



Adobe

# American Greetings



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## Adobe® Photoshop® CS5

### Enhancing relationships

American Greetings helps people connect, express, and celebrate. The talents of in-house artists, photographers, and other creative professionals fuel the delivery of innovative products and services that include greeting cards, gift wrap, party goods, stationery, and electronic greetings.

One example of American Greetings' originality is the Twisted Whiskers line of products. Terrill Bohlar, senior photographer and digital artist at American Greetings, first created the "twisted" bunch of cats and dogs in 2001 as a greeting

card line, which immediately became one of the fastest-selling summer social expressions lines ever developed by American Greetings. Today, the successful merchandise program includes stationery, greeting cards, calendars, pet products, publishing, gardening, and automotive accessories.



AMERICAN GREETINGS





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## Adobe Photoshop CS5 inspires innovation

Whether the American Greetings photography team is shooting a specific commercial job for a pre-determined layout or in anticipation of future products, Adobe Photoshop software is their go-to tool for compositing and enhancing the images that make their products unique and meaningful. Bohlar sees the many new features in Adobe Photoshop CS5 as significant enhancements to any photographer's workflow.

For example, the breakthrough intelligent selection technology in Photoshop CS5 will help photographers like Bohlar complete complex tasks—such as compositing images—and realize their creative vision faster than ever before. "I estimate that the intelligent selection tools in Adobe Photoshop CS5 cut my hair selection time down by 40% to 50% when moving an animal from one background to another, which

is something we do all the time," says Bohlar. "It uses techniques that a lot of power users rely on, in a nice tidy window we can use more intuitively."

Often the team needs to make changes to photo composition so images work for different products. Bohlar expects they will use Content-Aware Fill in Photoshop CS5 quite often to add and build more image area and remove items from existing images, giving them more design flexibility.

Bohlar is most excited about the Puppet Warp tool in Photoshop CS5 and how he can use it on the Twisted Whiskers animals, as well as other projects. "I expect the Puppet Warp tool in Adobe Photoshop CS5 will get me places I want to go with my images that I couldn't before, and may even get me there sooner," he says.



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