

Mama Shan's Actions

No matter which Mama Shan's products you own for retouching or art effects, you can be assured of 5 things!

1. Fun and easy to use
2. Control
3. Great results
4. Save lots of time
5. 100% Product Support

All of the products come with Video tutorials & demo images. Many of the products also come with comprehensive PDF manuals, which you can print or view on your computer. Mama Shan's Art Sampler, Lollipop, and Pindora products also come with free membership to active support sites. Mama Shan offers 100% support with all of her products, which means you can e-mail, call, or set up a screen share meeting with her regarding your product, anytime, if you need to, but more than likely you will find the product's instructions are easy to understand and the application of the products extremely intuitive and easy to apply.

What is MADIMS?

Unique to many of Mama's newer products is the implementation of size-specific Actions. MADIMS is a measurement system I devised for sizing Actions for the content and resolution of the image. MADIMS is the acronym for **Mama's Airbrush Diameter Iris Measurement System**.

It is not logical to expect every Photoshop® Action that involves behind the scenes, out of your control, setting of pixel amounts, or percentages of various and particular filters to yield the same results for various and particular subjects, and their various sizes, and/or resolutions. I've been retouching portraits and creating Actions since 1999 and I can't believe it took me until the latter part of 2007 to figure out a simple way to create size specific Actions using the intrinsic resolution independent circular brush diameter. The "circle" is the common denominator that links and translates the proportion of the iris to its relative environment.

Prior to this system, it was difficult explaining what to use based on the subject size as it was relative to canvas size and file resolution. Whereas, now anyone can read the brush size diameter measurement and get a number!

The brush diameter measuring of the iris size works and remains consistent no matter what the file resolution is, as the eyes are already inherently relative to the subject's face size and therefore automatically establishes the ratio to the file resolution and canvas size. The brush size is effectively resolution independent as a measuring device in this system. It works across the board!

To measure, select the Airbrush Soft Round style of brush or any "Soft Round" style, and move the cursor over the eye. Don't click or you'll put down paint. Click the left and right bracket keys [_] to shrink or enlarge the brush diameter to fit around the iris. Or use the Brush Size slider from the pop out palette to tweak the size. Once it matches look at the dynamic update of the brush size listed in the top Options Bar for the Brush tool. If it reads 35, then you'd choose an Action whose number or range is closest to 35 if it reads 75 then you'd choose an Action whose number or range is closest to 75!

Not all of the Actions in my products offer or require MADIMS, but I've included size markers inside of parentheses (_), on Action names that do utilize this method. If an appropriate size is not provided, just experiment, you can always delete the Action Layer, if you don't like the results.

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