Photoshop Elements

Lecturer: Ivan Renesto

Language

English

Course description and objectives

Course objective is to provide the basic knowledge to use a selection of the most advanced tools for editing and managing image files.
The course will enable participants to understand the key concepts related to the processing of digital images and use an image editor to improve them, apply effects, and prepare them for printing or publishing.

At the end of the course participants will be able to:
- understand the basics of image editing
- capture images
- use an image editing application
- work with images
- draw, paint and apply effects
- share images

Audience

This course is open to all students at Bocconi University. In particular, it is aimed at:
- those who want to approach the world of image processing;
- students who want to acquire the basic knowledge to develop future expertise in the area of marketing, linked to the optimization of messages with the use of graphics;
- those who are interested in web editing and wish to acquire the basic skills for creating graphical components.

Prerequisites

Familiarity with Microsoft Windows operating systems, or Mac OS X, and related graphical interfaces.
Having achieved the ICDL certification or having equivalent knowledge and skills.

Guidelines

Registration:

You can sign up for the course only through the yoU@B student Diary, in the " **sign-up for various activities**" box (please note that the box appears only when registrations open. Before then it will not be visible).

You can only **cancel** your registration through the yoU@B Diary, and **no later than the registration deadline for the course**. No other cancellation methods are accepted.

Registration will be confirmed a few days before the course begins via a message posted in your yoU@B student Diary.

Attendance:

- Attendance of **75% or more** of class hours: **Open Badge**
- Attendance of **less than 25%** of class hours: placement on the **Exclusion List**

Duration

20 hours

Teaching mode

This course will take place exclusively in **synchronous, in-person sessions.**

Calendar

Lecture	Date	Time	Room
1	Thu 05/02/2026	18.15 - 19.45	N06 (L. Del Vecchio)
2	Wed 11/02/2026	18.15 - 19.45	N06 (L. Del Vecchio)
3	Thu 12/02/2026	18.15 - 19.45	N06 (L. Del Vecchio)
4	Wed 18/02/2026	18.15 - 19.45	N06 (L. Del Vecchio)
5	Thu 19/02/2026	18.15 - 19.45	N06 (L. Del Vecchio)
6	Mon 23/02/2026	18.15 - 19.45	N07 (L. Del Vecchio)
7	Tue 24/02/2026	18.15 - 19.45	N06 (L. Del Vecchio)
8	Thu 26/02/2026	18.15 - 19.45	N06 (L. Del Vecchio)
9	Mon 02/03/2026	18.15 - 19.45	N06 (L. Del Vecchio)
10	Thu 05/03/2026	18.15 - 19.45	N06 (L. Del Vecchio)

Syllabus of the course

Lecture	Topics

1 **Understanding the basics of image editing**
- About pixel and resolutions, lossy and lossless formats for graphics
- Understanding implications on copyright when using images
- Differences between raster and vector graphics, and common formats (jpeg, gif, svg, eps)
- Recognizing the Photoshop proprietary formats: PSD, PSP, XCF, CPT
- Understanding color models: RGB, HSB, CMYK

2 **Exploring Photoshop Elements**
- Knowing Photoshop Elements features
- Knowing the Graphical User Interface and basic commands
- Using Photoshop Elements to open, close, and manage files, opening more images simultaneously
- Using help functions

Exercises

3 **Work with images**
- Defining the parameters for the creation of an image file: color depth, resolution, background color, size
- Save an image file under a new name
- Save, export an image in a different format: jpeg, gif, tiff, png
- Resize and resample an image in pixels, or in other units of measure
- Apply background and foreground colors
- Apply grid properties: units, horizontal spacing, vertical spacing, color
- Define some options of the program: transparency, units
- Use the zoom tool
- Use the controls undo, redo. Use the old command cancels
- Display and hide toolbars, color palettes, default windows

Exercises

Lecture	Topics
4	**Selections and Layers**

- Selecting an entire image, selecting a rectangular or elliptical portion, usage of the magic wand tools, the lasso tools, and the "free hand" selection
- Refining a selection
- Assigning some properties of the selection commands: relationship between multiple selections, smoothing the edges, minimizing the sampling from distortion (anti-aliasing), width, height
- Reversing, saving and loading a saved selection
- Modifying the canvas size of an image
- Cutting or duplicating an image, or a selection within it
- Rotating, making a mirror image
- Defining and understanding the "level" concept
- Creating a new layer
- Duplicating and deleting a layer
- Layer properties: hide / discover, block, name, opacity, blend modes
- Combining, merging, directing, flatten layered
- Transforming levels
- Converting a drawn object to a raster layer
- Creating an animated gif from layers

Exercises

| **5** | **Text, effects, filters and corrections** |

- Adding, editing, deleting text
- Duplicating, moving text
- Aligning text left, center, right, justify
- Changing the types, sizes, font colors
- Applying artistic effects and distortion and blur
- Applying lighting effects: styles, types of light
- Applying corrections: brightness-contrast, hue-saturation, color balance
- Removing red eye

Exercises

Lecture	Topics
6	**Artistic elements: drawing and coloring**

- Adding an image to different types of lines, choosing thickness, style and color. Selecting straight lines, curves, freehand
- Adding an image to different types of shapes: rectangular, elliptical, polygonal, choosing style and color
- Acquiring a shade of color with the eyedropper tool
- Filling a portion of an image with the gradient tool, selecting opacity / transparency, radial, linear, position, rotation
- Coloring a portion of an image with the paintbrush tool, selecting color, shape, size
- Erasing a portion of an image with the eraser tool, selecting its shape and size
- Coloring a portion of an image with the paint bucket tool
- Copying a portion of an image using the clone tool, selecting size and opacity

Exercises

| 7 | **Photographic projects and advanced editing concepts** |

- Creating a photo collage
- Creating a photo book
- Creating greeting cards and calendars
- Creating panoramic images with Photomerge®
- Recovery of images ruined by time
- Photo retouching
- Reshaping of photographic elements

Exercises

| 8 | **Merge of images and sharing** |

- Management of over- and under-exposure of images
- Merging of faces
- Viewing image previews
- Selecting the appropriate values of color depth, resolution, image size, graphic format for the Web and for printing (paper size, orientation)
- Saving images for Web or email

Exercises

Lecture	Topics
9	**Use Cases**
	- Creation of banners for virtual events on the Web
	- Creation of composite images to produce roll-up banners to be used for displaying company brands in events or marketing activities
	- Creation of graphics for posters aimed at advertising a product or an idea
	- Creation of personalized templates for multiple representations of images
	- Use of colors, shapes and evocative images for marketing messages through banners
	- Lateral Facing: graphics aimed at the effective introduction of a specific speaker and message
	Exercises
10	**Summary and final test**

Software used

Adobe Photoshop Elements 2024 (in English).

Please, download the trial version of Photoshop Elements 2024 for **Windows** or **Mac OS**, and install the software **only the day before the first lesson**. The trial will give you full access to all features but will expire in 30 days. Having an Adobe Account is required. If you do not have it, please, consider creating a new one using your Bocconi email address.

Note: before to download and install Photoshop Elements 2024, check if your personal computer meets the hardware requirements. If not, please, evaluate to install an earlier version with lower requirements.

Important: do not install Photoshop Elements 2025 or any more recent edition, as those support a trial period of 7 days only, not enough for our course.

Suggested bibliography

Nichols R., *Mastering Adobe Photoshop Elements - Sixth Edition: Bring out the best in your images using Adobe Photoshop Elements 2024,* Packt Publishing

Other resources on the Web:

http://www.photoshop.com/products/photoshopelements
https://helpx.adobe.com/photoshop-elements/user-guide.html
https://helpx.adobe.com/photoshop-elements/using/whats-new.html

Available seats

This activity is limited to **110** participants. Registrations cannot be carried out once this number has been reached or after the registration period ends.
Please note that you can withdraw from ITEC courses **only before the registration deadline**.