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COMPREHENSIVE
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Guide
on
Photo Editing
BUSINESS



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by *Quality Web Solutions*

<http://www.quality-web-solutions.com>

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Acknowledgements

Quality Web Solutions is pleased to bring out this **photo editing ebook**, which we believe will prove extremely beneficial for those who want to collate authentic information on photo editing business. Painstaking efforts have been taken for making this e-book as informative and error-free as possible. The credit goes to our team who has done extensive research. Hope this will serve as a great resource for all the readers.



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Introduction

The flourish of photo editing industry in recent years has turned turtle the common concept that photo editing is not a lucrative business. In fact, image editing industry has expanded manifold over the years and thereby offering a unique growth opportunity for those entrepreneurs who want to try their luck in this industry. However, none would dare to invest in a business without garnering authentic information about the very nature and the future possibility of a business. A marketing analysis of the photo editing industry is all we need before making a final decision. But we know how hard is it to collate statistic on market analysis and market condition. We are aware of this difficulty and this is what prompts us to release "**Comprehensive Guide on Photo Editing Business**", which will offer a unique solution to all your problems.

"**Comprehensive Guide on Photo Editing Business**" is specifically written for those entrepreneurs, who want to reap the benefits of this promising photo editing industry. This e-book is crafted in the hands of the veteran marketing professionals at Quality Web Solutions and they made extensive market research and collated accurate details after following market trends very carefully. Here in this e-book you will get all the information on the specification of service, analysis of market trend and competitor. In fact, you can term this e-book a one-and-all photo-editing manual, where you will get all the resource that you need to unlock the door to success.

No fluff, no unnecessary information – it is absolutely a professional guide on image editing tailored specifically for professional people only. However, people with an inquisitive set of mind can check out this e-book for garnering useful and authentic information on various aspects of image editing industry. The language of this e-book is absolutely simple and no unnecessary jargon is used. Every single aspect of photo editing service and industry is illustrated with ample example and care has been taken to free it from errors as far as possible. We hope that this e-book will prove extremely effective for you all.

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About Quality-Web-Solutions.com

Quality Web Solutions is making its presence felt in the field of [website design](#) and development by maintaining strict standard in its service thoroughly and rigorously. At Quality Web Solutions, we are trying to minimize production cost and maximize efficiency at our workplace and that is what has helped us to deliver quality service to our clients. We have hired some of the best website designers and developers who are highly professional and are extremely motivated. Our endeavor at Quality Web Solutions is to meet the requirements of our clients no matter how complicated or complex they may appear.

Quality Web Solutions has ultimately managed to emerge as a leading website design and development company by staying true to its philosophy of offering value added service to its worldwide clientele. We strive hard to exceed the expectation of our clients and this is what has helped us to maintain long-term relationship with our clients. We give utmost attention to the feedbacks of our clients and this in turn has helped us to give perfect shape to the ideas of our clients.

At **Quality Web Solutions**, we give encouragement to creativity and abhor cheap imitation. We cringe at the very thought of copying concepts of others' rather, what we try to do is to infuse creative touches in our designing and development process. We have state of the art infrastructure at our office, which is conveniently located at the IT hub of Kolkata – Salt Lake Sector V. All our employees are well versed with the latest development in the field of website design and development and therefore, our clients can always expect better outcome.

At Quality Web Solutions, we are offering 24X7 customer support and that means, our clients can reach us whenever they want or wherever they want.

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Purpose of this book

If perfecting picture is the purpose of photo editing, the purpose of this e-book is to offer a perfect solution to all your business need. As it has already been mentioned that this e-book is targeted for mainly business professionals and entrepreneurs, our marketing professionals at Quality Web Solutions toiled hard to enrich this e-book by providing accurate information pertaining to photo editing industry so that it proved extremely helpful those who do not have a slight idea about the very nature of this e-book.

Photo editing industry is now undergoing a major transition stage. No longer photography and photoshop are treated differently and this new trend has opened up a new vista of opportunity for those entrepreneurs who are raring to scale a new height. However, before you start investing in a business, you will definitely have to collate as much information about the nature, possibilities and the recent trend of that industry as possible. Failing to do so may frustrate your attempt and your ambition might be nipped in the bud.

Collating information about the market trend, analyzing them and then making a final decision is almost impossible for a person, who does not have any professional exposure in the domain of photo editing. We are aware of this problem and this is the reason why we come up with a sound solution. You will find a complete and comprehensive report on the market trend of photo editing industry, its possibility of growth in near future and its competition in this e-book. No need of making a diligent search, just go through this e-book carefully and you will find all the answers of your queries.

We have not included any unnecessary details just for sake for increasing the volume of this e-book rather; we have aimed at providing accurate information based on our market research which is conducted by some of leading online marketing professional.

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What is Photo/Image Editing

Be it an analog photograph or a digital photograph – image editing can be used for altering both formats of photographs. By photo retouching process the analog images can be edited. There is a number of graphic software with which one can edit, alter and manipulate the images. Both raster and vector image editors are used for this purpose.

Image editing has become quite popular with the extensive use of digital cameras. Sometimes the basic features like cropping and rotating the photo are available with the digital cameras. But photo editing is something more to it. The photos can be processed in the photo labs and can undergo manipulations with advanced software. Some of the mostly used photo editing software are **Adobe Photoshop, Corel Photo-Paint, Paint.NET, GIMP** – only to mention a few. Sometimes different batch image processing tools are also used to edit the photos.

Photo editing software can alter the pixels of the raster images to edit them. They can work with altering the pixels individually or changing them in groups. In case of the vector images, the image editing software edits the texts and descriptions instead of the pixels.

There was a time when you used to develop your films and simply pick up the prints. It often happened that you were not satisfied with the quality of the photos. There were no options to sharpen the photos or change their contrast and brightness. Neither they could be cropped or rotated. But with the advent of the photo editing software you can make the necessary changes and give the photos the desirable effects.

Digital photography profoundly helps the use of photo editing process. The old and distorted photos can be scanned and they can also be edited. The faded memories can be enlivened from the old faded photographs with the use of photo editing software.

With photo editors, the subject of one photo can be placed into another. The background of the subject can be also edited in an image. An old picture can be modified by removing certain objects from the picture or be given a new appearance by adding some. With a few click of the mouse, creativity and skill the forgotten days can be relived as the old photos are refreshed with photo editing.

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Basics of Image Editing

Photo editing is a process by which a photograph can be modified and given the desired effects. Both digital and analog photos can be treated using the photo editing software. The existing photos can be edited, manipulated and even transformed into a photo that can completely differ from the original photo. Initially the analog photos were edited by using photo retouching tools. Raster graphics editor, vector graphics editor and 3D modelers are popularly in use to edit the photos.

The raster images are stored in the form of pixels. If an image requires some modifications, then the photo editor will work with the pixels to give the new effect as the information about the color and brightness of the photo are stored in these pixels. These photo pixels can be edited either in group or individually. Unlike the raster graphics, the vector graphics are stored as texts or lines of descriptions. Compared to the raster images, the vector images are easier to modify. For photo editing, generally Adobe Photoshop, Corel Photo-Paint, Paint.NET, GIMP and other image editing software are used.

With the photo editing services, you can bring new life to your old and damaged photographs. The images can be cropped; their colors, brightness, contrast can be adjusted and sharpened with the use of photo editing software. If there are any flaws in the picture, then they can also be removed and corrected with photo editing.

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What is Photo Manipulation or Retouching?

Photo manipulation is one of the techniques of photo editing. By this process, a photograph can be edited and modified with technical means and skills. This technique is applicable for both digital and analog photos. Photo manipulation is not about editing the color balance or adjusting the brightness and contrast of the image. It is often used to develop an illusion in the photo.

Photo manipulation techniques are widely used and it is also considered as an art form. The use of digital camera has further enhanced its popularity as the digitalized images can be directly used for editing on a computer. In case of the printed photos they can be digitalized by scanning them.

Image editing software can be used for photo manipulation or photo retouching. A photo can be warped to make the desired changes in it. The edited photo may appear completely different from the original photo after retouching.

Before computers and software were in use, photo manipulation practice was carried out with help of simple paint and ink. The negatives were doubly exposed or pierced to give the desired photos. It was during 1980s that digital retouching was adopted. Initially the image retouching was done with Quantel computers with Paintbox application and the Silicon Graphics computers using Barco Creator. These initial image editing tools were replaced by much sophisticated and up-to-date software known as Adobe Photoshop.

Photographs that have discolored and faded with time can be reset with photo retouching. The unwanted elements and spots can be removed from the old or affected photos with the help of photo editing software. With the help of photo manipulation the color balance and water color effects can be adjusted and added to a photo. Face touch up, body contouring and removing skin blemishes of a subject can be accomplished with photo retouching.

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Types of Photo Editing Services

Photo editing is the process of making major or small changes in both traditional analog images and digital photographs either for rectifying or for enhancing their visual appearance. Over the years, this process has transformed and modified a lot and it has now emerged as a form of art. This is a unique form of art where creativity and professionalism are intertwined together for giving it a finessing touch and for making images more impressive and attractive. However, photo editing can be of different types and each type has its own set of unique features, which differentiate it from its ilk. Some of the major types of photo editing are specified below:

- **Photo Enhancement**

It is the process of improving and enhancing the damaged areas of a photograph without having any concrete information about the actual source of the damage. As you are not certain about the source of the denigration, you will not be able to restore its pristine form. The only thing you will be able to do is to fill those damage areas by exploiting the power of both image editing software and your creativity.

- **Photo Restoration**

As the name suggests, photo restoration is the process of restoring the original form, color and the pattern of an image. However, you need to have concrete information about the source of the denigration otherwise; you will never be able to bring back its original form. The primary objective of photo restoration is not to enhance its visual artificially but to revive the pristine form of an image by using various features of photo editing software. In this process technological expertise play a dominating role but it also allows a unique opportunity to hone your creativity as well.

- **Photo Retouching**

It is process where some effects are added to photos for making them more attractive and enticing. Attaining perfection in photography is no longer an issue because now we can change the visual appearance of an image without wasting long time. You need to use some cool tools of some photo editing software and you have almost done it. Creativity, professionalism and technical expertise all play decisive roles in the process of photo retouching.

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- **Photo Pop Art**

Photo pop art is the process of changing digital and analogue images into a unique form that was invented and flourished in 1950. The basic objective of photo pop art is to segregate an image or photograph from the rest of the other sections for making it prominent and for centralize the focus of attention. Here the image is tweaked, twisted and prodded endlessly until the desired effects.

- **Photo Vector Conversion**

Photo vector conversion is the process of converting a raster image into vector image for improving its visual appearance and for giving it a photogenic look. By converting an image, you will be able to scale up or down an image at your will.

- **Photo Image Masking**

Photo image masking is a process of bringing dramatic change in images by keeping intact certain portion and by completely removing or partially removing unwanted elements from images. Not losing any detail is the main objective of photo image masking. What you have to do is to make it more attractive by adding missing parts or by removing unnecessary parts.

- **Photo Manipulation**

It is a process in which the very appearance of an image is altered for giving it a different look. Manipulated image can be drastically different from the original one and the main purpose of photo manipulation is to create a sense of allusion for giving a pleasant shock to the viewers. Photo manipulation is not just making slight changes in images; it is about bringing radical and drastic changes in images.

- **Photo Background Removals**

Removing background from images is not an easy task by any means. It becomes a necessity when an unwanted element pops up all of a sudden or an unnecessary element bobs up its head in the middle. The only way you will be able to get rid of this complex issue is by opting for photo background removals service.

- **Photo Montage**

Photo montage is a process where a number of images are dovetailed seamlessly that leads to the creation of a unique image. This is undoubtedly a typical task and demands a high level of technical expertise. However, creativity also plays a dominating role in this process.

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Photo Enhancement

Photo enhancement is the process of improving the quality of digital images without having prior information about the exact nature of the degradation or the source of distortion. Digitally stored images are manipulated in this process for enhancing the appearance as far as possible. However, photo enhancement is not just making an image darker or lighter or just increasing and decreasing the contrast of an image, it is far more complicated. Without having a flair for perfection and a good command over some photo editing software packages such as Photoshop, Image Ready etc, you will never be able to give a new lease of life to a partially distorted and blurred image.

A Rare Combination of Art and Science

Enhancing a partially distorted image is all about maintaining a delicate balance between the art and the science of photo editing. Though it is virtually impossible to enhance the quality of an image without exploiting the features of an image editing software package, art of photo enhancement should be not be discarded all together. Here lies the difference between photo enhancement and photo restoration. In photo enhancement, images are not only restored to their original form but the images are also manipulated for giving them a perfect look.

The Aim of Photo Enhancement

The main aim of photo enhancement is to improve the quality of an image for bettering its perception and interpretability so that human beings can appreciate it. The focus of attention should not be solely on restoring the original form of an image rather; we should concentrate on making it unique by harnessing the power of creativity and latest technology.

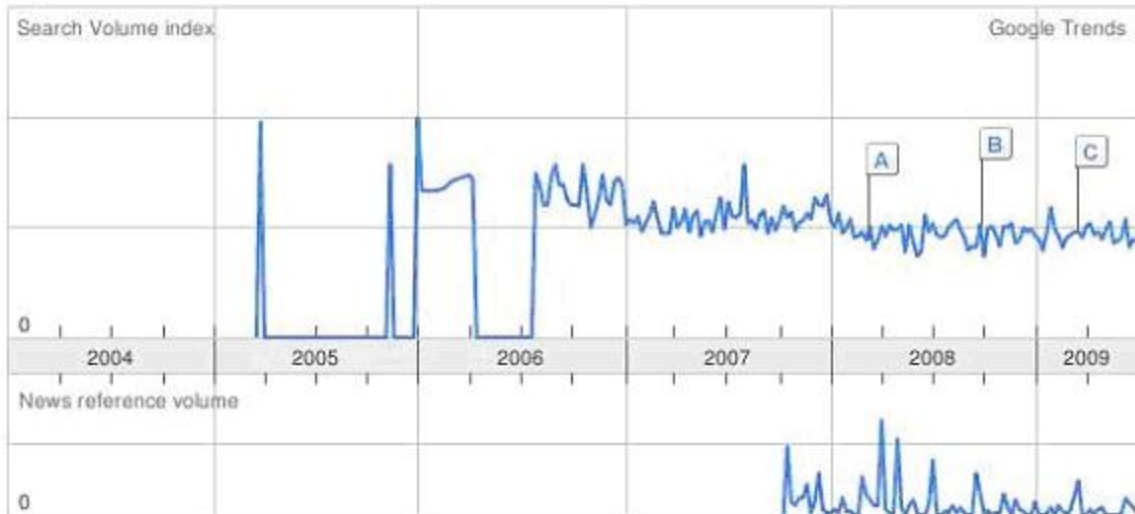
Before you start enhancing an image, you need to have a fair concept of the future use of that image. A photo can be perfect for using in an exhibition but the same image may appear outlandish, if it is used in a public place. You need to have a creative bend of mind for differentiating images based on their suitability.

Some Facts on Photo Enhancement

One might wonder why there are so many companies vying with each other in this field. Just check out search volume with the term "photo enhancement" in this picture:

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● photo enhancement



Regions



This picture simply illustrate the fact that a large number of people search with this term for getting reliable service to enhance the quality of their images. The next image depicts the fact that the people of Asia tend to search with this term to get reliable service.

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Some Crucial Areas of Photo Enhancement

The ultimately aim of photo enhancement service is to make a photograph its best. All we need is good look but the problem is that different people have different perception about what looks good and what looks bad and therefore you must make sure the fact you have the in thing in your that will help you to make a difference in this field by exploiting your expertise and experience and by blending them into a harmonious whole. There are a number of options available that you can use for improving the standard of image but just having knowledge of their usage would not be sufficient. You need to blend your creative inputs for making the most of it.



Photo Retouching

Photos are seldom perfect. This is a universal truth not because we do not have that sophisticated technology that can capture the spirit of a precious moment precisely but because we are very fickle-minded in nature. We like one thing at one time and despise the very same thing at the next moment. Thanks to enormous technological development, now we will be able to fix this issue, which often becomes a big issue. No matter how hard you may try, it is virtually impossible to attain perfection while capturing the essence of a moment in a digital or analogue frame. Giving finessing touches to an image has become a must in the photographic industry, as the requirements of people tend to change in every now and then. But none but a hardcore professional would dare to do this task because a slight mistake can spoil the entire effort.

The Purpose of Photo Retouching

The basic purpose of photo retouching is to make it more appealing and more enticing to look at without distorting the original features of the image as far as possible. Though most of us usually associate the concept of photo retouching with only changing the background, increasing the brightness, contrast etc of an image, it is far more complex and intriguing. It is not just weeding out unwanted elements from images mechanically; it is also about making an image suitable for a particular purpose by harnessing the power of latest technology and by unleashing your creative force.

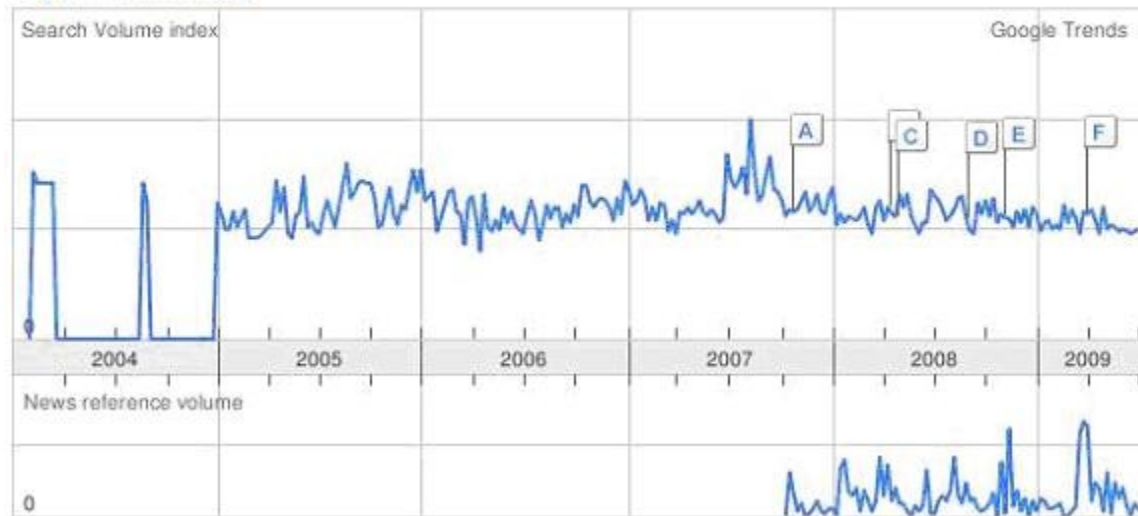
Basics of Photo Retouching

Before start learning the ins and outs of photo retouching, you need to have a fair idea of the very basics of photo retouching. Removing wrinkles, smoothening skin, appropriating skin tone, rectifying some common problems such as rash, acne, scars, spots etc, changing the background etc are some of the common areas that are intrinsically associated with the concept of photo retouching. You can find the image editing options in some popular image editing software packages but it is you who have to make the real difference.

Popularity Trends of The Keyword Photo Retouching Along With Search Volume in Different Regions:

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● photo retouching



Regions

Regions

1. <u>Philippines</u>	████████████████████
2. <u>Indonesia</u>	████████████████████
3. <u>Malaysia</u>	██████████████████
4. <u>India</u>	██████████████████
5. <u>New Zealand</u>	██████████████
6. <u>Hong Kong</u>	██████████████
7. <u>Australia</u>	██████████████
8. <u>United States</u>	██████████████
9. <u>Canada</u>	██████████████
10. <u>Romania</u>	██████████

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