Welcome!

This disc is packed with Wow Presets for use in Adobe Photoshop, and "How to Wow: Photoshop for the Web" will tell you how to get the most out of them. The Presets are samples taken from the "Adobe Photoshop One-Click Wow!" book from Adobe Press — a book/CD combination by Jack Davis, with over 1000 custom Wow Styles, Patterns, Gradients, Brushes, Tools, Shapes and Actions — all lovingly crafted to instantly enhance your creative capabilities throughout Photoshop. These Presets are provided strictly for use by the owners of How to Wow: Photoshop for Photography. Please enjoy them and use them productively for your work. But don't sell them, give them away or distribute them in any fashion, because that would violate the author's copyright. ©2004 Jack Davis.

Installing the Presets from the How to Wow Disc —

To "install," you can simply copy the "HTW Preset Sampler" folder that is on the top level of this disc into Photoshop's Presets folder. You can find the Photoshop's Presets folder here:

MAC:
Applications\Adobe Photoshop\Presets

WINDOWS:
Program Files\Adobe\Photoshop\Presets

Then restart Photoshop so the program can "see" the newly installed Presets. The groups of Presets will be listed in the pop-out menus of the appropriate palettes.

To load a library of HTW Presets into the body of the palette, choose it from the palette's pop-out menu. In most cases you'll be offered the choice of Appending or Replacing the current palette contents (the exception is the Actions palette, which automatically appends). The advantage of Appending is that you won't lose anything that you've modified and added to the palette but haven't yet saved. The advantage of Replacing is that there will be fewer items in the palette, so it will be easier to scroll through and find the items you want, and there will be less memory constraint on Photoshop itself.

Here's a brief set of directions for using the HTW Styles Samples once you've installed them:

1   For convenience in working with Styles, you'll need to have the Layers palette and Styles palette open. To open the Layers palette, choose Window

> Layers. To open the Styles palette, choose Window > Styles. So that you can see the names and thumbnail swatches of the Styles, choose Large List View from the Styles palette's menu (popped out from the little triangle in the upper right corner of the palette).

2 All Layer Styles are originally created in Photoshop files, and every Photoshop file has its own Resolution setting. The One-Click Wow! Styles were created in files with a Resolution setting of 225 pixels/inch (except the Wow 7-Button Styles, which were created in 72-dpi files). A Resolution setting of 225 pixels/inch was chosen because it's an excellent Resolution for files destined for the traditional printing process. This Resolution creates files that are just a little more than half the size of 300-pixel/inch documents, yet it still provides excellent printed quality. Also, the 225 pixels/inch Resolution is more than sufficient for printing to a standard desktop printer.

Although these Styles can be applied to files with any Resolution setting, they are easiest to work with if you first make sure the Resolution setting for your file matches the "Resolution of origin." You can do this — without altering your image at all — by choosing Image > Image Size to open the Image Size dialog box, then making sure the "Resample Image" option is turned OFF and then typing in "225" for the Resolution setting and clicking "OK."

3 Now you can apply the Wow (sometimes called HTW, or How to Wow) Styles to your photos, graphics, or type by choosing the HTW Style Sampler library (from the Styles palette's pop-out menu) and then clicking on the name or thumbnail swatch for the particular Style you want to apply. "How to Wow: Photoshop for Photography" also shows how to scale Styles to your images and how to modify and save Styles. See pages 19 and 236 for more on working with all the Wow Presets.