



Full Fat Photoshop on iPad?

Mike Hender

Cu3a Photography

6 November 2020




Cu3a Newsletter

- John Allport
- Gill Allport
- Paul Holloway
- David Pearson
- Viv Pozo
- Jill Smith
- Geoff Walker
- Leslie Winter

u3a Chiltern **Newsletter** Nov 2020 – No. 85

In Cu3a we are physically distancing while staying socially close

From Sarah Jones, Chair



There is so much to say about the world we are currently living in.

The summer has been one of stunning weather, with the opportunity to spend time outdoors while managing our personal and collective response to

We know that collectively we are considered to be a Covid 'vulnerable group'. This is due to our age, any underlying health issues (our own or our family/friends) and the locations that we use to meet. We have been keeping up with and sharing the advice, guidelines, and now rules, provided by the government, the Third Age Trust and local councils.

The consistent message has been and continues to be, follow government guidelines, be cautious, limit the number of people you are in contact with and avoid meeting indoors. (Even in so-

Cu3a Newsletter

- John Allport
- Gill Allport
- Paul Holloway
- David Pearson
- Viv Pozo
- Jill Smith
- Geoff Walker
- Leslie Winter

Autumn in the Chilterns



Blue u3a Diaries are now available at a cost of £3 from the National Office.
Contact Ernest Newhouse at u3asecretary@chiltern-u3a.org.uk to reserve yours.

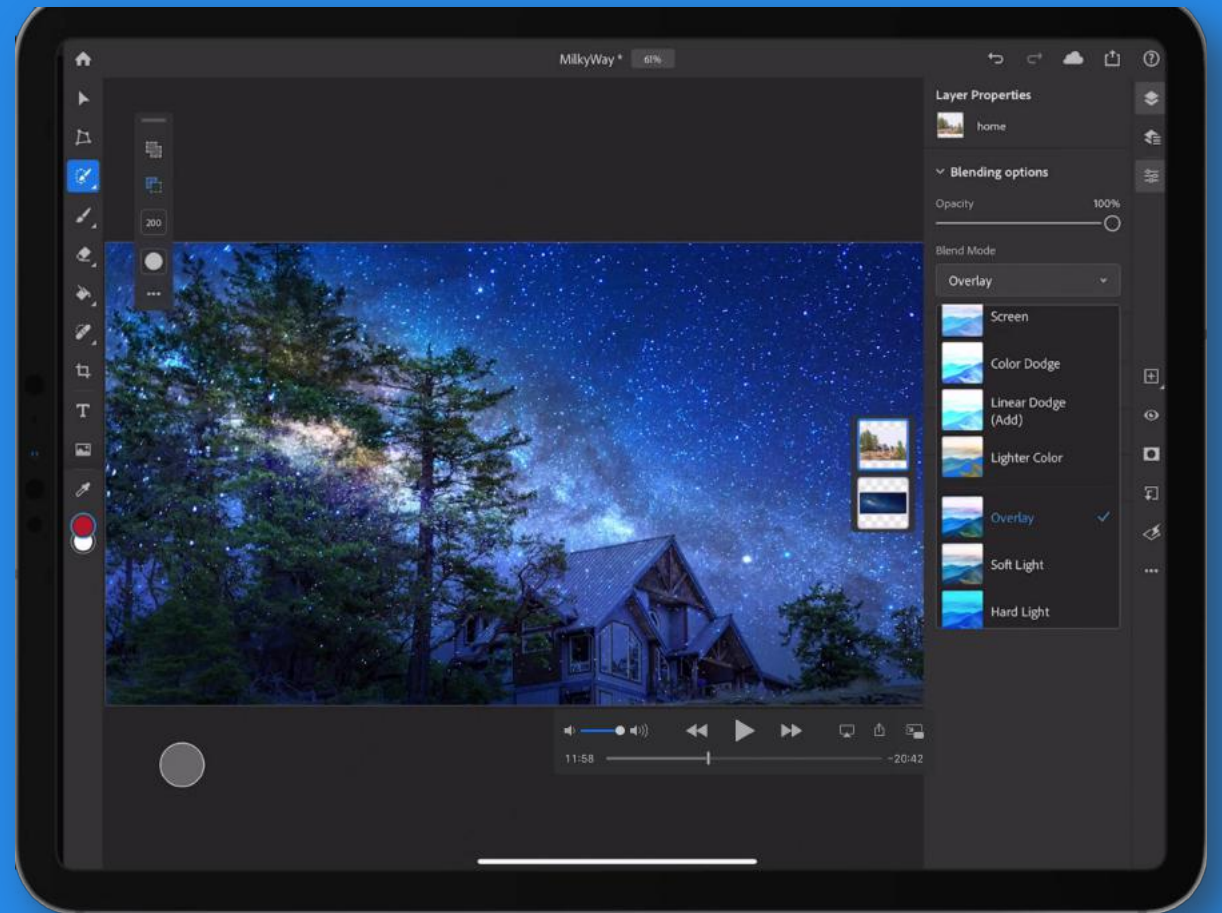
www.chiltern-u3a.org.uk

Full Fat Photoshop on iPad?

Mike Hender

Cu3a Photography

6 November 2020



Many people would agree with Dr Samuel Johnson
when he said:

“Sir, an iPad running Photoshop is like a dog
walking on his hind legs.

It is not done well; but you are surprised to find it
done at all.”

The truth is more nuanced

Let's investigate . . .

Adobe announce
Photoshop CC running on iPad Pro to
Designers and Creatives
2018

LIVE



Adobe demonstrate
Photoshop CC running on iPad Pro to
Apple customers
2018

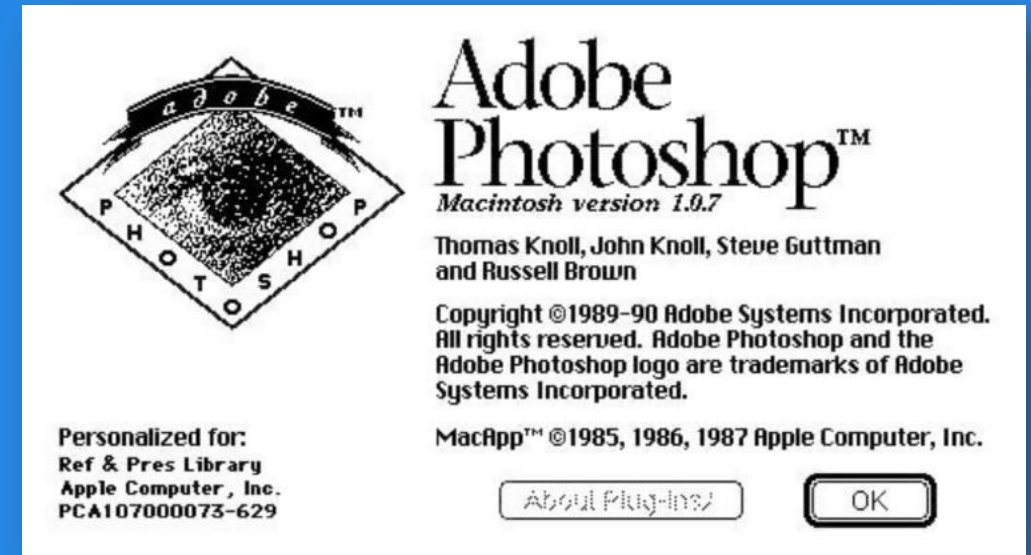


Adobe and Apple

A long and stormy marriage

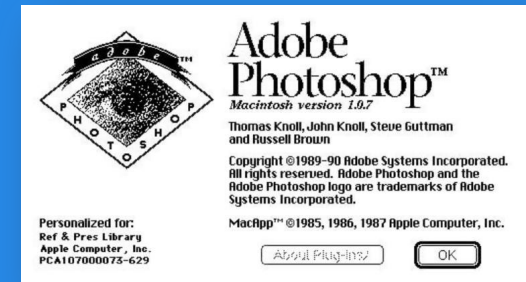
Photoshop 1.0 ran exclusively on Apple

- Adobe's first product, PostScript, ran on Apple's LaserWriter printer
- 1985 – Apple invested \$2.5 million in Adobe
- 1987 – Adobe's Illustrator software arrived
- 1989 – Adobe bought Photoshop
- 1990 - Photoshop 1.0 was released on Macintosh exclusively.



Apple – a long history with Photoshop

- Photoshop soon became the industry standard for digital colour editing
- At the time Photoshop 1.0 was released, digital retouching on dedicated high-end systems (such as the Scitex) cost around \$300 an hour for basic photo retouching
- The list price of Photoshop 1.0 for Macintosh in 1990 was \$895



Apple – a long history with Photoshop

- 1993 – Ported to Windows
- 2002 – Photoshop CS
- 2013 – Photoshop CC rental only
- 2019 – iPad version released



It was truly a stormy marriage

- Postscript versus True Type
- Premiere versus Final Cut
- Premier Windows only
- Premier back to Mac
- Lightroom and Aperture
- Flash!!
- Adobe joins App store
- Full range on iOS





Will it really work on what is
essentially a big phone?

Is it powerful enough?

Is the screen big enough?

First, the science bit !

The innovation engine of the modern world

(What if Covid had occurred 15 years ago !)

- The internet
- Zoom
- Algorithms
- Home shopping
- Google
- Mobile phones
- Social media
- . . .



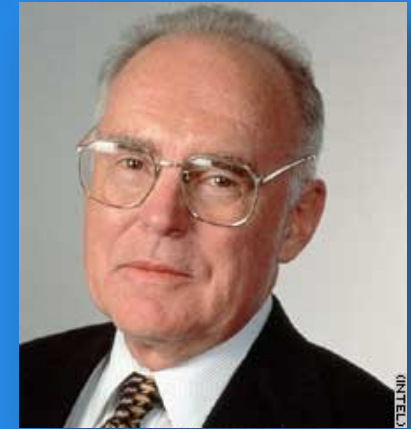
Retail – Banking – Health – Transport – Space

Moore's Law

In 1965 Gordon Moore of Intel noticed that the number of transistors on a microchip doubled every two years and the cost of computers halved

So Moore's Law states that “we can expect the speed and capability of our computers to increase every couple of years, and we will pay less for them”

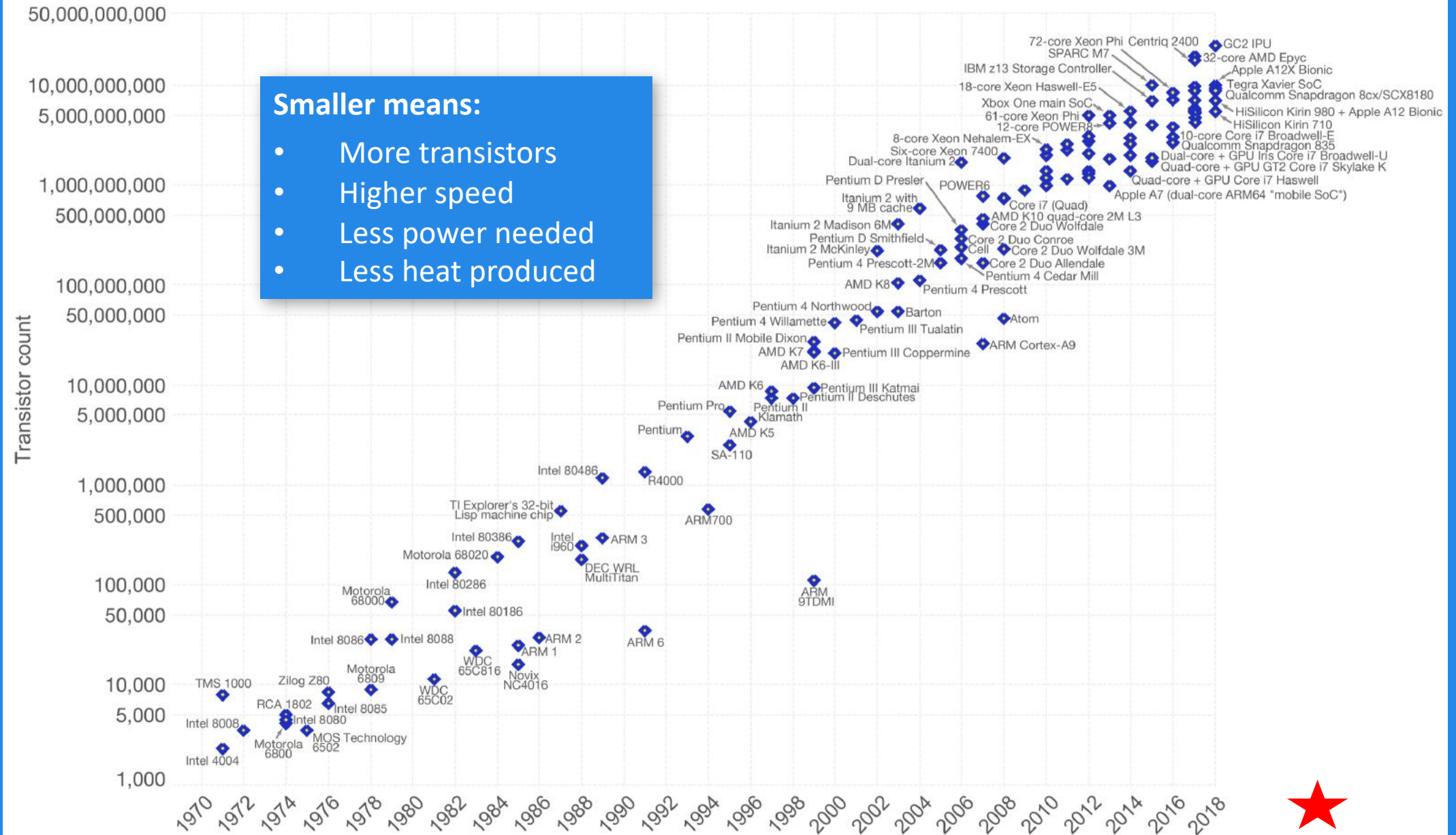
This growth is exponential



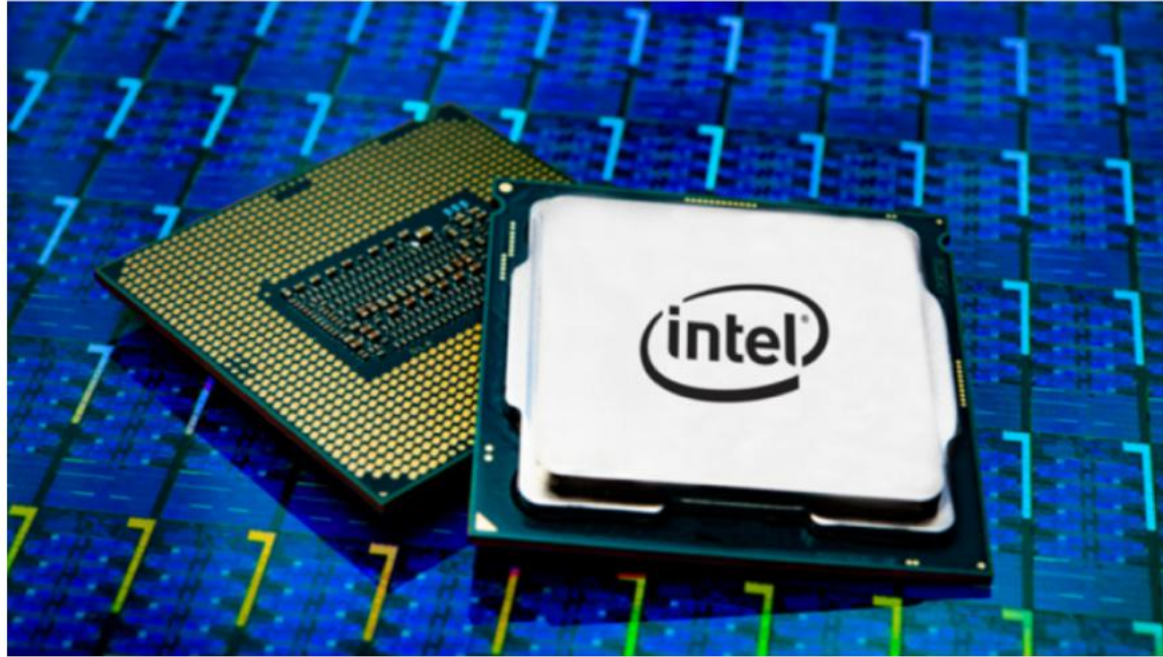
Gordon Moore

Moore's Law – The number of transistors on integrated circuit chips (1971-2018)

Moore's law describes the empirical regularity that the number of transistors on integrated circuits doubles approximately every two years. This advancement is important as other aspects of technological progress – such as processing speed or the price of electronic products – are linked to Moore's law.



Intel delays rollout of 7-nanometer chips by six months

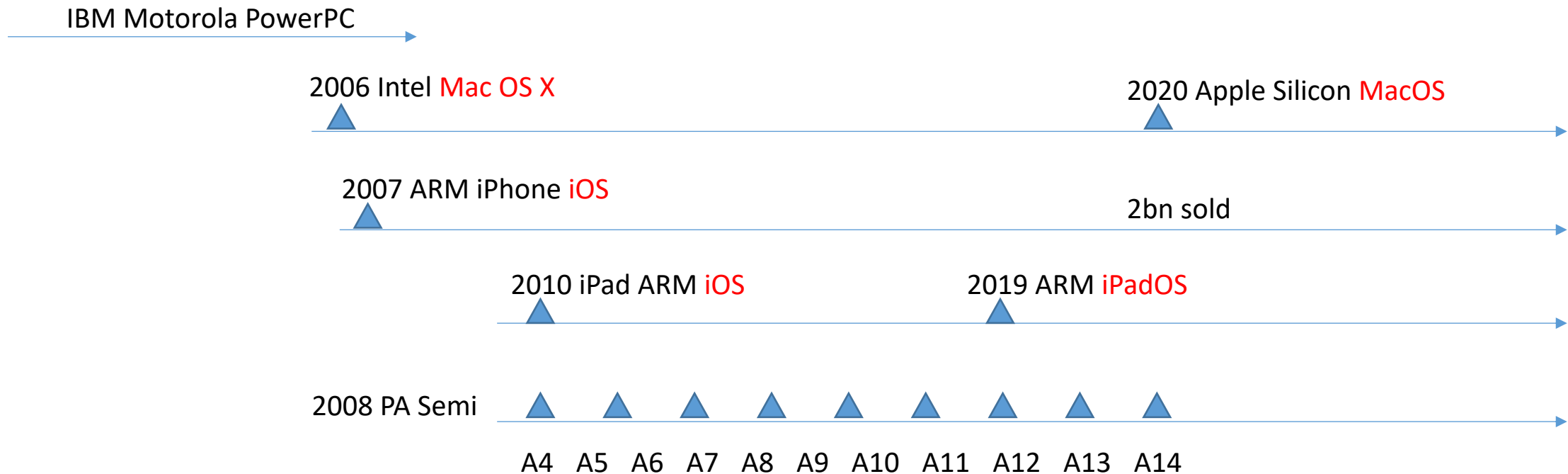


Intel has delayed the rollout of its 7-nanometer CPUs by six months and is instead shifting focus to 10nm-based products.

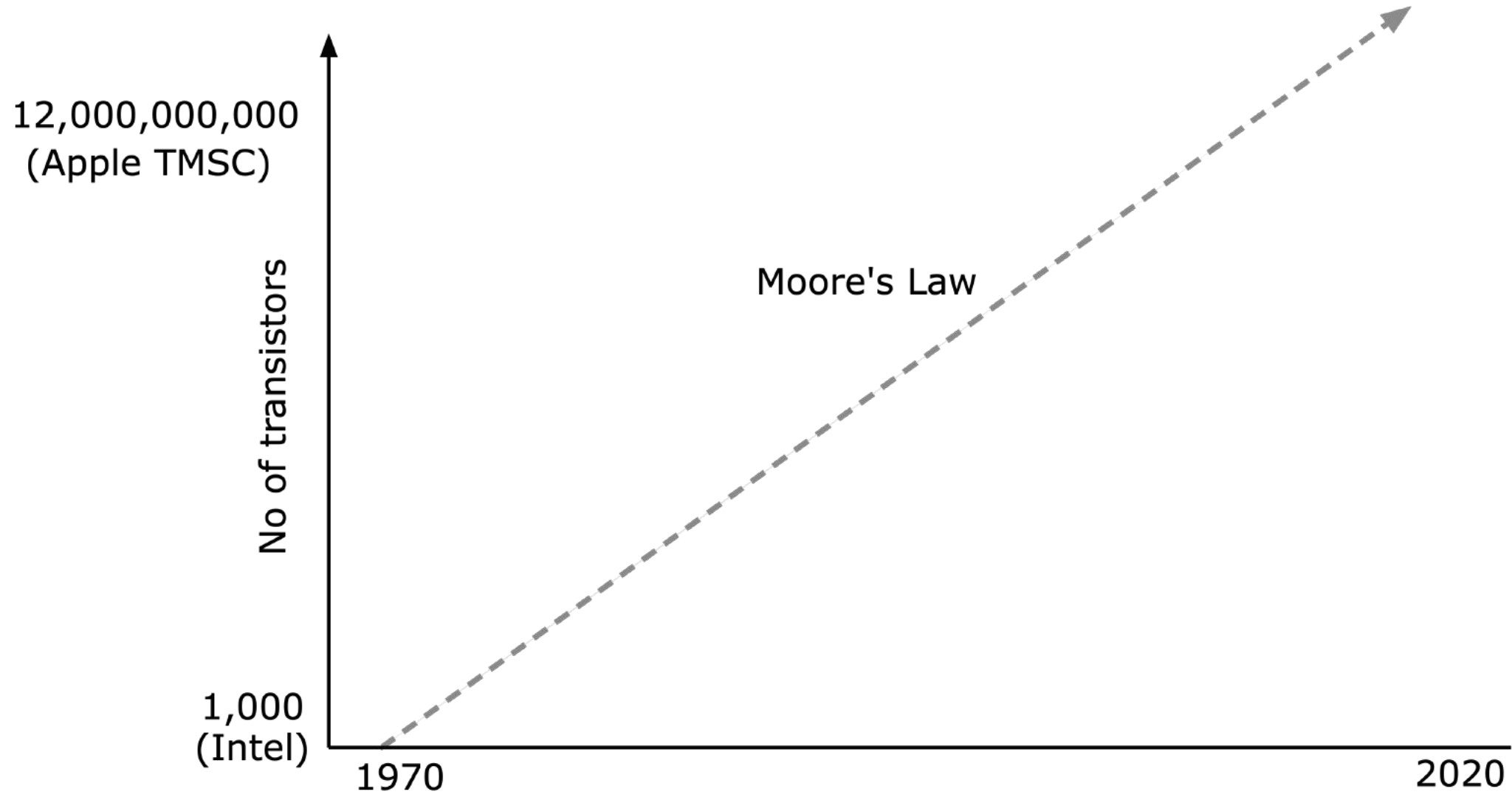
The chipmaker announced the delay in its second quarter earnings report on Thursday. Previously, it [anticipated](#) shipping 7nm chips by 2021.

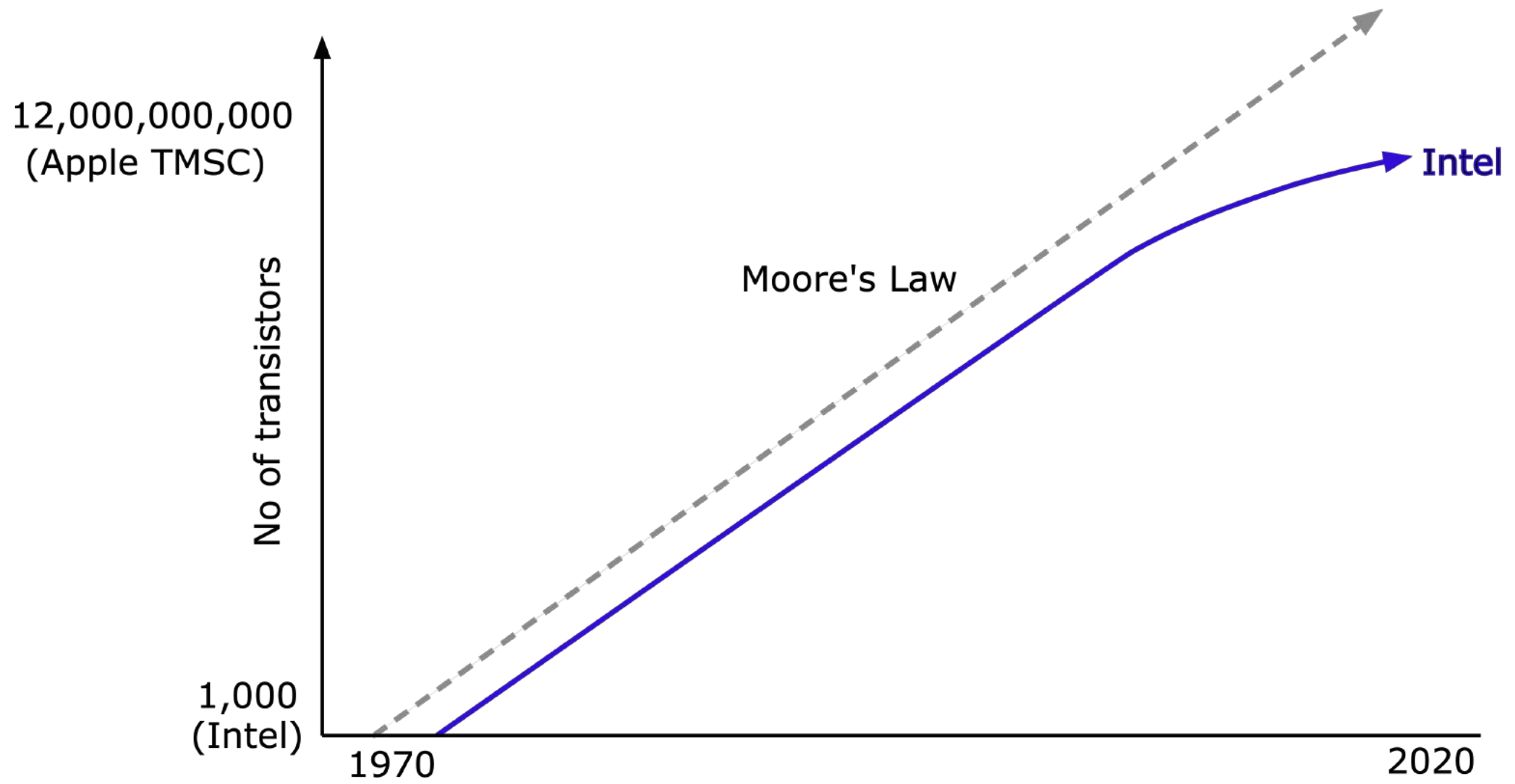
How does that relate to Apple history?

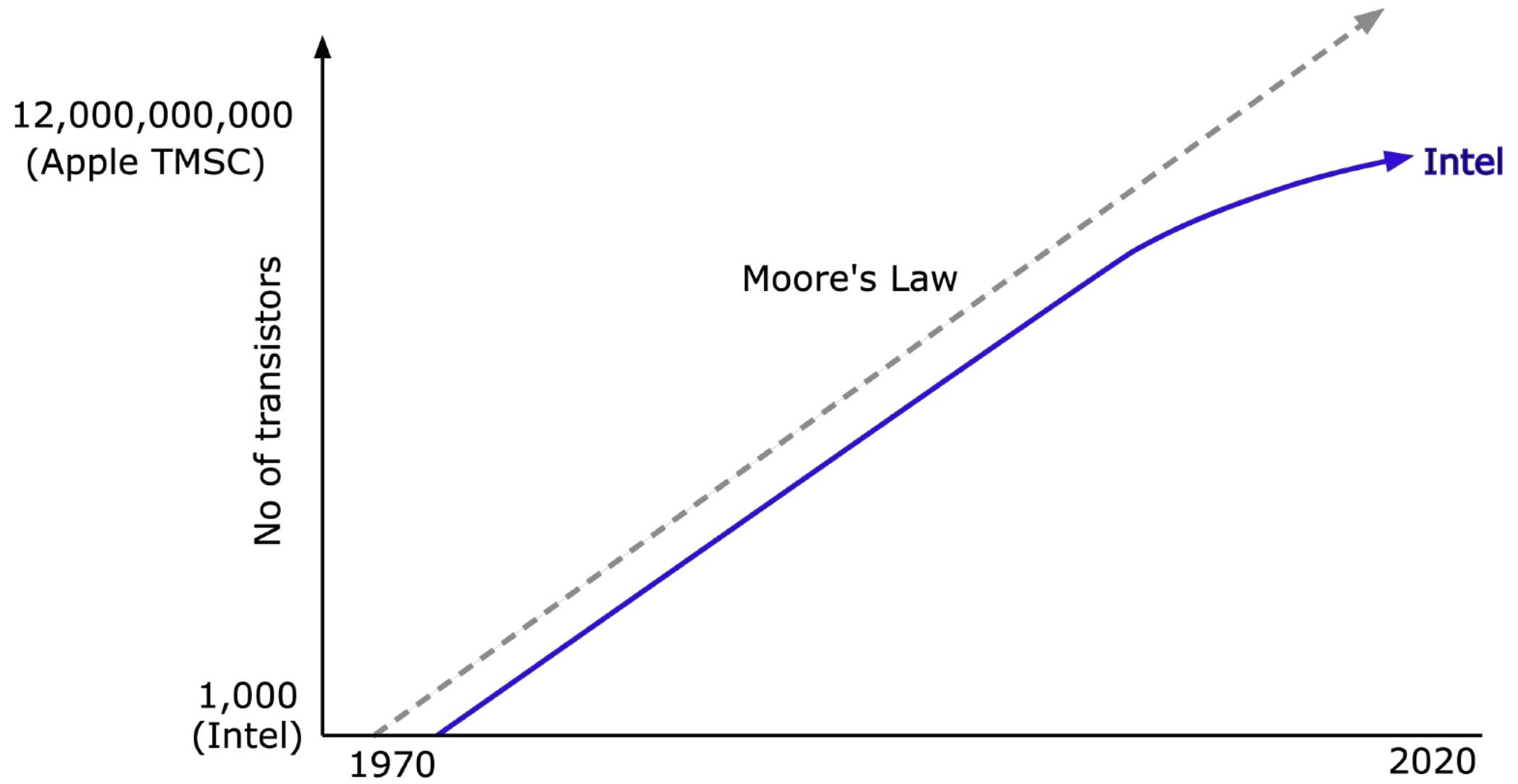
While the world focused on Intel, there were other chip designs up and coming based on ARM – Advanced RISC Machines

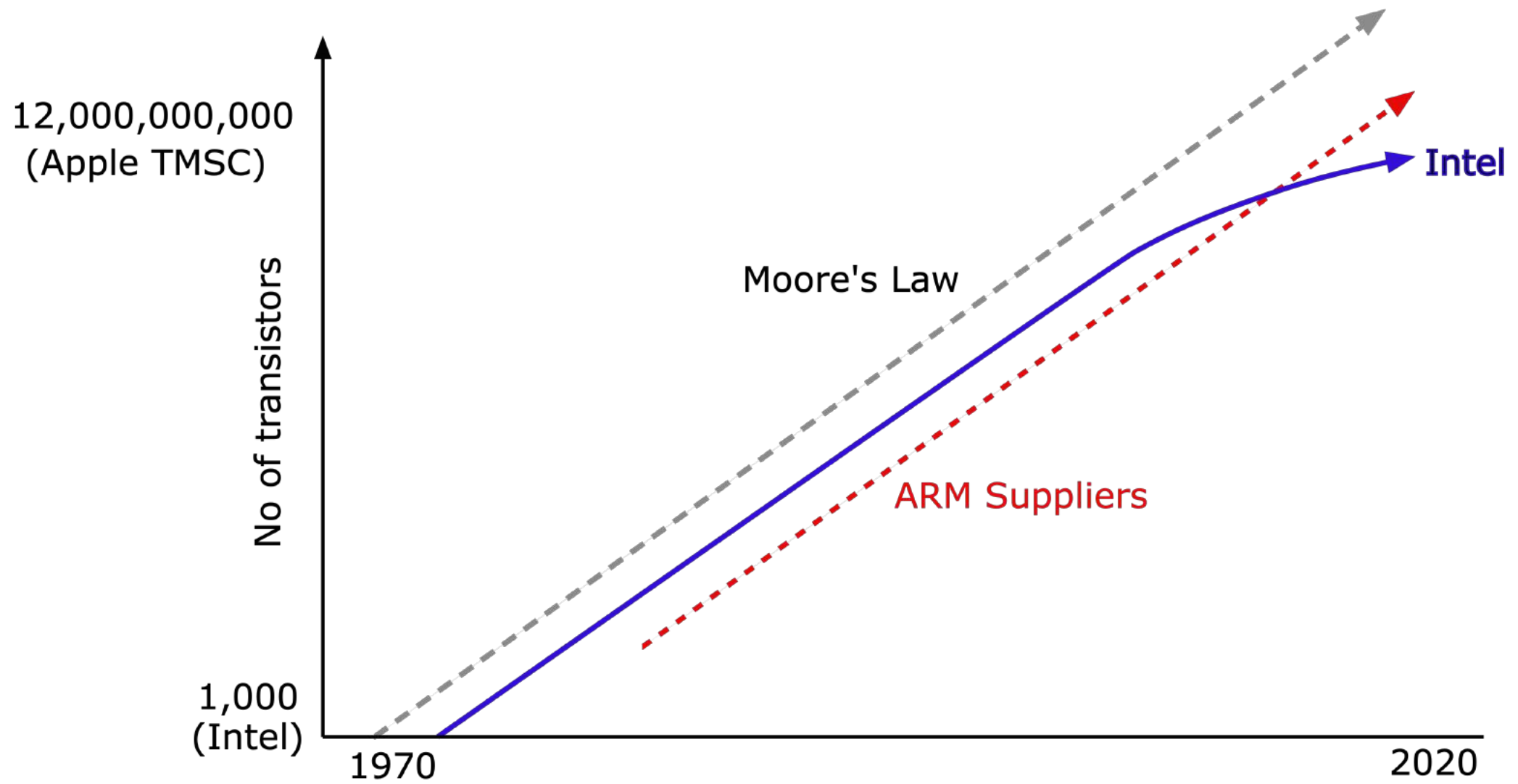


To summarise







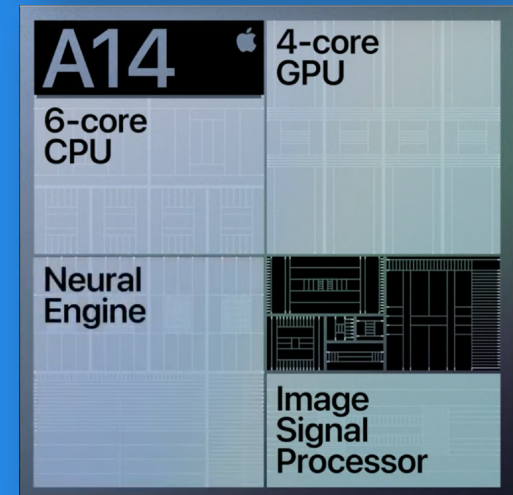


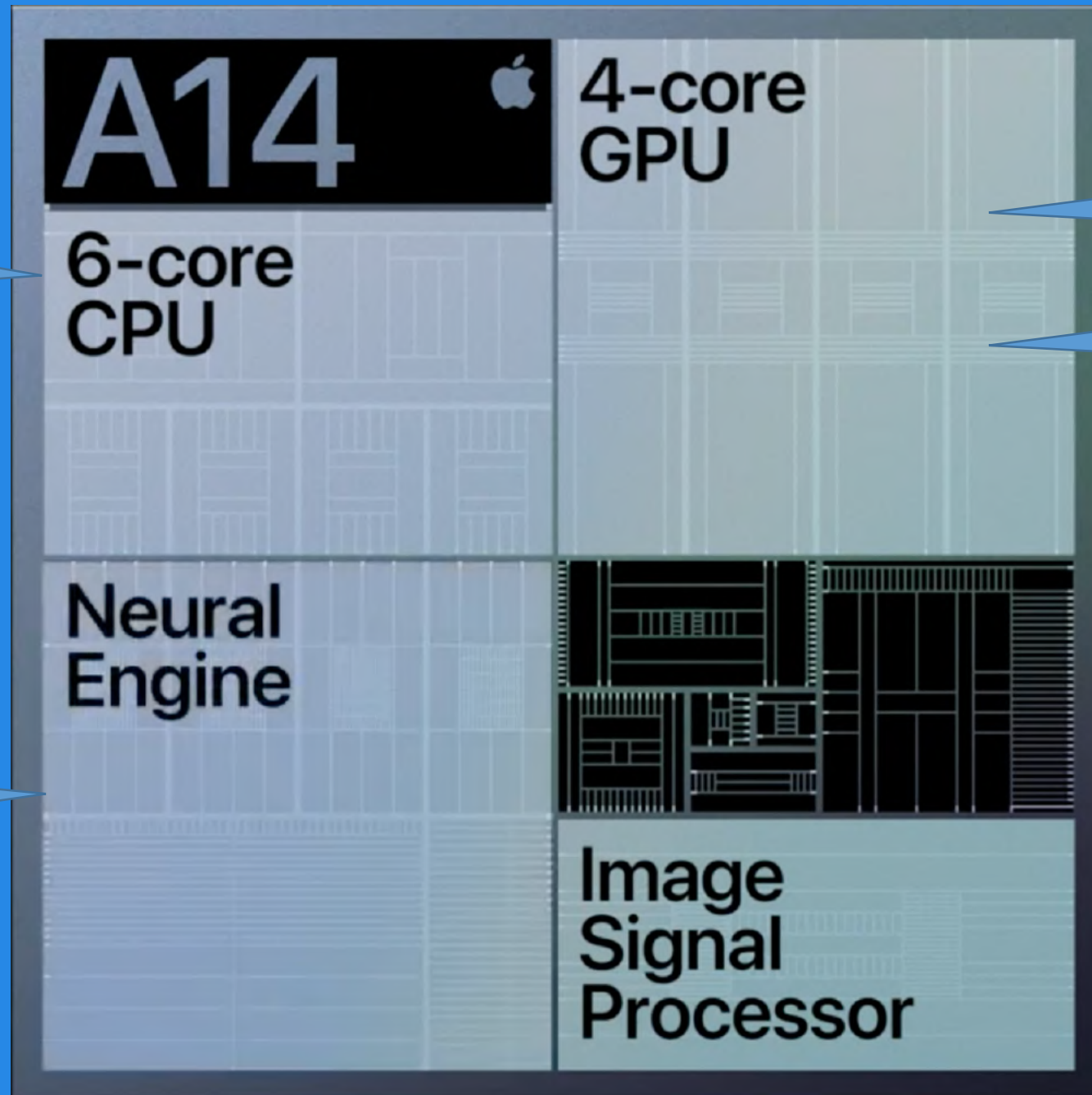
How does all this relate to what
Photographers want?

It powers Computational Photography

Computational imaging techniques enhance or extend the capabilities of digital photography in which the output is an ordinary photograph, but one that could not have been taken by a traditional camera.

*Professor Marc Levoy, Stanford
(Behind many of the innovations in
Google's Pixel cameras)*





Limited by Physics

6-core
CPU

4-core
GPU

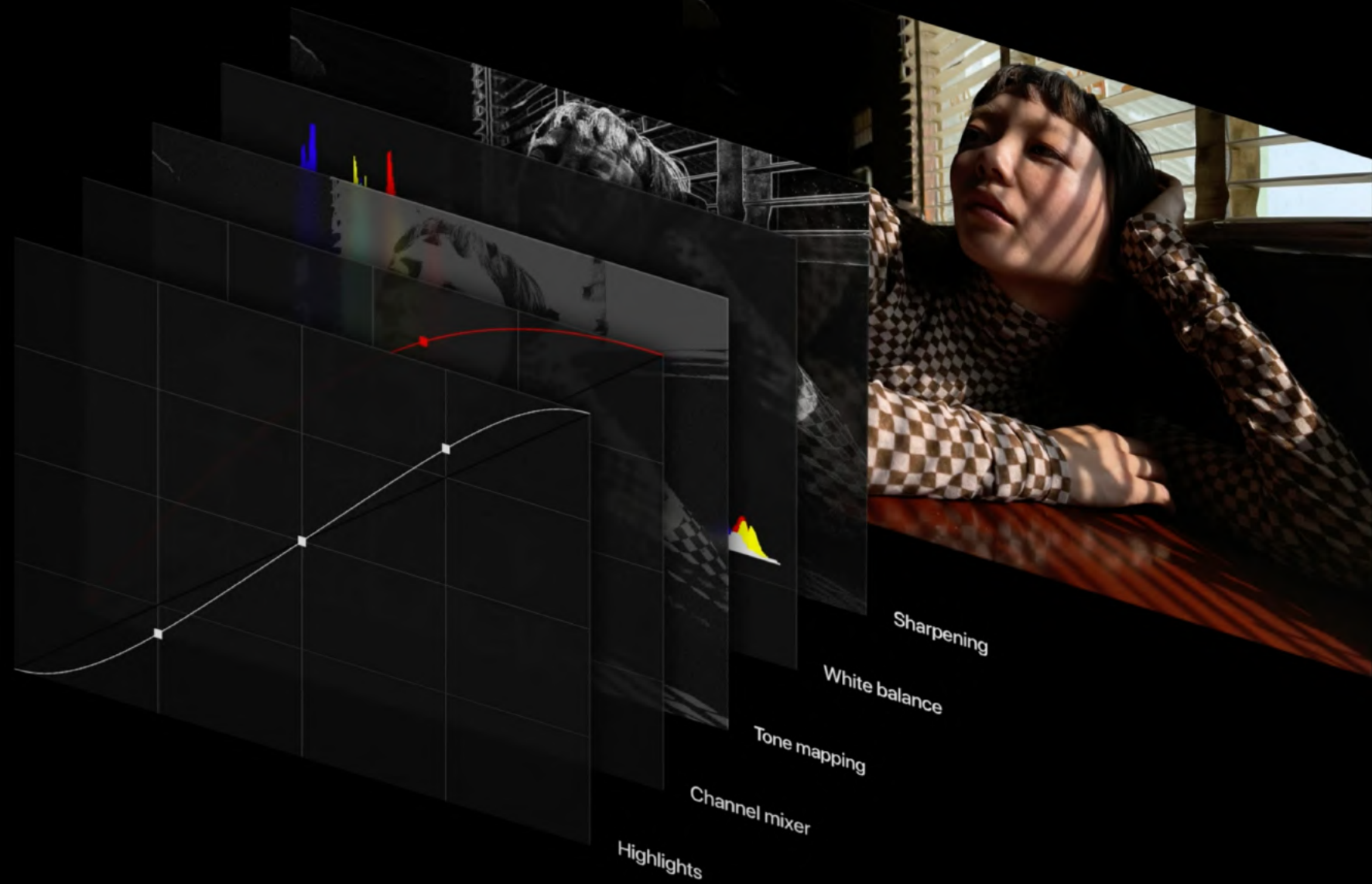
Graphics, Video

Machine Learning

Neural
Engine

Machine Learning

Image
Signal
Processor













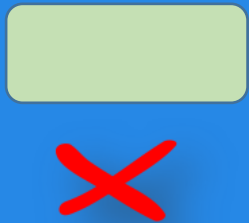


Will Photoshop really work on what
is essentially a big phone?

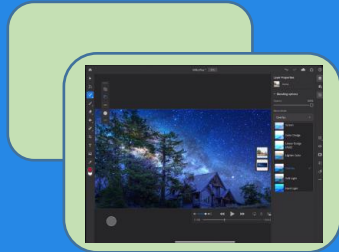
Is the screen big enough?

Form Factor important

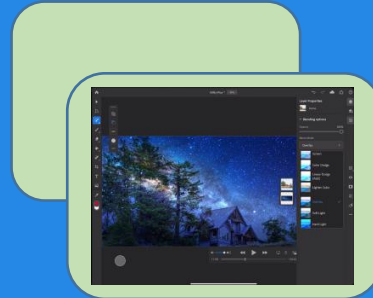
Phone
6in



iPad Pro
10-12in



Laptop
13-16in



Desktop
24-27in



OK it works – but who's it for and why?

Mainly for **Professional** Photographers, Designers and Creatives who want

- **Mobility**
 - In the field and while commuting and travelling
- **Pencil**
 - Draw on the graphic itself
 - Palm Rejection
 - Pressure and angle sensitive
- **Adobe Cloud integration**
 - All assets available everywhere
 - Automatic synching
- **Included in CC subscription**



Adobe Facts

- Over 90% of the world's creative professionals use Adobe Photoshop
- Adobe Creative Cloud mobile apps have been downloaded 400 million times
- Adobe Stock offers
 - 17 million videos
 - 37,000 audio tracks
 - 200 million photos, vectors, illustrations, design templates, and 3D assets



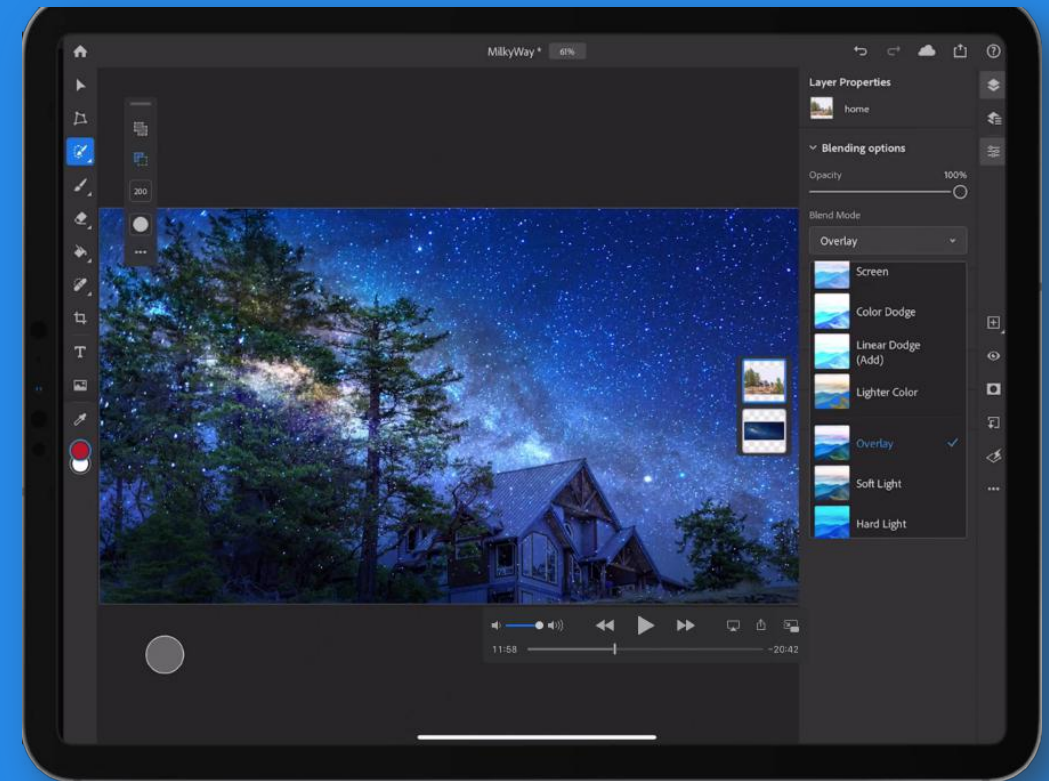
Who uses – Top 8

1. Graphic Designer
2. Photographers !!!
3. Freelance Designer
4. Web Developer
5. Designer
6. Graphic Artist
7. Art Director
8. Production Artist



Summary – Photoshop on iPad

- Brilliant hardware and software engineering
- Speed and storage are fine
- Form factor and price will be an issue for most **Consumers**
- This leads to a very clear focus of who will use
- **Mobile Professionals on a company budget!**



End