



MAGIC

Photo editing manual



IMAGE
RETOUCH

MAGIC

With the magic retouching service, you have to transform the photo into a work of fantasy. You have the option of choosing a retouching that remains faithful to the original background or of letting your passion lead you to a more imaginative rendering.

This service is characterised by the ability to completely reinvent the image, unleashing creativity. Skills such as manipulating the proportions of the subject or removing the background can be used.

The aim is to achieve a truly amazing 'wow factor'.

For the initial editing, the client can provide some guidance, but the second retouched file will be solely at your discretion. You will have to deliver two separate retouched images within the stipulated 90 minutes.

Our goal is to deliver two professional versions of the photo thanks to your specialised creative retouching talent.

What should I do.

A retouching in colour

A colour retouching with a different crop

Cropping the image

Focusing the subject

Colour correction

White balance

Image straightening

Rejecting inappropriate images

The second touch-up if possible should be done with a different cut.



2024

Some processing was done with an AI version.
Generative Filling and Expansion

Something New

The latest version of the MAGIC service offers customers options on the Dashboard. Users must follow on-screen instructions to complete their selection. A text box allows customers to request interventions.



Photo retouch respecting the context of the subject background.



Photo retouch according the artist free interpretation

If you have a particular request, you can write the artist to retouch the photo just you like it.

This update gives users more control over their experience. When accessing their Dashboard, artists see clearly defined options. Choosing an option prominently displays its icon for easy reference. A text box also allows customers to request assistance.

This simplified process maintains customer choice.



Photo retouch respecting the context of the subject background.

You know, when you select that box about “respecting the context”, it means the work we do has to build a story around the subject while respecting them. It’s kinda cool how a little detail or pose can spark our imagination. Like, let’s say the subject is sitting on a park bench feeding some pigeons. That simple image could lead us to create all sorts of possible backstories. We just take that one little thing and let our mind wander with it. As long as we keep the subject and their dignity in mind, who knows where the creativity might take us? It’s pretty neat how a small prompt can open up a whole world of storytelling.



Photo retouch according to the artist free interpretation

So in the other case when I selected a touch-up with a free artist inspiration agreement, my job is to make it as imaginative as possible. Just changing the background isn’t enough, especially if it’s changed in both photos. We need to add something beyond the background to make it a little more unique. It could be an animal, it could be a branch, a blossoming flower, a rising sun, a unique setting - it really depends on our creativity and what we come up with. The goal is to go beyond a simple background change and really let our imagination run wild to make the photos more special.

If you have a particular request, you can write the artist to retouch the photo just you like it.

So if the client asks for some specific changes, we want to try our best to meet their request while also adding our own creative flair. We always want to listen to the client and give them what they’re looking for. But it’s also important that we don’t just do exactly what they say - we need to put our own artistic spin on it too. The goal is to find a good balance between fulfilling their vision while also showing off our skills. As long as we’re putting in the effort to understand them and make them happy, I’m sure we can create something great that both satisfies the client and allows our creativity to shine through.



Customer's Original

Delivered images

1



You know, this could have been such a basic situation but they really went above and beyond. With just a few small touches, they totally transformed how this image comes across. Whether it was Neptune, the god of the sea, or the astronaut costume, the way they positioned everything really helped bring the sense of grandeur that was needed. They nailed it with the execution. Sometimes little details are what take a good idea and elevate it to the next level. You can tell they put in the effort to make it excellent. Props to the person who worked on this - they really did an amazing job taking something simple and making it shine through those extra efforts.

2



MAGIC example



Customer's Original

Delivered images

1



It seems this young boy was feeling bored and lonely one day. That gave him the spark of imagination he needed to craft a whole imaginary world all his own. By placing himself within a new setting and altering more than just the backdrop, he was able to make the scene he envisioned truly immersive. Getting lost in a story of his own creation probably helped lift his spirits and pass the time in a fun, engaging way. Using our minds for creativity can be a great way to entertain ourselves, especially when we're feeling a bit down. I hope his made-up adventure brought him joy and distraction from any real-life troubles, even just for a little while.

2



MAGIC example



Customer's Original

Delivered images



1



So this woman was just sitting on her bed, right? Then all of a sudden, she finds herself in the middle of a dark forest or sitting on some creepy stairs. The way she's sitting really helps sell the transformation. It makes the effect so unique. And they even reconstructed her head that was cut off in the original photo. Pretty wild how they changed the setting and added all those little details to make it seem like she really did turn into a witch! The work they put into the pose and editing really brings the transformation to life. Also note the reconstruction of part of the head that was cropped in the photo

2



MAGIC example



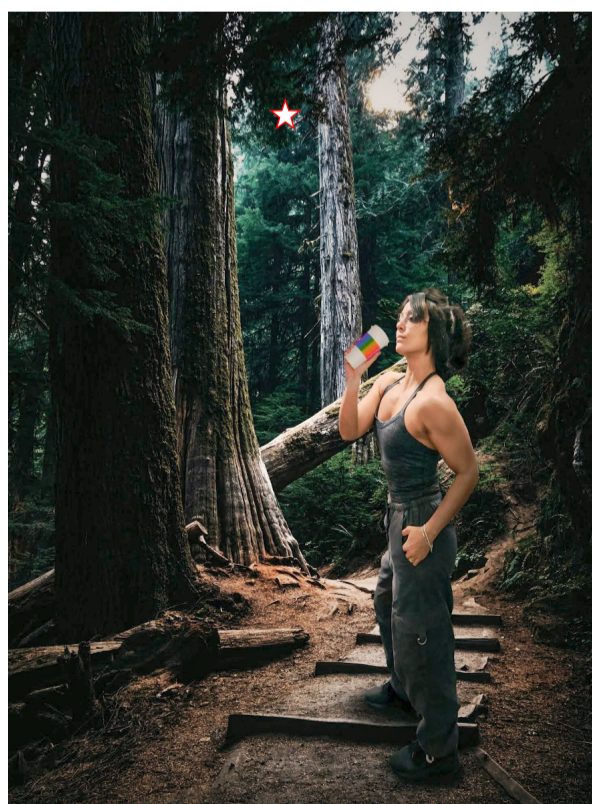
Customer's Original

Delivered images

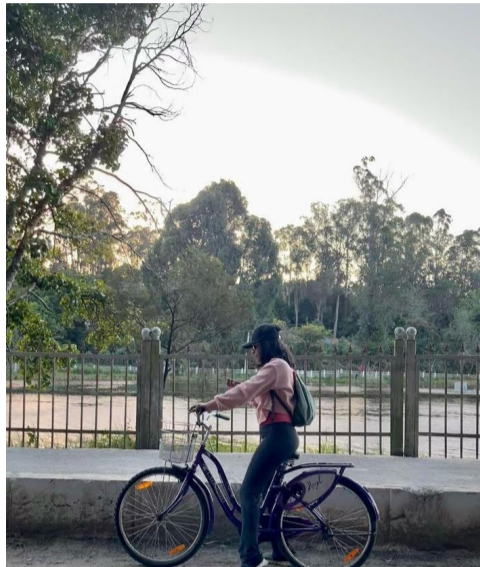
1



2



There is always room for imagination in magic. The dress that creates the input to imagine this story is about a lumberjack in the midst of a beautiful forest. While brief, this story leaves space for envisioning the experiences of a person working and living off the land in a forest setting through their eyes. Imagination can take the sparse details provided and fill in the narrative around both the character and what possibilities might exist within the surrounding natural environment the story hints at but does not describe. Overall, the message conveyed encourages creative thinking and utilizing one's mind's eye to find new perspectives or meaning beyond what is directly stated.



Customer's Original

Delivered images

1



Good day, night. It is to be decided if photos can be transformed in any way to make them unique. Removing a balustrade, the background can be modified as well as the sky until it becomes pitch black night.

2





Customer's Original

Delivered images

1



2



This retouching appreciates both the context of the background and the coloring of the dog that blends with the landscape. The other version provides a completely different interpretation where the photo is almost entirely transformed while maintaining a particular charm. The retouch enhances certain elements of the original photo in order to portray the subject and scene in alternate lights through minor digital modifications to colors, contrasts and compositions. Both realizations respect the spirit of the initial image but explore different artistic directions within the constraints of a single source photograph.



Customer's Original

Delivered images

1



The initial photo that starts everything. A girl and her journey, where it will take her is still unknown. The creator husband has been able to interpret this journey in two different ways. The result is truly magical.

2





Customer's Original

Wrong Corrections



In this case, the retouching doesn't add anything to the photo. By only inserting a background, there is no involvement and no magical interpretation with the retouching. It would be better in these cases not to do them but to seek a different approach.

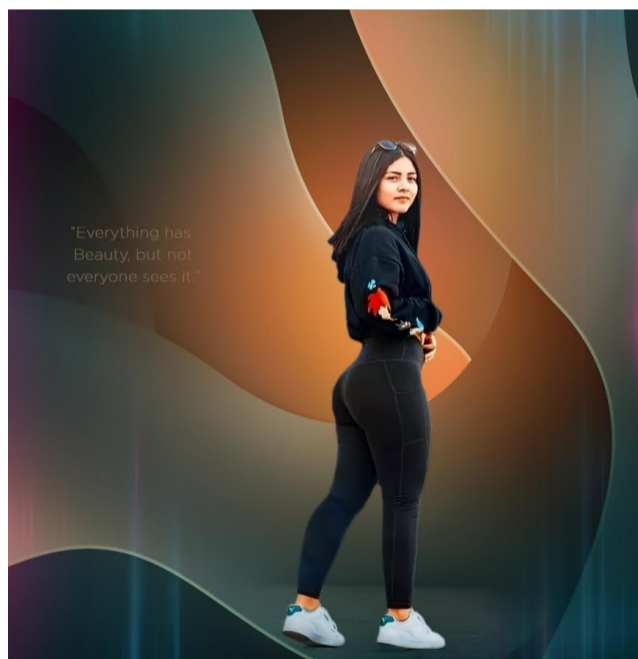


When editing a photo, it's important that any changes you make actually contribute something meaningful. In fact, it may detract from the photo's original feel or message. Instead of spending time on half-measures, it's generally wiser to reconsider your strategy and look for a more creative way to approach the image that brings out its best qualities and tells its story more powerfully.



Customer's Original

Wrong Corrections



You know, I wouldn't recommend just slapping random backgrounds onto photos without any real context. It doesn't really do anything shocking or memorable, it just changes the backdrop. That's not the kind of magic we're going for here. What we want to do is craft a story and make everything fit coherently with the main subject of the image. Throwing a background behind someone or something without rhyme or reason isn't very satisfying. It's more interesting if everything comes together to tell a little narrative, so the background enhances and adds to the photo in a meaningful way.



**IMAGE
RETOUCH**