



Having a question or a challenge?
Don't hesitate to get in touch via the product page!

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Hi!

Thank you for purchasing the **Beauty Photoshop Actions Set** from Iconogenic's *Fabulous Edits*. I hope you enjoy this product. Please read this document, as it explains how you can best make use of your new actions set.

GENERAL TIPS

- Always make sure to use actions and retouching on TIFF files, and never on JPEG files, as it leads to image quality corruption by little each time.
- Convert your RAW file to a 16 bit TIFF. Otherwise, use a "16 bit" action to do a batch conversion.
- Some actions may include operations that are value-sensitive, for example, blur radiuses. It means that you have to take an example image resolution into account when applying action to your image.

PAINT-IN ACTIONS

Your set for the major part consists of "paint-in" actions. It means that each action creates a layer mask or a masked group of layers. By default the mask is usually black. All you have to do is grab a soft brush and paint the mask white for a desired effect on particular parts of your image. Sometimes the work is reversed: you paint a white mask black to remove effect from areas you don't need affected by an action.

You can paint in a **group mask**, but you can also open a group and paint in **each layer mask**.

As a rule of thumb for any paint-in type of actions, it is important to use them locally. Usually, you will know where the action must be applied, simply by its name. For example, "*Brighten Eyes*", "*Smooth Skin*", etc. In case your action has a name from which it is unclear where to use it, see further down this document what each action does.

BEAUTY ACTION SET

BENEFITS

Iconogenic's PS actions are unique, professional and chic as a collection of Photoshop "paint-in" actions for model photography. Brought to you by Katja de Bruijn, an experienced retoucher for magazines and celebrities. Dedicated to fashion, beauty and portrait photographers, Iconogenic Beauty actions range from simple color correction tricks to gorgeous total image makeovers. I call them Vogue plugins!

HOW YOU CAN USE THE ACTIONS

- For very professional proof retouching.
- You can include them into your hi-end retouching workflow.
- In addition, each set is supplied with valuable tips about using the actions, concerning my retouching techniques, aesthetics and workflow. Little by little with each set you get a better insight into how I retouch daily.

WHAT IS INCLUDED

Upon purchase you will receive a link to a downloadable ZIP file. Download and unzip it, then you will see the following files included:

- **ATN files** with unique set of customizable "paint-in" actions, that were used to perform a transformation on an example image. You will be able to include those actions into your own workflow. Super flexible, the Master Action of this set instantly creates a stack of layer masks ready to paint on! Create your own desired effect by customizing adjustment layers, brush opacity and layers' opacity.
- **PDF files** with valuable tips about how you get the best out of these actions. You will learn my own retouching principles, techniques, aesthetics, and workflow. With my Beauty Action sets, I am basically showing you how I would do it and with which tools.

REQUIREMENTS & COMPATIBILITY

System

Will work in Photoshop CS+ (created and tested in CS5 and CS6)

SUPPORT

If you're in trouble, have a question, a suggestion or just need to drop me a line, please find me at www.iconogenic.com

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BEAUTY ACTIONS DESCRIPTION

Convert to 16 bit – try to retouch your TIFFs in 16 bit. This little action converts the file in case it was 8 bit.

....GENERAL....

Noise – adding noise is one of the greatest inventions to battle color stripes (color banding), especially on gradients, or where light changes intensity on your paper background. 16 bit TIFF editing is crucial to avoid stripes on gradients in the first place. Adding noise at the end of background smoothing can help an image look even better in web resolutions.

The best way to add noise:

- create a 50% gray layer (50% gray means a color pure gray, RGB 808080, or HSB 0,0,50)
- set it to either Soft Light or Overlay mode
- run Noise – Add Noise filter or Texture – Grain filter (monochrome)
- reduce opacity to your liking.

Dodge & Burn – no portrait can do without some light and shadow correction. Create more depth on face and accentuate details.

Vignette, erase middle – creates a darker curve all over image. Grab a huge brush and paint the middle of your image (or other area you want to highlight back) with black. As you can see, the model now got a nice halo behind her. I love this effect.

....COLOR CORRECTION....

Fresh Contrast – slightly boosts contrast and adds more cool tone.

Cooler White Balance – corrects images that are too yellow.

Saturation – subtle saturation boost.

Brightness – fixing exposure.

Brightness Pop – I usually apply this layer in the middle of an image (on a subject), painting with a very large soft brush. It creates a subtle depth to the image. Very similar to Vignette action actually, just the way you prefer working.

POP (contrast + sharpen) – this action improves contrast and sharpens instantly on the whole image. I usually use it as the first step in retouching. This action does not create a separate layer, but of course you could add that step into the action if you like.

Remove Red Cast – particularly useful for Canon users, this action removes red cast from skin for a more hi-end result. It creates a layers group with a white mask, so you need to grab a black brush and paint black on areas like cheeks and lips to bring back the pinks. The layers are:

- **Red To Cyan Shift** – applied to dark areas
- **Red to Yellow Shift** – applied to whole image

Cooler Hue – this action for color correction makes 2 layers, one is Channel Mixer, and another one is Color Balance. Note that Channel Mixer has “monochrome” checked, meaning out image with get more duotone-like correction, before we take it to further editing. Works nice on dark models turned out too orange. Below you see what the action does:



Shirt Tone – it is always important to watch for white clothes, like blouses, to stay white and not be taken with another hue after color correction. This action makes the shirt greyer.

Jeans Blue – boosts blue color in shorts. TIP: you can use this one also to accentuate color in blue eyes!

Legs tone 1 – very often legs have more red in skin tone. This can be corrected in a separate adjustment layer.

Legs tone 2 – an alternative to previous action with slight difference.

Shadows – selectively boost shadows; a very subtle tool.

....BACKGROUND....

Background to Blue – paint in for blue background. Use adjustments for any other hue that you want.

Zero White Background – makes light backgrounds completely white. You need to paint the mask back with black.

....SMOOTH FLOOR....

***** Master Action ***** - instantly builds stack of layers for all actions in this set. Paint in where needed – and you're done! Batching this action could be quite bulky in disk size, so I advice you to run it per image per time and flatten when done.

Smooth Floor – the mask is black now, so grab a large soft brush and paint liberally on background. If you touch edges of legs, just paint them back black with a smaller brush.

Noise – adding noise is one of the greatest inventions to battle color stripes (color banding), especially on gradients, or where light changes intensity on your paper background. 16 bit TIFF editing is crucial to avoid stripes on gradients in the first place. Adding noise at the end of background smoothing can help an image look even better in web resolutions.

The best way to add noise:

- create a 50% gray layer (50% gray means a color pure gray, RGB 808080, or HSB 0,0,50)
- set it to either *Soft Light* or *Overlay* mode
- run **Noise - Add Noise** filter or **Texture - Grain** filter (monochrome)
- reduce opacity to your liking.

Noise added at the end of retouch workflow is a common trick to give an image a “printed” look with uniform micro-texture. Works great for printing purposes, especially in non-photographic papers (like in magazines).

***** Flatten ***** - flatten image when done.



....HEALTHY TAN....

***** Healthy Tan ***** - well, I didn't call it that for just the look. This action may be small, but it's smart. Skin stays smooth, no blotchiness is increased, and the tint is gorgeous. Your image stays "healthy".

It is important to remember that some areas of your image should be painted back black in order for tan to look natural. Where do we not want tan? Obviously, on teeth, eyes, and hair!

This is how I use this action in terms of brushing (percentage is my brush opacity, and I use white and black brushes):

100% white all over skin

20% white on hair edge, just because I want the difference to be less sudden. Also mind the hair parting line: it is usually white, but you could darken it with this action for a more natural look.

50% black on eye area, middle of forehead, lips and hair. Also you can lighten back up the areas like cheekbones, nose bridge and any other regular "dodging" areas.

100% black on teeth and eye whites

Make tan as intense as you like by re-running the action again.



....SKIN....

Grafting – powerful action that creates several layers. HIGH COPY layer is for healing and cloning. PAINT layer is used for color and lighting correction that doesn't affect texture.

Skin Tone – remove pink or red undertone from skin, makes it more olive.

Beautiful Skin 1, 2, 3 – skin smoothing actions to pick from.

Skin 1 – my favorite action for large details (skin lifting), improves large and medium details of skin better than any plug-in. Paint in with a soft brush, avoiding eyes, lips, nostrils, hair and clothing.

Skin 2 – my favorite action for small details (skin peeling), improves small details of skin. Use it under eyes, around nose, on facial hair, too sharp pores etc.

....DETAILS....

Whiten Teeth – use just one stroke with a soft brush, and you're done in a second!

Smooth Lips – you may like using this action on lips, to make them smoother. You try using it on skin too.

Subtle Pink – rosy cheeks, lips and anything else.

Blushing – slightly warmer blushing action.

Jewelry Pop – very useful on jewelry and other elements of an image that need to stand out. TIP: try it also on eyes, lips etc.

Tiny Hair Eliminator – paint with a medium soft brush on facial and body hair, or with a tiny 2-3 pixels brush on flying hair of the head.

Stray Hair Eliminator – an alternative to the previous action.

....EYES....

Eye White – this action eliminates yellow and red from eye whites, makes them fresher.

Total Eyes 1 – eyeshadow tint, lashes and eyebrows (remove red cast), eye white refresh and iris contrast, all in one action.

Total Eyes 2 – brighten eye area and remove red cast, all in one layer mask.

Bright Eyes – this is a great cosmetic action! Paint in with a very liberate large soft brush on eye area. TIP: try it in the middle of a forehead, it will instantly open up and brighten the whole face.

Green Eyes – adds more green to eyes. Paint with a small brush on irises only.

Blue Eyes – adds more blue to eyes. Paint with a small brush on irises only.

Lighter Iris – this action just brightens up the iris for light eye colors. Paint with a small brush on irises only.

Dark Accents – paint with a small brush on eyelashes, nostrils and anywhere you need to increase intensity and contrast.

Sharpen Eyes – use this as a sharpening tool, on eyes on elsewhere. The default layer opacity is 60%. Usually it is way too much! Decrease layer opacity for more subtle results.

....**PUBLISH**....

***** Flatten ***** - flatten image when done.

***** Flatten + 8 bit ***** - flatten image when done and convert to 8 bit for storage

600, 800, 1000 pixels – resize image for web.