Masking Pixels:
Insights into the Design and Delivery of a Photoshop Workshop

- Bill Morrison
Instructional Design Project

- Context
- What I did
- What I found
- What I’ll change
- Questions
- Project link
Outreach College
Continuing Education
Technology focused

Live Workshops
Adobe Creative Suite
Context: PNM workshops²

Pacific New Media

Live Workshops
Adobe Creative Suite

- Adults
- Professional
- Personal

- Fee-based
- Evaluated
- Non-credit
Context: Project lift-off

Project:
Design, delivery and evaluation of software training workshop

Adobe Photoshop
Adobe Photoshop

Masking (abstract, hiding pixels, vital)
Adobe Photoshop

Masking

- Adults, Photoshop masking beginners
- 3 Hours
- FREE in exchange for research participation
Project Context ➔ What I did

- Design
- Delivery
What I did: Topic smart

Working knowledge

gaps

O'REILLY

Lynda.com

Teaching knowledge

confidence
What I did: Topic smart²

Working knowledge

Examples
Non-examples

Teaching knowledge
What I did: Design

Photoshop Masking

3 Hours
What I did: Design²

Fundamental skills

Photoshop masking beginners
The Workshop:

5 Exercises
Instructor-led, step-by-step
Masking skill fundamentals

Fun, real-world, practical
What I did: Audience recruitment

Email

Invitation to:
- Former PNM workshop students
- ETEC classmates

Accepted by:
- A portion of both groups above
- Co-workers of PNM students
What I did: Workshop delivery

1. January 7th (9am-1pm) - 8 attendees
2. January 7th (2pm-6pm) - 8 attendees
3. January 8th (9am-1pm) - 7 attendees

23 total
What I did: Evaluation

Design, delivery and evaluation a software training workshop

Surveys and Tests

Data
What I did: Data gathering

30 min.  
Pre-survey  
Pre-test  

30 min.  
Post-test  
Post-survey
What I did: Data gathering

- Pre-survey - Various details about workshop attendees
- Pre-test - What they knew before instruction
- Post-test - What they knew after instruction
- Post-survey - Various feelings about the workshop
What I did

What I Found

- Data analysis
13 questions

Demographic + technology experience

What's your Photoshop experience level?

83% reported Beginner, and 17% Intermediate

- *One attendee had never used Photoshop before*
What I found: Testing

25 questions

General Photoshop + masking specific

Grades

The average participant pre-test score was 71% (C-), while the average post-test score was 85% (B).

Trends

74% of participants scored higher on the post-test, 13% showed no gain, and 13% scored lower.
Less than optimal:
71% (C-) to 85% (B)

Unacceptable:
13% - no post-test gain
13% - lower post-test score

Lack of testing experience and test question refinement
What I found: Post-survey

What did you think of the workshop?

Likert Scale

- Instructor performance
  - Knowledge
  - Participation
- Workshop Environment
  - Pace
  - Difficulty
- Learning Experience
  - Confidence
What did you think of the workshop?

“I will likely apply what I have learned for use in my business and personal projects.”

“Bill Morrison shows himself to be the master at communicating complex ideas and encouraging interaction.”

“I thought I understood while going through the exercises, but once I did not have the step-by-step, I felt lost.”
What I Found → What I’ll Change
What I’ll Change: Project scope

Design, delivery and evaluation of a software training workshop

Workshop change:
- Why?
- What?
**Workshop added to PNM program!**

<table>
<thead>
<tr>
<th>WORKSHOPS &amp; COURSES</th>
<th>Noncredit Workshop</th>
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</thead>
<tbody>
<tr>
<td>DIGITAL IMAGING &amp; DESIGN</td>
<td><strong>A Beginner`s Guide to Masking in Adobe Photoshop</strong></td>
</tr>
<tr>
<td>FILM, VIDEO, MULTIMEDIA</td>
<td>NEW</td>
</tr>
<tr>
<td>FUNDAMENTALS</td>
<td>With: Bill Morrison</td>
</tr>
<tr>
<td>INTERNET LAW</td>
<td>Info: Jun 3 • Sun • 9:00am-12:00pm • 1 mtg • UHM Sakamaki C104, Manoa MultiMedia Lab • $70</td>
</tr>
<tr>
<td>PHOTOGRAPHY</td>
<td>Event ID: L12137</td>
</tr>
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<td>Focus on the fundamentals of masking - the process of...</td>
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<td>TECH</td>
<td>Explore the concept then discover how to create,...</td>
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<td>WEB DESIGN</td>
<td>Complete creative, real-world masking projects...</td>
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<tr>
<td>ALL CURRENT LISTINGS</td>
<td>involving the Brush, Gradient and Selection tools...</td>
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<tr>
<td>CERTIFICATE PROGRAMS</td>
<td>Move on to more advanced topics including color range...</td>
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<tr>
<td>Web Design</td>
<td>This practical workshop features eye-opening exercises...</td>
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<td>that show why masking is an integral part of...</td>
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<td>non-destructive, Photoshop workflow.</td>
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<td><strong>Bill Morrison</strong> is a local freelance web designer...</td>
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<tr>
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**A Beginner’s Guide to Masking in Adobe Photoshop**

With: Bill Morrison
Info: Jun 3 - Sun • 9:00am-12:00pm • 1 mtg • UHM Sakamaki C104, Manoa MultiMedia Lab • $70
Event ID: L12137

Focus on the fundamentals of masking - the process of hiding pixels, adjustments, and filters effects. Explore the concept then discover how to create, refine and invert a mask. Complete creative, real-world masking projects involving the Brush, Gradient and Selection tools. Move on to more advanced topics including color range and smart filter masking. This practical workshop features eye-opening exercises designed to show why masking is an integral part of non-destructive, Photoshop workflow.

**Bill Morrison** is a local freelance web designer and digital media educator. A daily Photoshop user, he has a strong interest in the use of technology in education.

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Evaluation  ➔  Adjustments before re-delivery
Original Workshop:

- Instructor-led, *follow the leader*
- Minimal in-class practice time
Adjusted Workshop:

Homework:

- Detailed documentation
- Screencast tutorials
Thanks to all involved!

Project link

Questions?