



Photoshop Classic Effects: The Essential Effects Every User Needs to Know

Scott Kelby

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If you've ever wondered "How'd they do that?" you're about to find out!

Inspired by the column of the same name in Photoshop User magazine, Photoshop CS Classic Effects show you exactly how to do the same special effects you see every day in magazines, on TV, in the newspaper and on the Web. These are "The Classics"--those tried and true effects that are every where--and for a lot of professional photographers and designers, these effects are their bread and butter (as you'll see inside the book). It's not the wild stuff, it's not the weird stuff--it's the stuff you can really use--the stuff clients always ask for (and expect that you'll know).

How it works

Scott Kelby, Editor of Photoshop User magazine and author of a string of bestselling Photoshop books (including Photoshop CS Down & Dirty Tricks, and The Photoshop CS Book for Digital Photographers) takes these classic techniques and shows you how they're used by today's industry's leading professionals. You'll learn step-by-step how to build complete projects, from start to finish, so you can put these Classic Effects to work for you today. You'll learn classic photographic effects, type effects, commercial and advertising effects, and the special effects the pros turn to first to get the job done fast!

What Makes it a "Classic"

Over the years certain Photoshop special effects have become so popular they've become classics, much in the same way certain songs, or certain cookbook recipes have become classics. For example, if you bought a book of "Classic Recipes" you'd expect that it would include some kick butt recipes for spaghetti sauce, apple pie, buttermilk pancakes, meatloaf, tomato soup, and a wide range of classic dishes, right? Right. So would you expect to find some wild new culinary explorations from Wolfgang Puck in a Classic Recipes book? Not a chance. Instead you'd find the "meat and potatoes" recipes that are used every day by great cooks all over the world. Well, my friends, that's what you're holding--a book of kick butt "meat and potatoes" special effects, the same ones used by great Photoshop photographers and designers all over the world.

MTV or CBS?

Here's the thing: if your client is MTV, you can go out and do all the latest, wildest, weirdest effects and they love it. But what if your client is CBS or CNN? Try that stuff and they'll show you the door. They need a professional, clean look, and they'll expect you to know the classics and how they're used today. That's what this book is all about--teaching you the handy bag of tricks that you can use again and again.

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