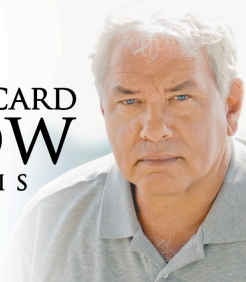


THE PICTURE POSTCARD WORKFLOW

BY DAN MARGULIS



VERSION HISTORY

PPW Tool v 1.0.0 EN

Actions Set Name: Margulis PPW Actions

09 September 2011

1. PPW tools panel first release.

PPW Actions:

Shadows/Highlights and OK Bigger Hammer False CMYK Darken Sky B Darken Sky SC Skin Desaturation
Helmholtz-Kohlrausch LAB Color Boost v 2.1 MMM 2.0 MMM + Color Boost Sharpen 2011 v 1.4 Supersharpen LAB

PPW Tool v 1.0.1 EN

Actions Set Name: Margulis PPW Actions

15 September 2011

Changes from version 1.0

1. Corrected some broken Hyperlinks in PDFs.
2. Bug fixed in MMM+CB and MMM actions that retained the selection.

PPW Tool v 2.0.0 EN

Actions Set Name: Margulis PPW Actions v2

21 March 2012

Changes from version 1.0.1

Actions Updated:

H-K v 2.0

SHARPEN 2012 v 1.0

1. When you click to make a curves adjustment layer the layer simply appears and opens, no need to click again to confirm. If you wish to assign a name or a mode other than the default, option-click and the normal adjustment dialog appears.
2. A very big improvement to the Bigger Hammer action. Clicking the action still runs it as before, using the action's defaults for overlay channel and blur radius. Option-clicking now allows changes to the defaults, either as a one-shot deal or permanently. More importantly, there is a fully interactive preview with a slider for Radius and five buttons representing the choice of overlay channel (red, green, blue, RGB, and RGB/desaturated). So we are now in a position to review all possibilities quickly and to make better choices when we need to enhance highlights and/or shadows.
3. The H-K action has been overhauled, now with separate settings for color and luminosity changes. Also, the ersatz black channel that it generates is now automatically discarded after use. However, as these channels can be useful, you can set a preference to keep it.
4. A problem was corrected in the False CMYK action that caused it to discard adjustment layers during the conversion.
5. The Darken Sky B action has been completely scripted and now runs in any colorspace and is no longer restricted to RGB.
6. The main sharpen action has been renamed Sharpen 2012 but the only difference from Sharpen 2011 is that the default now makes the conventional light halos very slightly less pronounced.
7. However, there are new sharpening options and preferences available. In addition to the PPW defaults, you can create (and later edit) one custom setting. The normal reason for this would be to change Radius settings, although it can also change Amount and Threshold. The setting allows independent control of any or all of the five sharpening layers in this action (light conventional, dark conventional, light hiraloom, dark hiraloom, and hiraloom color).
8. You can then set a sharpen preference to always use your custom setting, or the PPW default. Furthermore, an option-click on the Sharpen 2012 button allows you to choose the non-preferred method for a single image, or to enter one-time values for sharpening, or to edit the custom setting permanently, or to change the preference for which is the default.
9. For actions that require a certain colorspace to run, by default you will get a warning if you are in the wrong colorspace. This warning will offer you the option of continuing with the conversion, making a duplicate copy and continuing with that, or cancelling. A preference allows turning the warning off and just converting.
10. A reset function allows the cancellation of all user-defined preferences and restores PPW defaults for all actions. There are separate preference settings for actions that require RGB and those that need LAB.
11. As with the previous version, all actions are seen as a single history state, so Command-Z cancels the whole thing. The pre-action state is also accessible in the Photoshop's History palette.
12. Documentation has been updated where required. As before, the panel contains extensive PDF documentation of every action.
13. The user can now check from within the panel to see whether an update is available.

PPW Tool v 2.1.0 EN

Actions Set Name: Margulis PPW Actions v2

10 May 2012

Changes from version 2.0.0

Actions Updated: MMM v 2.0 MMM + Color Boost

1. Fixed issue if there is already an active selection when running the "MMM" action on an LAB file and you decide to continue on a duplicate. Now the selection is retained.

PPW Tool v 3.0.0 EN

Actions Set Name: Margulis PPW Actions v3

14 March 2013

Changes from version 2.1.0

Actions Updated: SHARPEN 2013 CB Darken Sky SC Darken Sky B

Installer: Universal Installer (Mac/Win; Photoshop CS5.x/CS6/CS6.1)

NEW GENERAL BEHAVIORS

1. Updated graphic interface.
2. All actions are scripted and can be applied more than once on the same document without canceling the action.
3. All actions Layers are now grouped with a layer mask and identified by the action's name (HK / MMM+CB / MMM / SHARPEN 2013 / SHARPEN OLD).
4. When the file is in the colorspace needed by the action user can decide to run it on a duplicate, on the same document flattened or on the same document retaining all the Layers. **Now works also when Option-clicking the action.**

When the file is not in the colorspace needed by the action user will be prompted to choose it to run on the same document (flattening all layers) or to run on a duplicate.

By default an options window opens to choose how to proceed but user can set his own rule to run as default.
(See Preferences panel section: Rulers for Flattening/ Conversion when the file is in the wrong space and Preferences for SHARPEN 2013).

OPTIONS WINDOW INTERFACE (BH and Sharpen 2013)

- 5. The maximum values for Gaussian Blur in the BH action (options window) and for Unsharp Mask in the SHARPEN 2013 action (options window) are updated to accord with the PS version that is in use.

BIGGER HAMMER new Options window

- 6. Added two new options: *Retain color and *Emphasize Shadow Enhancement. The options are retained when you change the value of the Blur radius.
- 7. New Blur Radius box: lets preview and apply the PPW radius setting or Custom, if a setting has been saved.
- 8. New default boxes: user can set and see which default (radius / channel) is in use by verifying which radio button is selected.
- 9. The Slider value (in the text box) is now constantly updates as the slider moves. User can now also edit a precise numeric value.
- 10. The Layer name shows also the Blur radius value besides the channel that has been applied.

SHARPEN 2013 new Options window

- 11. A completely new fully interactive preview and control of each of five radius settings moving the slider or editing a value in the numeric field. The script detects which PS5 version is running (if CS5 the max radius is 250, if CS6 the max radius is 1000).
- 12. User can save a custom radius setting to use as default when running the Sharpen 2012 process and has 4 options to apply the Sharpen 2013 and to set the default one.
- 13. User can zoom and pan the image to focus on different portion of the image both clicking on the icons or using the keyboard shortcuts.
- 14. The Default setting is always shown in the bottom right of the window.
- 15. User can toggle the preview of each layer clicking the eye icon. Before confirming user can decide the visibility settings of the layers.
- 16. When action has been confirmed the layer describes the Radius values settings applied.

MMM + CB added an Options window (Alt+click)

- 17. A very big improvement to the MMM+CB action. Clicking the action still runs it as before, using the action's defaults for CB curve. Option-clicking now allows to change the default CB curve and preview one of the three different curve modes either as a one-shot deal or permanently: *Stronger move in A channel (default), *Equal AB moves, *Stronger move in B channel.

- 18.** User can add an MMM Saturation Layer and set the default when running the MMM+CB process.
- 19.** More importantly, there is a fully interactive preview that lets the user to run a customized selection as many times he wants and compare it with the original one. User can choose one of the 5 Selection tools icons to make his own preferred kind of selection. That allows to make better choices when we need to create color variations.
- 20.** Four preview options (Full, None; MMM only, Color Boost only). User can maintain the preview mode while toggling through the different methods and when re-running the MMM or can choose to automatically return to full preview each time a change is made.
- 21.** The checkbox *Alter layer visibility to match this preview mode* allows to maintain the preview mode and apply it to all layers when the action is confirmed.
- 22.** User can zoom and move around the image, by pressing one of the 4 zoom icons or using the default PS keyboard shortcut: Cmd+Space bar (zoom in) / Alt+ Cmd+Space bar(zoom out) / Space bar to access the hand tool.

MMM added an Options window (Alt+click)

- 23.** Clicking the action still runs it as before. Option-clicking now allows to run and register four customized selections and compare with one another. User can make up to four selections on the same image before running the action pressing the Re-run button.
- 24.** User can choose one of the Selection tools icons to make his own preferred kind of selection.

CB added an Options window (Alt+click)

- 25.** Clicking the action still runs it as before, using the action's default Curve. Option-clicking now allows changes to the defaults, either as a one-shot deal or permanently. There is now a fully interactive preview: three kinds of curves to choose from for the Color Boost Action: *Stronger move in A channel (default), *Equal AB moves, *Stronger move in B channel.

SKIN DESATURATION

- 26.** Now the process creates a layer with this name: Skin Desaturation.
- 27.** If the file is not in Lab mode user can choose if to continue (the file is flattened) to run on a duplicate (flattened) or to bring the result into the working document.

DARKEN SKY SC

- 28. The action can run several times on the same document and even if the selected layer is empty.
- 29. Fixed an error when running the Darken Sky SC (it stopped if the file wasn't an RGB file).
- 30. Fixed an error when the PS preferences is set to not add a mask by default to an adjustment layer. That didn't permit to run the action correctly.

DARKEN SKY B

- 31. Now the process creates a layer with this name: Darken Sky B.

PREFERENCES

- 32. All the Preferences follow the PS version used. That means that you can have both CS5 and CS6 on your system and use different settings for each.
- 33. Preferences are stored separately from previous PPW version.
- 34. Added a button in the PREFERENCES section to reset/reload the action Set.
- 35. Added a button in the PREFERENCES section to Set Flattening/Conversion preferences for the Sharpen 2013.
- 36. Added a button in the PREFERENCES section to Set Conversion/Flattening Preferences when the file is in the wrong colorspace (was *LAB/RGB files*, but now more features have been implemented).

Updated Action Set to v3 and actions that have changed

- 37. Action set 3 is automatically loaded when opening the panel without any user input.
- 38. New Sharpen 2013 action
- 39. CB action has been modified and a couple of bugs fixed_: if the action was performed more than once in sequence, was set a wrong opacity for the Curve layer. The layers were created above the layer selected at the time when the action was performed. Now the Layers are always placed at the top of the stack.
- 40. Darken Sky SC: fixed an error when running the action more than once on the same document - and if "Add Mask by default unchecked" optimized.
- 41. Darken Sky B: optimized.

COLORS panel added

- 42. The button COLOR on the main panel opens a panel for a quick reference to the LAB colors and known colors.

HELP panel new features

- 43. The button GUIDE opens an interactive window to show text instructions and movies relative to each panel's button.
- 44. The link SUPPORT opens the email client ready to sent an email filled with the object: PPW tools 3 panel.

PPW Tool v 3.3.0 EN

Actions Set Name: Margulis PPW Actions v3

18 September 2013

Changes from version 3.0.0

Actions Updated:

SHARPEN 2013

Installer:

Universal Installer (Mac/Win; Photoshop CS5.x/CS6/CS6.1/CC)

1. Fixed issue when running the action in the required colorspace and there is only a single layer as Smart Object. Now a warning dialog opens and lets you choose how to proceed.
2. The preferences of the history panel are no longer changed when running an action in Option Mode (alt-click).
3. In the SHARPEN 2013 action a new and invisible layer "Unsharpened merged" is added on top to take full advantage of Blend If and other masking possibilities.

Changes from version 3.3.0

Actions Updated:	SHARPEN 2015 - BIGGER HAMMER
Actions Added:	LESSER HAMMER - VELVET HAMMER
Documentation Updated	Bigger Hammer-Lesser Hammer-Velvet Hammer-Sharpen2015- PPW Overview-PPW Manual-Color Boost
Installer for CS5 - CS6 - CC:	PPW4Tools_CS5-6-CC_101214
Installer for CC2014:	PPW4Tools_Only CC2014_101214

1. Changes in Adobe's architecture have forced us to develop two different panels, one for CC2014 based on HTML-5, and another for the earlier versions based on Flash.
2. **Panel interface modification:** eliminated Normal mode and now there is only one basic panel configuration
3. **Panel interface modification:** in the revised panel layout for CC2014, when the name of the action appears in blue type, preference settings and/or other options are available by Option-clicking the box. If the name appears in white type no options are available. In the CS5/CS6/CC version the previous behavior of having a blue corner in the upper right of each box to indicate the presence of options has been retained.
4. **The panel installed for Photoshop CS5-CS6-CC** contains two more buttons that permit changing the color of the panel to agree with your choice of Photoshop interface. In version CC2014 the color changes automatically.
5. **Actions set updated.**
6. **Updated documentation.** The most significant changes are made in the PPW overview, the Sharpen 2015 action, and the Bigger Hammer. A new document has been added describing the Lesser and Velvet Hammer actions.
7. **S/H+OK** is now an option+click button that opens an Options window to set a new action default. The action can be applied directly to the image data, or non-destructively as a Smart Filter. The default is to apply directly. You can always run the action in the opposite way as your default by Shift+clicking the action button.
8. **MMM** options now has a Preview checkbox to toggle between the original image and the proposed result of the action.

9. **Color Boost** options are no longer shared between MMM+CB and CB actions. Preferences can be set separately.
10. In the **Bigger Hammer** action the “Retain Original Color” and “Emphasize Shadow Enhancement” options can be applied as default when running the action.
11. **Added two more actions Lesser Hammer and Velvet Hammer.** These two actions do not run on 16-bit files. By default, the script will warn you if you try, and ask you how to proceed. to convert, or to record the action result as a Smart Object, which can be left open or closed. By preference you can also change default behavior to any of the above. Alt-clicking, provided that the file is in RGB, opens the Options window, where default preferences can be set/changed.
12. For convenience, the PPW panel installs the **Bigger Hammer and Sharpen 2015** at the bottom of the Photoshop Filter menu bar. You can apply these two actions there, or by clicking them in the panel as usual assigning a keyboard shortcut. Alt-applying either of these menu items brings up the appropriate Options window.
13. For convenience, the PPW panel installs the **MMM+CB and MMM** under the File/scripts menu bar. You can apply these two actions there, or by clicking them in the panel as usual or assigning a keyboard shortcut. Alt-applying either of these menu items brings up the appropriate Options window.
14. Sharpen Preferences in the Preferences section of the panel has been modified with new options.
15. Added a new button in the Preferences section of the panel to reset all presets created in the Sharpening Options window.
16. **Major changes have been made in Sharpen 2015**, with the addition of two controls that can restrict sharpening in blues and also in shadows. Furthermore, previous versions applied the same level of sharpening to all images regardless of size. In v.4 this is still the default behavior, but the user can elect a preference to have the panel select the level of sharpening based on pixel count. The 24-page PDF describing the operation of this panel has been updated to include most of the new features and is being made available with the beta.

SHARPEN 2015 details:

Sharpen 2015 offers two optional new sharpening variants, plus several new preference settings, including presets for files of various sizes. The user may also elect to have the script choose the width of the sharpening halos based on the size of the file being sharpened. The previewing during custom settings has also been improved.

All these new options require the PPW panel, they are not part of the base action. They are accessible by Option-clicking the Sharpen 2015 action within the PPW panel.

THE TWO NEW OPTIONS

Either or both can be added case-by-case, or set by preference to appear automatically. If chosen, they appear as new layers above the others but still within the overall sharpening group.

1) **EXCLUDE BLUES.** If activated, nothing with a substantial B-negative value (i.e. blue objects) will be sharpened. This is helpful in dealing with skies. The disadvantage is that certain other blue objects may (or may not) benefit from sharpening. In this case, make a layer mask and remove the other blue areas from the Exclude Blues layer. It is recommended to activate Exclude Blues to anyone who commonly works with skies.

2) **SOFTEN SHADOWS.** Activating this applies a mild blur during the sharpening process. It can be used to avoid shadow noise or any time when a less pronounced shadow is desired. Useful in fashion work with dark-haired models, as it creates a softer look. However, it often does badly with eyes. Although it is easy enough to exclude the eyes from the Soften Shadows layer, I still recommend using the option case-by-case rather than as your default.

THE NEW PRESET SYSTEM

Previous versions let users change halo width either case-by-case or to change the PPW default. Since some of us work on many categories of images that might need their own settings, the new panel supports saving of unlimited presets. A preset can, in addition to the halo widths, contain the settings for whether to use the new Exclude Blues and/or Softer Shadows options. Once a preset has been saved, it can be made the default, or applied case-by-case.

Additionally, we now provide four basic presets instead of one. They are labeled Weak, PPW Default, Strong, and Extra Strong. As a general rule, smaller files argue for a lighter setting and larger ones for stronger.

This decision can be made for you. If you choose the "Automatic" option the script will detect the size of your file and assign the preset that we recommend for it.

NEW PREVIEW BEHAVIOR

When altering parameters in the options panel, checking Preview provides interactive feedback each time a radius is changed. When the box is unchecked the preview only updates when you ask for it.

NEW GENERAL PREFERENCES

By default, if you attempt to run the Sharpen 2015 on a layered file, whether RGB or LAB, you will get a query as to whether you wish to flatten. We have added new options for those who do not wish to waste time answering, and also for those who want maximum flexibility.

The preferences are divided into whether the file is or is not currently in LAB, which is what the action needs. For either or both, you can make the default behavior to flatten and proceed, no questions asked.

For either or both, you can elect to always run the action on a duplicate file.

If currently in LAB, you can elect to retain the current layer structure and add the sharpening layers on top. This gives the flexibility, for example, to change Color Boost + MMM settings after the sharpening has been done. There is a performance hit, naturally, depending upon the size of the file and how strong your system is.

If currently outside of LAB, you can choose to run the action in a Smart Object, and you can elect to have the Smart Object remain open, or to close it by default.