Using Color for Emphasis

This technique is popular in commercial advertising because the client can focus the consumer’s attention on their product in an artistic way. There are a number of different ways to do this, but this particular method seems to be the fastest and most forgiving if you make a mistake along the way. In the example here, we’re going to focus the attention on the bride’s bouquet by leaving it in color and making the rest of the image black-and-white.

Step One:
Open the photo that contains an object you want to emphasize through the use of color. In this case, we’re going to draw the viewer’s eye to the bouquet.

Step Two:
Go under the Image menu, under Adjustments, and choose Desaturate to remove all color from the photo (as shown here).
Step Three:
Go to the Toolbox and choose the History Brush (as shown here).

Step Four:
Get a soft-edged brush from the Brush Picker in the Options bar, and begin to paint over the area you want in color (in this case, you paint right over the bouquet, as shown here).

Step Five:
Continue painting over the flowers until the entire bouquet appears in full color. You may have to shrink the size of your brush to set some of the smaller petals, and if that's the case, it helps to zoom in close (use the Zoom tool) so you can really see the edges where you’re painting. The final effect is shown here.
Replicating Photography Filters

This is a totally digital way to replicate some of the most popular photograph filters, such as the 81A and 81B Color Correction filters used by many photographers. These are primarily used to warm photos, especially those taken outdoors where a bright sky radiates to give photos a bluish cast. They're also useful for shooting in shade on a sunny day, or for correcting bluish light from overhead. Luckily in Photoshop CS, it's simple to replicate both filters.

Step One:
Open the photo that needs the warming effect you'd get by applying an 81A Color Correction filter to your lens.

Step Two:
Choose Photo Filter from the Adjustment Layer pop-up menu at the bottom of the Layers palette (as shown here).
Step Three:
The Photo Filter dialog appears. Click-and-hold on the filter pop-up menu and a list of filters appears. Since we’re trying to warm the filter with an 81A-like effect, choose Warming Filter (81) from the menu (as shown).

Step Four:
Once you select which filter you’re going to use, it’s time to play with the Density slider to warm the photo. It’s been my experience that the 25% default density setting is too subtle, so you’ll probably wind up increasing the Density (in this example, increase it to around 45%, as shown).

Step Five:
When you click OK, the entire photo looks warmer (especially the flesh tones). If you like the warming of the flesh tones, but liked the background color or clothing color the way they were, just switch to the Brush tool, choose a soft-edged brush, set black as your Foreground color, and paint over the areas you don’t want warmed by the filter. As you paint, those areas return to the cool blue (this is why it’s so great that Adobe made these Photo Filters Adjustment Layers—they’re editable!).