



Adobe

Rachel Jerome-Ferraro Photographer

Adobe® Photoshop® CS5



Photo by Rachel Jerome-Ferraro

Celebrating life through photography

Rachel Jerome-Ferraro doesn't just love photography; she loves the stories that go along with the images. The narrative approach she takes in her commercial photography work helps her capture expressions that make her images both beautiful and believable. Clients benefitting from Jerome-Ferraro's distinctive style include Dell, Hoover, Sam's Club, Yahoo!, and more. Central to her photography workflow are Adobe Photoshop Lightroom® and Photoshop CS5 software.

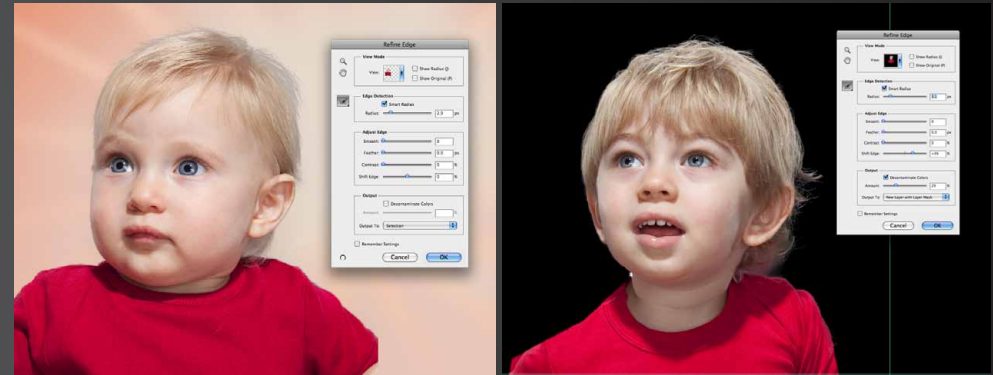
For commercial projects, Jerome-Ferraro acknowledges that good photography is only part of the puzzle. Her knack for working with an art director to translate the project vision into reality also keeps her in high demand. New features in Adobe Photoshop CS5 make the process of mocking up compositions on set easier than ever, which excites both Jerome-Ferraro and her clients.





Photo by Rachel Jerome-Ferraro

"With Adobe Photoshop CS5 software, I feel like I can trust the tools to do their job, such as the new selection tools and Content-Aware Fill. The time that will save me will give me days in the park!"



Gaining time with Adobe Photoshop CS5

Jerome-Ferraro appreciates how Adobe Photoshop CS5 software helps her save time and improve the overall quality of her photography. For example, intelligent selection technology simplifies precise image selections and masks, while Content-Aware Fill lets her remove an image element and magically fill in the background as if it never existed.

"With cameras as well as software, photographers often override automatic settings and do things manually, which is tedious and time-consuming," says Jerome-Ferraro. "With Adobe Photoshop CS5 software, I feel like I can trust the tools to do their job, such as the new selection tools and Content-Aware Fill. The time that will save me will give me days in the park!"

The new intelligent selection technology will reduce Jerome-Ferraro's initial masking time by 80%. "The starting point for creating a mask typically takes about 15 minutes for me, but with the new intelligent selection technology in Adobe Photoshop CS5, I can use the Edge Detection features and cut that time down to three minutes," she explains.

Jerome-Ferraro also predicts that more photographers will start compositing because intelligent selection technology and Content-Aware Fill make it nearly fool-proof. "New features in Adobe Photoshop CS5 software, such as Smart Radius, Edge Detection, and Decontaminate Colors will help photographers add compositing capabilities to their repertoire so they can give clients more options without breaking the budget, which is crucial in this market," she says.



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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