



*** DID YOU KNOW ...**

One of the most popular ways to change a digital image is through a computer program called Photoshop. Photoshopping is common in the media, not only to make people look better but even to make nature look brighter! A New York Times article on Photoshopping described the editing of nature pictures: "Skies are made brighter, animals become flawless, grass is made to look greener, and, in a recent issue of Women's Health, sheep were made to look whiter."

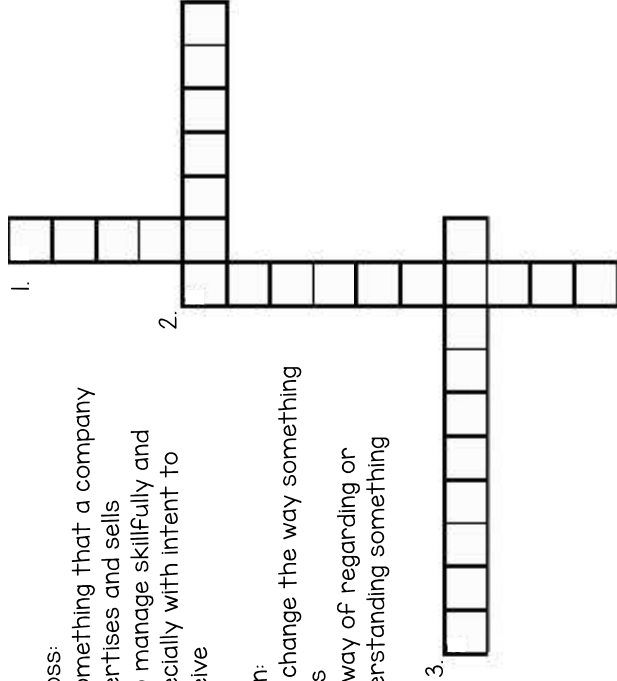
Crossword Puzzle

Across:

2. something that a company advertises and sells
3. to manage skillfully and especially with intent to deceive

Down:

1. to change the way something looks
2. a way of regarding or understanding something



*** WHAT DO YOU THINK?**

Why do you think so many photos in magazines and advertisements are altered? How might altering a photo help sell a product?

1. Family Activity

With a family member, watch the video "McDonald's Ads Versus the Real Thing" (<https://www.youtube.com/watch?v=zx1lvLuuEI>). What differences do you notice between the advertisements and the real versions?

2. Tech It Up!

Try your hand at enhancing a photo to make it look even more perfect, fun, or appealing! With Pixlr, upload a picture you've saved to your desktop and play with the editing tools to enhance the image (<http://apps.pixlr.com/editor/>). (Hint: In Pixlr, go to "File ~> Open Image" to open a picture you've saved on your computer.)

3. Common Sense Says ...

Photos that appear in advertisements are usually Photoshopped, which is why they look so perfect. Don't be fooled!

*** DO YOU REMEMBER ...**
How photos can be changed on the computer and how that can affect our feelings about the way we look?

