



Adobe

## Ira Block Photographer

## Adobe® Photoshop® CS5



Ira Block

### Out of the dark

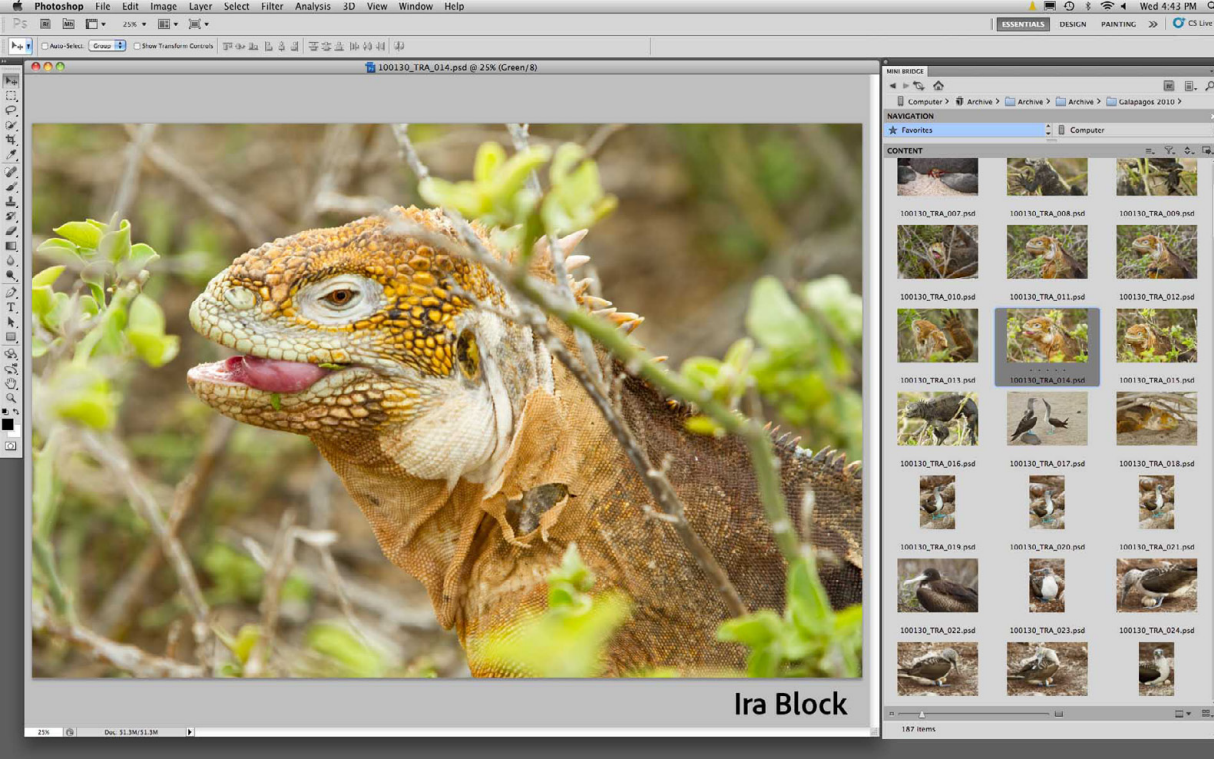
While many dads build forts for their kids in the backyard, Ira Block's dad built him a makeshift darkroom instead. For Block, black-and white-photography was akin to magic and he loved watching his creations emerge on paper. Today, digital photography, Adobe Photoshop Lightroom®, and the new Adobe Photoshop CS5 software give him those same enchanted feelings he had as a kid in the darkroom—without the fumes.

Block shoots editorial, commercial, and corporate photography, and is well known for his work with *National Geographic* and its destination edition *Traveler* magazine. He sees the new technology features and enhancements in

Photoshop CS5 software having a big impact on his work as a photographer. "Each new version of Photoshop has included many exciting enhancements, but Adobe Photoshop CS5 is the most amazing technological jump I've seen since I started using the software," says Block.

The new features in Photoshop CS5 will enable Block to take both his editorial and commercial projects further than ever before. In particular, Block can already see how Adobe Camera Raw 6 and Mini Bridge will impact his editorial work, while Content-Aware Fill will help him perfect commercial jobs.





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### Working smarter with Adobe Photoshop CS5

"The cleaner color palette and ability to fine tune noise reduction in Adobe Camera Raw 6 are clear standouts," says Block. "The raw converter in Adobe Camera Raw has progressively gotten better, and looking at skin tones is a great way to see the improvement."

Block also likes how the new Mini Bridge in Photoshop CS5 makes it easy for him to locate files quickly. "With Adobe Mini Bridge in Photoshop CS5 I can get into the files I want right away, without having to dig through folders," he says. "This may sound like a small thing, but it adds up to tremendous time savings."

For his commercial projects, Content-Aware Fill will dramatically reduce processing time by enabling Block to remove something, such as a bad wrinkle in someone's clothing, in just seconds. "With Adobe Photoshop CS5 you can do Content-Aware fill straight out of the box—it's a real breakthrough," he says.

High resolution digital files are unforgiving, so the ability to fine tune lenses will save Block time previously spent doing aberration and color correction. "Having a Lens Correction Profile in Adobe Photoshop CS5 that matches my camera and lens combination will be fantastic," says Block. "Whenever I think I have everything I need, something else comes along in Adobe Photoshop that I can't live without!"



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