AKVIS MakeUp

Portrait Retouching Software



akvis.com

CONTENTS

- Field of Application
- Installation on Windows
- Installation on Macintosh
- Program Registration
- License Comparison
- How It Works
  - Workspace
  - How To Use The Program
  - Smoothing
  - Correction
  - Effects
  - Retouching
  - Batch Processing
  - Preferences
  - Print Image
- Examples
  - Improving Skin Tone
  - A Glamourous Couple
  - High Key Portrait
- AKVIS Programs

CREATE YOUR IDEAL PORTRAIT!

AKVIS MakeUp improves portraits and adds glamour to photos, giving them a professional look.

The software automatically smoothes small defects on the skin, making it radiant, beautiful, pure and even, as you can see on artistic images. It is amazing how much a good complexion adds to rejuvenating and freshening up a look!

Stylish, glamorous photographs have become the hallmark of the fashion industry. But not everyone knows that before a photo hits the pages of a magazine, it is subjected to thorough processing.

These tricks of professional photographers are now available to everyone!

Just open a portrait with **AKVIS MakeUp** and click on the *Run* button. The software will retouch and freshen up the skin without changing other aspects of the photo.

There are two modes – **Express** and **Advanced**. In *Express* mode you can do the correction with a single click using the default settings, while in *Advanced* mode you can choose the tone of the skin more precisely using the eyedropper tool and play with more parameters to find the golden mean between glamour and authenticity.

In *Advanced* mode you can achieve special effects, for example - **High Key Lighting**, which blows out harsh shadows and thus removes small imperfections and the shadows under the eyes. The features of a face become well-defined and the portrait appears in the best light.

The software is ideal for processing **marriage photographs** or **graduation party photos**. On such special occasions people try to achieve a perfect result – flawless portraits of the main participants.

Thanks to **Batch Processing** feature, you won't need to process every single picture, but just apply the chosen settings to the whole folder with the event shooting.

AKVIS MakeUp can be useful to the fans of social networks and blogs to improve their profile pictures and **add a touch of glamour to the albums**.

AKVIS MakeUp is available in two versions – as a **standalone** and as a **plugin**.

The plugin version is compatible with Adobe Photoshop, Photoshop Elements, Corel Paint Shop Pro, etc. Refer to Check the compatibility page for more details.

INSTALLATION

Attention! You must have administrator rights to install the program on your computer.

Before installing the AKVIS Plugin, please make sure that the photo editor where you want to install the plugin, is closed.

Follow the instructions to install AKVIS MakeUp in Windows.

- Start the setup file **akvis-makeup-setup.exe**.
- Select your language and press the **OK** button to launch the installation process.
- To continue the installation process you have to read and accept the **License Agreement**.

  Activate the check box **"I accept the terms in the license agreement"**, and press **Next**.



- To install the **Plugin** you should select your photo editor(s) from the list.

  If your photo editor is not in the list, activate the component **Custom Plugins Directory** and choose the folder where you keep all plugins and filters, for example, **C:\My Plugins**. In this case you should set this folder as the plugins folder in the settings of your photo editor.

  To install the **Standalone version**, make sure that the check-box **Standalone** is activated.
  To create a shortcut for the program on desktop, activate the component **Shortcut on Desktop**.

  Press the button **Next**.



- Press the button **Install**.



- The installation is in progress.



- The installation is completed. You can subscribe to the **AKVIS Newsletter**. Enter your e-mail.



- Press **Finish** to exit Setup.

After installation of the **standalone** version of MakeUp, you will see a new line in the **Start** menu: **AKVIS** - **MakeUp** and a shortcut on desktop, if during installation the component **Shortcut on Desktop** was enabled.

After installation of the MakeUp **plugin** you will see a new item in the Filter/Effects menu of your photo editor. For example in Photoshop: **Filter** -> **AKVIS** –> **MakeUp**. Please use this command to launch the plugin in the editor.

Attention!
If the plugin **does not appear in the Filter**, copy the 8bf file from the AKVIS folder (C:\Program Files\AKVIS\MakeUp\MakeUp.8bf) into the Plugins folder of your image editor. Consult the tips on how to install plug-ins into Photoshop (read the installation troubleshooting guide), or into Paint

Shop Pro Photo, or PhotoImpact. Read how to work with our plugins in GIMP or Xara Xtreme. If you still have problems, please write to our support team.

INSTALLATION

Attention! You must have administrator rights to install the program on your computer.

Before installing the AKVIS Plugin, please make sure that the photo editor where you want to install the plugin, is closed.

Follow the instructions to install AKVIS MakeUp in Macintosh:

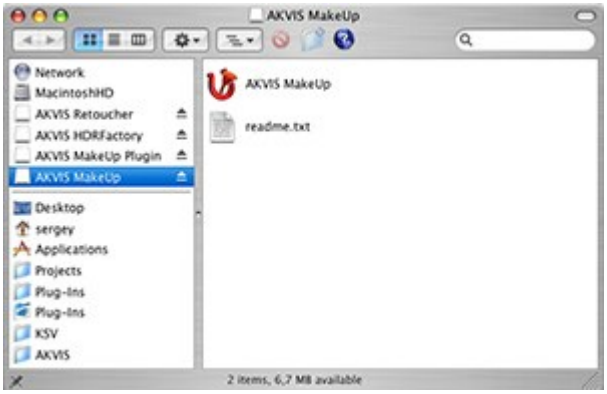
- Open the virtual disk **dmg**

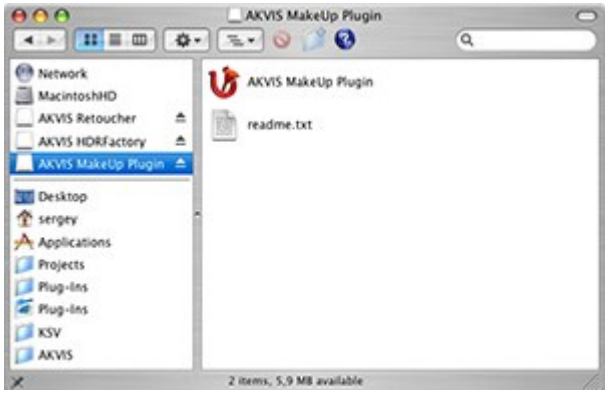
  - **akvis-makeup-plugin.dmg** if you use **Photoshop CS3-CS6**, **Photoshop Elements 6-11**
  - **akvis-makeup-legacy.dmg** for older versions of **Photoshop** and **Photoshop Elements**
  - **akvis-makeup-app.dmg** to install the **standalone** edition of **AKVIS MakeUp**.

  You will see a dialog box with the **License Agreement**.



- Read the License Agreement and press **Agree**, if you agree with the conditions.
- **Finder** will open with **AKVIS MakeUp** application or **AKVIS MakeUp PlugIn** inside.





- To install the **standalone** version just drag the **AKVIS MakeUp** application into the folder **Applications** (or any other place you like).

  To install the **plugin** drag the entire **AKVIS MakeUp PlugIn** folder into the **Plug-Ins** folder of your graphic editor.

  For example, if you use Photoshop CS3 you should move the **AKVIS MakeUp Plugin** folder into: Applications/Adobe Photoshop CS3/Plug-Ins.



After installation of the MakeUp plugin, you will see a new item in the Filter/Effects menu of your photo editor: **AKVIS -> MakeUp**. Please use this command to launch the plugin in the editor. For example, in Photoshop select in menu: **Filter - AKVIS - MakeUp**.

The standalone version is run by double-click on the application.

HOW TO REGISTER AKVIS SOFTWARE

To buy a license you should fill in the form on the product buy-page and order the software using a secure payment system. We offer a number of payment options (credit card, bank transfer, etc). When the form is filled in and the payment is made, the serial number will be sent to you within minutes.

Having received the serial number you can proceed to the program registration.

Attention! During the activation process your computer must be connected to Internet.
If it is not possible, we offer you an alternative way (see below for Offline Activation).

Follow the steps below to register the program:

- Open the window **About the program** of **AKVIS MakeUp**.



This window appears when you launch **AKVIS MakeUp**. You can also see this window by pressing the button in the program. Also, **Adobe Photoshop** lets you call the **About the program** window right from its menu **Help -> About Plug-In -> MakeUp** (**Photoshop -> About Plug-In -> MakeUp** in Macintosh).

Note that the functionality of the program depends on the license type. During the **test period** you can try all options and choose the license you like. For this select in the window **About the program** one of the offered functionality types: **Home**, **Deluxe** or **Business** (below these is a brief descripton of the features of the license types). Your choice of license will affect which features are available in **AKVIS MakeUp**.

The button **Buy** redirects you to the order page, where one can continue to choose a program or proceed to registration.

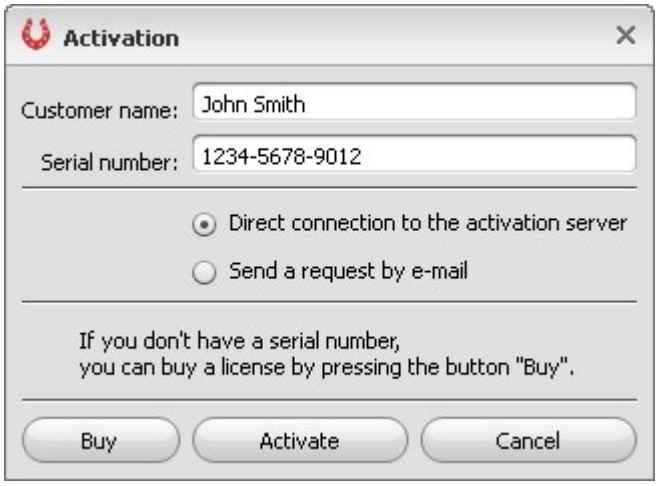
If you have a license you can improve it (for example, upgrade to Home Deluxe or Business) any time by paying the price difference. The process is begun by pressing the **Upgrade** button (it appears instead of **Buy** if the program is registered).

Please consult the comparison table for more details about license types and versions of the program.

- Click on **Activate** in the window **About the program** to start the activation process.
- Enter your name (the program will be registered to this name).
- Enter your serial number (your license key).
- Choose the method of activation — either direct connection to the activation server or by mail.

  We recommend activating the program using direct connection, as it is the easiest way. At this step your computer must be connected to Internet.

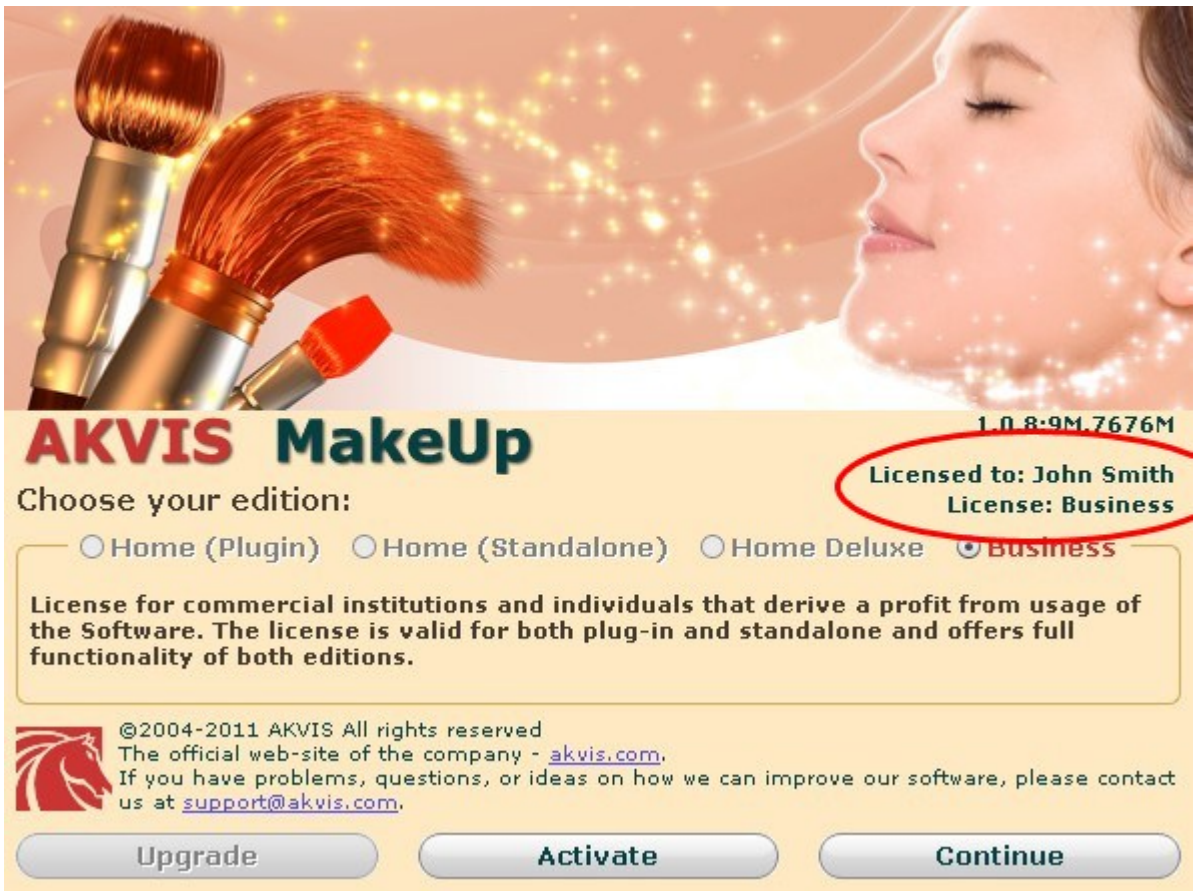
  If you choose activation via email please put the lic-file into the folder AKVIS in Users' Shared (Public) Documents, and the program will be registered.



- Press the button **Activate**.

  The registration is completed.

  You can start working with the photo editing software and building your unique photo collection.



Note:

In case you have chosen **activation by mail**, you should put the file **MakeUp.lic** (that you will receive enclosed in the e-mail) into the folder **AKVIS** in **Users' Shared (Public) Documents**:

- For **Windows Vista, Windows 7**:

  Users\Public\Documents\AKVIS

- For **Windows XP**:

  Documents and Settings\All Users\Documents\AKVIS

- For **Mac OS X**:

  Users/Shared/AKVIS
  or your Home Directory (user's folder - with your username and "home" icon)

Do not try to open the license file (it won't work), just copy it!

If your computer is not connected to Internet

If your computer can not be connected to Internet, follow the instructions below:

- Choose the option **Send a request via e-mail** as a method of activation. Your mailing program will create an activation letter with all necessary information.
- Save the message to a USB stick and transfer to the computer connected to Internet. Send us this information.

  Please do not send the screenshot! Just copy the text and save it.

  We need your serial number for the software, HardwareID of your computer, and your activation name.
- We will generate your license file (**MakeUp.lic**) and will send it to you.
- Save the **.lic** file to a USB stick and move it to your computer where you want to register the software.

  Put the file in the folder **AKVIS** in **Users' Shared (Public) Documents** (*see above*).

CREATE YOUR IDEAL PORTRAIT!

The functionality of the program depends on the license type. During the test period you can try all options and choose the license you like.

Every time you start the unregistered version you can choose between functionality types to test: **Home** (either the plugin or the standalone edition), **Home Deluxe** (plugin+standalone) or **Business** (plugin+standalone).

	Home (Plugin)	Home (Standalone)	Home Deluxe (Plugin+Standalone)	Business (Plugin+Standalone)
Purpose				
non-commercial use	✓	✓	✓	✓
commercial use	–	–	–	✓
Edition				
Plugin	✓	–	✓	✓
Standalone	–	✓	✓	✓
Features				
Smoothing	✓	✓	✓	✓
Correction	✓	✓	✓	✓
Effects	✓	✓	✓	✓
Auto Mask	✓	✓	✓	✓
Manual Mask (by color)	✓	✓	✓	✓
Mask Correction Tools	–	–	✓	✓
Retouching	✓	✓	✓	✓
Presets	✓	✓	✓	✓
Batch Processing	✓	✓	✓	✓
Print	–	✓	✓	✓
GPU-acceleration	✓	✓	✓	✓
EXIF, IPTC	–	✓	✓	✓
Color Space				
RGB	✓	✓	✓	✓
CMYK	✓	✓	✓	✓
Lab	✓	✓	✓	✓
Grayscale	✓	✓	✓	✓
8 / 16 bits	✓	✓	✓	✓
32 bits	✓	✓	✓	✓
Image Format				

TIFF	✓	✓	✓	✓
JPEG	✓	✓	✓	✓
BMP	✓	✓	✓	✓
PNG	✓	✓	✓	✓
RAW	✓	✓	✓	✓
DNG	✓	✓	✓	✓
PSD	✓	–		
OS				
Windows	✓	✓	✓	✓
Mac OS X	✓	✓	✓	✓
10-days trial	✓	✓	✓	✓
Price	$ 39 - € 29	$ 39 - € 29	$ 49 - € 39	$ 72 - € 55

WORKSPACE

AKVIS MakeUp can work independently as a **standalone program** as well as a **plug-in** to a photo editor.

To call the **AKVIS MakeUp** plugin select the menu item **Filter -> AKVIS -> MakeUp** in **Adobe Photoshop**; in **Corel Paint Shop Pro** select the menu item **Effects -> Plugins -> AKVIS -> MakeUp**; in **Corel Photo-Paint** select the menu item **Effects -> AKVIS -> MakeUp**.

To launch the **standalone version** of **AKVIS MakeUp** follow these instructions:

- On a **Windows** computer:

  - In the main menu: press the button **Start** and select from the pop-up menu the command **AKVIS - MakeUp**.

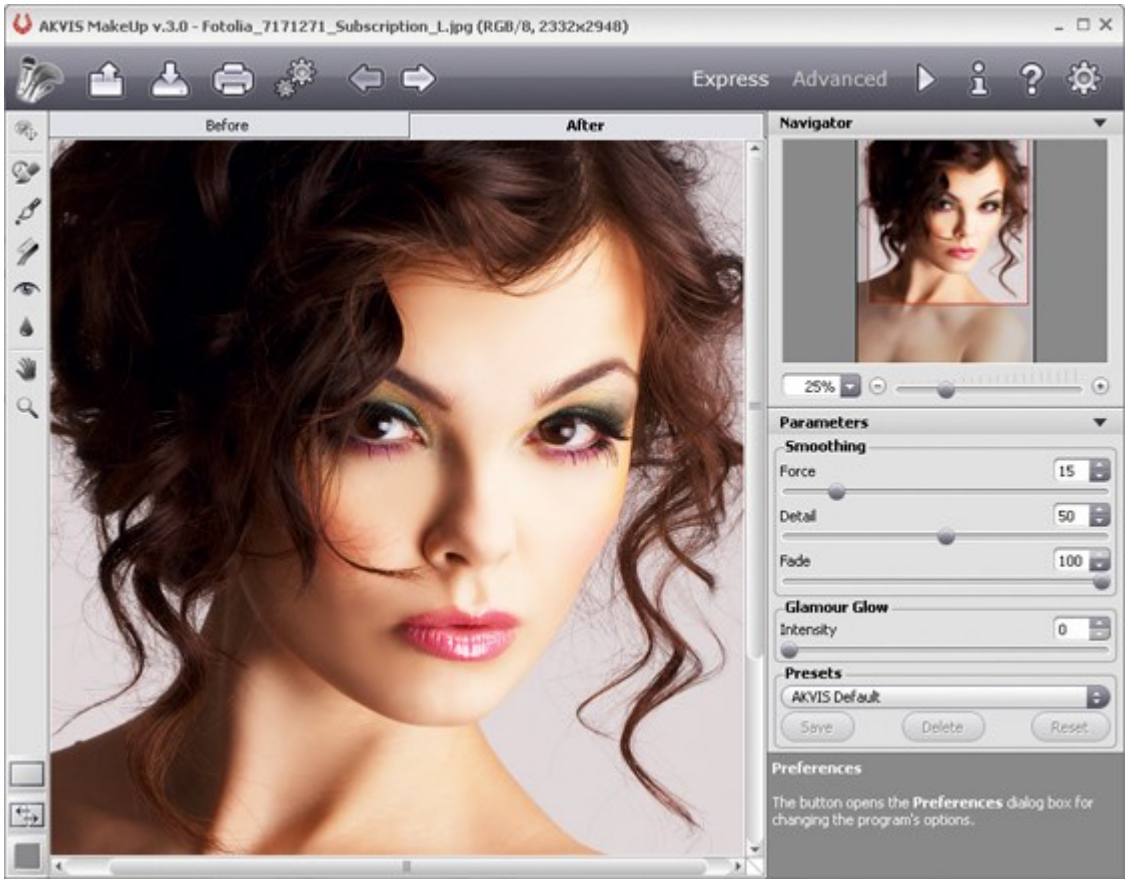
  - Using the program's shortcut on the Desktop: put the cursor on the icon of the program **AKVIS MakeUp** and double-click it with the left mouse button.

- On a **Macintosh** computer:

  - Using **Finder**: select the folder **Applications** on the side bar of the **Finder** window, select the application **AKVIS MakeUp** and double-click it.

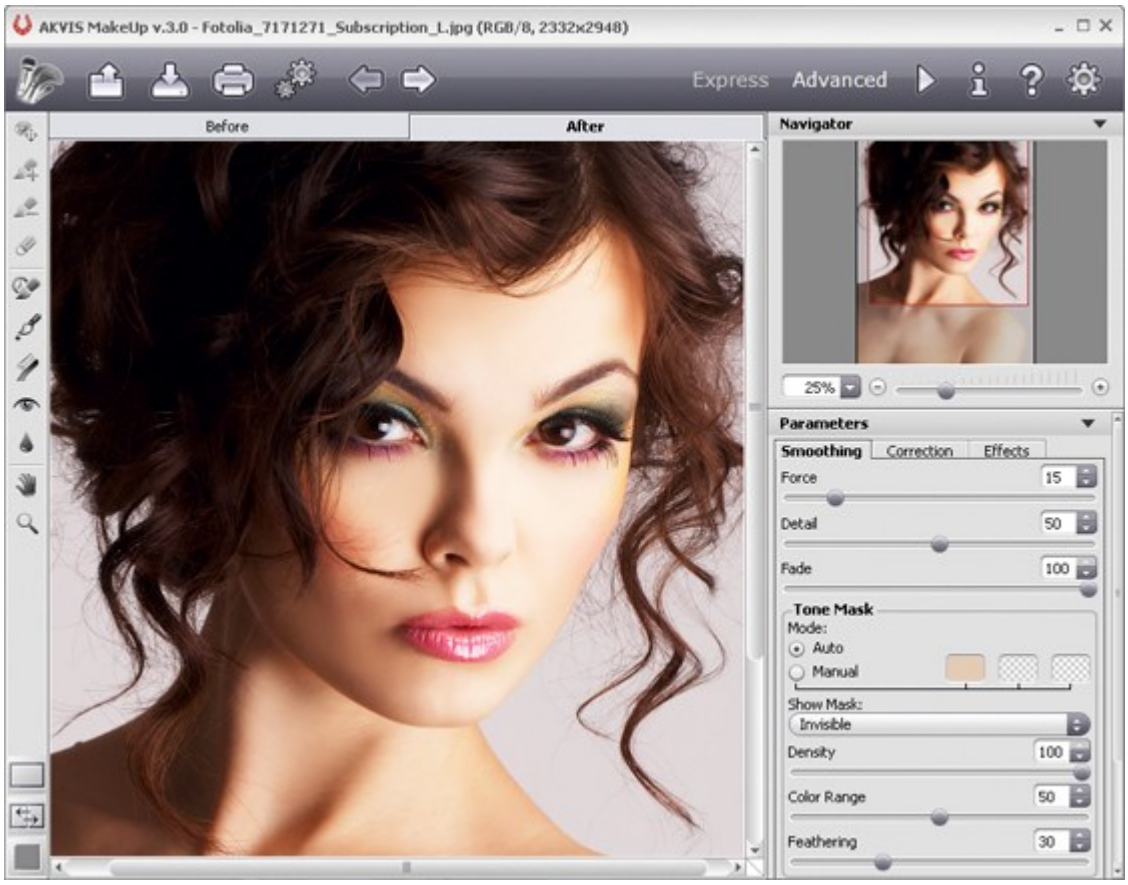
The workspace will be arranged according to the workspace mode chosen in the **Control Panel**: **Express** or **Advanced**.

In **Express** mode, the program's interface is extremely simplified. It has the minimal set of parameters needed for a user to quickly obtain a satisfactory result.



Workspace of AKVIS MakeUp (Express)

In **Advanced** mode, the full functionality of the program is available:



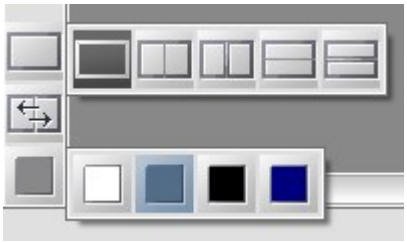
Workspace of AKVIS MakeUp (Advanced)

Note: All features and parameters work in **Express** mode. Some are hidden and use default values or those of a chosen preset.

The left part of the program's window is taken by the **Image Window** with two tabs - **Before** and **After**. The **Before** tab shows the original image, the **After** tab shows the result. To switch between the tabs and compare the original and the resulting images, just left-click on any point of the image.

Keep in mind that once the **After** tab is pressed, the entire image will be processed automatically.

You can select how **Image Window** and **Before**/**After** tabs will be shown by adjusting the **View Modes** in the bottom part of the left panel.



In the upper part of the program's window you can see the **Control Panel** with the following buttons:

- The button  opens the home page of **AKVIS MakeUp**.
- The button  (only in the standalone version) opens an image for processing. Right mouse click on this button displays the list of recent files. You can change the number of recent documents in the **Preferences** dialog box.

  The hot-keys are Ctrl+O on Windows, ⌘+O on Macintosh.
- The button  (only in the standalone version) saves image to the disk. The hot-keys are

Ctrl+S on Windows, ⌘+S on Macintosh.

- The button  (only in the standalone version) prints the image. The hot-keys are Ctrl+P on Windows, ⌘+P on Macintosh.
- The button  (only in the standalone version) opens the **Batch Processing** dialog to automatically process a series of images.
- The button  cancels the last operation made with the tools. It is possible to cancel several operations in a row. The hotkeys are Ctrl+Z, on Windows, ⌘+Z on Macintosh.
- The button  returns the last cancelled operation. It is possible to return several operations in a row. The hotkeys are Ctrl+Y on Windows, ⌘+Y on Macintosh.
- The button  starts image processing. The result is shown in the **After** tab.
- The button  (only in the plugin version) applies the result to the image and closes the plugin.
- The button  calls information about the program.
- The button  calls the **Help** files. The hot-key is F1.
- The button  calls the **Preferences** dialog box for changing the program's options.

To the left of the **Image Window** there is the **Toolbar**. Different tools will appear, depending on the workspace mode **Express**/**Advanced** chosen. The tools' parameters are shown in the **Settings Panel** and in a pop-up box after right-clicking in the image window.

- The button  switches on/off the **Preview Window** (more about the preview).

Mask Correction Tools (available for Home Deluxe and Business licenses):

- The button  activates the **Keep Area** tool which adds fragments to the tone mask.
- The button  activates the **Drop Area** tool which removes fragments from the tone mask.
- The button  activates the **Eraser** which removes the manual corrections made in the mask, returning to its original form (the auto-mask).

Retouching (Post-Processing) Tools (available in the **After** tab):

> **Attention!** If you switch to the **Before** tab, adjust the parameters and run the image processing again , the changes made with these tools will be cancelled; but they can be restored with the successive use of .

You can use these retouching tools:

- The button  activates the **History Brush** tool which restores areas to their original state. It lets you edit the result without correcting a mask.
- The button  activates the **Spot Remover** tool which removes small imperfections on an image: stains, dust, etc. You can also use it to retouch portraits. It can "heal" skin problems. Just click with the tool on the defect.
- The button  activates the **Teeth Whitening** tool.
- The button  activates the **Red Eye Removal** tool.

- The button activates the **Blur** tool which reduces image sharpness by decreasing color contrast between neighboring pixels.

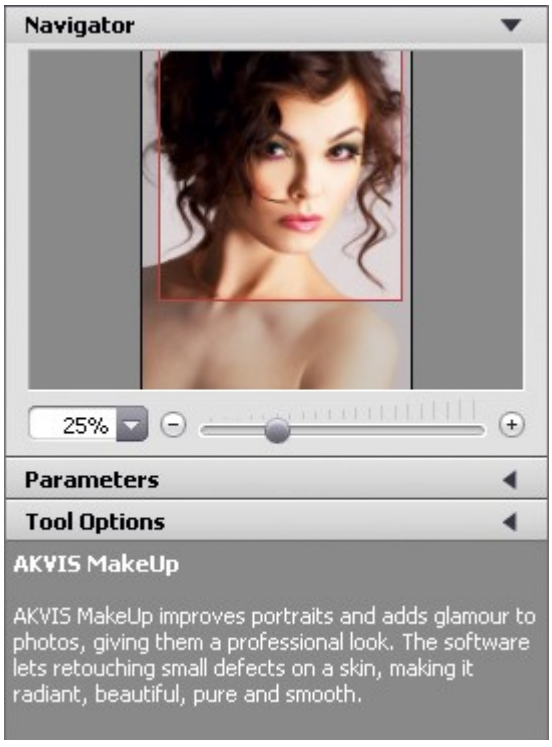
Additional Tools:

- The button activates the **Hand** tool which allows you to scroll the image when it does not fit within **Image Window** at the desired scale. To use it click on the button, bring the cursor over the image, and while keeping the left mouse button pressed move in the desired direction. Double-clicking on the tool's icon on the **Toolbar** makes the image fit the **Image Window**.
- The button activates the **Zoom** tool, which changes the image's scale. To zoom in left click on the image. To zoom out left click with `Alt` on the image. Press `Z` to quickly access the tool. Double-clicking on the tool's icon on the **Toolbar** makes the image scale to 100% (actual size).

On the right side of the program's window you can see these sections:

1. Navigator;
2. Parameters;
3. Tools options;
4. Hints.

You can hide/show a section by clicking on its title.



Navigate and scale the image using the **Navigator**. The frame in the **Navigator** surrounds the area of the image which is visible in the **Image Window**; the area outside of the frame will be shaded. The frame can be dragged, thereby changing the visible portion of the image. To move the frame, place the cursor within it, left click the mouse, and then drag.

Additionally, you can move the image in the **Image Window** with the scroll bars or by holding down the space bar, then holding down the left mouse button while moving the mouse. The mouse's scroll wheel can move the image up and down, and holding `Ctrl` (in Macintosh) – while using the scroll wheel will move the image left and right. Holding `Alt` (`Option` in Macintosh) will scale the image. Right-click on the scroll bar to activate the quick navigation menu.

Use the slider or the buttons ⊕ and ⊖ to scale the image in the **Image Window**. When you click on the ⊕ button or move the slider to the right, the image scale increases. When you click on the ⊖ button or move the slider to the left, the image scale reduces.

You can also change the image scale by entering a new coefficient into the scale field. Frequently used scale coefficients can be found in a drop-down menu.

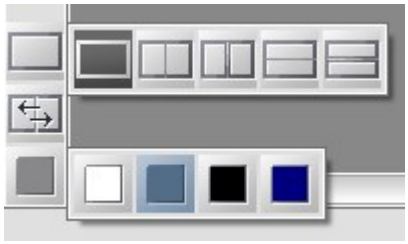
You can use hot-keys to change the image scale + and Ctrl++ (⌘++ in Macintosh) to increase the image scale and - and Ctrl+- (⌘+- in Macintosh) to reduce the scale.

The **Settings Panel** offers the image processing parameters which are grouped into three tabs: **Smoothing**, **Correction**, and **Effects**; and the list of the **Presets** for these settings. Below there are the options for the selected tool.

Under the **Settings Panel** you can see **Hints** for the parameters and buttons when you hover over them with the cursor.

IMAGE VIEW MODES

There are three buttons at the bottom of the **Toolbar** which control how the **Image Window** looks like.



- Clicking the first button opens a submenu containing various options for viewing the original and processed images:
  - The button  provides the standard **Image Window** with the **Before** and **After** tabs.
  - The buttons  and  create an **Image Window** divided into two windows (vertically or horizontally, respectively). The original and processed images are partially visible. The **Before** and **After** tabs are combined to form the whole picture.





  - The buttons  and  also divide the **Image Window** into two windows (vertically or horizontally). However, in contrast to the previous option, the windows display the same fragment of the image before and after processing.





Note: Use two windows side by side when you want to see and compare the original and processed versions of an image fragment on one screen. If you would rather see the final image as a whole, you can choose the standard **Image Window**.

- The button  swaps the positions of the original image and result when displaying two windows.
- The 3rd button lets you choose the background color of the **Image Window**. Pressing , , or  changes the background color to white, gray, or black, while pressing  opens the **Select Color** dialog where you can choose a color of your choice.

HOW IT WORKS

AKVIS MakeUp improves portraits and adds glamour to photos, giving them a professional look. The software lets retouching small defects on a skin, making it radiant, beautiful, pure and smooth as you can see on highly artistic images.

You can get a result with **AKVIS MakeUp** quickly and easily. It saves you from the long and laborious task of several stages (manipulating layers, masks, textures, filters, blur and noise, and blending modes).



Cover Face

AKVIS MakeUp can run as a **standalone program** and as a **plug-in** in a graphics editor.

Follow these steps to improve an image in **AKVIS MakeUp** and give it a more glamourous look:

- **Step 1.** Run the standalone edition of **AKVIS MakeUp** or open your photo editor (if you work with the plugin version of **AKVIS MakeUp**).
- **Step 2.** Open an image.

  - If you work with the plugin:

    Open an image in your photo editor by calling the command **File -> Open** or using the key combination `Ctrl`+`O` (or ⌘+`O` on Macintosh).

  - If you work with the standalone edition:

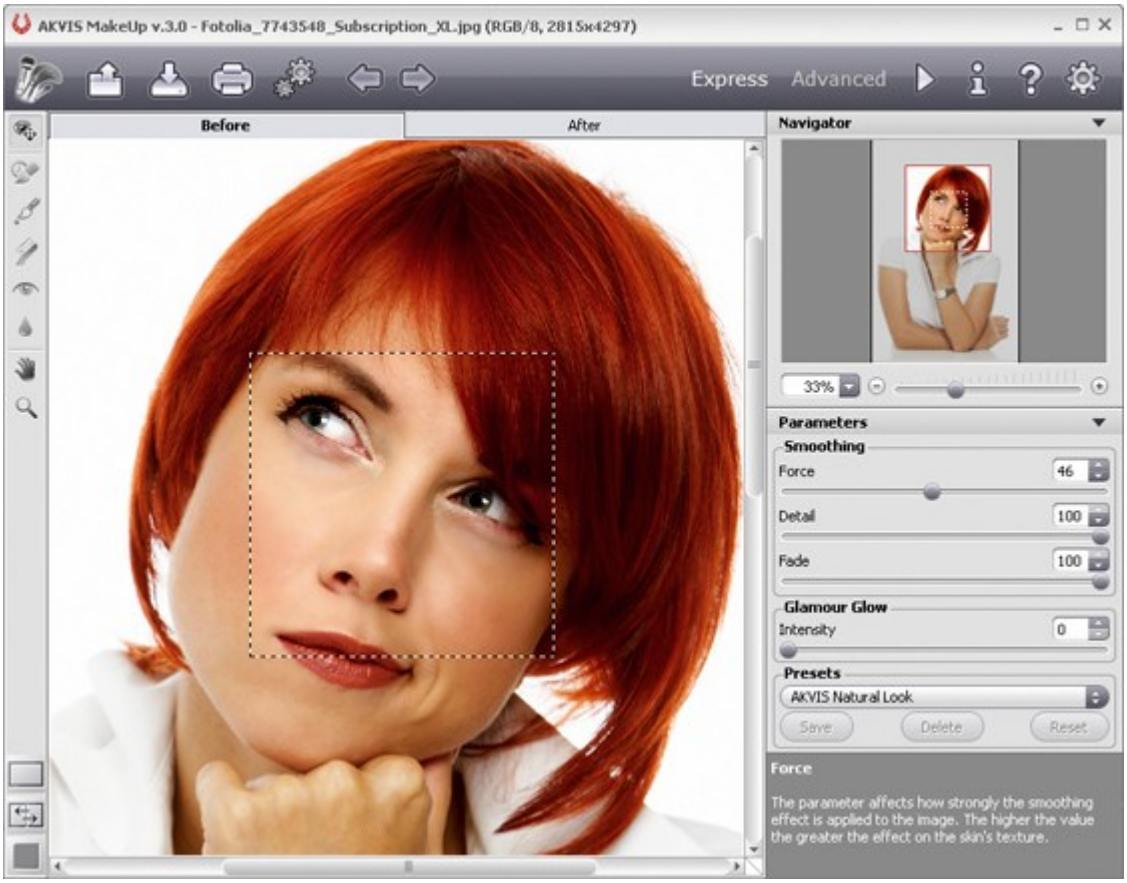
    The dialog box **Select File To Open** appears if you double-click on the empty workspace of the program or if you click on the button  on the **Control Panel**. You can also drag the required image into the workspace of the program.

    The Standalone edition of **AKVIS MakeUp** supports **RAW**, **JPEG**, **PNG**, **BMP**, and **TIFF** file formats.

- **Step 3.** In plug-in version only: call the **AKVIS MakeUp** plugin select the menu item **Filter -> AKVIS -> MakeUp** in **Adobe Photoshop** and **Photoshop Elements**; in **Corel PaintShop Photo Pro** select the menu item **Effects -> Plugins -> AKVIS -> MakeUp**; in **Corel Photo-Paint**

select the menu item **Effects -> AKVIS -> MakeUp**.

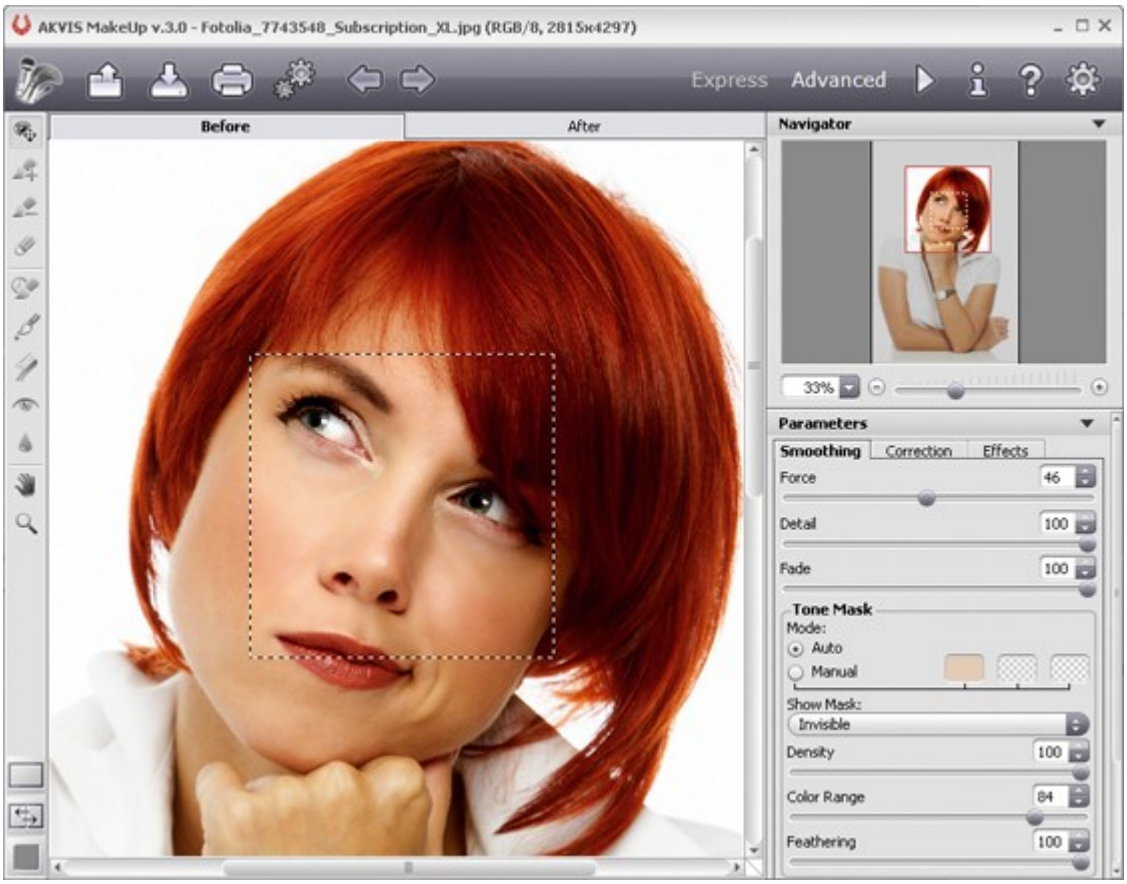
- **Step 4.** The first time the program is opened it will be in **Express** mode, with a simplified interface and a minimal set of sliders, which help to quickly obtain a satisfactory result.



The AKVIS MakeUp window (Express)

Experienced users who are familiar with the capabilities of **AKVIS MakeUp** can switch to **Advanced** mode. Switch to this mode by clicking the **Advanced** button in the **Control Panel**: the interface's appearance will change, granting access to the full functionality of the program.

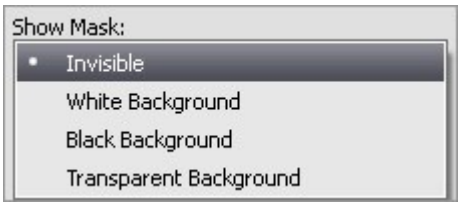
Note: All features and parameters work in **Express** mode. Some are hidden and use default values or those of a chosen preset.



The AKVIS MakeUp window (Advanced)

When an image is loaded into the program a face mask is created automatically. This mask is used during the skin correction process. By default the mask is not visible separately from the original image (**Invisible**).

To view the mask on a **White**, **Black**, or **Transparent Background**, select the appropriate option from the drop-down list.



Show Mask Modes



Mask on a White Background



Mask on a Black Background



Mask on a Transparent Background

Making the mask visible allows you to see exactly where processing will be applied, and, for **Home Deluxe** and **Business** licenses, the *manual mask correction tools* become available: the **Drop Area** tool , the **Keep Area** tool  and **Eraser** .

The tools' parameters:

- **Size** affects the tool's diameter.

- **Hardness** affects the blurriness of the tools edges. The less the value the more blurry the tool's edges become.

- **Pressure** affects the force of the tool applied to the image.

You can learn more about the mask correction tools in this example.

The result will be shown in the **Before** tab in the **Preview Window**.

The **Preview Window** is represented by a dotted frame. You can drag the frame or draw it anew on any part of the image, thus analysing different parts of the photo.

To compare the processed sample with the original photo, left-click on the image *in the preview area*.



Preview Window

It's possible to change the size of the quick preview area in the program's **Preferences** .

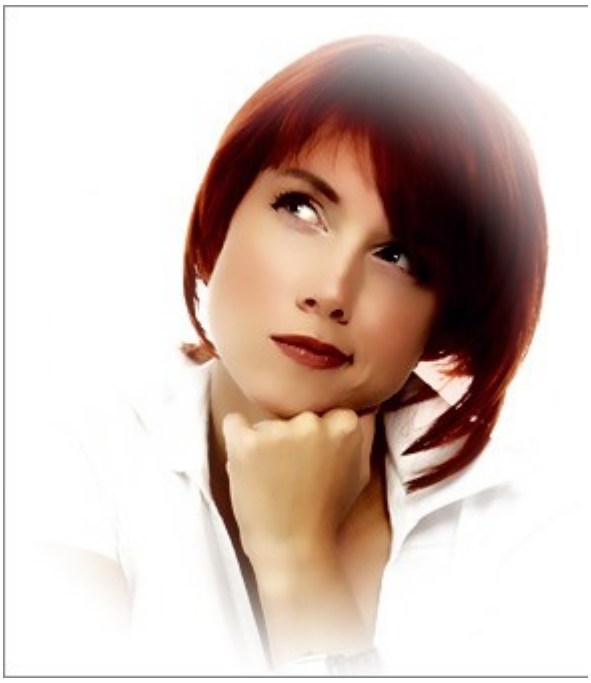
- **Step 5.** If you are not happy with the automatic result, change the settings and/or manually modify the mask.

  The parameters in the **Settings Panel** are grouped into three tabs: **Smoothing**, **Correction**, and **Effects**.

  - **Smoothing** Tab. Parameters help to improve an image by eliminating small defects.
  - **Correction** Tab. The parameters in this tab offer additional ways of image processing.
  - **Effects** Tab. Using the **Effects** tab you can apply creative effects (**Glamour Glow** and **Vignette**) to change the mood of your picture and make it look more magical, romance, or dramatic.



Without Effects



Adding Effects

- **Step 6.** To process the entire image, click on or on the **After** tab. After processing it is possible to switch between tabs by pressing the left mouse button on any point of the image.



Processing result

- **Step 7.** You can also make final touches and correct the result using the post-processing tools on the **After** tab.

  Attention! If you switch to the **Before** tab, adjust the parameters and run the image processing again , the changes made with these tools will be cancelled; but they can be restored with the successive use of .

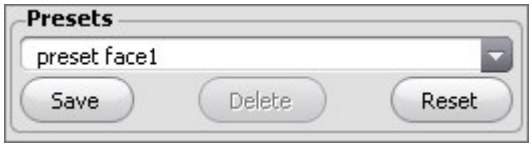
- **Step 8.** It is possible to save the settings you like as a preset and use them in the future. The presets are also helpful when working in the batch processing mode.

  A preset is shared by three tabs of the parameters.

  To save a preset, enter a name for the preset into the **Presets** field and press the button **Save**. Now, as you start the program, it will use the settings of this preset. If you change the values of the parameters, you can always come back to the default settings of the preset by pressing the button **Reset**.

  To delete a preset, select it from the list and press **Delete**.

  To process an image with the settings of a certain preset, you should select it from the drop-down menu and press the button .



Presets

- **Step 9.** In plug-in version only: press the button  to apply the result and close the plugin window. The **AKVIS MakeUp** plugin will close and the picture will appear in the workspace of the photo editor.
- **Step 10.** Save the processed image.

  - If you work with the plugin:

    Call the **Save As** dialog box using the command **File -> Save As**, enter a name for the file, choose the format and indicate the target folder.

  - If you work with the standalone edition:

    Click on the button  to open the **Save as** dialog box. Enter a name for the file, choose the format (**TIFF**, **BMP**, **JPEG** or **PNG**) and indicate the target folder.

- **Step 11.** The standalone edition of **AKVIS MakeUp** allows printing the image. For this purpose press the button , adjust print settings and press the button **Print**.

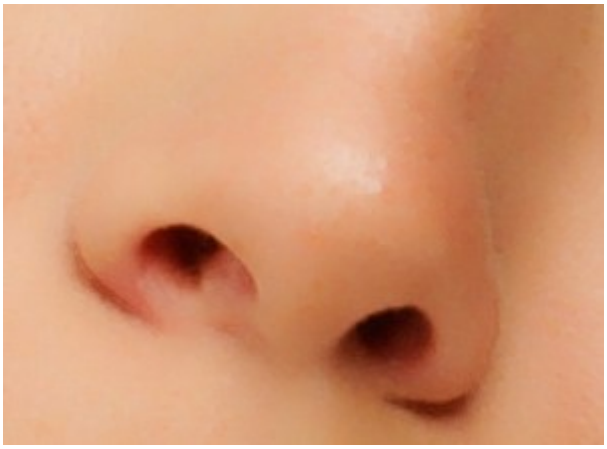
SMOOTHING

The parameters in **Smoothing** tab lets you improve a portrait by smoothing small defects on the skin, making it radiant, beautiful, pure and even.

- **Force** (0-100) affects how strongly the smoothing effect is applied to the image. The higher the value the greater the effect on the skin's texture.

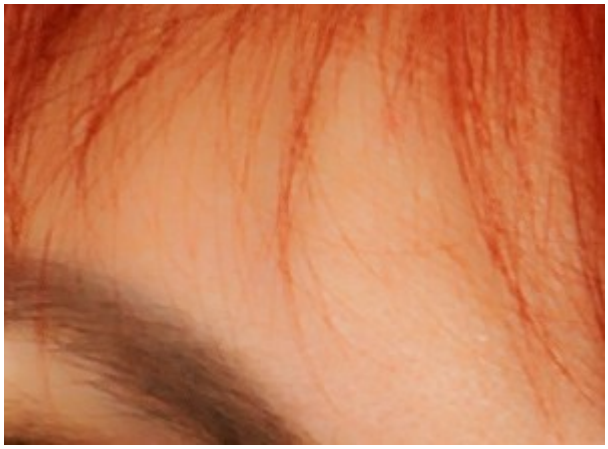


Force = 10

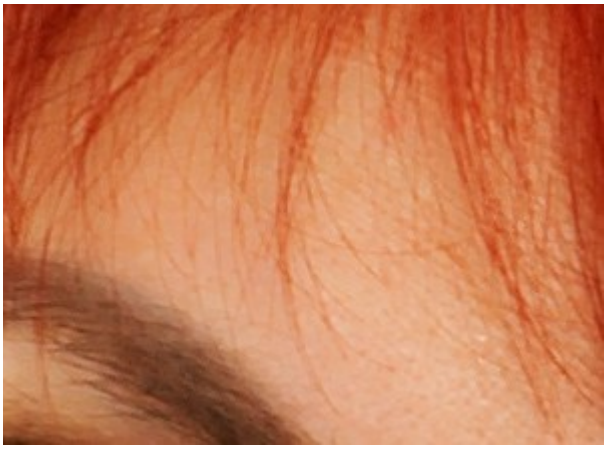


Force = 90

- **Detail** (0-100) lets keeping details on the image.



Detail = 10



Detail = 90

- **Fade** (10-100) affects the degree of the influence of the mask on the image. The lower the value, the weaker the effect. At a value of 10 the image will not be smoothed.



Fade = 10



Fade = 90

Tone Mask:

There are two ways to create a tone mask: **Auto** and **Manual**. In the first method the program will

detect the area of the face *automatically*, while the second method requires you to *manually* select the *skin color* which the program will use as a basis for creating the mask.

To select a color from the image, first left-click over one of three square cells. The cell will then contain a dotted selection, and when the cursor is dragged over the image it will take the form of a eyedropper. To select a color just click with the eyedropper over the face. Double left-clicking over a cell opens the color selection dialog. Right-clicking a cell removes its color.

To view the mask on a **White**, **Black**, or **Transparent Background**, select the appropriate option from the drop-down list.

You can adjust these **Tone Mask** parameters:

- **Density** (0-100) affects the number of pixels stored in the mask.



Density = 10



Density = 90

- **Color Range** (0-100) changes the number of colors used in the mask.



Color Range = 10

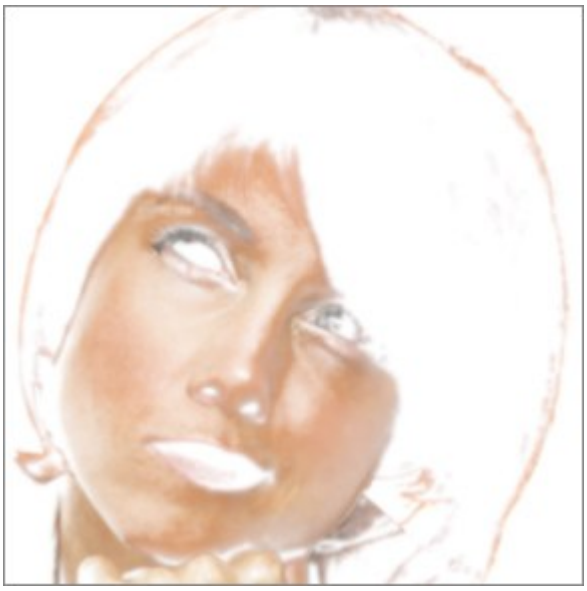


Color Range = 80

- **Feathering** (0-100) smoothes the edges of the mask to enhance the transition between treatment zones.



Feathering = 0



Feathering = 90

Note: For **Deluxe** and **Business** licenses, it's also possible to draw/edit the mask with the mask correction tools and .

CORRECTION

The parameters in the **Correction** tab offer additional ways of image processing. They affect the entire image.

- **Sharpness** (-50 to 50) adjusts the clarity of the image by changing the contrast of adjacent pixels. Values in the negative range smoothen the image while values in the postive range sharpen it.

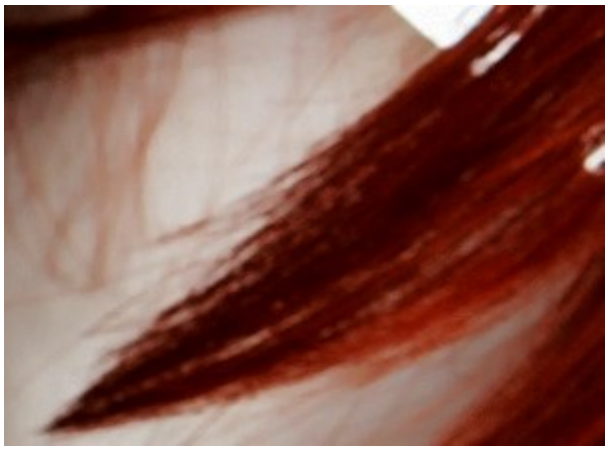


Sharpness = -40

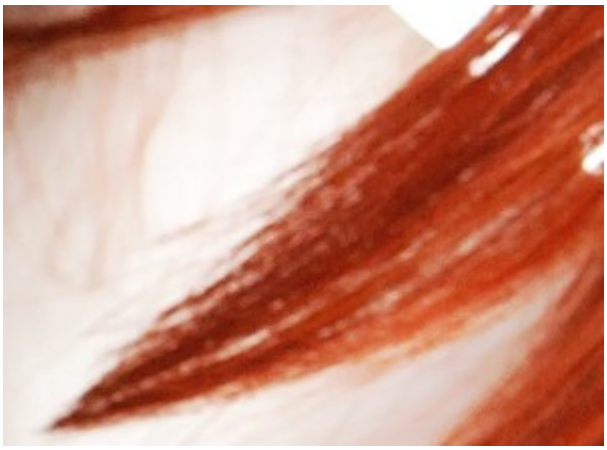


Sharpness = 40

- **Brightness** (-100 to 100) affects how the image is illuminated. At higher values the image is brigher while at lower values it is darker.

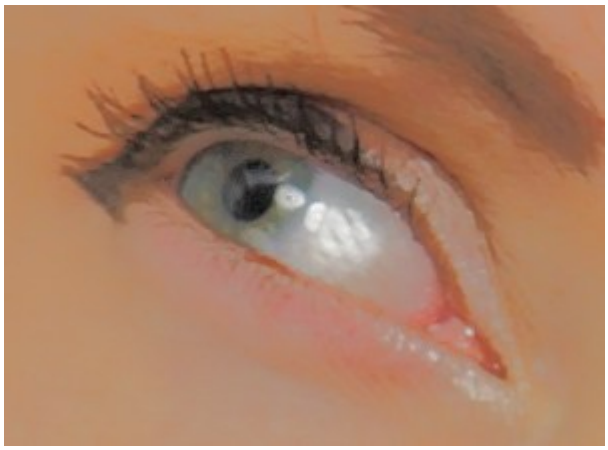


Brightness = -40



Brightness = 40

- **Contrast** (-50 to 50) increases (at values greater than 0) or decreases (at values less than 0) the difference between light and dark areas of the image.



Contrast = -50



Contrast = 35

- **Hue** (-100 to 100) is used to change the color tone.



Hue = -20



Hue = 20

- **Saturation** (-100 to 100) changes the intensity of color from a neutral gray to the brightest color.



Saturation = -50



Saturation = 50

EFFECTS

Using the **Effects** tab you can apply creative effects (**Glamour Glow** and **Vignette**) to change the mood of your picture and make it look more magical, romantic, or dramatic.

Glamour Glow adds a soft glow effect by creating a blurred layer above the image. When these layers are blended together it results in a surreal appearance. The effect gives a feeling of elegance and grace, and even dreaminess.

- **Intensity** (0-100) defines the strength of the glow effect.



Intensity = 5



Intensity = 80

Vignette effect lets you lighten or darken the edges and draws your attention towards the central part of the image.

- **Dark/Light Edges** (-100 to 100). This parameter determines how much the edges will be darkened or lightened. At negative values edges are darkened, while positive values lighten the edges.



Dark Edges (-50)



Light Edges (95)

- **Distance** (0-100) determines how far from the center of the image shading will begin.



Distance = 0



Distance = 50

- **Shape** (-100 to 100) affects the form of the unshaded area of the image. At negatives values it takes the form of a rectangle with rounded edges, while at positive values it takes the form of a circle.



Shape = -50



Shape = 50

- **Smooth Transition** (0-100) adjusts the smoothness of the boundary between the shaded area and the central part. Increasing the value increases the fading effect.



Smooth Transition = 10



Smooth Transition = 50

RETOUCHING TOOLS

AKVIS MakeUp also offers the post-processing tools which can be applied on the **After** tab. These retouching tools helps to make final touches and correct the result: , , , , .

Attention! If you switch to the **Before** tab, adjust the parameters and run the image processing again , the changes made with these tools will be cancelled; but they can be restored with the successive use of .

Retouching Tools:

- The **History Brush**  restores areas to their original state.



Original Image



Using the History Brush

You can adjust these parameters for the tool:

Choose between the restoration modes: **Restore to original**/**Edit brushes**:

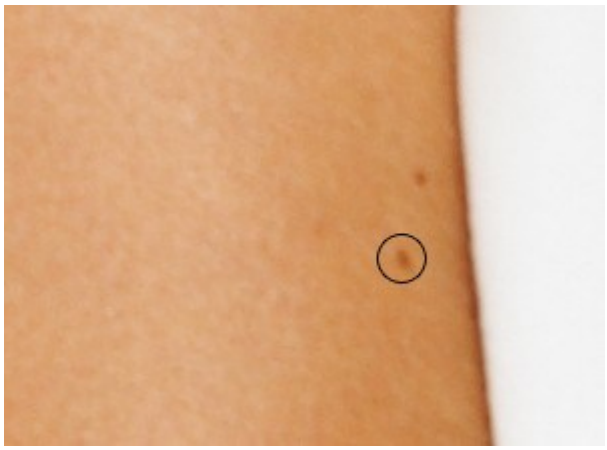
- 1st mode lets you return to the original state. It helps to edit the result without correcting a mask.
- 2nd mode lets you correct the result of the post-processing brushes keeping the effect achieved at the initial stage.

Size (1-500) affects the tool's diameter.

Hardness (0-100%) defines the blurriness of the tool's edges. The less the value the more blurry the tool's edges become.

Strength (10-100%) affects the degree of restoration to the original state.

- The **Spot Remover** tool  removes small imperfections and "heals" skin problems. Just click with the tool on the defect to remove it.



Fragment of the Original Image



Using the Spot Remover Tool

You can change the **Size** (7-200) for this tool.

- The **Teeth Whitening** tool lets you make the teeth whiter. Apply the tool to the image, it will lighten the areas finding edges. The effect is increased with each successive brush stroke.



Fragment of the Original Image



Using the Teeth Whitening Tool

The tool can be also used to process the whites of eyes.

You can adjust these parameters for the tool:

Size (20-200) affects the tool's diameter.

Smoothing (0-10) affects the degree of the edge softness of the stroke.

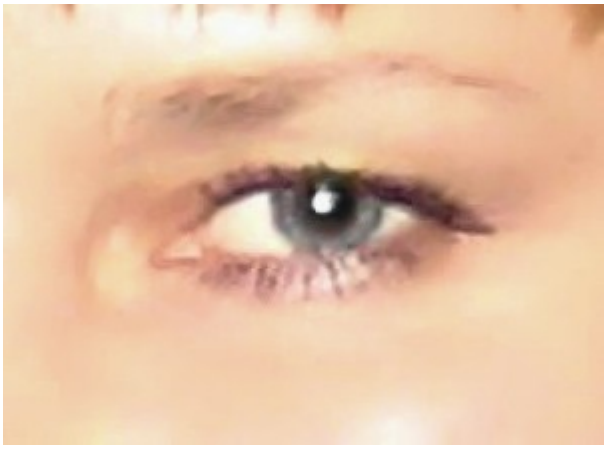
Tolerance (0-100%) determines the sensitivity of the tool: the stronger the value, the more areas are changed.

Strength (10-100%) defines the how much the image will be whitened.

- The **Red Eye Removal** tool lets you correct the red eye defect.



Fragment of the Original Image



Using the Red Eye Removal Tool

You can change the tool's **Size** (10-300).

- The **Blur** tool reduces image sharpness by decreasing color contrast between neighboring pixels.



Fragment of the Image



Blurring

You can adjust these parameters for the tool:

Size (1-200) affects the tool's diameter.

Hardness (0-100%) defines the blurriness of the tool's edges. The less the value the more blurry the tool's edges become.

Radius (0.1-5.0) determines the intensity of the effect on an image. It specifies the area of the points for blurring: at higher values the blurring radius is larger.

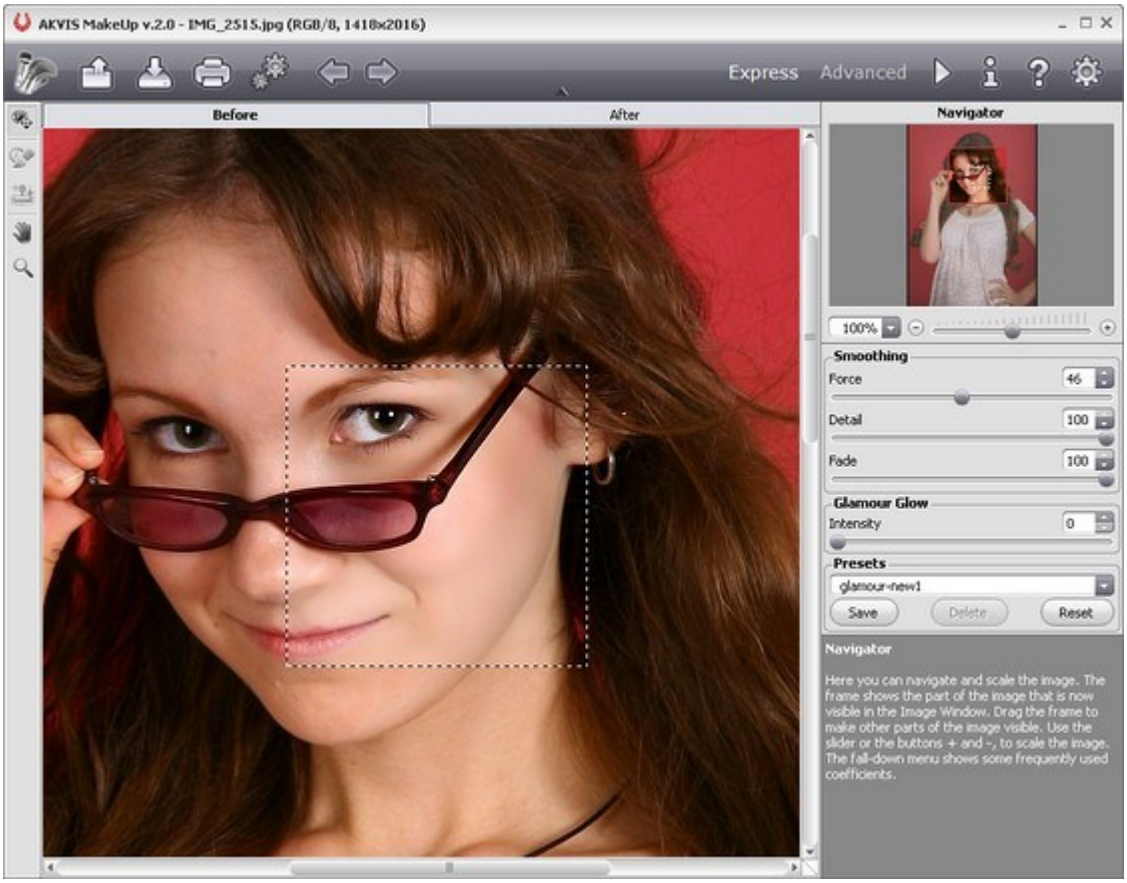
BATCH PROCESSING

AKVIS MakeUp supports **batch processing** that lets you automatically process a series of images.

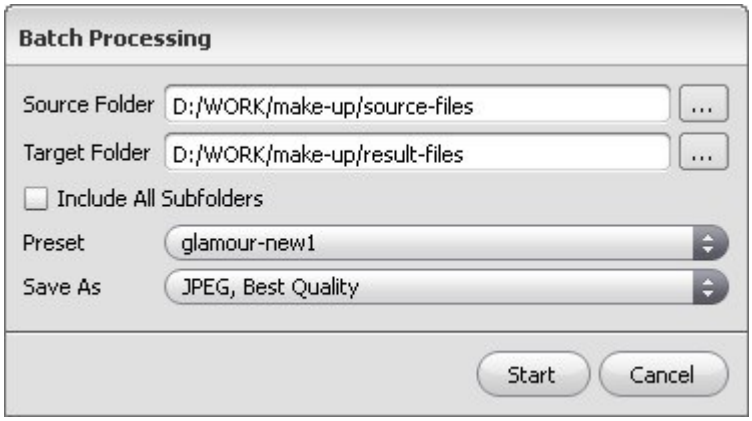
Batch processing is useful when dealing with a lot of photos taken under the same conditions with identical camera settings or when creating a video (to process all frames automatically). It saves you time and effort.

Using batch processing is simple:

- **Step 1.** Start the standalone version of **AKVIS MakeUp** and open one of the photos.
- **Step 2.** Adjust the parameters for this image. Since these settings should be applied to all photos in the series, they should be saved as a **preset**.



- **Step 3.** Click on the button  in the **Control Panel** to open the **Batch Processing** dialog window.



Here you can adjust the options to process the images with one of the presets.

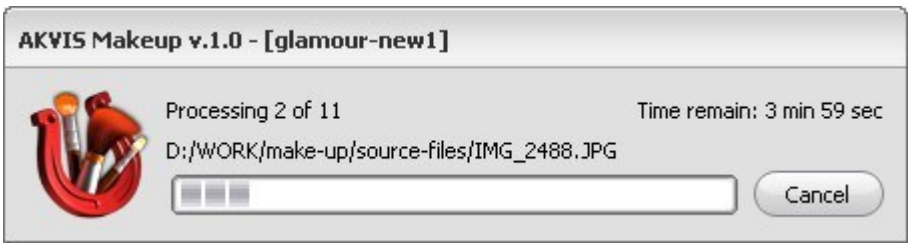
In the **Source Folder** field choose the folder which contains the photos to be processed.

In the **Target Folder** choose the folder where the processed photos will be saved.

You can check **Include All Subfolders** to process all images in all subfolders of the selected folder (keeping the structure).

Next, select your **Preset**, and choose the format and image quality of the saved files in the **Save As** list.

Press **Start** to begin batch processing of the photos.



It's also possible to use batch processing with the **MakeUp plug-in**. If you've never used this feature before it is simple to learn. Just create an **Action** in **Adobe Photoshop** and apply the plug-in with the same settings to a folder full of images.

The batch processing with the plugin is useful when, in addition to photo correction, you also want, for example, to convert all the photos to the same size.

BATCH PROCESSING WITH MAKEUP PLUG-IN IN PHOTOSHOP

AKVIS MakeUp PlugIn offers batch processing — the possibility to apply the plug-in to a series of photos. All modes of the plugin support batch processing.

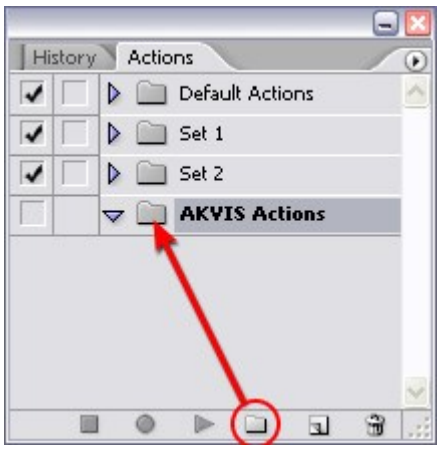
Batch processing is very useful and time saving when you have to correct a number of photos taken with the same camera settings in similar circumstances. This method applies the same settings of **AKVIS MakeUp** to a folder full of images. So you won't need to fix every photo separately.

Even if you have never used batch processing you will find no difficulties in understanding it. First you create an **Action** and then apply it in **Adobe Photoshop** to a photo folder.

- **Step 1.** First of all we should create two new folders, say "Model-original" and "Model-makeup". Put photos for editing into the "Model-original" folder. Edited photos will be saved in the "Model-makeup" folder.
- **Step 2.** Open one of the original photos in **Adobe Photoshop**. We will use this photo to adjust **AKVIS MakeUp**'s settings and create an action.

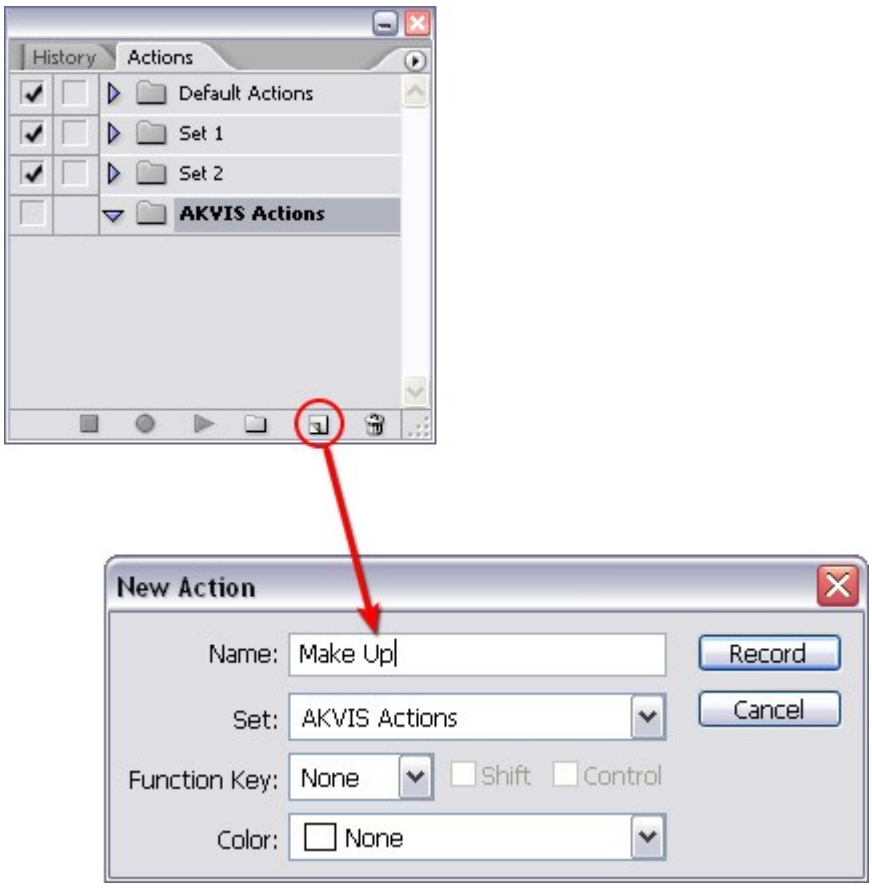


- **Step 3.** Open the **Actions** palette and click **Create New Set** button. In the dialogue window give a name for a new set of actions, for example, **AKVIS Actions**.



Actions Palette

- **Step 4.** Now we should record the new action. Press **Create New Action** button and in the dialogue window give a name to the new action, for example, **MakeUp**.

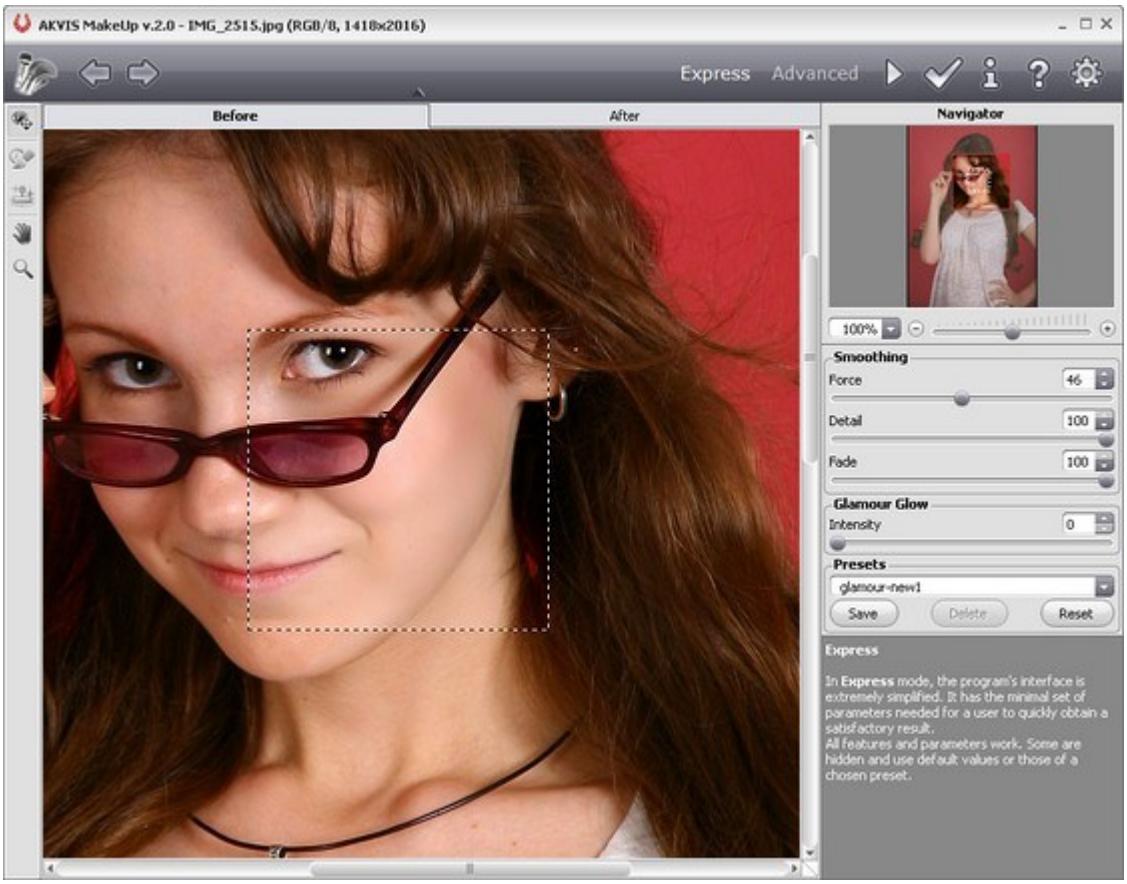


New Action

On pressing the **Record** button, the recording of the action will immediately start.



- **Step 5.** Let's call **AKVIS MakeUp** plug-in and set optimal parameters.



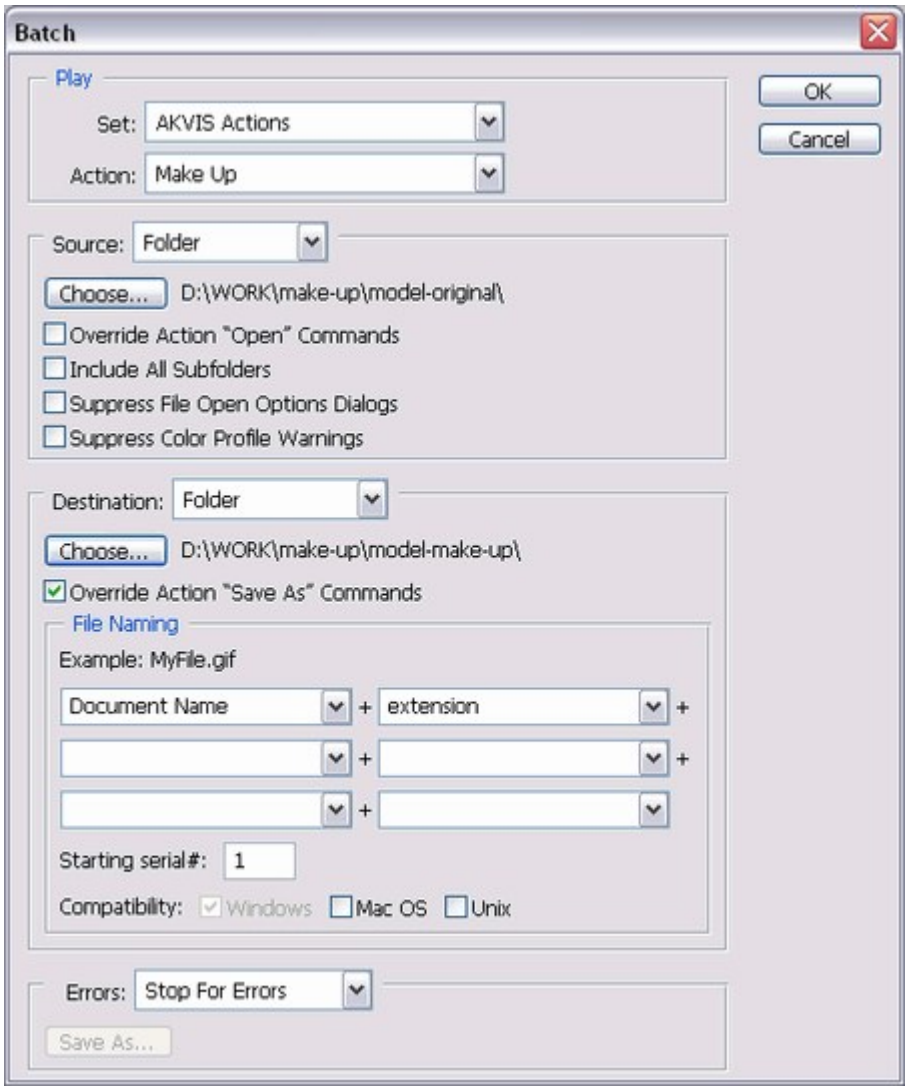
- **Step 6.** Press the button . The plug-in window will close and in the Photoshop workspace we'll see the edited photo. In the **Actions** palette in MakeUp action you will see a new line - **AKVIS MakeUp**.



- **Step 7.** Remember that the action is still being recorded. In the meantime we should save the edited photo. To do it choose **Save As** in the **File** menu and save the image into the "Model-makeup" folder.
- **Step 8.** Stop the action recording by pressing **Stop playing / recording** at the bottom of the **Actions** palette.



- **Step 9.** Delete the file that we have just saved in the "Model-makeup" folder.
- **Step 10.** The action is created and we can proceed to batch processing of the photos. In the **File** menu of the editor choose **Automate -> Batch**.
- **Step 11.** In the **Batch** dialog window enter all data and set the parameters.
  - In the **Set** drop down combo box choose "AKVIS Actions" entry and in **Action** combo box - "MakeUp".
  - The **Source** combo box serves to indicate the source folder. Choose the **Folder** entry that points to a particular folder. Press the **Choose** button and choose the "Model-original" folder.
  - As we did not record the "Open file" command into the action, the **Override Action "Open" Commands** checkbox should be deactivated.
  - In **Destination** combo box select **Folder** entry and after pressing the **Choose** button select the "Model-makeup" folder.
  - Activate **Override Action "Save as" Commands** checkbox.
  - In the **File Naming** section the filenames structure for the edited files is created. We do not want to change the filenames, so in the first combo box we choose **Document Name**, and in the second - extension.

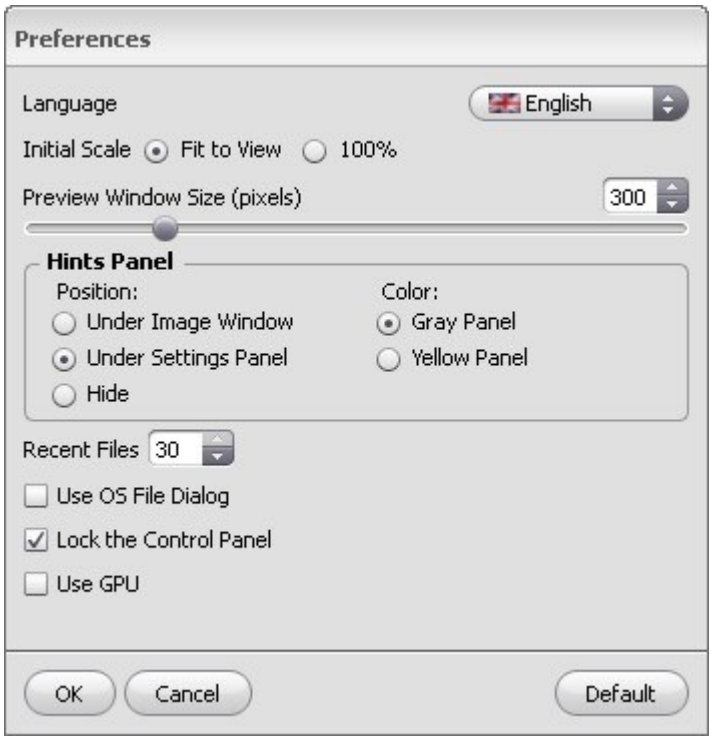


- **Step 12.** Everything is ready, you only have to press **OK**.

  Adobe Photoshop editor will process all photos in the "Model-original" folder one by one and save them to the "Model-makeup" folder. While **Photoshop** is busy with the batch processing you can do something useful.

PROGRAM PREFERENCES

The button  opens the **Preferences** dialog box. It looks like this:



- **Language**. Change the program language by selecting another from the drop-down list.
- **Preview Window Size**. Choose the desired value for the size of the **Preview Window**. It can have values from 200x200 to 700x700 pixels. By default the parameter's value = 300, that is the quick preview area has a proportion 300x300 px.
- **Initial Scale**. This option defines the way the image is scaled in the **Image Window** after opening. It can take one of two values:
  - image scaling **Fit to View**. The scale adjusts so that the image will be completely visible in the **Image Window**;
  - if the option **100%** is checked, image doesn't scale. Generally, when the scale = 100%, only part of the image will be visible.
- **Hints Panel**. When you hover over parameters and buttons with the cursor you can see a brief description of them in the **Hints** field. You can choose how the hints will be shown:
  - The **Position** option lets you set the location of the field:
    - **Under Image Window**. It shows the hints in the main window, under the image. This mode is useful if there is not enough space by height to dispay this field under the settings;
    - **Under Settings Panel**. Select this to show hints at the bottom of the right part, under the settings;
    - **Hide**. Use this option if you do not need the hints.
  - The **Color** option lets you set the color scheme of the field:
    - **Gray Panel** - a white font on a gray background;
    - **Yellow Panel** - a navy/black font on a yellow background.
- **Recent Files** (available only in the standalone version). The number of recent documents. The list of the recent files, sorted by time, become visible by right mouse clicking on . Maximum: 30 files.
- **Use OS File Dialog** check-box. You can check this option if you want to use the System Open/Save Dialog. By default, the AKVIS File Dialog is used.
- **Lock the Control Panel** check-box. It disables the possibility to hide/show the top panel. If the check-box is selected the panel is always visible. Uncheck the option to unlock the panel, and

you will be able to hide/show it by clicking on the small triangle button (in the middle of the panel). The minimized panel will be shown when moving the cursor over it.

- **Use GPU**. The check-box lets you turn on GPU acceleration. If your computer does not support GPU acceleration the check-box will be disabled.

To save changes made in the **Preferences** window press **OK**.

If you need, click on the button **Default** to come back the default settings.

PRINT IMAGES IN AKVIS MAKEUP

The standalone version of **AKVIS MakeUp** lets you print the image. Just press the button on the **Control Panel**. The **Print** dialog box will be opened.



Print dialog box in AKVIS MakeUp

The left part of the **Print** dialog box is the preview area where the current position of the image on the page is shown. On the right side of the dialog window the following print settings can be adjusted:

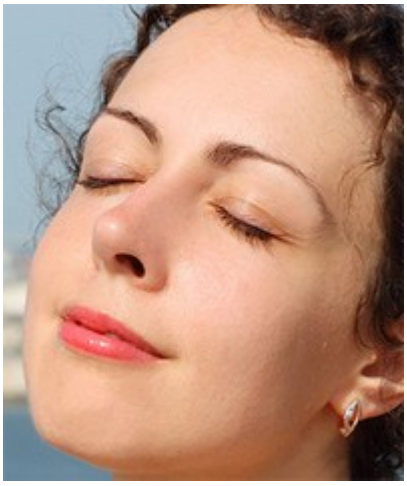
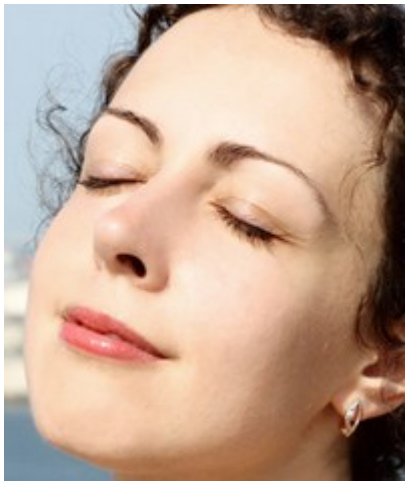
- **Printer**. If your computer is connected to a local network with many printers or if it is connected to many output devices itself, you will need to choose one of the available printers to print your image. Choose the desired print resolution from the **Print Resolution** drop-down list. The available choices will be based on those available for the printer you have chosen.
- **Orientation** of the printed image. There are two types of orientation available - **Album** and **Portrait**. **Album** corresponds to the horizontal page orientation (width is greater than height), while **Portrait** - corresponds to the vertical orientation of the paper.
- **Print Size**. To change the size of the printed image, adjust the parameters **Scale**, **Width**, **Height** and **Fit to Page**. These parameters have no effect on the image itself, just on the printed version. You can change the size of the printed image by entering any value in % (any value less than 100% will result in a smaller print size, and any value larger than 100% - will result in a larger print size), or by entering new values in **Width** and **Height**. If you want the size of the image to be adjusted to the paper size, then just select **Fit to Page**.
- **Move To**. Choose the position of the image on the page by clicking on one of the the eight arrows.

  The **size** of the printed image and its **orientation** can also be selected manually. A frame with markers is displayed around the image in the preview window. To change the size of the image move the cursor to one of the corner markers or to a side (the cursor changes in shape to a double sided arrow) and drag the marker or side. To change the position of the image on the page, bring the cursor over the image, press the left mouse button, and move the cursor.

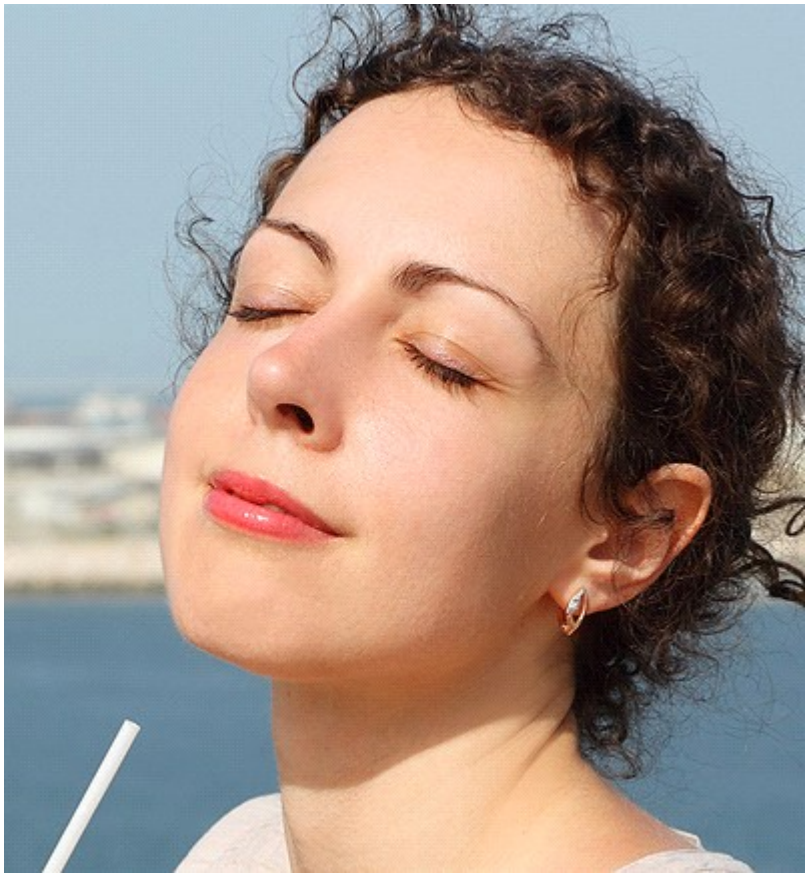
Clicking the **Page Setup** button opens a dialog window in which you can choose the size of the paper and its orientation, as well as the print margins. To print an image with the chosen parameters, press the **Print** button. To cancel and close the printing dialog window press the **Cancel** button.

IMPROVING SKIN TONE

Women have always tried to look more beautiful. One of the most important aspects of make-up is to achieve a smooth and even skin complexion. Usually this is achieved with foundation, which gives the skin a certain color. If you don't have any foundation on hand, **AKVIS MakeUp** can deal with this task wonderfully.

- **Step 1.** Open an image.



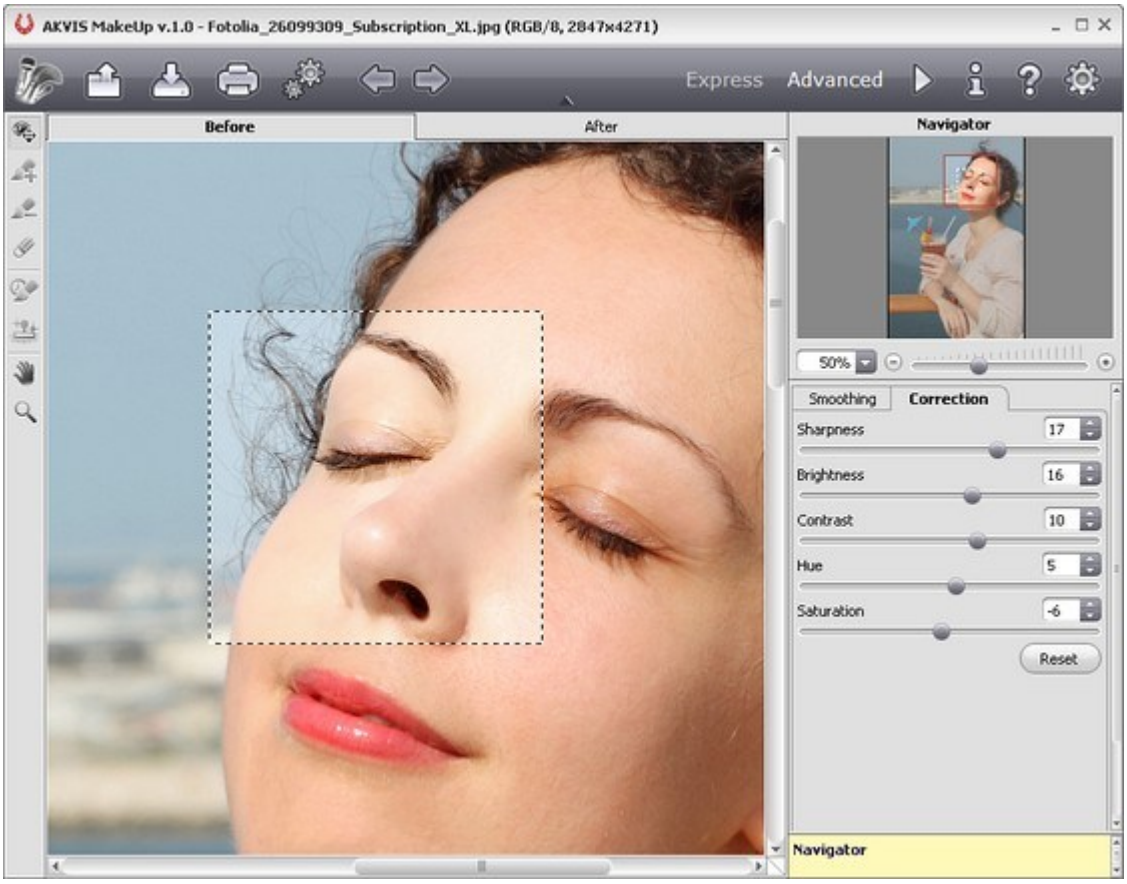
Original Image

- **Step 2.** The default settings are sufficient for smoothing the skin.



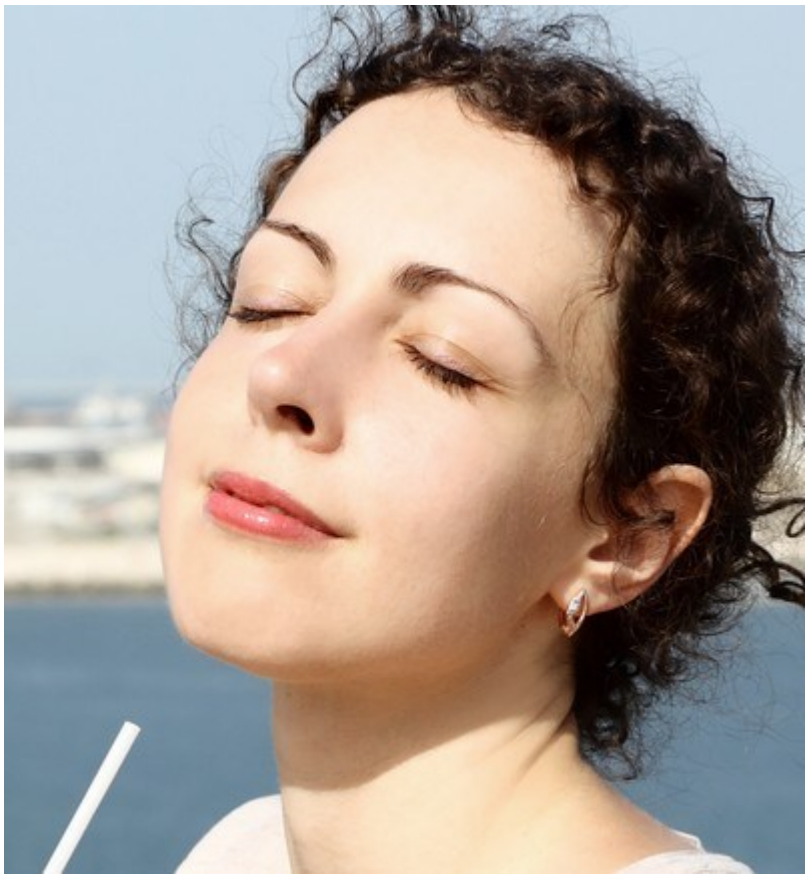
Fragment of the Original Image | After Smoothing

- **Step 3.** During the second phase of work a glamorous look will be created using the correction parameters. To access them, switch to **Advanced** mode, click on the **Correction** tab, and adjust the settings.



Correcting the Image in AKVIS MakeUp

- **Step 4.** Process the entire image by pressing .



Final Result

A GLAMOUROUS COUPLE

Stylish, ***glamourous photographs*** have become the hallmark of the fashion industry. But not everyone knows that before a photo hits the pages of a magazine, it is subjected to thorough processing. Radiant, smooth skin, devoid of defects, is an essential element of a glamourous image.

Here's a simple example of how to smooth out bumps, disguise defects, and give skin a flawless appearance using **AKVIS MakeUp**.





- **Step 1.** Open an image.



Original Image

- **Step 2.** Use the navigator to scale the image 100%. The preview window will help you to choose the optimal settings for smoothing the skin. In this case changing **Force** from 15 to 31 should be enough to achieve a nice result.



Fragment of the Original Image



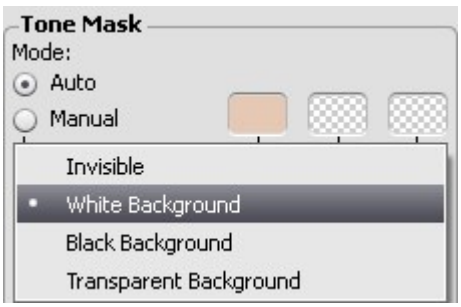
Force Set to 31

- **Step 3.** Smoothing will be applied to areas where the mask has been created. To view and edit the tone mask, switch to **Advanced** mode.

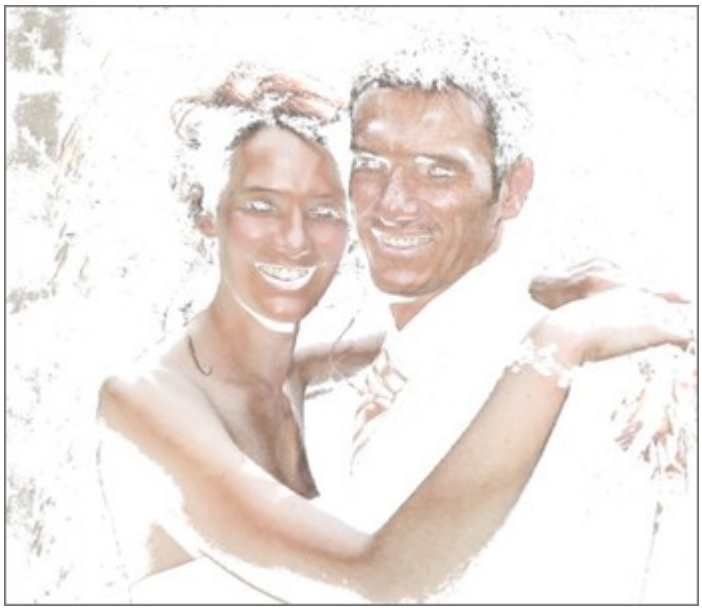


AKVIS MakeUp Workspace

The initial mask is created *automatically*. By activating **Show Mask** mode (for example on a white background) you can see which areas the mask will affect.



Show Mask Mode Menu

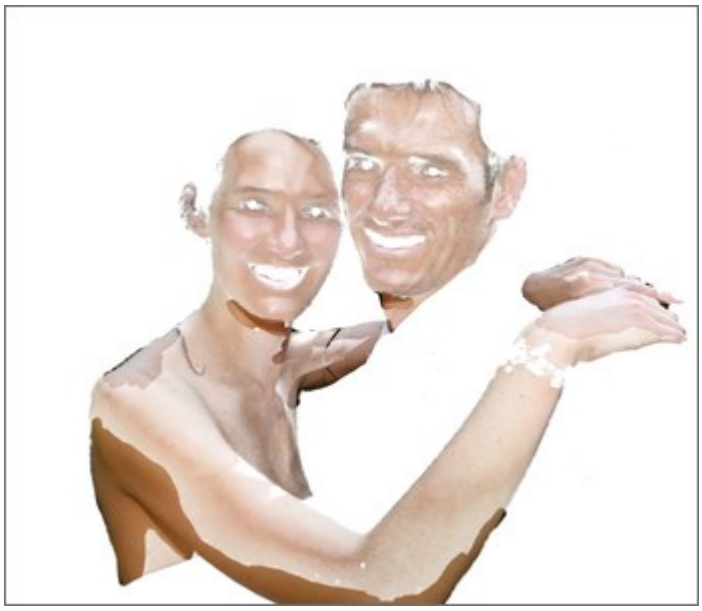


Mask on a White Background

Now use the tool to add areas to the mask, and remove areas with the tool.



Correcting the Mask



Edited Mask

- **Step 4.** Process the image by pressing .



Result

- **Step 5.** Finally, you can process the image further in the **After** tab. You can remove small defects and blemishes using the **Spot Remover** tool.



Corrected with the Spot Remover

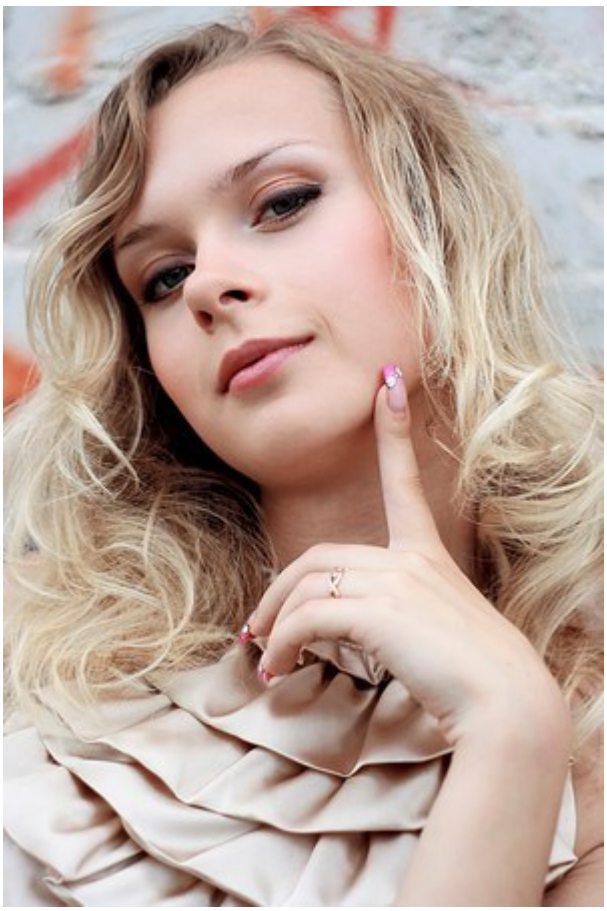
HIGH KEY PORTRAIT

High Key photography is a technique with white light falling evenly on all objects in a scene. High Key photographs contain tones from light gray to pure white. In these photos the eyes, eyelashes and facial contours are accentuated. Such portraits are characterized by the absence of heavy shadows and details.

Creating a **High Key portrait** is typically a complicated process in which the subject is illuminated in white reflected light from the surface of three sources. This tutorial will show how a high key portrait can be created in just a few minutes with **AKVIS MakeUp**.



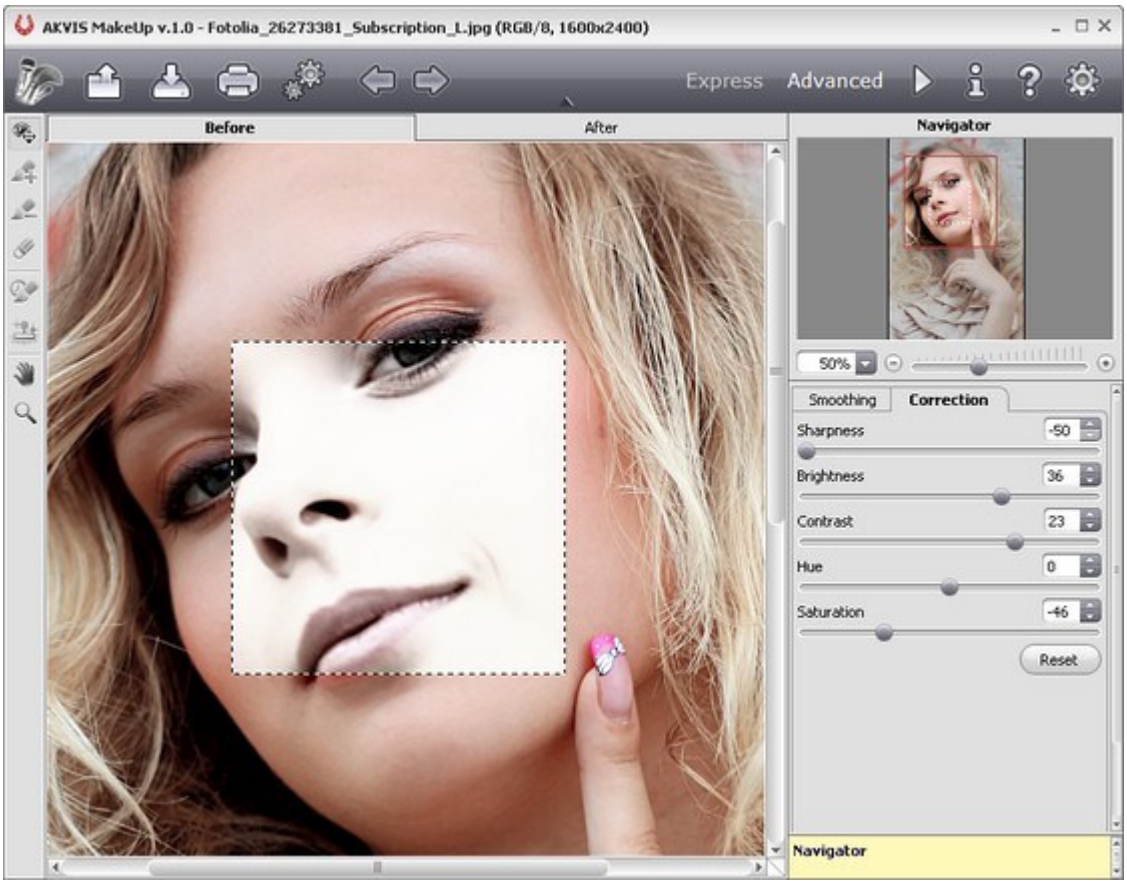
- **Step 1.** Open an image in **AKVIS MakeUp**.



Original Image

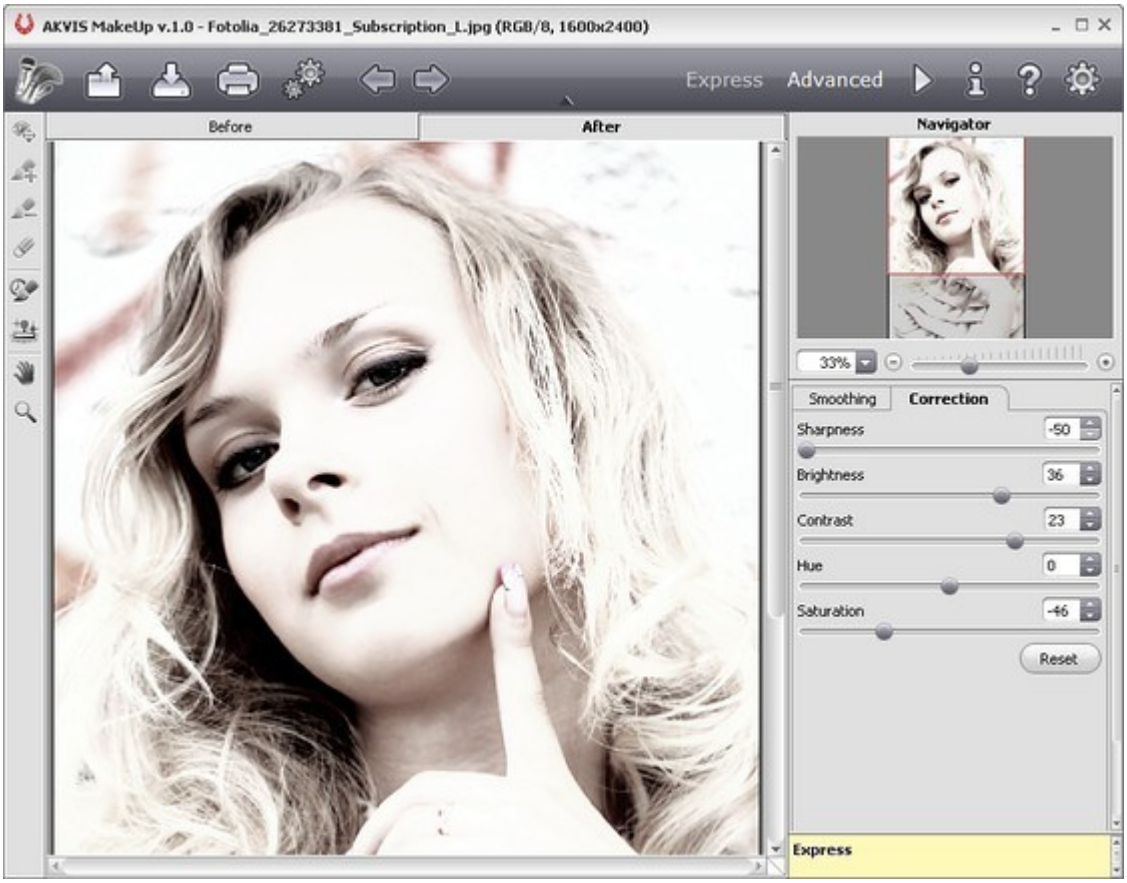
- **Step 2.** To create a high key portrait, first click on the **Correction** tab and choose the appropriate parameters.

  Turn down **Saturation** and increase **Brightness** so that a small amount of color remains in the image, and grey areas are brightened. The **Hue** parameter, as a rule, should be shifted slightly to cooler tones. **Sharpness** should be weakened to soften the image. Finally, change **Contrast**.



Correcting the Image in AKVIS MakeUp

- **Step 3.** Start processing the entire image by pressing .



Result After Processing

To strengthen the effect you can add an artificially bright white background:



High Key Portrait

AKVIS PROGRAMS

AKVIS ArtSuite — Apply Effects to Your Photos!

AKVIS ArtSuite is an impressive collection of versatile frames and effects for photos. ArtSuite contains many templates and texture samples that can be used to create a virtually limitless variety of options for generating frames.

Decorate a photo to give it an original and festive look! more...



AKVIS ArtWork — Convert Your Photo Into Painting

AKVIS ArtWork is photo to painting software, it is designed to imitate different painting techniques (Oil, Watercolor, Gouache, Comics, Pen&Ink, Linocut, Pastel). ArtWork helps you to create a piece of art out of any digital photo.

Create an oil portrait of your friend, a landscape painting or a still life picture. Express yourself in new genres! more...



AKVIS Chameleon — Photo Collage Creation

AKVIS Chameleon is a fun to use tool for photo collage creation. It makes the process easy and entertaining.
The tool is very easy to handle as it does not require precise selection of objects.

Create your own photo collages! more...



AKVIS Coloriage — Add Color to Black and White Photos

AKVIS Coloriage allows colorizing B&W photos and replacing colors in color photos.

Just indicate the desired colors by the stroke of the brush; the program does the rest of the work: recognizes the object's border and tailors the new color to the grayscale tones of the initial picture. more...





AKVIS Decorator — Resurface and Recolor

AKVIS Decorator lets you change the surface of an object in a realistic manner. The program puts on a texture keeping the volume of an object, following its folds and creases. The new pattern looks absolutely natural and makes you see things differently. Recoloring is also made easy. more...



AKVIS Enhancer — Photo Enhancement Software

AKVIS Enhancer is image enhancement software that detects detail in underexposed, overexposed and mid tone areas of a photo with uneven exposure. Enhancer improves every part of the image! The software works in three modes: Improve Detail, Prepress, and Tone Correction. The program offers a fast method to fix a dark photo, add contrast and brightness to a picture, it lets you improve color and adjust tones. more...



AKVIS HDRFactory — Brighter than Reality!

AKVIS HDRFactory lets you create an HDR image from a series of shots or from one single photo. The program can also be used for photo correction.

AKVIS HDRFactory brings life and color to your photos! more...



AKVIS LightShop — Amazing Light Effects

AKVIS LightShop lets you create an infinite number of astounding light effects!

A light effect draws attention and animates any photo. It can make it look more natural (by adding reflections on shiny objects) or on the contrary - add a bit of magic and fantasy. more...



AKVIS Magnifier — Change Image Size without Quality Loss

AKVIS Magnifier helps to resize images without loss in quality.
Whether creating poster-size images, adding resolution for printing an enlargement, or reducing image size, Magnifier will make your prints look sharper and better defined. more...



AKVIS MakeUp — Create Your Ideal Portrait!

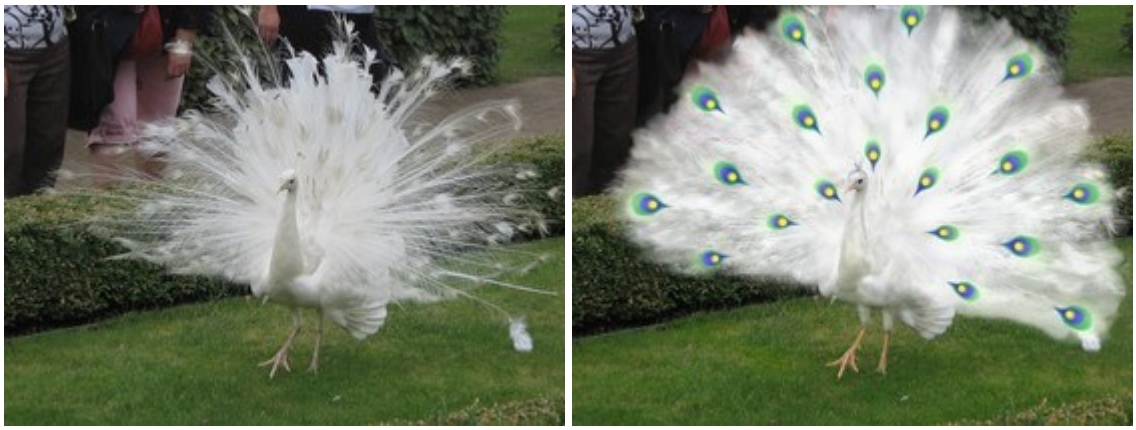
AKVIS MakeUp improves portraits and adds glamour to photos, giving them a professional look.

The software automatically smooths small defects on the skin, making it radiant, beautiful, pure and even. more...



AKVIS MultiBrush — Photo Retouching Made Easy

AKVIS MultiBrush makes it easy to retouch photos and enhance portraits. Featuring a collection of healing and enhancement brushes, stamping and drawing tools, AKVIS MultiBrush helps artists, photographers and home users to perform portrait enhancement, retouch image flaws and remove unwanted objects from digital pictures, paint funny details on a photo or create an image from scratch. The program offers two sets of tools — Standard and Artistic Brushes. more...



AKVIS NatureArt — Bring Nature To Your Photos

AKVIS NatureArt is an excellent tool for imitating the magnificence of natural phenomena on your digital photos. Nature effects have an impact on our mood and it can be used to strengthen the impression from a picture.

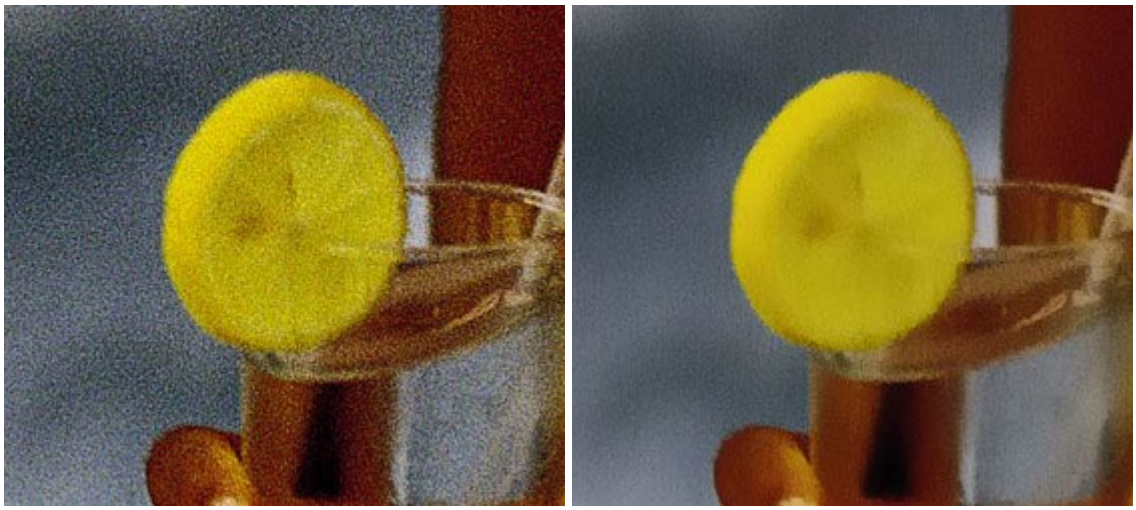
Add dramatic nature effects to your photo, change the weather on it! more...



AKVIS Noise Buster — Noise Reduction Software

AKVIS Noise Buster is software for noise suppression on digital and scanned images.

Digital noise can be seen as artifacts and random red and blue pixels that compromise the smoothness of a photo. The program is efficient against both color and luminance noise. more...



AKVIS Refocus — Improve Your Blurred Photos

AKVIS Refocus improves sharpness of out of focus images. The program can process the entire photo or bring into focus only the selected part to make the subject stand out against the background.

Even if a photo looks sharp enough, there is always room for improvement. To create a special effect and draw attention to certain details, you can use selective focus. more...



AKVIS Retoucher — Image Restoration Software

AKVIS Retoucher is an efficient program for photo restoration and photo retouching.

Retoucher removes dust, scratches, stains and other defects that appear on damaged photos. It reconstructs the missing parts of the photo using the information of the surrounding areas. more...



AKVIS Sketch — Convert a Photo to a Pencil Sketch

AKVIS Sketch converts digital photos to amazing pencil sketches and watercolor drawings.

Now you do not need to handle a pencil to feel like an artist. All you need to create your original work of art is good taste and AKVIS Sketch. more...





AKVIS SmartMask — Save Time on Complex Selections!

AKVIS SmartMask is an efficient selection tool that saves time and is fun to use. Selection has never been so simple!

With AKVIS SmartMask you can considerably increase your productivity! You will be freed from boring

work and will have more room for creativity and realization of your ideas. more...



