



Photo Editing

Photo editing software can correct and enhance your photos – making your chapter appear more professional and polished. Not all photo editing software is complicated and many are now available on mobile devices.

Please Note: All software packages are different. Make sure to read carefully what is included to find the best fit for your chapter. Also, the information on this guide may be out of date – refer to the company website for accurate pricing and features.

Adobe Photoshop

Photoshop is the best-known photo editing software. It has a wide range of uses but can take some time to learn. There are many tutorial videos online but if you prefer to learn face-to-face, many community colleges or area professionals offer classes. Adobe Photoshop is not a free software; however, it is available for PCs and Macs. The software can cost anywhere between \$10-\$25 a month with varying storage amounts. Adobe offers a variety of tutorials: <https://helpx.adobe.com/photoshop/tutorials.html>

Adobe Photoshop Express

Available only on mobile devices, this software is a simplified version of Adobe Photoshop. It allows you to resize and crop photos, add filters, add text to photos (iOS only), create collages, correct blemishes and more. It is a free app for Android and iOS.

SnapSeed

Available only on mobile devices, this Google supported photo editing software is similar to Photoshop Express. Some users find Snapseed easier to use as it has fewer filters and can be used in landscape mode. It is a free app for Android and iOS.

Graphic Design

Ever wondered how to create a sharp looking flyer, business card or poster? Graphic design software can help with that! Not all software is complicated to use and using it will help you to better capture the look and feel of WVU branding.

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Adobe Illustrator

Adobe Illustrator is the industry standard vector graphics editor. Instead of using pixels to create images it constructs images using mathematics. This allows graphics created in Illustrator to be scaled up or down to any size without losing image quality.

Illustrator is extremely useful for creating signage, icons and social graphics. It also has a variety of exporting options for digital and print formats. Illustrator takes some time to learn as it is a professional software. There are many tutorial videos online but if you prefer to learn face-to-face, many community colleges or area professionals offer classes. Illustrator is not a free software; however, it is available for PCs and Macs. The software can cost anywhere between \$10-\$25 a month with varying storage amounts. Adobe offers a variety of tutorials: <https://helpx.adobe.com/illustrator/tutorials.html>

Canva

Canva is a website that uses a drag-and-drop method of graphic design to create a variety of print and/or digital materials. In addition, the website provides free templates, photographs, graphics and fonts.

To learn more visit: <https://www.canva.com/>

Almost all photo editing and graphic design software now offer paid upgraded versions. These paid versions/plans typically include additional features. Your chapter will need to decide if the investment is the right decision or not.

The WVU Alumni Association uses the paid version of Adobe Photoshop, Adobe Illustrator and the paid version of Canva, called Canva for Work.