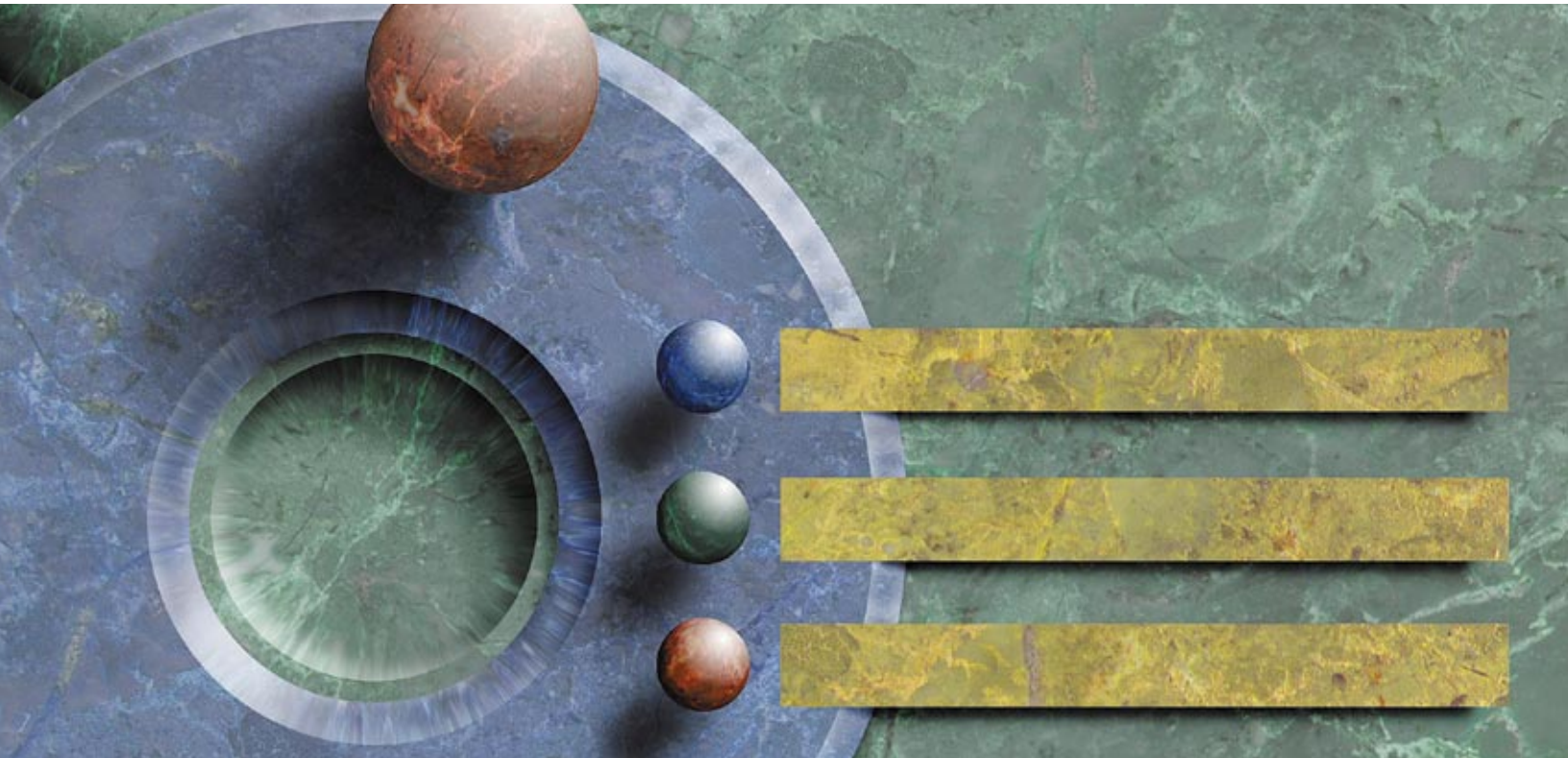


Adobe Photoshop™

for Windows™



Cocchiarella Design



Nino Cocchiarella, owner, Cocchiarella Design.

In the late 1980s, after almost ten years as a commercial photographer, Nino Cocchiarella took a job as manager of a small photography studio in Evansville, Indiana. After a couple of years, the demand for commercial photography declined, and Cocchiarella began to take a close look at combining his experience with computers with his fine arts and photography background.

Starting with almost nothing, Cocchiarella began creating computer graphics on an old IBM® PC and quickly developed an expertise for this type of work. Adobe Photoshop software was the catalyst that helped take his career successfully in this new direction.

With the long-term dream of doing what was, at the time, only possible on Scitex®

systems, Cocchiarella was one of the first to start doing four-color image work in Microsoft Windows. “Until I began using Adobe Photoshop, it was difficult to do color work on a PC,” he says. “Even the early beta versions of Adobe Photoshop were far superior to anything else I had seen for Windows.”

Upon hearing that Adobe was developing a Windows version of its digital image processing program, Cocchiarella obtained a pre-release (beta) version. “Adobe wanted feedback on what prepress and photography shops needed, and I wanted the product as soon as possible. We had many conversations, and suggestions that I made started showing up in subsequent releases.” Today, Cocchiarella specializes in digital image manipulation. He is recognized especially for his shadowing and shading skills, not



surprising in light of his background in photography.

"I typically use Adobe Photoshop for any job that needs image processing and graphics," he says. "I really like what you can do with soft shadows and opacity. Although you can do some of the same things with other programs, you can't do as many things, or in such a well-integrated workspace. Whatever other software I might use, I still run the final product through Adobe Photoshop to create grayscale or CMYK files."

Cocchiarella favorably compares Adobe Photoshop for Windows with much costlier image editing software on other platforms. "It definitely does what the big systems do," he says. "And doing more things yourself can save a lot of money. Using page layout software as well, I can send a page out for printing without extra stripping costs."

Meeting Tight Deadlines

Cocchiarella recently designed some bank credit cards that were supposed to be a single shot, scan and outline. It quickly became apparent that the project was more complicated—but the deadline couldn't be extended. He had to re-create the appearance of credit card text, make it look embossed and drop the card onto a marble background that had a drop-shadow.



Bank credit cards designed using Adobe Photoshop and Adobe Illustrator™ software.

Cocchiarella photographed the blank cards and then made a high-resolution CMYK scan. Next, he outlined the cards using the Adobe Photoshop Pen tool, made that path a mask and deleted the background. He



Brochure cover created for a music and drama ensemble using Adobe Photoshop software.

duplicated the mask on a new channel and created a soft drop-shadow to use with the final composite image. He then created text in Adobe Illustrator software.

Creating another channel in the Adobe Photoshop file, Cocchiarella flowed text in from the Adobe Illustrator file and duplicated that channel into another to make a backup of the plain text. After blurring and embossing the text, and adding the embossed channel with an inverted copy of the plain text channel into yet another channel, Cocchiarella had all the masks he needed to create realistic 3D text on the credit cards. Using those channels as masks with the Adobe Photoshop Levels function, he created embossed text on the credit cards.

"I can't imagine doing that job with any other software," says Cocchiarella. "I need

a professional-caliber program to handle professional jobs. Adobe Photoshop software helps me meet client specifications and tight deadlines."

Improving the Best

"I like the fact that each release delivers important new features," says Cocchiarella. "Like the Layers feature in version 3.0, which lets you create composite images and still retain all the original image data, without loading the hard drive with lots of extra files. Then when a client requests a change, you can make it on the fly. And it's great that you can rasterize Adobe Illustrator work into separate layers that can be turned on or off, resized and moved independently of the background image. That makes the two programs much more valuable to use together.

"Adobe Photoshop is continuing to evolve, to keep pace with the professional printing and commercial art environments," he says. "That's important for those of us who make our living using it on a daily basis."

Cocchiarella Design Systems at-a-Glance

Hardware

American Megatrends EISA 486, 66 MHZ
with 64 MB of RAM
American Megatrends EISA fast SCSI II
caching controller with 4 MB cache
Matrox MGA 64-bit video card
Fujitsu® 1 gigabyte hard drive
Fujitsu 128 MB optical drive
SyQuest® 44 MB removable drive
WACOM 12 x 12 UD tablet
Screen DT-S1015AI drum scanner
Umax 840 scanner

Key Software

Adobe Photoshop
Adobe Illustrator
Fractal Design Painter®
QuarkXPress®

Adobe Systems Incorporated
1585 Charleston Road, P.O. Box 7900, Mountain View
California 94039-7900 USA

Adobe Systems Europe B.V.
Europlaza, Hoogoorddreef 54a, 1101 BE Amsterdam Z.O.
The Netherlands

Adobe Systems Japan
Swiss Bank House, 4-1-8 Toranomon, Minato-ku
Tokyo 105 Japan

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