

Please direct inquiries to:

Dr. Michael N. Roach, 936-564-0564

lacombroachpress@gmail.com

FOR IMMEDIATE RELEASE: **May 21, 2012**

‘Adobe Photoshop: A Tutorial for Beginners’ Now Available on Amazon Kindle

Release based off popular iPad app teaching Photoshop basics

HOUSTON, TX – Dr. Michael Roach, the creator of the “Adobe Photoshop: A Tutorial for Beginners” app for the iPad, has announced that his program is now available in digital book form on the Amazon Kindle.

The program, which corresponds with the three-day workshop that Dr. Roach normally teaches, walks users through Photoshop by explaining various tools while giving real-world examples and detailed instructions. By releasing the program via Kindle, users will now be able to access it on their desktops, smart phones, iPhones and more.

“We are very pleased to release this version of our tutorial for the Kindle, as it will allow our program to reach an even broader audience of novice Photoshop users,” said Dr. Roach. “Our guide has helped many beginners start to master the art of using Photoshop, and we look forward to helping many more in the near future.”

The first of the three-part series is titled “Start Here: The Illustrated Guide To Almost Every Tool In Adobe Photoshop CS5,” which details most of the tools, filters and adjustment windows in the program. At the end of the section, users should be ready for more advanced concepts, including image retouching and editing raw camera files.

In the second section, “Cracking Camera Raw: The Illustrated Guide To Working With Raw Images in Adobe Photoshop CS5,” users learn how to simplify the process of using raw images to optimize any photograph. The section covers correcting and manipulating images while they are still uncompressed digital negatives.

The third and final part of the series is “Introduction To Photo Editing & Manipulation: An Illustrated Guide to Retouching in Adobe Photoshop.” In this part, users learn techniques like controlling the background, combining images, correcting perspective, retouching skin and wrinkles and basic beauty retouching tactics used in the beauty industry. This section, as well as the second, has nearly doubled in size since the tutorial’s initial release, which is why the program as a whole has been divided into three parts.

“The fact that the ‘Adobe Photoshop: A Tutorial for Beginners’ is available on the Kindle is great news, as it means that students who already own a computer will be able to download the tutorial’s eBooks, allowing them to read and practice at the same time,” said Emm Ashwell, a designer with LRMPress.com, a Houston-based design group that works exclusively on digital products. The firm was responsible for eBook production and delivery.

Additionally, the tutorial’s eBooks will be available on Kindle’s Lending Library, meaning that Amazon Prime Members will get to read and use them for free.

Dr. Roach will also offer “Start Here: The Illustrated Guide To Almost Every Tool In Adobe Photoshop CS5” at no charge on May 21.

Dr. Roach is a Photoshop expert and former photography professor of 33 years at Stephen F. Austin University in Nacogdoches, Texas. Since his retirement in 2000, he has taught a number of Photoshop classes throughout the state, and has constantly stayed up-to-date with the latest versions of the program. Using his emphasis on the psychology of learning, he developed the visual tutorial to help beginners learn the core of Photoshop as quickly and effectively as possible.

To check out the Kindle eBook versions of “Adobe Photoshop: A Tutorial for Beginners,” visit <http://amzn.to/KuDIEL>.

#