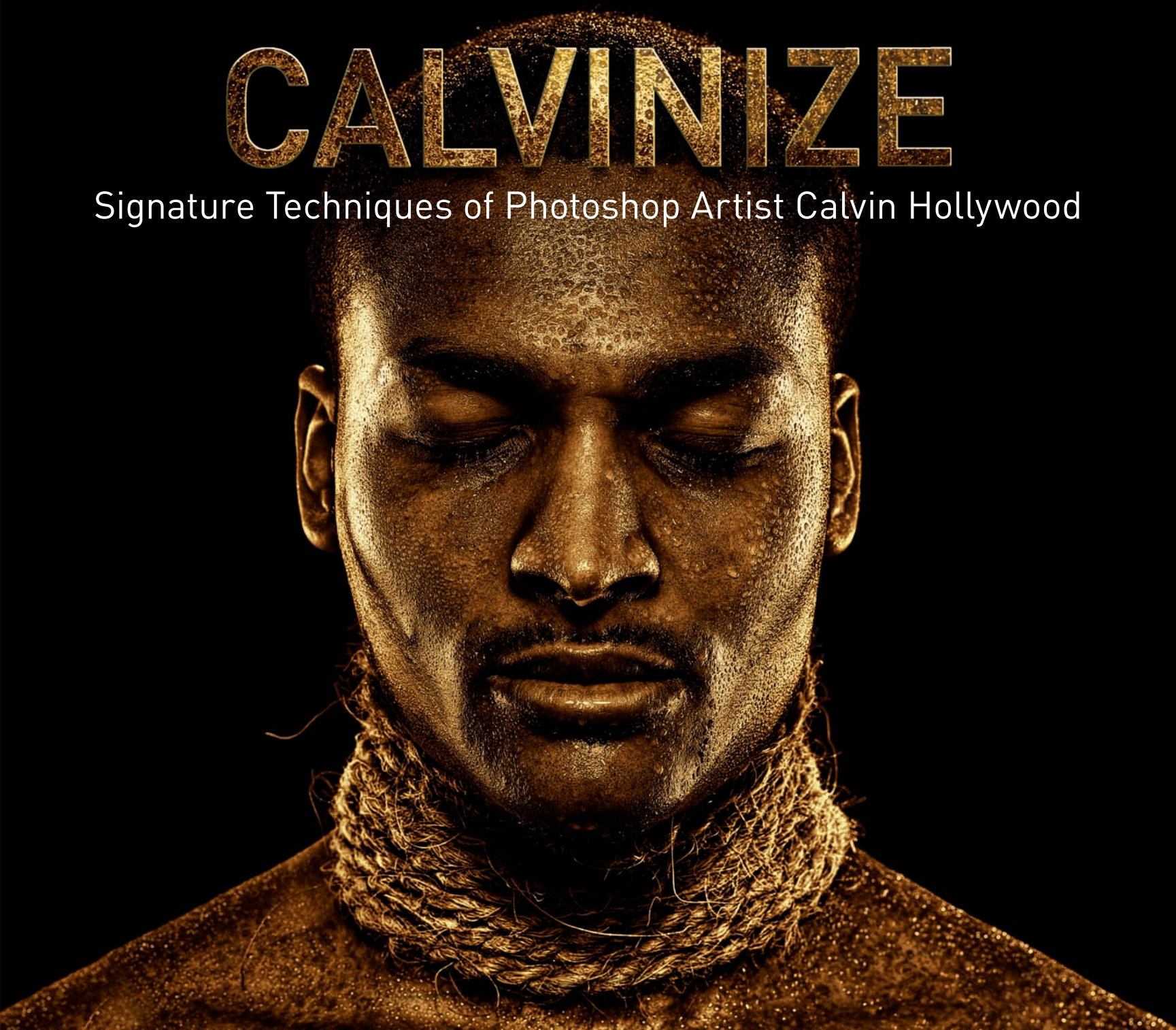
4+ hours of step-by-step video tutorials show you how to create Calvin Hollywood's signature styles

Calvin Hollywood

CALVINIZE

Signature Techniques of Photoshop Artist Calvin Hollywood



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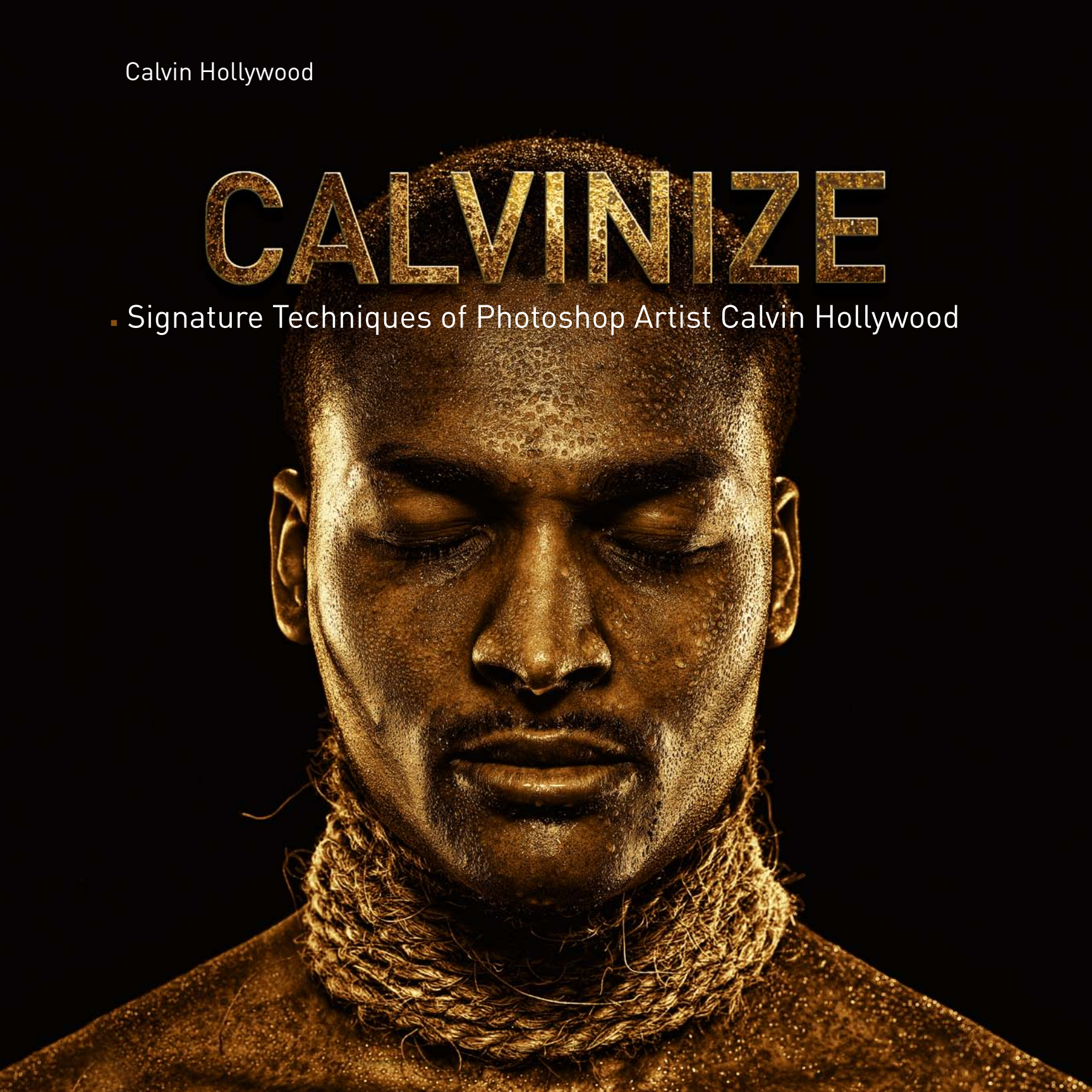

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And, of course, I wish to thank my family for supporting me.

Introduction

Hello,

First of all, I would like to thank you for taking an interest in this photo collection. I hope you like my pictures. I would be very happy if this book finds a welcome home on your bookshelf.

However, before you start looking through my pictures, I just want to say a few things. This photo collection contains more than 100 pictures, which have all been created during the last few years. I would like to emphasize that all of my pictures are always the result of a team effort. For this very reason, I wish to thank all of the models, assistants, and my partners who have actively contributed to the creation of these pictures. I want to give special thanks to my friend Matthias Landsgesell, who has been working with me and supporting me as a fellow photographer and lighting consultant for many years.

I did not create this book to teach you how to use Photoshop; this book is merely a collection of my best work over the last few years. Nevertheless, I could not help but add my own thoughts and impressions throughout.

I hope that this photo collection turns out to be a source of inspiration for you and I want you to know that your feedback is greatly appreciated. If you want to share your thoughts or opinions with me, just send me an email at calvin@calvinhollywood.com. Of course, you are also most welcome to ask me questions about the pictures as well.

In this spirit...

Enjoy!

Calvin

About Calvin Hollywood

Many professional photo editors in Germany have spent years developing their reputation and rank. Most started with a classical education as a graphic designer, photographer, digital media designer, or repro specialist and worked their way up within a business or agency. For many aspiring photo editors, this still seems the only path to success. But there is an alternative approach.

For just over four years, a name has been buzzing around the Photoshop community: Calvin Hollywood. This man belongs to a new league of movers and shakers within the Photoshop scene, a group of young artists who refuse to hide, who instead choose to impart their knowledge confidently and unconventionally. With his unique style, refreshingly uncomplicated manner, and an almost incredible mastery of Photoshop and its potential, Calvin Hollywood has risen quickly to the top and is now recognized as one of the leading photo editors in Europe.

A self-taught photographer and photo editor, Calvin Hollywood has managed to achieve within just a few years what others would hardly dare dream to accomplish. Not only has Hollywood become one of the most sought-after Photoshop consultants in Germany and neighboring countries, but his individual style has become an inspiration and influence to an entire generation of Photoshop users. The unique "Calvinize" look is spreading like a wildfire through forums and Internet communities.

In recent years, no one in Europe has been able to match this level of success. It is therefore hardly surprising that the press and companies specializing in digital image editing quickly became interested in this young and talented newcomer. Informal queries have now developed into firm connections and Calvin Hollywood has become a well-established brand name on the market. The digital artist from Heidelberg, Germany has already produced several video tutorials, published his works in specialist publications, and is holding more than 50 seminars a year from Europe to New York and even Dubai. In an amazingly short time, Hollywood has become one of the top-ranking Photoshop professionals in the world.

It seems as if Hollywood's days have more than just 24 hours, because the workaholic somehow also manages to maintain two of the biggest online forums on Photoshop and photography. Using Twitter, Xing, Facebook, and YouTube, as well as his many personal websites, Hollywood keeps his fans up to speed about all that's going on and worth knowing about his projects. As if that was not enough, he also tries to personally reply to every email he receives. If he ever has spare time, you can be sure that the Adobe promoter, Wacom evangelist, and Photoshop beta tester is thinking carefully about the next steps of his planned career.

Despite all of these activities and obligations, Hollywood still somehow manages to focus on what matters—turning his ideas into successful photo projects. Appreciation for his work has spread beyond Germany, earning Hollywood several international awards. In addition to awards won at the *Trierenberg Super Circuit* and the *Sony World Photography Awards*, he was honored with the *Photoshop Guru Award* at the 2009 Photoshop World conference in Boston.

But if all of this information about Hollywood has led you to imagine an egotistical loner who is only interested in self-promotion and his own advancement, then you will be disappointed. Hollywood is both helpful and open, ready to answer every question—character traits that become quickly evident if you ever have the pleasure of attending one of his talks or workshops in person. There is no false secrecy or exaggerated self-presentation; instead, the emphasis is on imparting skills and techniques, which lead directly to extraordinary results. Hollywood's background and his signature "Calvinize Entertainment factor" make his events a unique experience that will take you far beyond the limits of Photoshop.

Find out for yourself! Enter the fascinating world of Calvin Hollywood and let his pictures inspire you!

Armin Böttigheimer
(www.colurzblog.de)

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EMOTION

Basics

Even the most advanced techniques are carried out with the simplest basic tools.

Unfortunately, people often neglect to learn the basics. The widespread use of various techniques in miscellaneous Internet forums to achieve very specific effects and looks has become far more popular.

First and foremost, you need to have a solid understanding of Photoshop and photography.

Camera, flash, and Photoshop are only the tools. You need to learn how to use them appropriately. You need to know how they work, what exactly they do, and what effects you can create with them. Only then will you be able to use these tools efficiently and purposefully, and only then will they help you achieve your desired results.

Photoshop

In my daily life as a digital photo artist I would never *ever* want to do without Photoshop again. For my pictures, I definitely place the greatest emphasis on post-editing with Photoshop.

I do, however, try to get most of the work done photographically first. Photoshop only enters into the equation at the stage where I cannot get any further with pure photography alone.

Because I know Photoshop well and am familiar with how it works and how to use it effectively, Photoshop always opens many more doors for my work than I will probably ever be able to enter.

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Plug-ins

Many people dismiss plug-ins and add-on modules in image editing. For a long time, I was one of those people who preferred editing pictures in the conventional way with Photoshop.

But what is Photoshop, after all? A software program that enables various image editing possibilities.

If you take, for example, Nik Software plug-ins or others, you will quickly realize that the scope of these plug-ins is already practically comparable to that of an entire image editing program.

Plug-ins allow you to create various effects and special looks with just a few clicks, and they enable you to combine these effects easily.

Personally, I would not want to do without plug-ins in my workflow; I even have certain favorites that I use to give my pictures that finishing touch.