Adobe® Photoshop® CS5 "Just Do It" Project

The release of Photoshop CS5 marks the 20th anniversary of the professional industry standard for digital imaging. Photoshop CS5 incorporates a record number of innovative technologies that come direct from the brilliant minds in the Adobe Labs. Tackling this type of feature integration is no small feat and often prioritization is required. However, on the cusp of its anniversary year, the Photoshop team decided to try something new. They challenged themselves to take time out to address many of the smaller feature requests and enhancements that don't necessarily get top billing, but definitely impact everyday workflow. They named their effort the "Just Do It" project and decided to literally carve out time to "Just Do It" and see how much they could refine – all in the name of solving customer pain points and making simple tasks much smoother.

In order to select "Just Do It" (JDI) features, Photoshop product manager Bryan O'Neil Hughes solicited information from many avenues, including blogs, user research, sales, customer support, forums and evangelists (Russell Brown and Julieanne Kost). Scott Kelby, president of the National Association of Photoshop Professionals (NAPP – over 70,000 members strong), featured Hughes as a guest writer on his blog, Photoshop Insider. Hughes shared the JDI Program with thousands of readers and provided his personal email address as an avenue for feedback. Following that post, he received hundreds of feature requests from the NAPP community alone.

The team reviewed the extensive list of requests and narrowed it down to the most popular – 50+ JDI features. The team figured completing 15 items would be a rather ambitious milestone, given their time constraints. Fueled by the encouragement of a very passionate community and the potential impact this program could have on customers, the team exceeded their own expectations and delivered over 30 different JDI features – more than double the amount they had originally anticipated.

The Photoshop team has always taken customer feedback into account when approaching each new product cycle, but they briefly set aside "big impact" features to focus in on the following key refinements.

JDI Features Completed:
- Added a Gradient Tool preset for neutral density
- Added the ability to save to unsupported bit depth for JPEGs (down-sampling 16-bit files to 8-bit)
- Enabled easier reversing of clone source
- Included a "Don't Show this Message Again" checkbox for the "Maximize Compatibility" option
- Lowered the default amount for Shadows/Highlights
- Enabled the ability to move a selection while an active layer is hidden
- Added an option for turning off Mac touch gesture support
- Added a command for deleting all empty layers
- Added straighten image behavior to the existing ruler tool
- Added the ability to close all open images without saving
- Added a preference to always default to the folder you last saved an image to
- Added the ability to drag and drop a file onto an open PSD to create a layer
- Made 7 improvements to Lens Correction along with significant feature work:
    1) The grid display is now off by default

2) The show grid, grid size and grid color are now sticky

3) Default grid size has been increased from 16 to 64

4) Decimal point adjustments for the chromatic aberration correction sliders are now allowed

5) Added a third slider to correct the common green/magenta aberrations with one slider instead of two

6) Replaced "Background Color" with "Black Color" and added "White Color" edge fill option in the edge fill type drop-down

7) Reset to reset calibration settings only

- Added tile size control plus presets for setting cache and tile size simultaneously
- In the Adjustments panel, enabled an option to have panel text fields take focus when an adjustment is created or selected
- In the Adjustments panel, enabled a keyboard shortcut (Shift-Enter/Return) to put the focus on the panel text fields
- Increased performance for the OBJ file importer, making it faster to import OBJ files
- Added the ability to adjust the opacity of multiple layers
- Added the ability to adjust the fill of multiple layers
- Added individual layer style defaults (user-configurable)
- Added GPU rule-of-thirds to the crop tool and color picker
- Added additional content