Make presentations more effective with Photoshop

By KEVIN J. ROSS, CGCS

Even the best superintendents can have a hard time expressing ideas to their board of directors and greens committees. While we may think our point is clear, there is a good possibility that those on the other side of the table may be envisioning something totally different.

To increase the effectiveness of presentation, it is helpful to use picture-editing software, such as Photoshop, to manipulate a photo to illustrate an idea. The full version of Photoshop is an extremely powerful and complex software program that is not truly needed by the non-professional. Photoshop LE (limited edition) is a popular version that is included in most scanner software bundles, and also can be purchased through computer stores and catalogs.

One of the most useful Photoshop tools offers the option to delete and add certain features in a photo. By using this option, golf course presentations can be enhanced tremendously. For example, if an architect is proposing the removal of a tree from an area on the golf course, you can easily show the before and after (see example above).

Since removing a tree is a highly debated subject among the greens committee and/or board of directors, this can allow for a more educated decision before embarking on any changes/renovations to the golf course.

Many other golf course features can also be added to or deleted from photos to aid presentations and decision-making. Besides trees, some other popular features could be bunkers, cart paths and mounding, just to name a few.

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Green Touch
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