Expert Photoshop skills
save group photo for Dallas marketing firm

(OR PHOTOSHOP DOES DALLAS)

Sheley Marketing, a boutique marketing firm in Dallas, TX that specializes in the legal industry, contacted us to do a marketing brochure for one of their clients, Select Commercial Services (SCS). SCS had just added some new partners in an office in Indianapolis and wanted to send out a brochure with all the partners in a group shot. The firm had already had partner portraits done, and their photographer had "grouped" them.

Sheley asked us to piece together the three grouped shots and add the two new partners and then create the marketing brochure that would be printed and mailed out. An easy job.

Upon receiving the hi-res files, the first thing we noticed is that the "group" shots were already flattened. This meant that in order to move anyone they would have to be painstakingly masked (silhouetted) in Photoshop. This also meant that if anyone was "behind" someone else that this quickly becomes very difficult, if not impossible. We also noticed that the image quality in the group shots was not as good as the new partner shots meaning that there might be a noticeable difference between the two sets of images once combined. Finally, the new male partner was shot at a slightly different angle than the group shots. This meant that it would be best if he could be "in the back" so his feet would not be visible.

We had added the two new partners to each shot and all was proceeding nicely until we received an email from Sheley. The printing deadline was 45 minutes out and one of the partners had just left the firm and needed to be removed from the shots. Unfortunately, the partner was smack in the center of the group shot (top, below) and in front of and behind two other partners in the casual shot (bottom, below). We told Sheley that we would have to see how much Photoshop work needed to be done, and that it was possible – but it was a deadline breaker. Sheley told us that they could get a 6 hour extension for the printing deadline.

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Next up, we had to work on the single group image. We originally had the new male partner in the back to hide his awkward looking feet. Now we had to create a "hole" in the middle of the image which would require some very creative reconstructing of suit jackets and ties, particularly of the partner in the center of the back row. We decided that it would be easier to put the new partner where the former partner was to save time from recreating the clothing as he would hide some of that. Also, his feet would be hidden enough to not be bothersome.

First we had to remove the wispy hair from the former partner. Then we removed her face and what you could see of her clothing. Next we had to mask out the hair from the blond partner in the blue shirt. Next we inserted the new male partner into her spot and then finished everything up by reconstructing the clothing from the surrounding partners. Final shot is below.

We immediately started examining the images that would be affected to determine the best way to accomplish the result required. We first worked on the easier of the two images, the casual shot. We had to mask out and silhouette the woman in the blue, moving her to a separate layer. We then had to mask out the man in the gray shirt so we could remove the former partner and move the woman in the blue shirt over and behind his right arm. We then had to "re-create" the portion of her left arm that was previously hidden behind the partner who was removed.

RICHARD**CODA**
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We got all this last minute Photoshop work done in two hours, beating the new deadline by four hours, and giving the client a little time for final review. The final 5x7" (folded) tri-fold brochure is below.

ABOUT RICHARD CODA DESIGN

I have always been interested in design. As a child I was always drawing something. Growing up with a father who was a professional printer I used to love going to "help my dad" at the shop on Saturdays. I became interested in how the process worked… concept… setting type… layout… camera-ready… the printing press.

After college my first job was as a Quadex 5000 typesetter for The Great Atlantic & Pacific Tea Co. in Paterson, NJ (better known as A&P Supermarkets). Here I built on the knowledge and skills that my father had instilled on me as a youngster. Years, and jobs, later, I entered the digital age. Where once before, and not that long ago, there was a whole team of highly talented specialists working together in an agency or department, there was now one person doing the jobs of all those people. Graphic designers had to learn new skills and forget old ones. The pace increased exponentially to the point where what used to take weeks to do could now be accomplished in just a few hours.

Always wanting to be my own boss I started my own design firm, PC Type, in the late 1980s. Moonlighting at first, I was soon able to go full-time in 1995. I provide design and production services for all types of printed projects, as well as support for digital projects. My clients range from small businesses to global leaders in their fields, many of them for over a decade. In 2017, we became Richard Coda Design, LLC.

Call us at **480.751.8684**, or email us at **rich@richardcodadesign.com** to learn more.
Download my lookbook at **https://tinyurl.com/y3xsgkz4**