

▼ A Few Words from Our E.I.C.

FROM THE EDITOR

Something Special in the Air

Make the most of every minute, every opportunity



This is our first issue since returning from NAPP's semiannual convention, the Photoshop World Conference & Expo, and I have to say, it was a really amazing experience. I know, I always come back and say that—because that's usually the way I feel after a Photoshop World—but honestly, this one was different.

Joe McNally described it best during his brief presentation at the closing ceremony of the conference. He said (and I'm paraphrasing here), "The people who came to Boston this week, who were here for this event, needed to be right here, right now." Joe really felt that the people who were there just wanted a break from all the bad news about the economy and the job market and the stress, and they wanted to immerse themselves in creativity, in photography, in learning, in design, and in being with other people just like them.

I think Joe was spot on: Everybody was talking about the vibe of the event. It was as if there was something in the air that week. The crowds were absolutely fantastic to present to. The audiences were alive, engaged, and eager to learn. And they weren't afraid to let their hair down and have fun either. At the attendee party, the place went crazy—the dance floor was jammed all night. It really seemed like people were making the most of every minute, every opportunity. And so many people came up to tell me that it was their 5th, 6th, etc. time at Photoshop World and this was absolutely the best one yet. Again, I think they were spot on.

I wish it were something I had more control over because I'd make sure we did it just like that again. But I think everything just had to come together a certain way at a certain time—and that's what happened. I'll never forget Boston Photoshop World 2009: the great people I met, the fun I had, the things I learned, and the new friends I made. We're already planning for the upcoming Vegas show in early October and I know it will be an amazing event—it always is. And if you come, I hope you bring the spirit that reigned in Boston with you—that enthusiasm to let go and get totally immersed in the event. It will change you inside and out! (Starting on page 46, we have a special feature with images from the conference and a look at this year's Photoshop Guru Awards winners.)

Of course, before we head off into "convention land," we have a magazine to get out. Our feature story this issue is from renowned designer and respected teacher Lee Brimelow, in which he breaks down a very trendy look using both Photoshop and Flash to create a parallax effect. Check it out starting on page 38.

Also, if you have Photoshop CS4 Extended, we have some very slick stuff for you: Derek Lea's "[Creative Photoshop](#)" focuses on getting designers to conquer their fear of the 3D panel in Photoshop (page 68); and Scott Onstott's "Beyond Photoshop" (page 78) shows you how to nest video into 3D layers and take command of light in the 3D panel. This is some incredibly cool stuff for our Extended users.

All your favorites are here too, like Katrin Eismann's piece on "Smarter Retouching," and our own Dave Cross tackles the essentials of using layers in his "Beginners' Workshop" column. Plus, we have lots of new stuff in our Lightroom section, including a feature from Rob Sylvan called "Geocoding: Using GPS Data in Your Lightroom Workflow," and Matt Kloskowski answers one of our most-asked questions about "Relinking Missing Files and Folders" in Lightroom. Also in this issue we're honored to feature the stunning glacier photography of our Lightroom "Featured Photographer," Petr Hlavacek.

There's a whole lot more in this issue but I've run out of space, and it's time for you to get to work and learn all this cool new stuff! After all, there's never been a better time to be really, really good at Photoshop.

All my best,

Scott Kelby
Editor and Publisher

