

# Photoshop Basics: From Idea to Image

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Senior Designer

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# Introduction

# Introductions

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**András Lőrinczi,  
Senior Designer**



# About Anicca

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**No Ego and No Bull,**

Supporting your digital ambitions.

Our multi award winning agency in the heart of Leicester has helped clients succeed for over 15 years



Established  
**2007**

Staff  
**23**

Clients  
**46+**

Services  
**7**





# Strategy & delivery

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We invest in relationships with businesses and brands looking to drive growth and succeed in what they do.

Whatever your brief, we can mix and match our services to best suit your needs. Our services tell you all you need to know when looking for a truly integrated agency.

## Services ↗

*Analytics*

*Creative*

*Paid Media*

*PR & Content*

*SEO*

*Social Media*

*Training*

## Outcomes ↗

*Consultancy*

*Strategy*

*Lead Generation*

*eCommerce*

*Technical Support*

*Reporting*

*Client Services*

# Our pedigree

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We have vast experience of working with companies and organisations across many industries and parts of the UK

Our deep understanding and sharp focus across digital marketing is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.



Uber  
for Business



PALLEX



e-on

# Our team

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Ann Stanley  
Founder & CEO



Darren Wynn  
Managing Director



Angie Longman  
Operations Director

## Directors



Ange Padfield  
New Business



Katie Downing-Howitt  
Marketing & Training



Holly Kelly  
Paid Media



Ed Truman  
Analytics & Data



Brad Longman  
SEO



Emil Ougendal  
Social Media



Katie Ford  
PR & Content

## Commercial & Strategy Team



Rajal Prajapat  
Client Services



Mark Janes  
Client Account



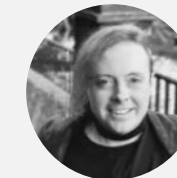
András Lorinczi  
Creative



Amy Hayward-Paine  
PR & Content



Rachel Cryan  
Social Media



James Allen  
Analyst & SEO



Jordan Munton  
Paid Media

## Technical & Support Team



Ebony Hutt  
PR & Content



Pete Keyworth  
Paid Media



Zak Averre  
Content



Gurpreet Purewal  
Marketing



Lucy Hammond  
Training & Events

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# Photoshop Basics: From Idea to Image



# So... what exactly is Photoshop?

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- Created by Adobe in 1990
- Layer-based digital workspace
- AI improvements

# What does it do?

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- ↗ Almost everything.
- ↗ Websites, banners, photo manipulation, compositing, illustrations

# How do you start creating?

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- ↗ Practice, practice, practice!
- ↗ Cheat, steal and adapt
- ↗ YouTube; Piximperfect, Tutvid, Nemanja Sekulic

# What are the resources?

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- ↗ Behance, Dribbble, AI or anything else
- ↗ Free image downloads: Pexels, Unsplash, Freepik
- ↗ Best solution: Envato Elements
- ↗ Dafont, Google Fonts



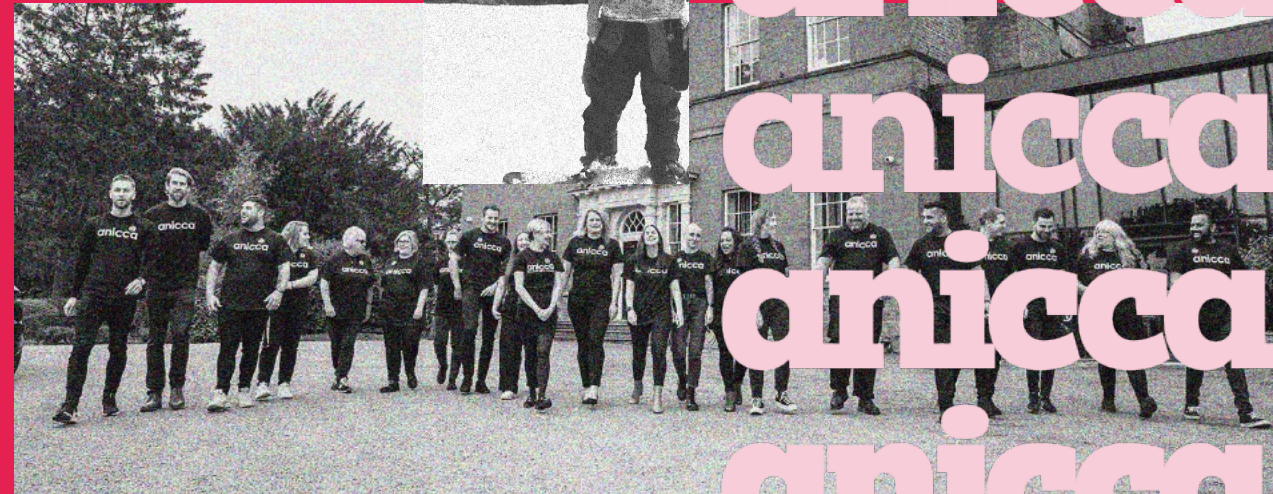
# So all we need now is Photoshop...

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↗ No. Photopea

Let's jump in!

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thanks  
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[andras@anicca.co.uk](mailto:andras@anicca.co.uk)

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