshop CS.

With the CS2 dvd I am able to cover the new features so you know how to use them as well. Both of these training programs would give you the foundational knowledge that you should have and are about the same price now.

Deke's Total Training is on 3 DVD's while mine is on 13 DVD's. His is 21 hours and mine is 33 hours. The super difference between the TutorialKey and the Total Training is that with mine, I throw in about 6+ hours of additional 'real world application' bonus tutorials that make the training worth the price alone.

This is what simply sets it apart from any other complete training solution (including classroom style).

So, it's just good for you to have options, know where you're at and know what your choices are.

Anything you can get from Dave Cross is great as well.

He used to have a complete Photoshop CS training solution with LearnKey, but I just don't see them offering it anymore (the quick online tutorials instead). He had a great selections class that I took at one of the PhotoshopWorlds.

Scott Kelby's got a great easy to learn from personality and is quite popular; I recommend his videos as well but strictly for ongoing continuing education.

<http://www.photoshopvideos.com> once again

Ben Willmore has some great specialized training videos which I would recommend (even he's not crazy enough to do a complete Photoshop training session). <http://www.digitalmastery.com>

Ben is the technical go to guy and I hope he comes out with more offerings on video tutorials training. This guy is awesome! I learned a lot from him at PhotoshopWorlds. He's the one who taught me to use Curves.

So just keep those video tutorials training options in mind...think about whether you want a complete Photoshop CS/2 training solution (of which I recommend either Total Training or TutorialKey to everyone just to have as a back-up reference alone) or if you are at the point where you can enjoy the many continuing education opportunities that are out there.

Also it doesn't hurt to get programs from different teachers either, because you can see things from a different point of view as they will approach their work differently. This can give you new insights into how to use and apply Photoshop.

If you're serious about your education, you're going to have to spend some kind of money (remember you can't get a real training online or anywhere for free...unless you live in a library..and still pay taxes..nm).

What other options to learning Photoshop when you know you should?

I have made access to FREE 'web' tutorials (I can't even image the level of bandwidth it would take with 33 hours of video online...the horror, the horror).

In fact you may have already enjoyed my online free Photoshop CS tutorials but really they only touch a FRACTION of what you really must know in order to be fully prepared and proficient.

Just keep this in mind and also consider that for free training on the real Photoshop skills you should know, not many offer anymore than I do for free online anyways. (I offer some free random, basic Photoshop tutorials).

Most of the video tutorials training you'll find for Photoshop online will be focused on a particular aspect of Photoshop and if you look at it holistically, they just don't add up to a full comprehensive grounding in Photoshop CS/2, but then again they aren't meant to.

So before you start buying all kinds of \$20/hr. videos (which are pretty much all good from the sources I reference) make sure that you have your basic or at least intermediate proficiency in Photoshop and that you are well versed.

Remember, those shorter video tutorials are perfect for continuing education in Photoshop. Here are some of these websites that specialize in specific areas of concentration (and not the complete training):

<http://www.photoshopvideos.com>

http://www.software-cinema.com/disc_product_sub_categories.php

http://www.tutorialstraining.com/photoshop_video_tutorials.htm

I must reiterate that most of these (shorter) video training solutions are meant for a continuing education so just keep in mind where you are really at with your Photoshop education because you could easily find yourself buying more than you can handle or that you are ready for really soon.

Now there may be other video tutorial training solutions out there which you may have run across. Just try and make sure that you will get the quality, value and expectations that you're looking for.

Also make sure that the trainer is someone who has a great deal of experience with Photoshop or is an ACE or ACI which could really be an additional deciding factor for you.

If a complete video tutorials training solution is priced too cheap, there must be a reason for it. I used to sell my Basic Photoshop (video tutorials training for Photoshop 7) at a quite low price and sales were moderate but that was because my technical standards were not up to part way back then.

My ability to teach now rivals up there with the best in the business as hundreds of testimonials will tell you. I'm a big believer in improving oneself.

The TutorialKey DVD's are really a powerful training solution whose technical and educational qualities offer a supreme level of value and unlimited possibility for you to grow in Photoshop CS/2.

Indeed it may be Total Training's only remaining serious competition.

Take your education seriously but step by step, don't overwhelm yourself or even be intimidated by all the options..there's always more time to learn and grow in the future too.

Also remember that many people will spend \$1,000USD's just to get their Photoshop general proficiency handled through learning centers, vocational (job focused) schools or University and will then move towards resources like these.

The ironic thing is that many people who went through the expensive training can be great customers of a complete video training solution just to have everything all in one place to reference or as backup.

The right Photoshop video tutorials training does make a perfect supplement to previous or concurrent classroom training and you may even find that you are learning more from video tutorials training than from the classroom or college (really not that much of a surprise):

“I had gone to basic photoshop school and had not learned how to understand masking. i took the masking with the gradient tool and showed it to my school instructor and he learned something new - thank you very much for your training dvds”

-douglas miller (Dacts238@aol.com)

“I cannot even begin to fathom how much time & money you have saved me in schooling & training, starting halfway to the finish line is a lot better than starting at the beginning with everybody else & because of your training, that's I'll be starting out ahead of the crowd.”

-Brad W Gremba (MagikTriK1000@yahoo.com)

“..thanx i'm learnin alot more then i did at college”

-cary candelario (cary_designer@yahoo.com)

If you REALLY want to achieve your endeavors through Photoshop you must have a solid foundational grounding. People can't be holding back information from you because you must know how to use everything and be exposed to advanced, industry standard techniques (which would be a great bonus that most of the training options just don't do).

So just keep the different educational options in mind and how much you are willing to pay. Also remember that you're going to have to 'practernalize' what you learn. I just made that word up and I think you can figure out it means 'practice to internalize'.

You could also try and learn Photoshop from books. I invested in the really thick Photoshop 7 Bible from Deke McClelland a while ago.

Put simply, books make a 'great' reference manual (can explain things in a little more understandable way than the original Help manual) and you can learn a lot from them.

There still not exactly going to show you 'how' to use and apply Photoshop step by step. Still...they can be a reasonable cost and worthy of adding to your collection.

Some books specialize in certain aspects of Photoshop. Katrin Eismann's book on advanced compositing would be a worthy addition to your collection when you're ready for it (keywords: when you're ready for it).

Just know that there are resources out there to continue your education once you have a good intermediate proficiency. And if you're there now go for it!

Scott Kelby publishes the "Down & Dirty Tricks" selection of books and Jack Davis has his "Photoshop WOW" series. Go to a good bookstore and you will find some books on Photoshop.

Scott Kelby won a major status as #1 computer book author. That says a lot about Photoshop baby! Even he's not crazy enough to come out with a 'complete' training though.

Just keep in mind that if you are looking for complete proficiency, reading a 1000 page book probably isn't going to be your best option unless you use it as a power reference manual.

Nor is reading some cool effects book, which is really like the cherry on top of the pie when you have to get the meat and potatoes first. It would just spoil you to reverse the order.

Get a 'quick fix' with those or the clone sites and you won't feel right inside; however, get your foundational proficiency (red beans & rice) and THEN get your dessert...hey...once you get your proficiency of basic complete Photoshop skills down you can eat dessert ANYTIME you'd like (and enjoy it too)!

You'll find that seeing someone professional work in the Photoshop environment itself, teaching you with every click of the mouse what they are doing so you can see it, is an extremely effective way of learning Photoshop..and with videos (unlike seminars) you can view them over and over again.

Let's take a look again at the options on the next page....

So let's rundown the options again of how you can learn Photoshop:

1. In a **University** curriculum or Graphic Design oriented degree/certification program
2. At a **vocational** or tech school
3. At a local or regional Media Training Center (which could be an AATC; Adobe Authorized Training Center which has ACI instructors) ~'**Workshops**'
4.online resources.....
5. At one day **traveling seminars** or events
6. At **Photoshop World** or Mac World seminars
7. **Learning it yourself** or reading through the Help manual
8. **Online web tutorials**.....
10. Access **websites directly for video tutorials** (still in it's infancy) online learning
11. **Books** on Photoshop
12. **Magazines**
13. **Video tutorials training** (CD or DVD)

By the way; video tutorials can either be on cd or dvd...with dvd there can be a lot more tutorials squeezed onto a disc. Most dvd's can play worldwide on computer based (and t.v.) dvd players/drives.

Also, other Photoshop sites may specialize in tutorials foremost (not the foundational ones you need though) but can have downloadable layer styles, .psd's, brushes, plugin's and other fun peripheral stuff.

So just keep those educational options in mind and think about where you are at right now and where you want to go.

If you have a good amount of experience maybe you might just want a good resource that can be your reference guide sidekick to fall back on (such as the Photoshop Bible or a good video tutorials training program).

With those options, also remember that many of them require quite a front-end commitment financially (or debt in the long run) and also a huge commitment of your busy lifestyle time.

It all depends where you're at and where you want to go. If you've already gotten pretty good at Photoshop but don't know everything that you should, it might be a good idea to get a resource that will just have that covered for you as a backup reference...there's nothing wrong with that.

You'll feel better about doing that then sinking low in your chair because you thought you knew everything when you go to a conference.

You might realize you should have spent the time getting a good solid grounding..it does build your confidence too as you won't be intimidated at all by the program.

Remember that a lot of the options are geared towards a more 'continuing education' level...options that are PERFECT for an ongoing investment and improving of your skills once you reach the point of proficiency and are already getting work and getting paid (or extremely noticed). If you're not ready for it, they could confuse or overwhelm you.

Depending on what your choice or preference of work actually is (because Photoshop really is just the means to your end), you might just know that you have to get the technical stuff handled before you can professionally improve, create and prepare your artwork, photos, designs, scrapbooks, prints, templates, stationery, etc. etc.

If you know you should learn the power tools that lie within Photoshop to achieve your results then I just encourage you to take action and commit to learning Photoshop to achieve the results YOU want to achieve.

Once you achieve a basic-intermediate proficiency you can really start to specialize in your specific focus area and become a true professional there.

Now a few notes on your state of mind as you seek out your training solution/s...

if you really want to compete today, with a degree or not, you have to be focused and competitive. If you're effective and cutting edge even if you don't have a degree but have the right training, then employers may want to keep you around; or you can get more projects as a freelancer and build your reputation and portfolio faster.

Good news bears...

You don't HAVE to go the traditional classroom route anymore if you're serious, because there IS a real viable alternative to achieving the same level of performance as any classroom student without having to pay that much money. That solution is video tutorials training of the 'comprehensive species'.

In a way it IS a shortcut because it's ALL IN ONE PLACE (which you can't say that for a lot of training solutions).

But it will still take a lot of time on your part to apply what you're learning in Photoshop (which isn't a problem because you'll be brimming over with tons of new information that you can't wait to try out so you fully get it).

So if you have the level of discipline to apply what you would learn in a video tutorials training environment, then you can achieve the same level of results UNQUESTIONABLY as those who take the classroom route.

A lot of my students have already done so and continue to do so.

Those that do take the traditional route of classroom type 'hands on' training will be serious about learning if for no other reason than they've spent SO much money on it that they HAVE to get some value out of it. Isn't that a lot of pressure?

Wouldn't you rather be able to learn at your own pace and on your own schedule? Wouldn't you like to refer back to the training at any time instead of hearing it once and forgetting it?

Most importantly...what if you just can't afford the classroom style of education?

The cost of training can add up quite quickly. The cost of classroom training will greatly vary by country and school but will most likely be in the thousands of U.S. dollars. You'll just have to do the research there.

Digital learning centers or curriculum 'workshop' can be in the hundreds of dollars easily for focused training.

I've noticed that a lot of public undergrad college classroom students aren't really 'clear' about what they want or where they're going and they won't really do things full force and can't because they have to focus on 100 different things at once.

Many of them are more proud that they have something on their resume while their actual Photoshop work is really kind of lackluster...that's good news for you!

If you're like me, you'll want to be the best you can and you don't mind competition. This is the attitude that you should have if you really want to make it out there at a highend post house, other desirable job (so they'll keep you) or be successful freelancing.

Just the cost of having a foundational resource at your side (like my complete TutorialKey training or Deke's Total Training) if you're really serious (whether you'd taken expensive classroom style courses or not) is really a drop in the bucket investment for you.

It's a perfect supplemental tool to expensive classroom training because it stands on it's own as a full training resource. And if you know where you stand, it's really almost a shoo-in solution that would quench your thirst for just getting Photoshop 'handled' so you can effectively use it to achieve the ongoing results that you really want to learn it for in the first place.

In fact, you may find yourself liking the video tutorials training more because not only the quality of material (and bonus material which they won't teach you) but because of the ability to study and learn at your own pace...

You can customize learning to your own time schedule instead of having to conform to a strict classroom curriculum. Many busy people have a lot of things going on these days and you're probably one of them.

This is why video tutorials training can be a lot better fit for you but remember...I want you to be aware that it WILL take some discipline on your part after you learn to go and apply and keep progressing forward. That in a way is it's biggest downfall and also..not being able to immediately ask someone a question.

Any method of training you choose will take some discipline if you want to actually apply what you're learning to see results.

With my video tutorials training, it's actually easy because so much of what you need to know you can pick up just by watching the videos without being in Photoshop...but remember to practice it.

By the way; 'tutorials' themselves are a near perfect way to learn because you are following along step-by-step as someone teaches you. It's basically just the recorded version of what you would see live in person anyways.

Other things you just 'have to' try out in Photoshop to really get but you'll be motivated to do it because of all the wonderful things that are being revealed to you in the training (makes it easy).

At seminars you have to take notes and 'remember' what you've learned until you get home to your computer. With video tutorials training you can pause the training and try something out right away in Photoshop CS/2.

So once again, look at where you're at and the big picture and just think about where you're at and your different training options.

If you have a business set up..any training that you get should be a business expense. My students say things like they've learned more from me than from classrooms. A lot of people do like video tutorials training for their convenience and cost effectiveness.

So if you're serious about achieving these goals then you KNOW that you're going to have to make an investment of some sort...and actually it's expected.

You really just CAN'T learn complete Photoshop for free. We've gone over the resources and you can even do some more research if you want.

This is all just information to help you know where you are at with a little reflection, and should give you some helpful insight and guidance into where to go to achieve your goals..

With learning Photoshop though...There's just too much knowledge. Even with some of my free 'basics oriented' tutorials it's really just scratching the scratch of the surface of what you must learn to get a full proficiency.

People will spend hundreds or thousands of dollars on their continuing Photoshop education worldwide...these are your competitors! They understand that the value of that information and education is not free and so they invest in their education.

The reality is that you might be able to find bits and pieces of free Photoshop information online (or maybe if you worked in a library). The funny thing is that I'm still the one I've seen who is giving the most free information about how to really use Photoshop (through other entry points to the website).

Remember, the Photoshop industry online is completely dominated by the 'clone tutorials' sites that want to suck you in. They'll all show you some cool nifty tricks and treats that you can do with Photoshop but rarely even teach you about the basics; and I think you can now see this.

Remember to get your nutritional meat and potatoes first and before the dessert.

You're NEVER going to get a foundational education (which is a requirement for most employers you're looking at) by just fooling around with cool techniques or getting some ongoing educational videos if you're not at that point yet...they just don't piece it all together...there's too much to learn to try and be covered this way because that isn't their point.

There are so many cool tricks and flashy techniques centered around web design/fx online and they're all free, it's become almost valueless so these people **expect** not to pay for anything.

And it works out because these people are not really your competition if you're serious about having a career (full time or part time) with Photoshop. That will only stunt the flow of your real creativity anyways!

Those that are serious will make an investment and somewhat of a commitment to learn and apply Photoshop...the BIG picture of Photoshop and everything that it can doand won't even fool around with some cool tricks because it's so infuriatingly offtrack.

Remember, the cool stuff there can really just eat up a lot of your time (I've been there for a little while). Though, when you're ready, can make a nice dessert to give some extra flair here and there after you're working proficiently without a problem.

Think of these Photoshop options as a smorgasbord so aptly laid before you...all just different ways to reach your Photoshop goals.

Focus on YOUR goals and reasons of why you must learn Photoshop (the means to your end). Remember the real results that YOU want to see whether they be visually creative or even professional.

It doesn't matter if you're a photographer or graphic designer now, you can still use Photoshop to achieve YOUR goals with the right training and plan of putting it to use by applying yourself.

You can make your visual dreams a reality (this isn't all just business you know); the right Photoshop training or tutorials can allow you to effectively get across those creative and visual instincts you've been having or wanting to express for a long time.

Find your leverage in getting the right knowledge so you can get there faster. There should be no excuse now for you to take action of SOME kind if you're dedicated to achieving the results that you want to see through Photoshop.

Please view the options with your own subjective eye and in relation to where YOU'RE at right now and you think is the best way for YOU to get the Photoshop style of training with where you're at.

You actually now have a really good overview of your training options. I haven't seen anywhere myself even that has ever broken down all of the different options and put it all together in one place (you're welcome!)

IF you're serious about where you want to go and decide that classroom training is for you, then you won't have a problem going after student loans if you have to...

But like I said, there is another option that will cost you a LOT less and is more Immediate: that option is video tutorials training. It is much easier to fluidly learn from this format I think than books or magazines.

So just keep that in mind...some people learn better when someone can answer their questions and guide them through it in a classroom or hands on environment (or ask the person next to them for what they're doing wrong!).

How about the cost of seminars? Wow...those start to add up and are most effective as a step 'beyond' for Photoshop users who already have a cozy basic-intermediate 'blanket of understanding' with Photoshop.

If you're at the point of ongoing education would make more sense; be ready to explore deeper into Photoshop and it's intricacies of creative and technical potential from awesome qualified trainers. It's a good investment in yourself and will increase your market value and potential marketability.

If you think you have Photoshop down pretty good now, get some books and magazines too because they can provide a different angle to learning Photoshop (for your ongoing education and if you can afford them).

When you're ready you could get a membership to NAPP if you don't already have one.

Just don't try to soak everything in all at once..start with the full coverage. Start with the foundation and work up. At least get one solid reference that you can use as your foundational backup plan (it's easy to forget some things when you just might need a refresher on a certain tool or technique).

I like getting the most value for my dollar, I don't know about you. Consumers and prosumers today have the right to be educated and to demand value, quality and service. Most everything I covered has a high standard of quality.

Remember,

What really matters is what YOU can do with Photoshop and whether you're actually proficient or not. Why is this important? Because Photoshop is THE tool that will help realize YOUR creative dreams ONCE you know how to handle it.

It's a balance of technical and creative energy. Adobe Photoshop CS/CS2 is nothing to you unless you know how to harness it's power.

How you get to that power is up to you. Be wise and informed oh Padawan in the ways of learning and applying Photoshop to achieve your creative or professional goals.

The price ranges of your investments (often ongoing if you're serious) that you will make will vary, so just figure out now what is the best option for you where you're at and for where you want to go in the immediate future. And take it from there.

Others are making their creative dreams and professional goals happen, how about you?! No one's going to do it for you except yourself . Be informed and choose wisely (so you save time, energy and money).

I've found that the really hungry people will be the ones that seek out alternative methods (not necessarily shortcuts) but ways that they can pro-actively reach the minimum level of proficiency and then move beyond that right away...because then they can get to the good stuff.

I know you'll want the good stuff first but then you just end up with some cool tricks. Photoshop is a deep universe that with a foundational proficiency you can accomplish any task.

If you have right training and the dedication, you do just as well as students in a classroom learning environment and save hundreds or thousands of dollars to get to the same point of Photoshop proficiency. Do you have that in you though?

It's easier just to sit in a classroom but it's going to take something more to really apply what you're learning with ie. video tutorials training, but if you can, then you know that you can also be successful in your creative, image editing Photoshop work and even professionally because you have what it takes to succeed (not that classroom students don't)!

If you've already taken classroom training you may realize that there is still more to learn about Photoshop or that you just really should have a refresher course or a permanent back-up reference that you can always come back to for Photoshop areas which you may have forgot or don't want to tell anyone you forgot because you thought you knew it!

But, if you can focus your time and efforts into learning Photoshop and getting it handled a.s.a.p. then fairly soon you can move on to the real exciting stuff which is what you probably wanted to "learn" Photoshop for in the first place.

So go ahead and review this information, print it out and refer to it when necessary. But primarily think about what you want to do (which you should already know).

Your real goals are the reason you want to (or have to) learn Photoshop in the first place (the means to your end and where training just has to come in there someplace to bridge the gap). Hopefully someone's not making you for work and that you would want to but...

then think about where you are now and how you're going to get there while keeping in mind that you're going to have to learn Photoshop somehow because you can't really pretend to know it when you don't.

Once you have the knowledge and are an informed consumer, you will be wise in your choices because you know where you stand and expect quality.

Figure out what are the right solution/s for you for where you're at now, make some decisions and then know that in the future you can always get more and more ongoing educational training through many different sources.

If you already know that you have to get the foundational Photoshop CS/CS2 training handled first or to just to have as a fill-in back up reference and your choice there would be video tutorials training (for the reasons that you've already decided because you know where you're at), then I invite you to find out more about my TutorialKey training.

TutorialKey is 12 hours longer than Deke's Total Training and includes real world practical 'money earning' Photoshop skills as bonuses beyond the full skills training.

Here's those links again so you can get more information and compare if you're at that fulcrum point right now:

Total Training

<http://www.totaltraining.com/prod/adobe/photoshopcs2.asp>

and my ***TutorialKey Video Tutorials Training for Photoshop CS/CS2:***

<http://www.tutorialstraining.com/photoshop.htm>

I have a one year 100% money back guarantee on my TutorialKey video tutorials training for Photoshop CS/CS2. Industry standard is 90 days. But you can take one year to decide if the tutorials are right for you.

Whatever you decide to do for your training, I encourage you to take action and commit to learning Photoshop so you can unleash your creative power and really achieve the goals that you started out to.

The rewards are worth it and once you get to a certain level even more possibilities will open up to you; I guarantee it! It's very fulfilling.

I'd like to further help you reach those possibilities as I have for countless people worldwide with my Photoshop CS/CS2 training product solutions.

Best wishes,

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p.s. If you know you have to get the 'complete proficiency' handled for your reason, get yourself the perfect backup reference and full on training resource of my TutorialKey training today! <https://secured.com/~f2493/tkeyorder.htm>

p.s. feel free to let me know by email if this information has really helped you or led you to more income because it should!