

Photoshop for Dummies in 7 Minutes or Less

Design Documentation

by Katelyn Earl

Creative Brief

Topic:

Adobe Photoshop is used by a wide range of people whether it be for basic photo editing, digital painting, animations, etc. However, there is a large audience who is unaware of the tools Photoshop has to offer or doesn't know how to use the tools they are aware of. With this being said, my podcast will walk users through the different tools and what kinds of projects each can be used for, with each episode being introducing a new tool or concept. Currently, there is a similar podcast know as One Minute Tip- Photoshop Wednesdays (<http://www.newmediamanuals.com/podcast/videos/video.xml>). However, it is done in Photoshop CS4 and many of the tools have been updated or taken away so the tutorials are no longer relevant. For this reason, my new podcast will feature many of the same components, but will be done in the latest version of Photoshop CC so that tutorials are shown the latest version of software.

Because tutorials only keep users' attention for so long, the content will be done in seven minutes or less. This will allows me to go into more detail than the One Minute Tip tutorials, while still being brief enough for users to learn the information and move on, without getting bored. The tutorial will also feature both textual instructions, and screen recordings of how to use the tool.

Development:

This podcast will be developed using XML to create an RSS feed, and a screen casting software called Tiny Take to provide viewers with video tutorials that will walk them through the steps and concepts explained previously, in each episode.

Podcatchers and Testing:

The final product will be tested on multiple platforms and devices. Specifically, Pocket Casts will be the primary pod catcher for mobile devices, while iTunes will be implemented on desktops. Using these applications, the metadata and media functionality will be tested to figure out and control how the show's design interacts with the different pod catchers and devices.



Who's Watching?

The target audience of this podcast are intermediate Photoshop users. They have a basic knowledge about setting up documents, duplicating layers, and using paint brush and eraser tools, but their knowledge doesn't extend far beyond that. For this reason, they are only looking for the steps specific to each tool rather than a walkthrough of the entire project.

Seeing as the targeted audience has some knowledge, they do not need to know about every tool. Photoshop is used for a myriad of reasons, so the content will be designed so views can find exactly what they are looking for, without learning a bunch of tools that they do not need or want to use. The episodes will be designed so they can be watched linearly, for users trying to learn the entire program, as well as randomly for people who only need tutorials on a few specific tools. It will also include the text instructions, for people who may not always be able to watch the videos. The following personas summarize both the intermediate and more advanced audience of this show.

Photoshop for Dummies in 7 Minutes or Less

Steve Henderson



Steve is 40 years-old and works as a freelance designer. He recently upgraded to Photoshop CC, but is unsure as to what has changed from his outdated CS4 version. While working on a project, he comes across a few new features that he has not seen before.

Curious as to whether they will be useful to him, he begins to look for tutorials and comes across the link to the Photoshop for Dummies podcast. Because he has been using for Photoshop for years, he is not interested in basic tools, but only the tools he is unfamiliar with. Additionally, he does not have the time to sit for long periods of time to watch the tutorials, but needs to find screencasts that will quickly show him what can be done, and how to do it.



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"I have been working with Photoshop for a long time, but am wondering if any of the new features will make my job easier."

Personal Information:
 Age: 40
 Education Level:
 Occupation: Gra
 Hobbies: Making
 Devices: iPhone d
 Photoshop Experi
 Main Use: Work

Photoshop for Dummies in 7 Minutes or Less

Madison Gomez



Madison is 17 years-old and was introduced to Photoshop in her Yearbook class. After learning a few of the basics, such as making adjustments, the Paint Brush Tool, and the Quick Selection Tool, she is interested in learning more about the features and capabilities the program has to offer.

Because she doesn't have it on her home computer, she can only play around in her spare time in class or before and after school so tutorials must be short and to the point. Her teacher recently referred her to Photoshop for Dummies. After subscribing, she began at the beginning and is wanting to continue to learn different tools and concepts as her skills advance.



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"I enjoyed the basic Photoshop tutorials we did in school and would love to learn more about it"

Personal Information:
 Age: 17
 Education Level: High school (11th Grade)
 Occupation: Student
 Hobbies: Spending time with friends, photography, and dance
 Devices: iPad Touch, Samsung Galaxy Edge, iPad, and Apple iMac
 Photoshop Experience: Beginner
 Main Use: Personal and school

Concerns:
 "I won't have the time to sit and watch long tutorials during class or before and after school."
 "I won't understand how to do some of the things they show or instruct in the tutorial."

Needs:
 "I need something that won't take a lot of time."
 "I need a tutorial that will start where I left off in class."
 "I might need more than a 5 minute tutorial to help me understand more difficult concepts"

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Steve Henderson



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Personal Information:

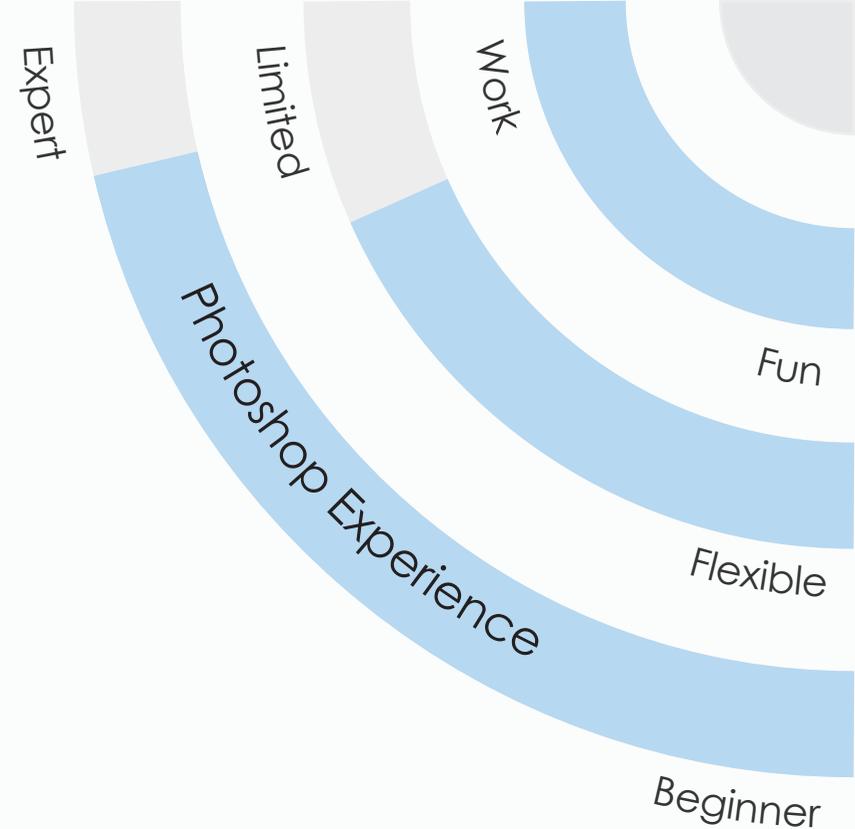
Age: 40
Education Level: Bachelor's Degree
Occupation: Graphic Designer
Hobbies: Making money, drawing, and sports
Devices: iPhone 6S, iPad, and Apple iMac
Photoshop Experience: Advanced
Main Use: Work

Concerns:

"Tutorials will be long and too in depth."
"I will waste time learning about tools I already know how to use."

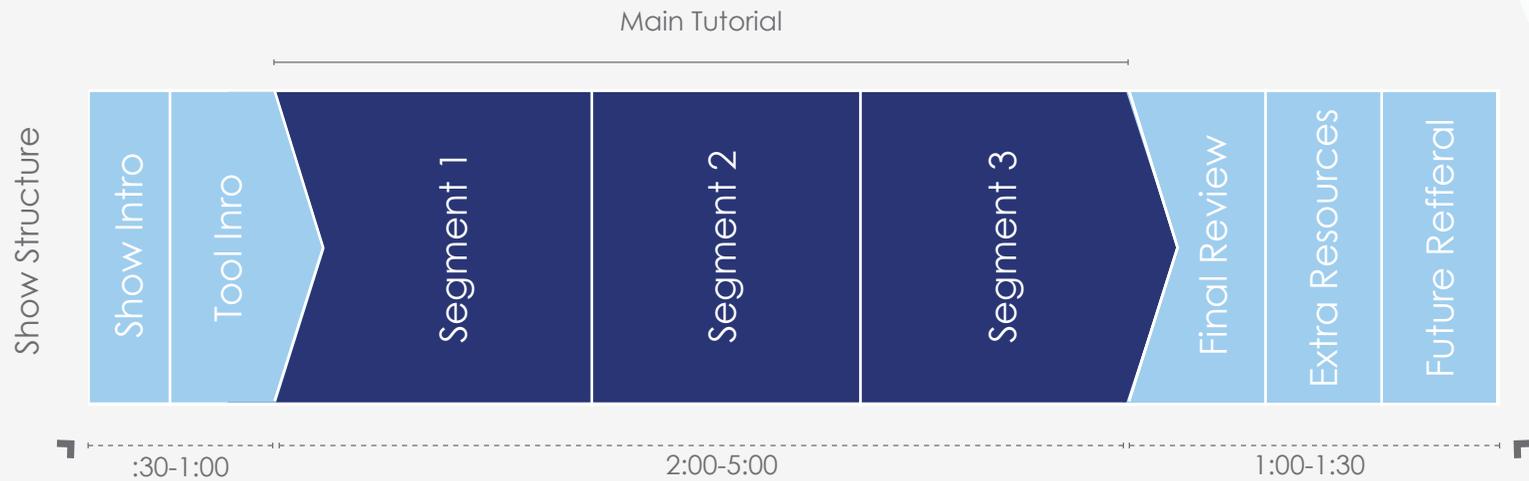
Needs:

"I need something that will me short and to the point.."
"I need a tutorial that will focus on one tool at a time."
"I need a tutorial that will allow me to skip around, without missing out on anything."



"I have been working with Photoshop for a long time, but am wondering if any of the new features will make my job easier."

Setting Up the Structure



Each episode is broken down into three parts. Because of time constraints, it is important that this framework is followed to present enough content for the audience, while keeping it short and to the point.

The introduction consists of a brief explanation of the show, including the host's name, show name, sponsors, etc. It also includes an overview of the topic for that day, including what situations the tool can be used for, as well as other programs the audience may have seen or used the tool in.

Once the episode is introduced, I will jump into the main tutorial. You will see that the framework has three more segments within the section. This number can vary depending on the capabilities of the tool. This part of the tutorial will feature screencasts and explanations on how to use that tool.

Last but not least, each episode's conclusion will consist of a review of what was shown in the episode, additional resources to turn to, and a referral to future episodes in the podcast.



1 Using the framework as a guide, I was not only able to follow it in presenting and recording my content, but it gave me an outline as to how each of the recordings should be edited together, and helped me develop a consistent naming convention for all versions of my recordings.

Defining the Channel

Title: Photoshop for Dummies in 7 Minutes or Less
Subtitle: Quick Tips and Tricks for Photoshop CC
Author: @katelyndearl
Owner: Katelyn Earl
Email: katelyndearl@gmail.com
Copyright: Copyright © 2015 Katelyn Earl All rights reserved
Language: En
Explicit: Clean
Website: <http://podcast.katelynearl.com/psfordummies.xml>
Image: http://katelynearl.com/podcast/Episode%20Covers_2_Show.png
Image Title: Photoshop for Dummies in 7 Minutes or Less
Image Link: <http://podcast.katelynearl.com/psfordummies.xml>

1 Categories: Software How-To, Design, Training
Keywords: Photoshop, Intermediate, Tutorial, Quick

Description: Learn about the different tools Photoshop CC offers. In 7 minutes or less, you will learn what a tool can do, as well as be walked through how to effectively use that tool.

3 Summary: Learn about the different tools Photoshop CC offers. In 7 minutes or less, you will learn what a tool can do, as well as be walked through how to effectively use that tool.

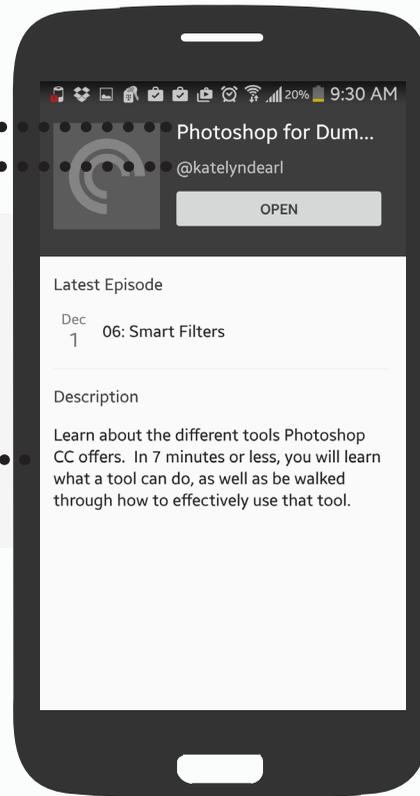
Generator: Hand-coded by Katelyn Earl using Notepad++

Podcatchers have certain information that we must include about the channel or feed. Many of these tags are the same as individual episodes however, it does not necessarily mean that we should use the same standards for both parts of the metadata.

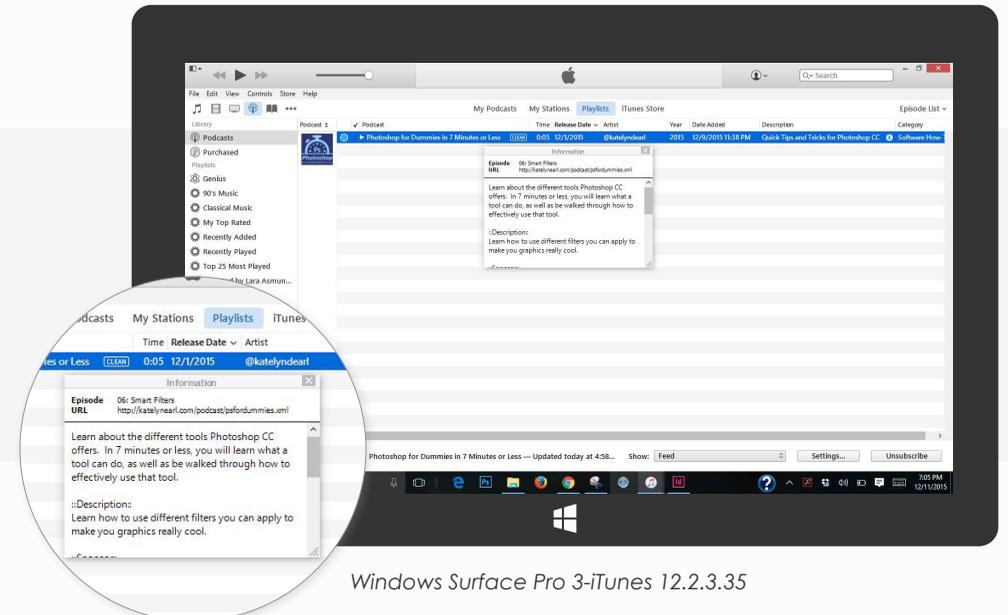
1 There are specific categories that iTunes sorts their content by. Because of how these categories are displayed in specific apps however, I have chosen Software How-To as my first one, since that is the most descriptive for my podcast.

2 Because they describe the overall show, the keywords are left vague to describe all of the episodes in the show. Then, as we will see in the <item>s or episodes' metadata, the keywords are more specific to that episode's content and topic so they will show up if searched for in podcatchers such as iTunes.

3 In the <channel> data, the <description> and <itunes:summary> tags are same, because they are often interchanged for one another. We also want to keep them short and to the point, so they do not become truncated on different devices and applications.



Samsung Galaxy S4-Pocket Casts 5.2.2



Windows Surface Pro 3-iTunes 12.2.3.35

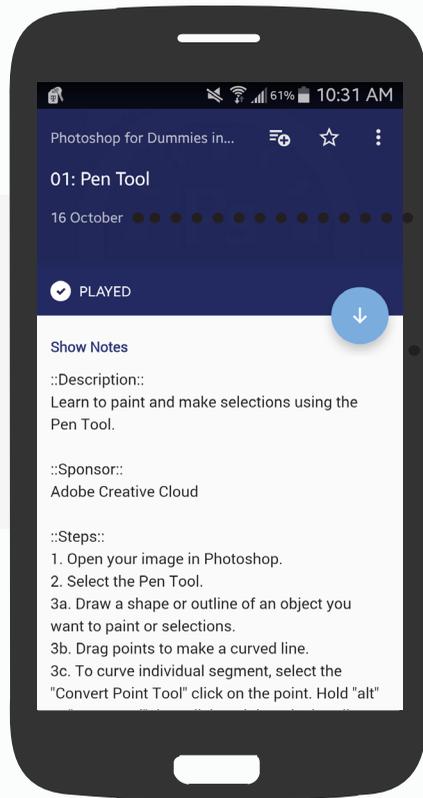
Specifying the Episodes

After adding <channel> information that is broad enough to cover the entire focus of the show, <item> tags are added that contain information specific to each episode. Many of these tags are similar, but have different rules.

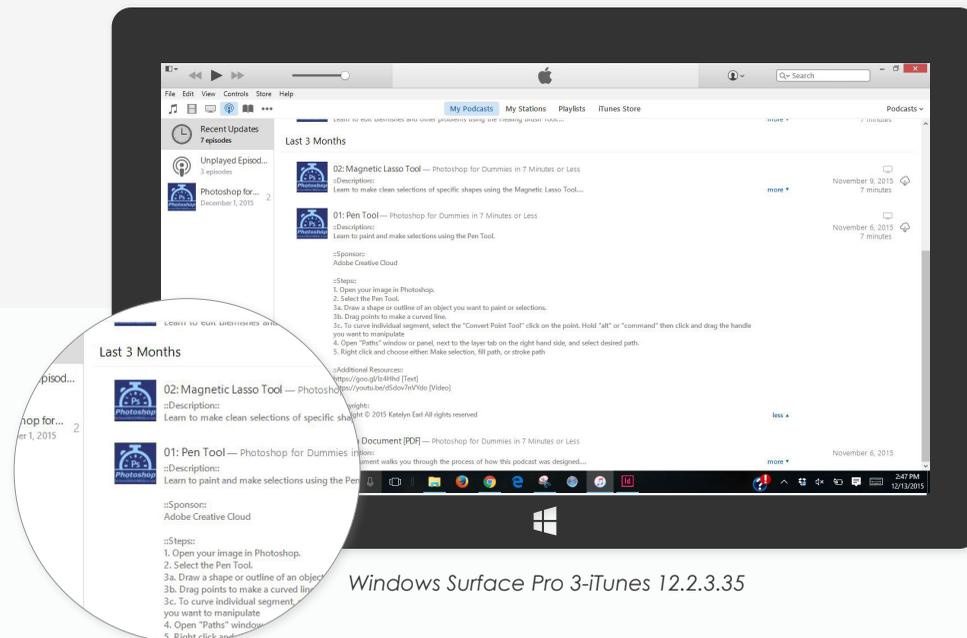
1 The <enclosure> tag contains the link to the video, and contains the “type” attribute which must be coded right to work right. This tag also creates length is also different because rather than being a time length, it is the number of bytes the file has.

2 In our channel <itunes:keywords> tags, all words were vague since they described the entire show. But, now that we are adding information for specific episodes, we can add more specific words that describe that individual episode.

3 In specific episodes, the summary can replace the description, and allows for more space. For this reason, we can include much more information about the content. Because it replaces the description, I have decided to include the same description, word for word, but have also added the steps for the tutorial in that episode, for people that learn better textually. I also included additional tutorials on that topic for additional questions, because these tutorials are so short and quick.



Samsung Galaxy S4-Pocket Casts 5.2.2



Windows Surface Pro 3-iTunes 12.2.3.35

Title: 01: Pen Tool

Author: @katelyndearl

Date: Date: Fri, 16 Oct 2015 20:35:39 -0600

Enclosure: http://katelynearl.com/podcast/mp4/01_PenTool.mp4 (type=video/mp4 length=14017769)

Duration: 00:06:39

Link: podcast.katelynearl.com/psfordummies.xml

Image: http://katelynearl.com/podcast/Episode%20Covers_2_PenTool.png

Keywords: Photoshop, Intermediate, Tutorial, Quick, Pen tool, Design

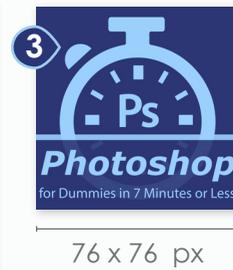
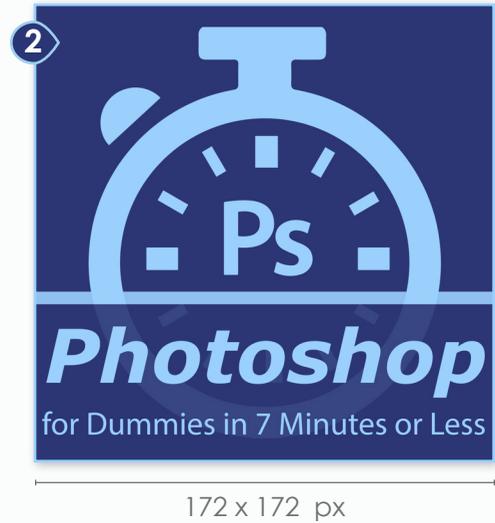
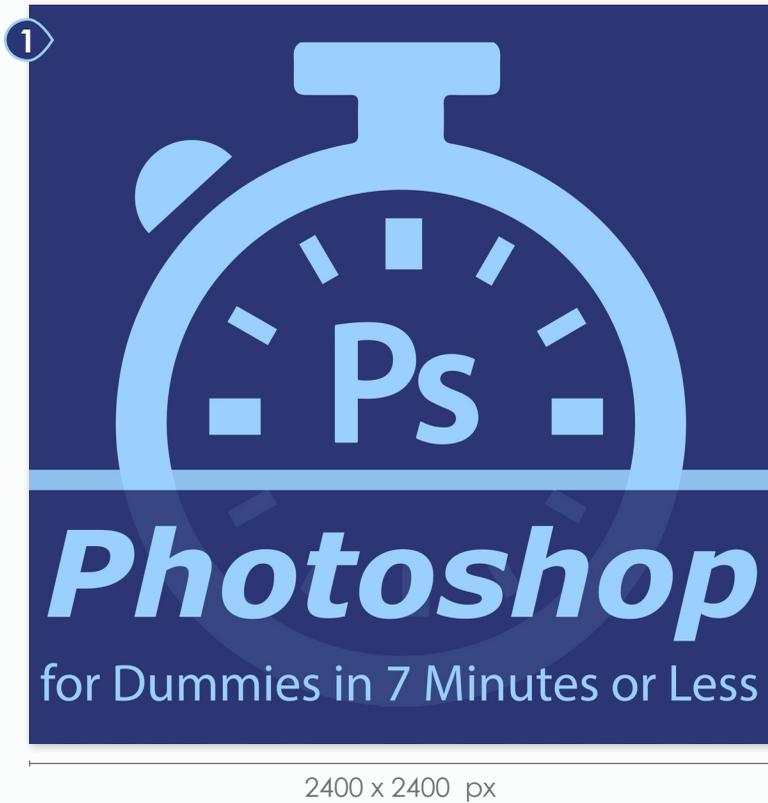
Description: Learn to paint and make selections using the Pen Tool.

Summary: ::Description::
Learn to paint and make selections using the Pen Tool.
::Sponsor::
Adobe Creative Cloud
::Steps::
1. Open your image in Photoshop.
2. Select the Pen Tool.
3a. Draw a shape or outline of an object you want to paint or selections.
3b. Drag points to make a curved line.
3c. To curve individual segment, select the “Convert Point Tool” click on the point. Hold “alt” or “command” then click and drag the handle you want to manipulate
4. Open “Paths” window or panel, next to the layer tab on the right hand side, and select desired path.
5. Right click and choose either: Make selection, fill path, or stroke path

Additional Resources:
::Additional Resources::
<https://goo.gl/lz4Hhd> [Text]
<https://youtu.be/dSdov7nVYdo> [Video]
::Copyright::
Copyright © 2015 Katelyn Earl All rights reserved

Branding Plan

Podcovers



- 1 iTunes standard (not to scale)
- 2 iTunes Store show page dimensions
- 3 iTunes thumbnails dimensions

Frequency

Initially, the frequency of episodes put out will be largely dependent on how quickly I can record and put them together. However, after the initial burst of episodes, the frequency will be dependent on how often Adobe updates Photoshop CC and its tools.

Tagline

The tagline will function as a subtitle and will be: Quick Tips and Tricks for the Intermediate Photoshop User.

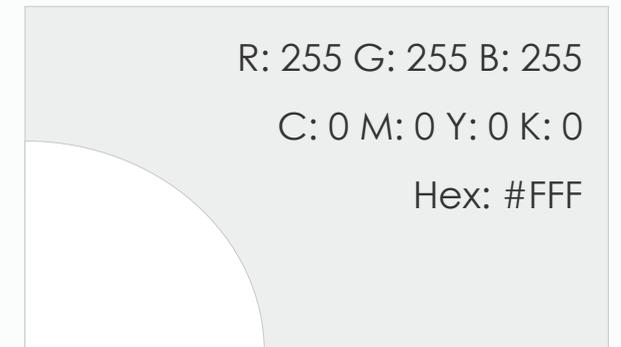
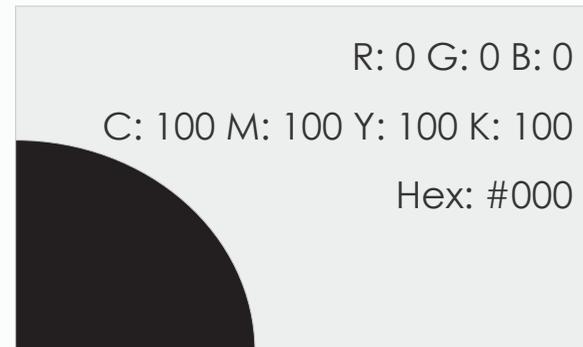
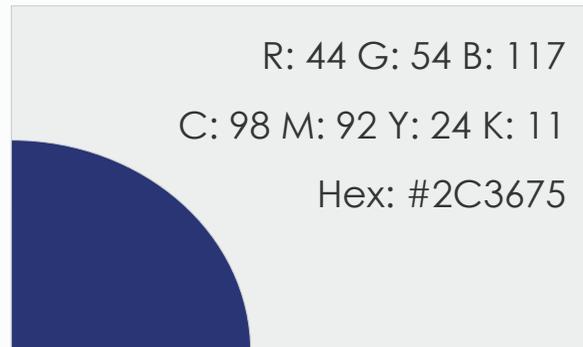
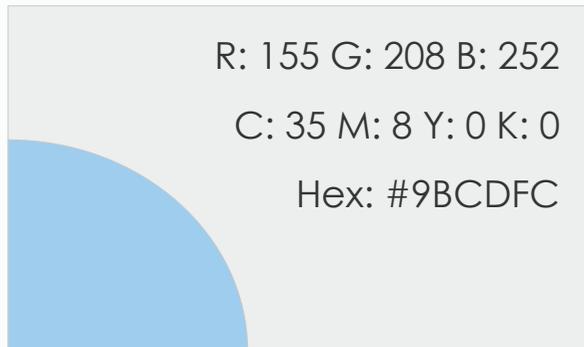
Slogan

The slogan for this podcast that will be incorporated in the introduction of each episode is "Don't be a dummy." In my sample episodes, this is not the case however, seeing as they were recorded when I wasn't planning on including a slogan.

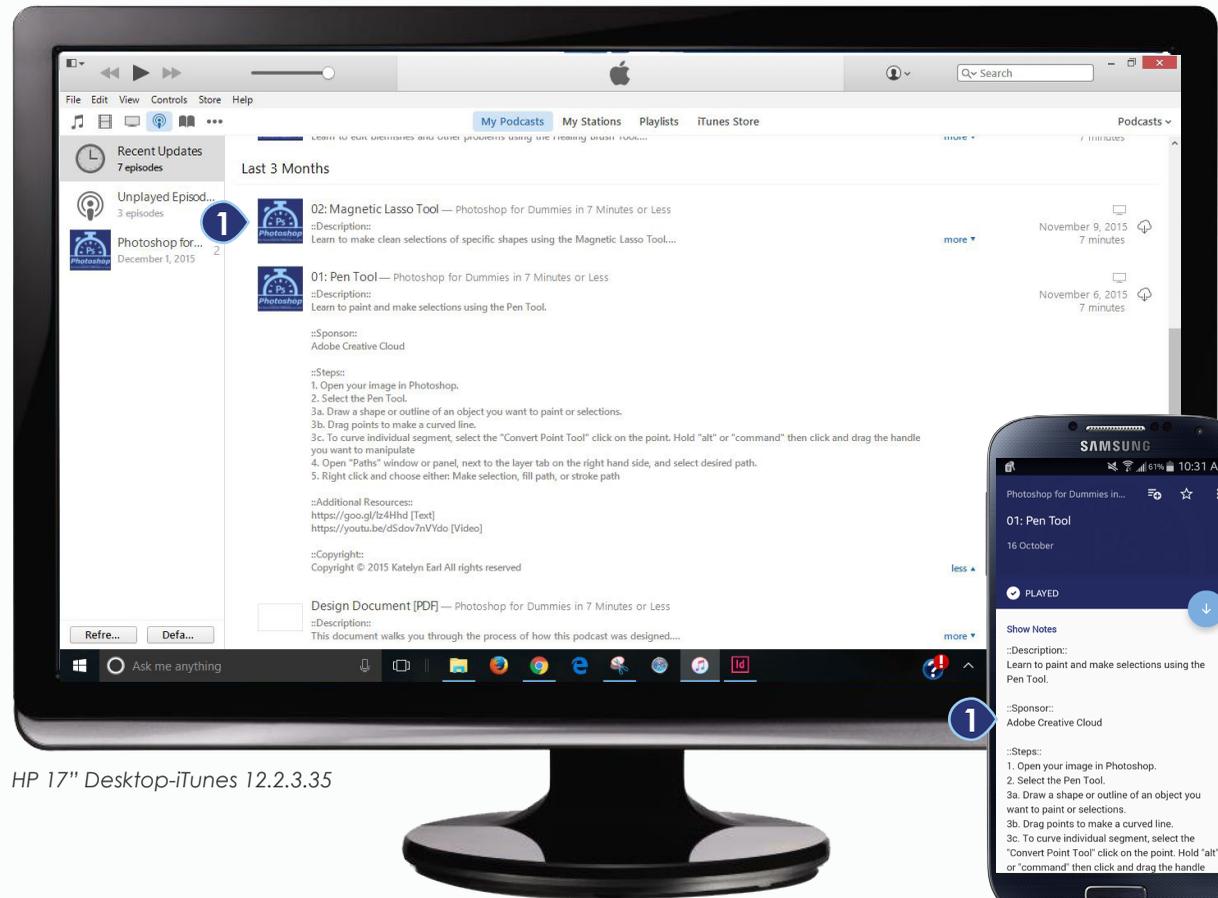
Podcover Design

The colors and fonts were chosen to imitate the style of the official Photoshop logo, to show the relationship between my podcast and the program.

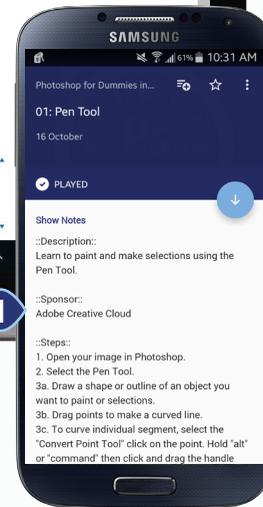
Color Swatches



Testing



HP 17" Desktop-iTunes 12.2.3.35



Samsung Galaxy S4-Pocket Casts 5.2.2

Testing my feed using different devices and applications helped me figure out what information shows up where and how, as well as determine what problems were with my feed and what problems were dependent on the application or device I was using. In some cases, they were problems that I was able to fix, but with other flaws I had to accept that there was nothing I could do, because the problem was not in my feed, but on the back end of the applications that I was using.

- 1 For the most part everything on the desktop showed up correctly. However, in the original XML each episode was assigned and embedded with individual episode covers. Unfortunately, testing revealed that at the moment, iTunes has removed the capability to display this information and instead fills it in with the general podcover.
- 2 When it came to testing on mobile devices, I found more problems with my feed than I anticipated. The first problem I noticed that every line in my `<itunes:summary>` tag had weird indentations and I was unsure of what was causing it. However, I eventually figured out that it was because when indenting my code so it was easier to read, it embedded those tags in my feed on Pocket Casts. I also had problems retesting my feed, because whether I waited a few days, unsubscribed, or deleted the app, my phone was caching the broken files. I finally figured out that I had to rename my file each time, which was a total pain, but eventually worked and paid off.

Conclusion

Although creating a podcast was fun, the most important lessons I learned had to do with how I can improve the UX/UI in my designs. Specifically, I was concerned with providing effective metadata that would not only provide better SEO for my podcast, but also provide the most and best information possible, while staying within the constraints of different podcatchers and devices. Using metadata, I also tried to implement enough information to accommodate different learning methods and contexts of my target audience.

Metadata

When being introduced to metadata, through the redesign of an audiobook, I learned a lot about testing and figuring out where metadata shows up. I also learned that I need to be more cautious and observant in my character counts, and how those character counts show up in viewers such as playlist view. Because of these lessons, I was cautious in the design of the metadata, because I considered character counts and testing how they would show up more carefully.

Since I had more experience with the user end of podcasts due to the podcast reviews prior to starting this project, I was also more considerate of how the podcasts would show up when people search for them in the iTunes search bar. Rather than putting what I thought would be best, I thought more about how users would be looking for my podcast as well as the terms

and phrases that iTunes would cache as information to look at when searching through its database.

Learning Methods and Contexts

I took the design of the metadata further by implementing and accomodating different contexts and learning methods. Recently, I have been studying how people with different abilities and from different cultures interact with our media, and how that impacts the overall UX. I decided to take this project as an opportunity to put what I had been learning into practice by designing my information, content, and metadata in a way that people who learn better both visually and textually can benefit from the information. This idea can also benefit those in varying situations. For example, one of my personas is a businessman who may not be in situations where he can listen and watch my podcasts all the time. However, I have provided the step-by-step instructions in my summary, as well as links to Adobe's official instructions so that if the tutorial is needed in an atmosphere where a video would be inappropriate, the information my audience needs is still available to them.

Why Does All of This Matter?

One may ask why all of this really matters to the production and success of a project. However, it

seems safe to say that without a good UX design, you cannot deliver a successful product. Furthermore, by documenting the processes and reasoning behind the design, these basic design concepts will become habits and force us to reason and ask ourselves why we chose to design a site or app the way we did. It also allows future designers and developers to be able to look at it and know exactly what needs to be done to make the project a success.

So many designers ignore the power of documentation, putting thought and effort into testing and embedding metadata, and good practice of incorporating different learning methods into a design. Because of this lack of attention to detail, when we do all three of these things, our projects will stand out and allow us to advance in the industry as our reputation is better looked upon both by users and employers.

