

Using Optional Photo Editing and Enhancement Apps

When you visit the app store for the mobile device you're using, you'll discover dozens, perhaps hundreds of optional, third-party photography apps that offer a different, or in some cases, a much more powerful collection of image editing and enhancement tools.

This section explains how to find, download, and install optional photography-related apps onto your mobile device. First, make sure your mobile device has Internet access.

- From an iPhone or iPad's Home screen, launch the App Store app.
- From an Android-based smartphone or tablet, from the Home screen, tap on the Apps icon, and then launch the (Google) Play Store app.

When you're visiting the app store for your particular mobile device, use the Search tool to find a specific app if you know its title, or in the Search field, enter a search phrase like "photo editing" or "photo filters."

Alternatively, tap on the Categories option in the app store and select the Photo & Video (iOS App Store) or Photography (Play Store) category, and then browse through the app listings.

A third option, in some cases, is to tap on the Top Charts option, select a photography-related category, and then browse a listing of popular or best-selling apps in that category.

Fees May Apply

In some cases, optional apps are free. Some have a one-time purchase price associated with them, while others require in-app purchases to access all their features and functions.

When you tap on an app's title from a listing, you gain access to a more detailed app description screen, which includes the app's title, publisher, price (if applicable), a description of the app, sample screen shots from the app, the app's average overall rating, and access to more detailed reviews of the app. In some cases, a promotional video describing the app is also available for viewing.

The following sections list additional information about just a few of the many optional photo editing and enhancement apps available. As you can see, many of these apps are available on multiple mobile device platforms.

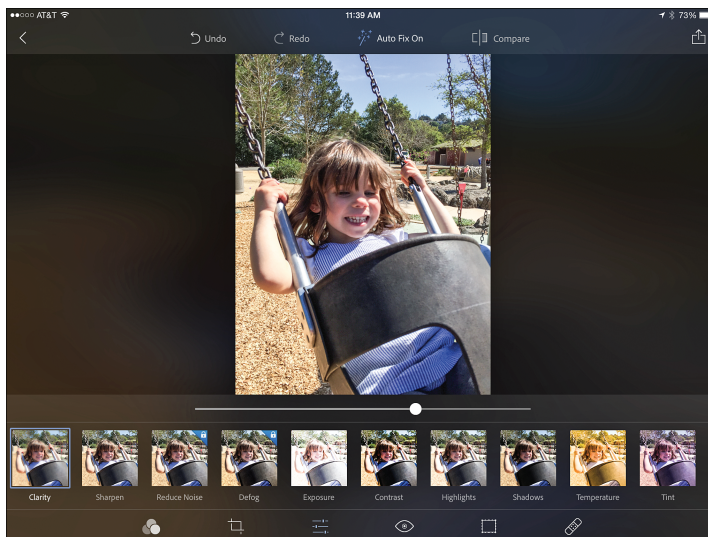
Adobe Photoshop Express

- Available for iOS/Android/Windows Mobile
- Price: Free (with in-app purchase available)

While Adobe Photoshop is hands-down the most popular photo editing software used by professional photographers around the world, and Adobe Photoshop Express and Adobe Photoshop Elements are popular, consumer-oriented photo editing software packages for Windows PCs and Macs (that you learn more about in Chapter 6, “Viewing, Editing, and Enhancing Photos Using Your Computer”), Adobe also offers several scaled-down versions of Photoshop designed for use on mobile devices.

Adobe Photoshop Express (the mobile app) offers a wide range of powerful tools and image filters that can be added to digital photos after they’ve been shot. This is the easiest to use of the optional Photoshop mobile apps available. Photoshop Mix, for example, offers more advanced and powerful editing tools.

In addition to all the basic photo editing and enhancement tools you expect from a photo editing app, Adobe Photoshop Express offers tools like Blemish Removal (for use when editing photos of people to give them clearer skin, for example), plus more than 20 one-touch image filters and 15 virtual borders.



Photoshop Express (iPad)

Color Splash

- Available for iOS
- Price: \$0.99 (iPhone)/\$1.99 (iPad)

This easy-to-use app has one specialty: taking a full-color photo, showcasing the intended subject in that photo in vivid color, while transforming the rest of the image into black and white (or vice versa). This enables you to create dramatic visual effects. Then you can share your edited images via email or Facebook, for example, directly from the app.

As the photographer, you decide what portions of an image remain in full color, and which areas get transposed into black and white, simply by using your finger to paint on the screen. The app's built-in tutorial explains exactly how to use each feature, so you can make full use of Color Splash within minutes of installing it onto your iPhone or iPad.



Color Splash (iPad)

Enlight

- Available for iOS
- Price: \$3.99

This photo editing and enhancement app combines a collection of editing tools with customizable and theme-based filters. For example, there are filters for giving a vintage look to photos, plus tools for creating collages where multiple images are combined into one, which can then be shared online.

One of the more powerful image enhancement tools, called Mixer, enables two images to be combined into one, while other effect tools enable digital photos to be transformed to look like paintings or sketches.

The Effects tool enables patterns, such as stars, hearts, bubbles, or fireworks, to be superimposed over an image, while the Type and Decals tools allow text or designs to be placed onto photos like virtual stickers.

Enlight is an excellent tool for enhancing images that will be shared via social media, because it's quick and easy to use but offers a comprehensive collection of tools that you would otherwise need to access from two or three separate apps.



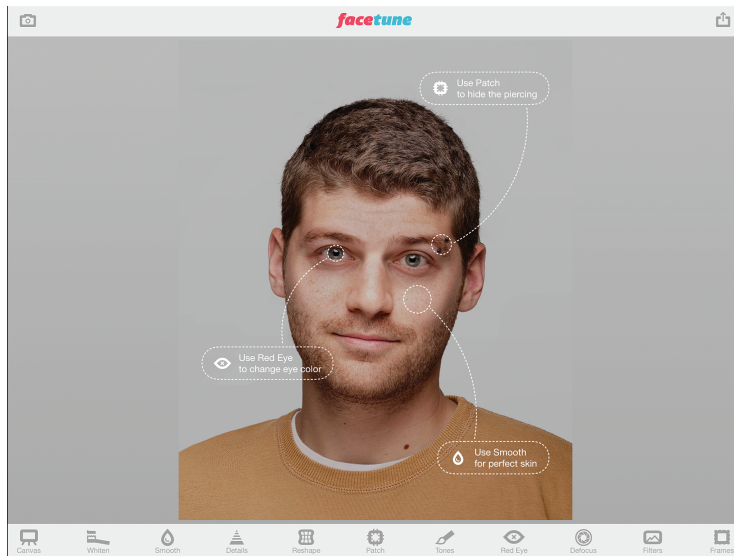
Enlight (iPad)

Facetune

- Available for iOS/Android
- Price: \$3.99

If you take a lot of photos of people, and you want them to look like professionally shot portraits, this is a great photo editing app. It's also good for fine-tuning those selfies before posting them online.

Designed specifically for editing and enhancing faces, this app offers tools to quickly clean up your subject's complexion, whiten their teeth, remove under-eye bags, and make other imperfections literally disappear from an image, while keeping the photo looking natural.



Facetune (iPad)

Pixelmator

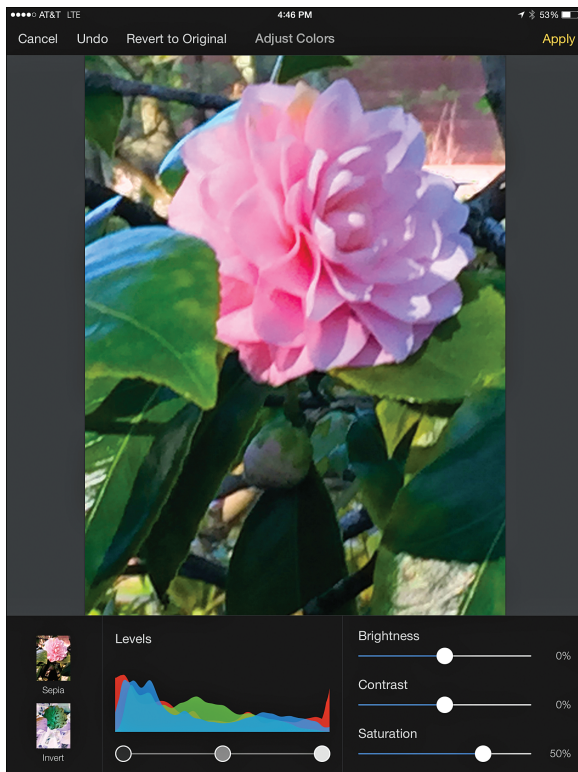
- Available for iOS (iPad only)
- Price: \$9.99

Pixelmator is one of the most advanced photo editing and image enhancement mobile apps currently available for the iPad. This app offers all the tools needed to professionally edit and enhance your images, while keeping the files fully compatible with the Windows PC or Mac version of Photoshop.

In addition to offering many different and adjustable special effect filters, Pixelmator includes a series of image retouching tools, so you can literally remove content from images yet make them look seamless. The color adjustment tools are also advanced, so you can make images look more detailed and vivid as full-color photos, transform them into black and white, or add effects to transform them to look like paintings or drawings, for example.

A version of Pixelmator is also available for the Mac, so using the Handoff feature built in to the operating system, you can begin working with an image on your iPad, for example, and pick up exactly where you left off on a Mac (or vice versa), without having to manually copy, transfer, or sync the photos.

While the capabilities of Pixelmator are advanced, the user interface is straightforward, and the learning curve for mastering this app is rather short. So, with just a bit of practice, you can begin giving your images a professional look through editing and enhancement, directly from your iPad.



Don't Be Afraid to Experiment

The best way to become acquainted with the various photo editing and enhancement tools built in to the app(s) you're using is to experiment with them.

Once you understand the tools available to you, and how to use them, editing or enhancing a photo will take you just minutes, and the results will typically be outstanding. Basic shots you would otherwise disregard or not necessarily want to showcase can be transformed into professional-looking images that you'll be proud to share.
