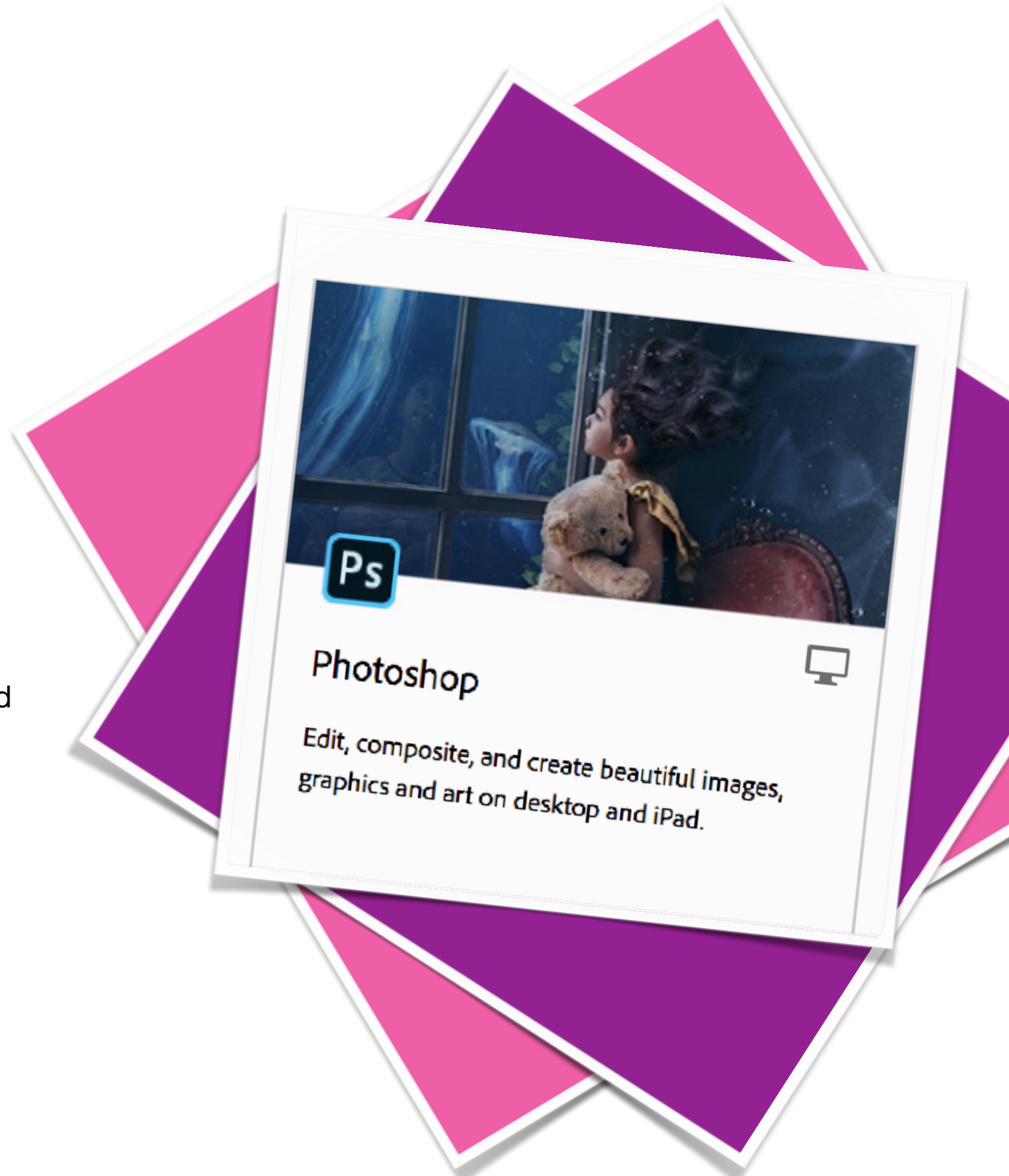




Welcome to E-Commerce For Artists!

Module 6

In this module, we are going to cover the basics of using Photoshop to create product images. Photoshop is a huge program and does hundreds of amazing things. I'm going to focus on only one topic; creating great product shots for your store. I'll fine-tune the demonstrations to include only those actions you need to create product shots.



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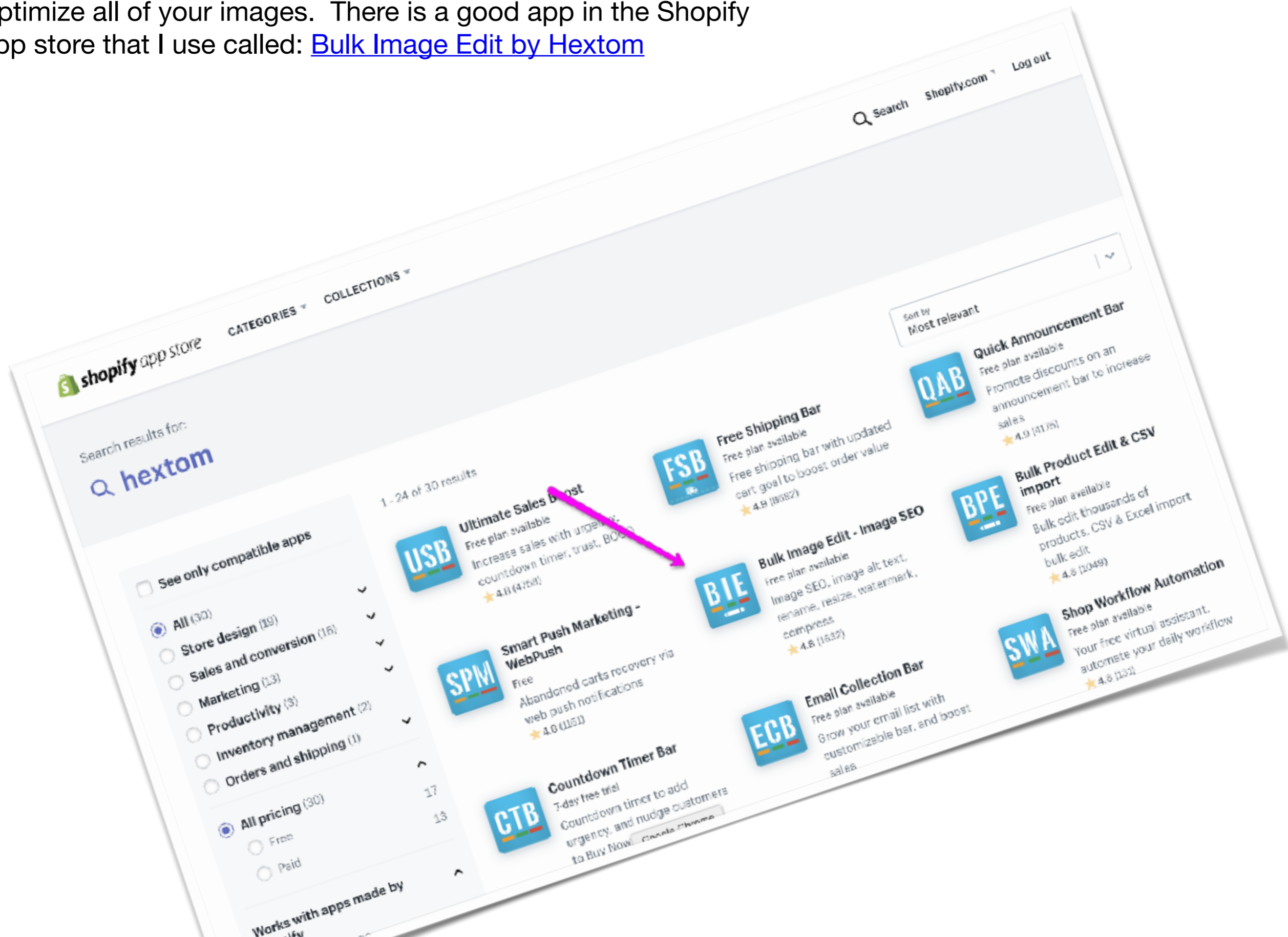
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If you take your own photos of your artwork, [read my blog post](#) for more information on getting good photos.



Optimize all of your images. There is a good app in the Shopify App store that I use called: [Bulk Image Edit by Hextom](#)





Before you begin make sure your images are high quality. The product mockups you download from the vendor should be high quality enough to work for the web.

Ideally you want your images large enough to be crystal clear, but not so large that they take a long time to load. Huge image files will slow down the loading of your store and your customers will click away. How many times have you just clicked away when a page loaded too slowly?

So remember this: no smaller than 1024 x 1024 at 300 dpi and no larger than 2000 x 2000 at 300 dpi.

Here's a really good explanation from [Helen Bradley](#) (one of my favorite Photoshop gurus):

"When it comes to displaying images on the screen you need far less pixels than you do for printing. This is because the density of pixels on the screen is far less than what is required for printing. So, for example a typical monitor is 1920 by 1080 pixels in size so, to fill the monitor you only need an image that is 1920 by 1080 pixels in size. That's about the same size image you need for a 4 x 6 print at 300 ppi, yet this size image displays perfectly on a 23 inch diagonal monitor."

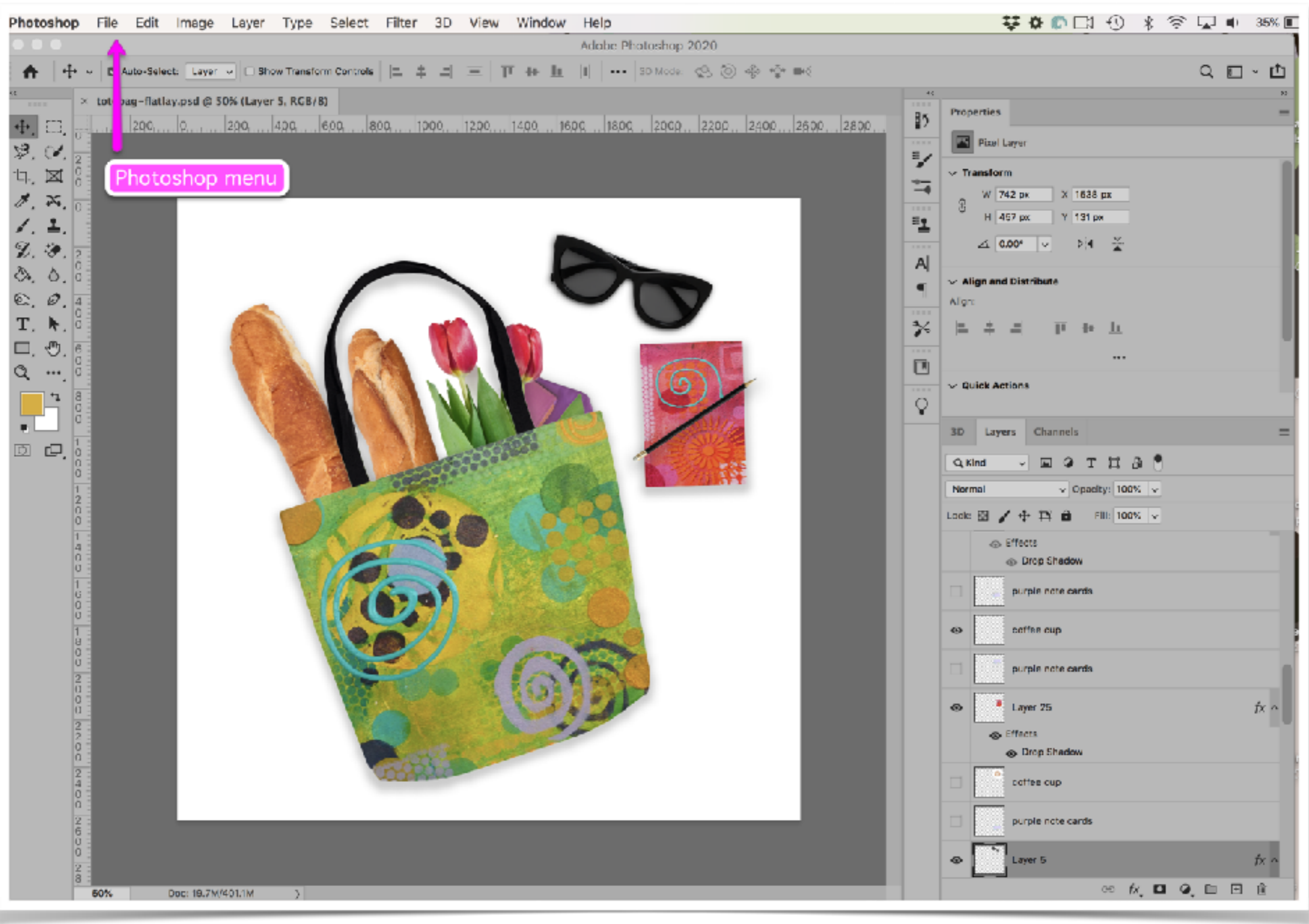
**Direct comparison from the online store
72 dpi versus 300 dpi**

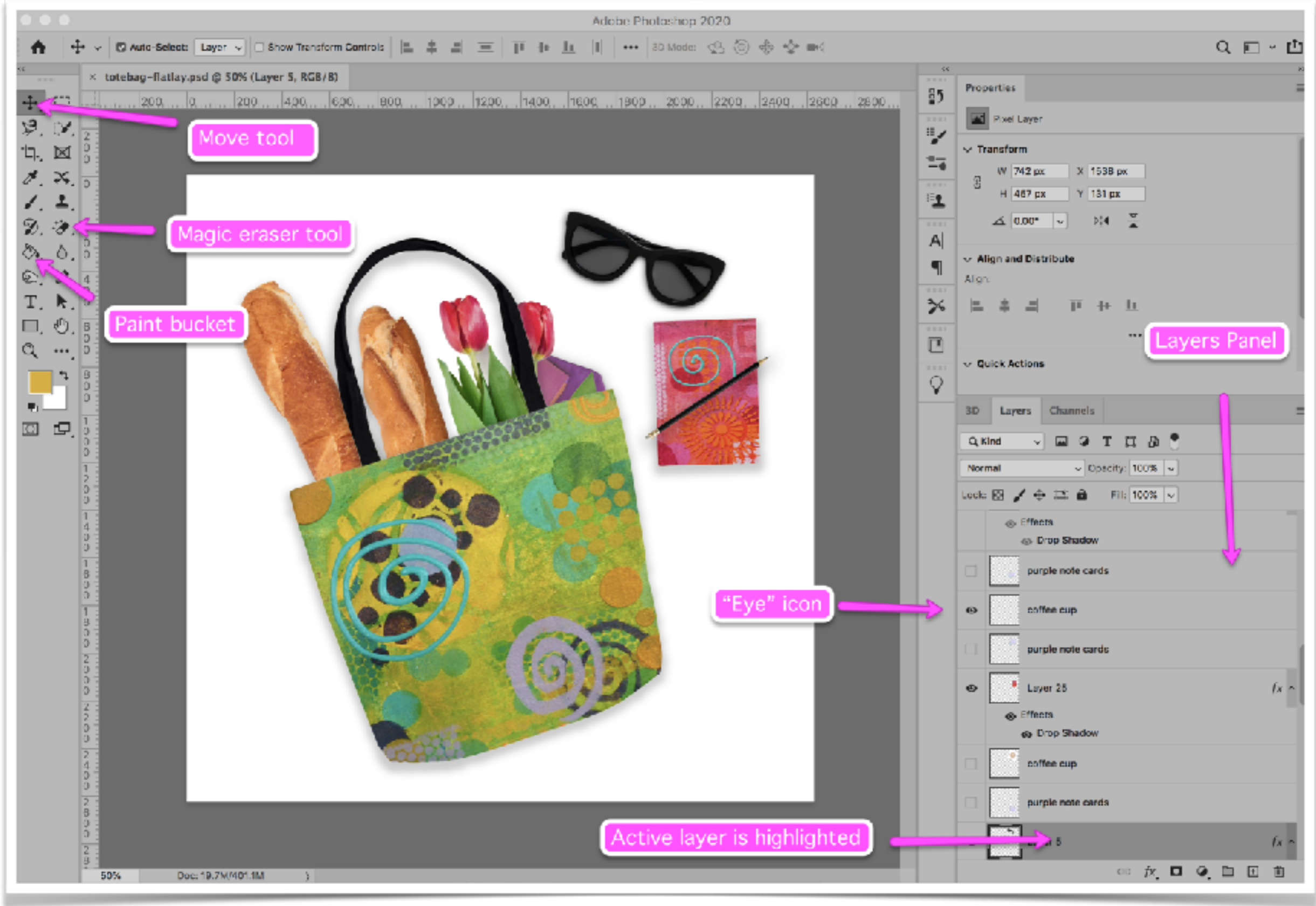


72 dpi picture
\$1.00



300 dpi picture
\$1.00





Move tool

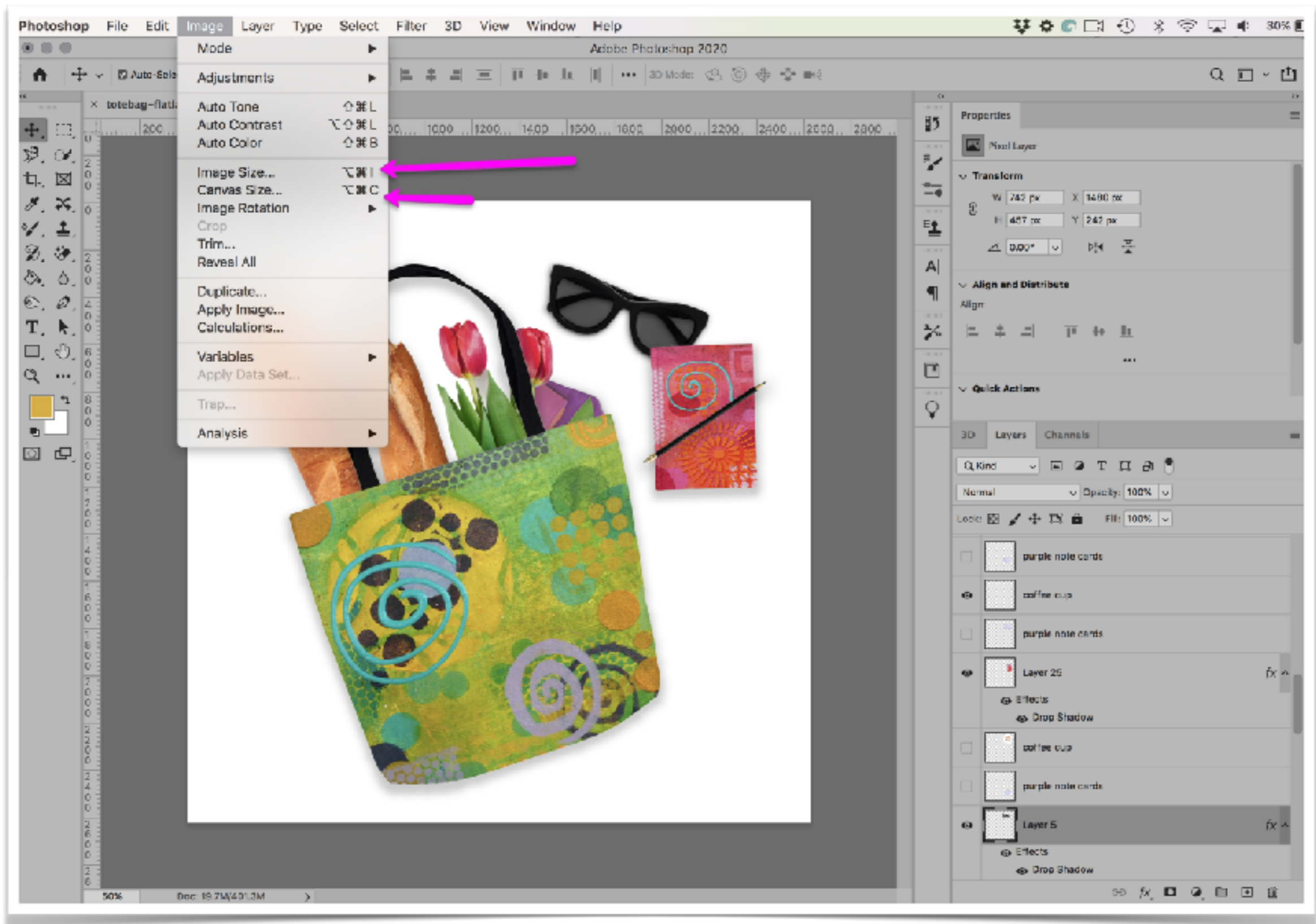
Magic eraser tool

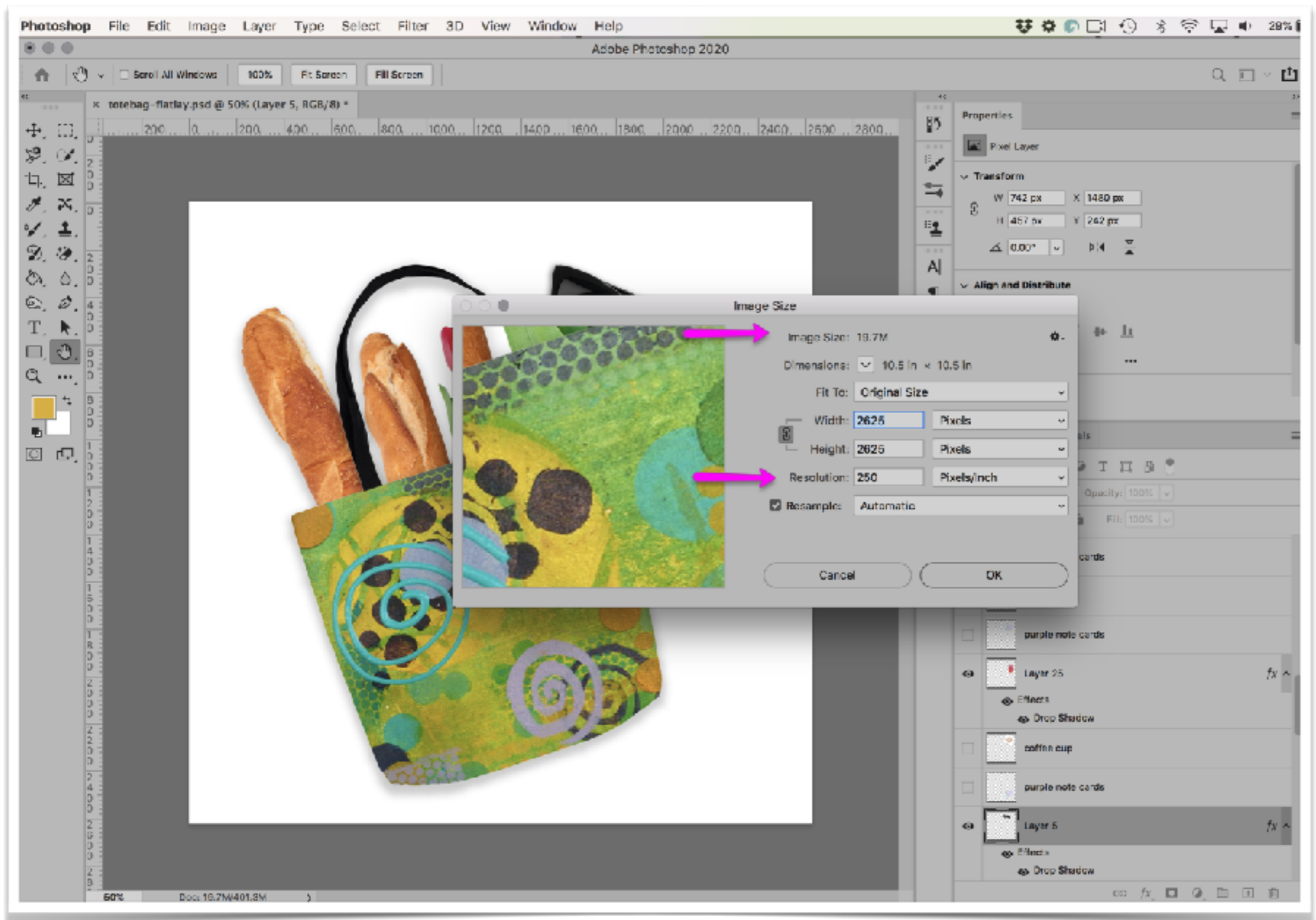
Paint bucket

Layers Panel

"Eye" icon

Active layer is highlighted





Alternative to Photoshop Pixlr

The screenshot shows the Pixlr X Online Photo Editor interface. At the top, the browser address bar displays "pixlr.com/x/". The main content area has a dark background with a navigation bar containing "HISTORY", "CREATE NEW", and "STOCK SEARCH". A "PIXLR" logo is visible in the top right corner. On the left side, there are two buttons: "OPEN IMAGE" (highlighted in blue) and "LOAD URL". Below these buttons, a text box states: "You can also drag and drop files or paste from the clipboard to open." The main area features a large heading: "Welcome to the Pixlr X Online Photo Editor." followed by the text: "There are no images in your history. Please 'Open Image' or 'Load Url' to start editing." Below this, it says: "You may also begin editing with any of our images below." At the bottom, a section titled "EXAMPLE PHOTO" displays five small image thumbnails: a hand holding a red maple leaf, a still life with cinnamon sticks and oranges, a close-up of golden autumn leaves, a circular wreath of pumpkins and gourds, and a dense forest of tall evergreen trees.

Alternative to Photoshop

Gimp



The Free & Open Source Image Editor

This is the official website of the GNU Image Manipulation Program (GIMP).

GIMP is a cross-platform image editor available for GNU/Linux, OS X, Windows and more operating systems. It is **free software**, you can change its **source code** and **distribute** your changes.

Whether you are a graphic designer, photographer, illustrator, or scientist, GIMP provides you with sophisticated tools to get your job done. You can further enhance your productivity with GIMP thanks to

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2019-06-12

GIMP 2.10.10 Released
2019-04-07

GIMP and GEGL in 2018
2019-01-02

Next week:

- **Troubleshooting Images**
- **Social Media Images**
- **Introduction to Analytics**
- **Google Shopping Ads and Adwords**

“If you fall in love with the imagination, you understand that it is a free spirit. It will go anywhere, and it can do anything.” —Alice Walker