Movavi Photo Focus for Mac
User Manual

Start here:
[Quick start guide](#)
[Remove trial restrictions](#)

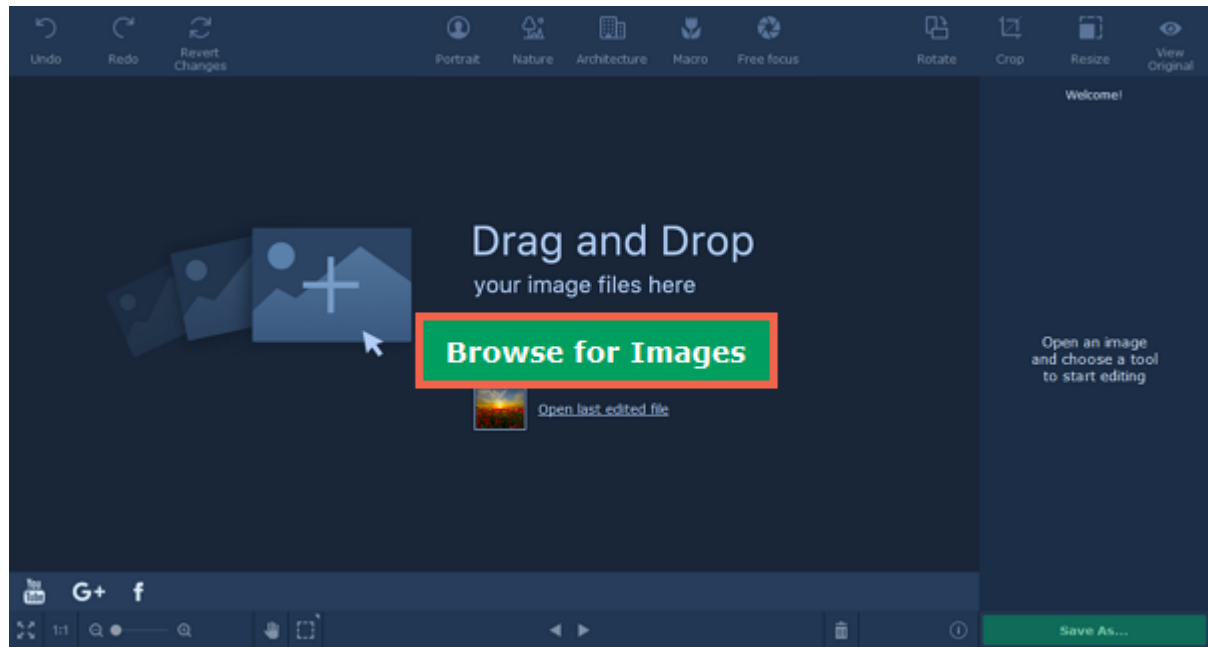# Table of Contents

Quick start guide
How to edit an image and apply focus

Step 1: Open image

Open **Movavi Photo Focus** and click **Browse for Images** to choose the image you want to edit.
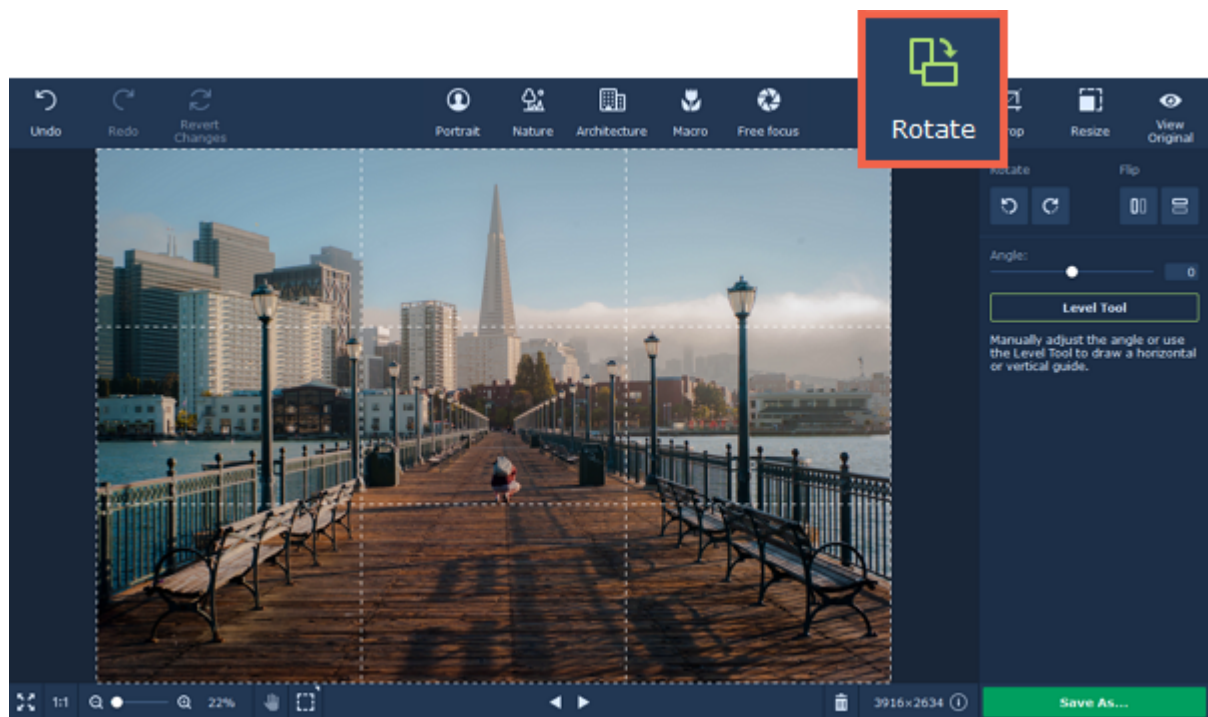
Other ways to open a picture
How to use zoom and navigation

Step 2: Rotate image

Use the **Rotate** tab to rotate the image by 90 degrees or to straighten out the horizon. Having the image in the right orientation will make further editing much easier.

Learn more

Step 3: Add focus

1. Choose a focus mode on the top panel: **Portrait** for people and large objects, **Nature** for landscape photos, **Architecture** for buildings and tall vertical objects, **Macro** for very small objects, or **Free focus** to freely paint the focus.
2. On the image, use the crosshair or brush to mark which parts of the image should appear in focus.
3. Use the sliders to adjust the focused area and the blurred area.

Learn more: Portrait mode | Nature mode | Architecture mode | Macro mode | Free focus
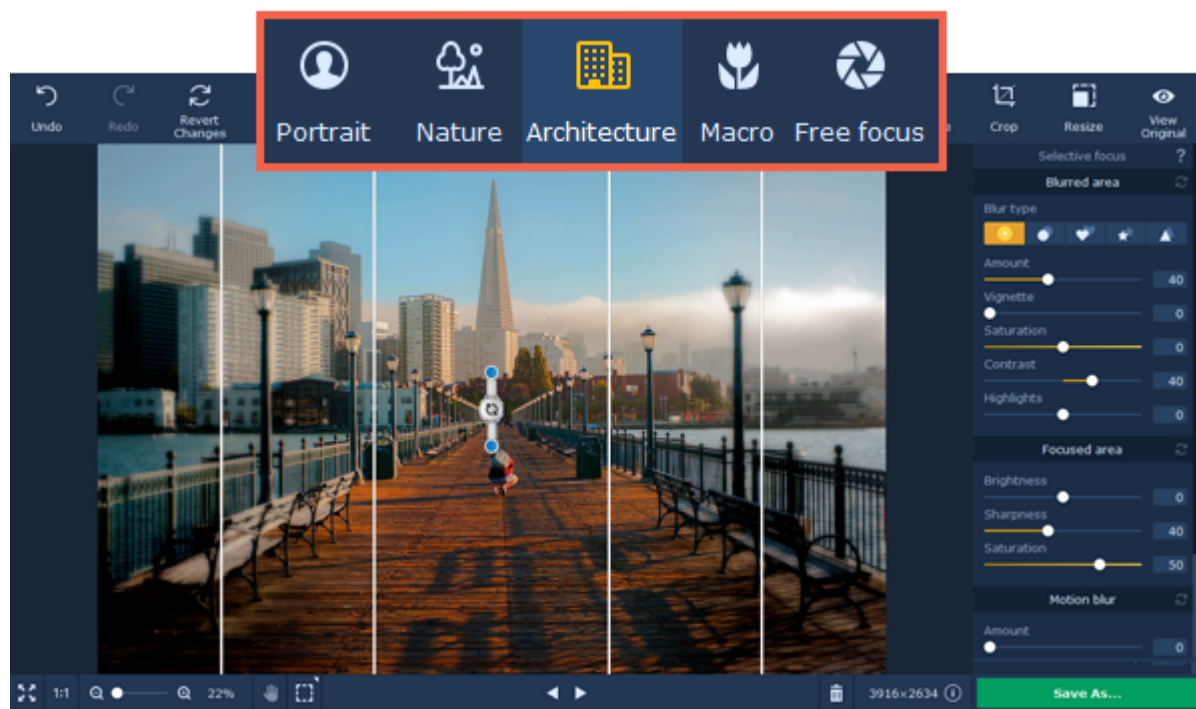
## Step 4: Edit the photo dimensions

The **Crop** tab allows you to cut off the edges of the photo. You can use this to crop the image to the necessary proportions or focus on the photo's subject.

The **Resize** tab allows you to shrink the image to the necessary size in pixels. This can be useful for making avatars, or uploading images to the web.
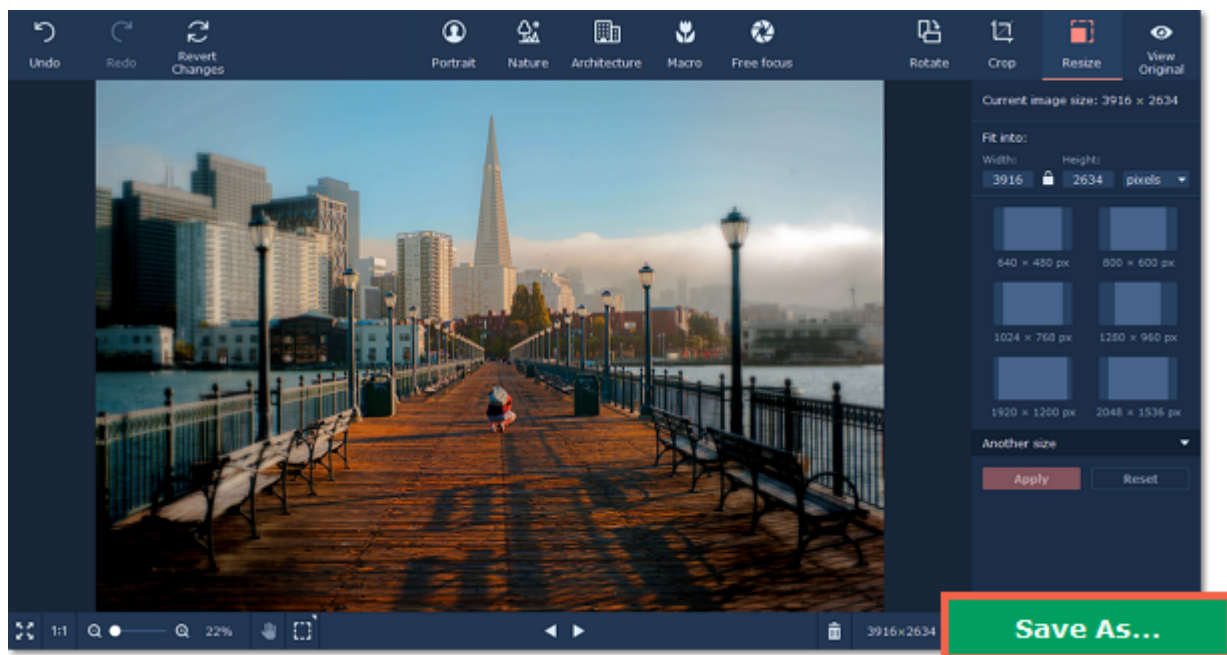
Learn how to crop images
Learn how to resize images
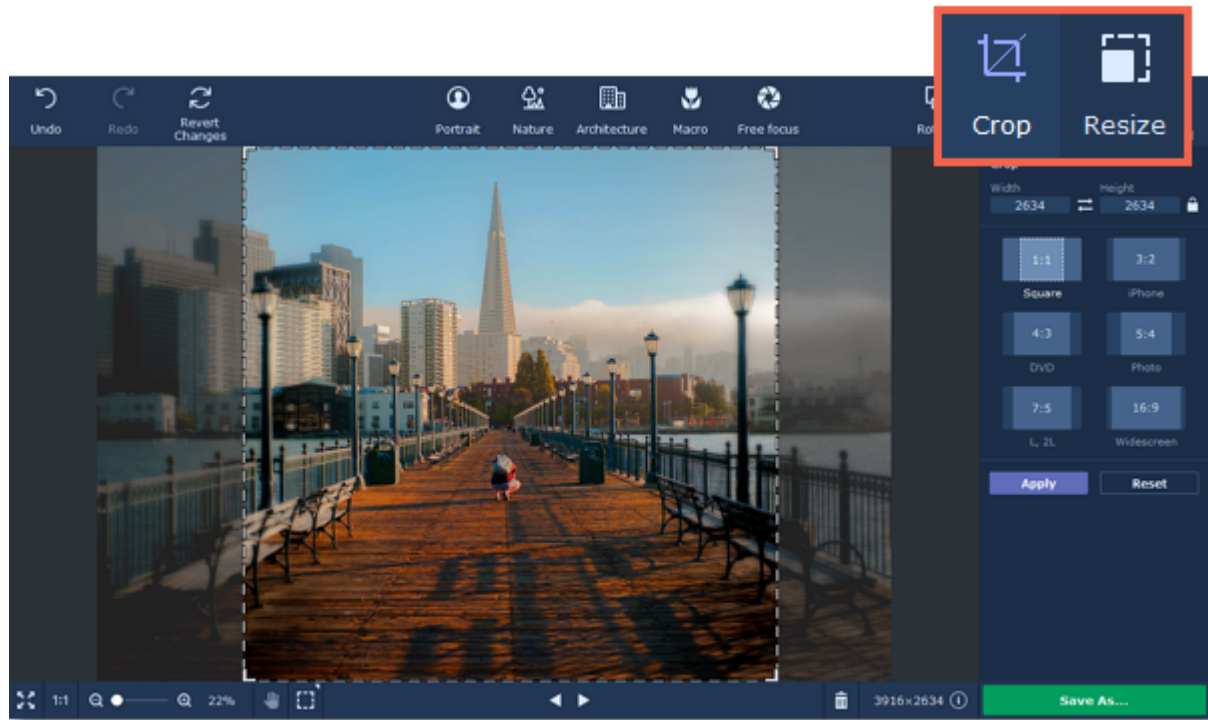
Step 5: Export image
When you're done, click the **Export** button to save your photo!

Removing trial restrictions

When you first install a copy of **Movavi Photo Focus for Mac**, it will be running in trial mode, where you **cannot save the edited images**. To be able to use the program to its fullest, you will need to activate it using an activation key that you can purchase from our official website or any of our partners.

Follow the instructions below to activate your copy of **Movavi Photo Focus for Mac**:

Step 1: Buy activation key
**1.** Click the button below to go to the purchase page and click the **Buy Now** button there.

2. You will be taken to our web store. Fill in your billing information and payment options and proceed with the purchase form. **IMPORTANT!** Be sure to enter a valid e-mail address: it will be used to deliver your activation key.
3. Once you have placed your order, you will shortly receive a confirmation for your order and an e-mail from *support@movavi.com* containing your activation key.

Step 2: Open the activation window
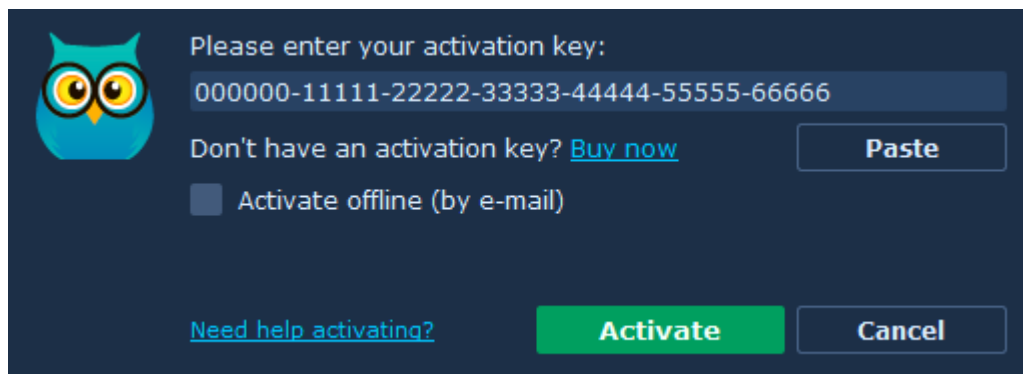**1.** Open **Movavi Photo Focus for Mac.**
2. Open the **Movavi Photo Focus** menu and choose **Activate Software**. The activation window will appear.
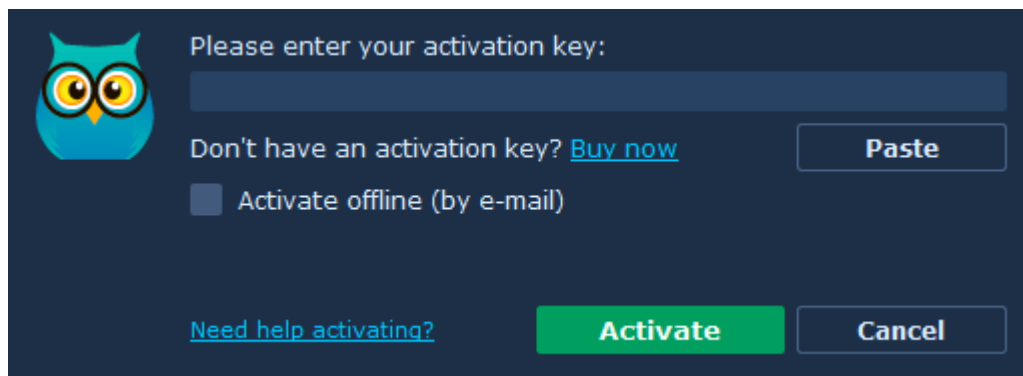
Step 3: Enter your activation key
1. Enter the activation key into the corresponding box.
2. Click **Activate** to complete the activation.

Having problems with activation?
If activation is not working as expected, try the following:
• Make sure that the activation key is entered correctly and is intended for the program you are activating.
• Try [activating offline via e-mail](#).
• [Contact us](#) and we'll help you solve the problem!

Activating without Internet access
If the computer you have installed **Movavi Photo Focus for Mac** on is not connected to the Internet, you can [activate the program via e-mail](#).

Getting an activation key

You can purchase an activation key from the official Movavi website or from any of our partners. To purchase a digital copy from the official website, follow the steps below:

Step 1: Go to the purchase page
To open the purchase page for **Movavi Photo Focus for Mac**:
• In the **Movavi Photo Focus** menu, choose **Buy Activation Key**, or
• Click the button below...

Step 2: Choose a license type
• If you plan to use **Movavi Photo Focus for Mac** at home, click **Buy Now** on the purchase page to proceed with buying the personal license.
• If you plan to use **Movavi Photo Focus for Mac** at work, in a government institution, or gain profit in any way, go to the **Business license** tab on the purchase page.

After that, you will be redirected to an online store depending on your region and the available payment methods. All of our vendor partners are secure and completely safe.

Step 3: Fill in your billing details
1. Choose any of the available payment methods.
2. Fill in the information required on the page.
3. Enter a valid e-mail address. This e-mail will be used to deliver your activation key.

Step 4: Get your activation key
After the purchase has been verified, you will receive a letter containing your activation key. Now you can use it to activate the program.
Activation instructions
Activating without Internet access

If you haven't received your activation key within the hour:
• Check the **Spam** folder of your mailbox
• Contact support

Activating Photo Focus

Activating **Movavi Photo Focus for Mac** will let you use the program forever and save your photos. Activation requires an Internet connection to verify your key.

You will need:
• **Movavi Photo Focus for Mac** activation key. You should receive your key via e-mail right after your purchase is completed. Don't have a key? Buy now
• Internet access to verify your key. Don't have Internet access? See this guide on offline activation

Step 1: Open the activation window
1. Launch **Movavi Photo Focus for Mac**.
2. Open the **Movavi Photo Focus** menu and select **Activate Software**. The activation window will open.
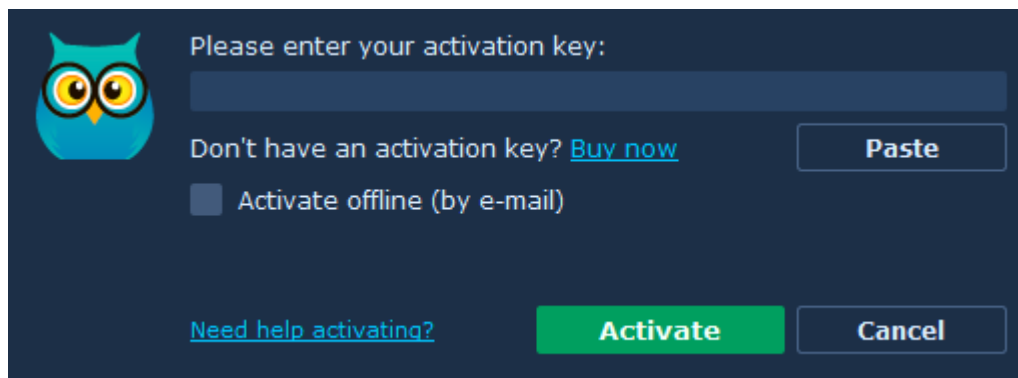
Step 2: Enter your activation key
1. Enter or paste your activation key into the corresponding box of the Activation window.
2. Click **Activate** to verify your activation key.
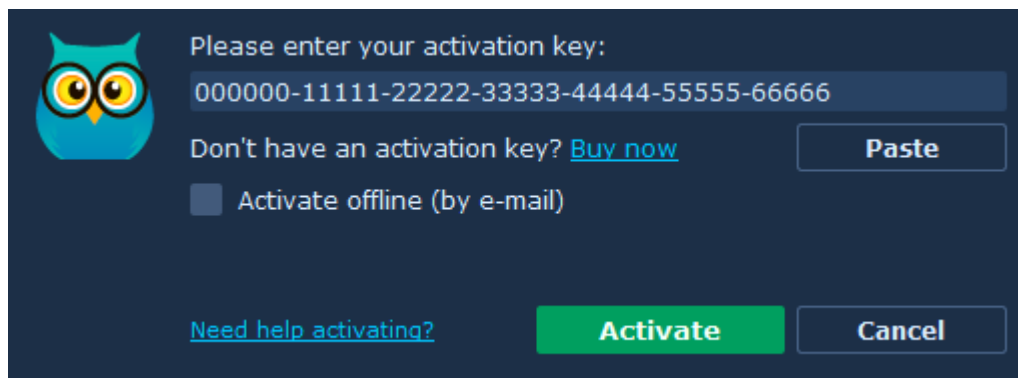
If you have entered the key correctly, you should see a message confirming successful activation. Click **OK** to complete the activation process and restart the program.

Having problems with activation?
• Check that the activation key is entered correctly and is intended for the program you are activating.
• Try offline activation.
• Contact our support team

Activating without Internet

Activation requires Internet access to verify your activation key. If you don't have a working Internet connection on the computer that **Movavi Photo Focus for Mac** is installed on, you can activate the program via e-mail using any other computer or device. You will be asked to send us an automatically generated e-mail and then enter the reply into the program's Activation window.

You will need:
• **Movavi Photo Focus for Mac** activation key. You should receive your key via e-mail right after your purchase is completed. Don't have a key? Buy now
• A device or another computer that can be used to send and receive e-mail.

Step 1: Open the activation window
1. Launch **Movavi Photo Focus for Mac**.
2. Open the **Movavi Photo Focus** menu and select **Activate Software**. The activation window will open.
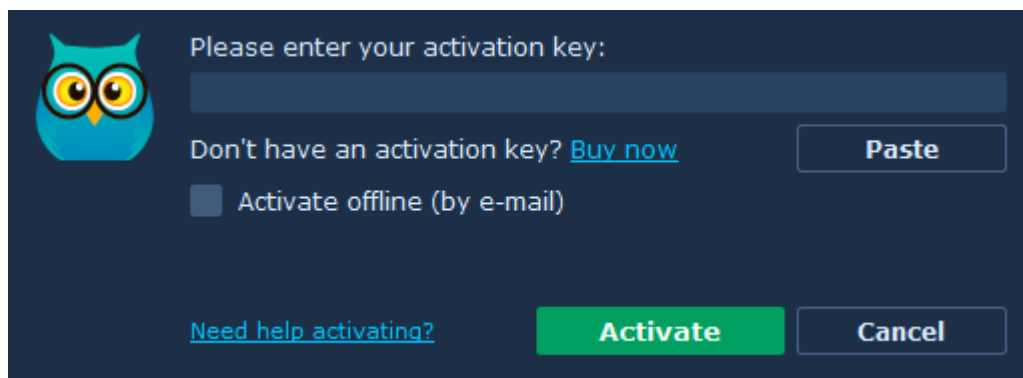
Step 2: Enter the activation key
1. Enter or paste your activation key into the corresponding box of the Activation window.
2. Select the **Activate offline** option.
3. Click **Activate** to proceed to the next step.
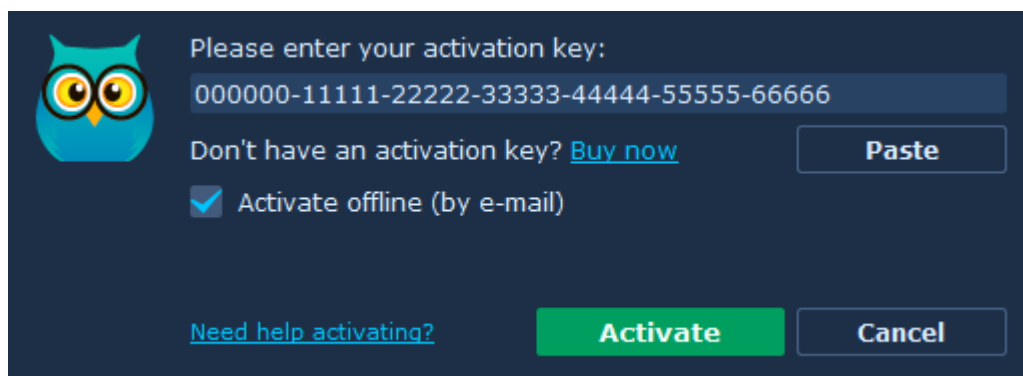
Step 3: Send an e-mail with the provided information
The next window contains important activation information that you will need to send us via e-mail in order to activate your program.

1. Click the Copy button to copy the information in the window. If necessary, save or transfer this information to the computer or device that you will be sending the e-mail from.

2. On the computer with an Internet connection, open your mail client and compose a new e-mail. Paste the information you've copied earlier into the message body and send this e-mail to reg@movavi.com. The activation server will then verify your activation key and send you an automatic response containing a registration key, which you will need to enter into the Activation window. You should receive the server's reply within an hour.

Step 4: Enter your registration key
1. When you have received your registration key, save it and go back to the Activation window.
2. Enter the registration key into the corresponding box.
3. Click **Activate** to submit the information.

Please copy this text and e-mail it to us at reg@movavi.com.
To ensure a fast response, do not change the body of the
message.

Activation Key: 000000-11111-22222-33333-44444-55555-66666

Hardware ID: 1057-5AEF-38F3-4514-0574-0000-0000-2701

Product ID: photofocus1

E-mail: reg@movavi.com

Copy

After your request has been processed, you will receive your
registration key via e-mail. Copy the registration key and
paste it into the appropriate box below.

Enter your registration key:

2T-WHEJSCFB-IJRSIJSB-QPTOTDLV-MIBSAHHT   **Paste**

Need help activating?   **Activate**   **Back**

Once activation is complete, you may be asked to restart the application.

If you're having problems with offline activation:
• Make sure that the keys are entered correctly and are intended for your version of **Movavi Photo Focus for Mac**.
• Make sure you have administrator rights on your computer.
• Contact our support team

Opening images

To begin editing an image, you will need to open it in **Movavi Photo Focus**.

Drag-and-drop

Find the necessary image in **Finder window** and then drag it from **Finder window** right onto the **Photo Focus** window.
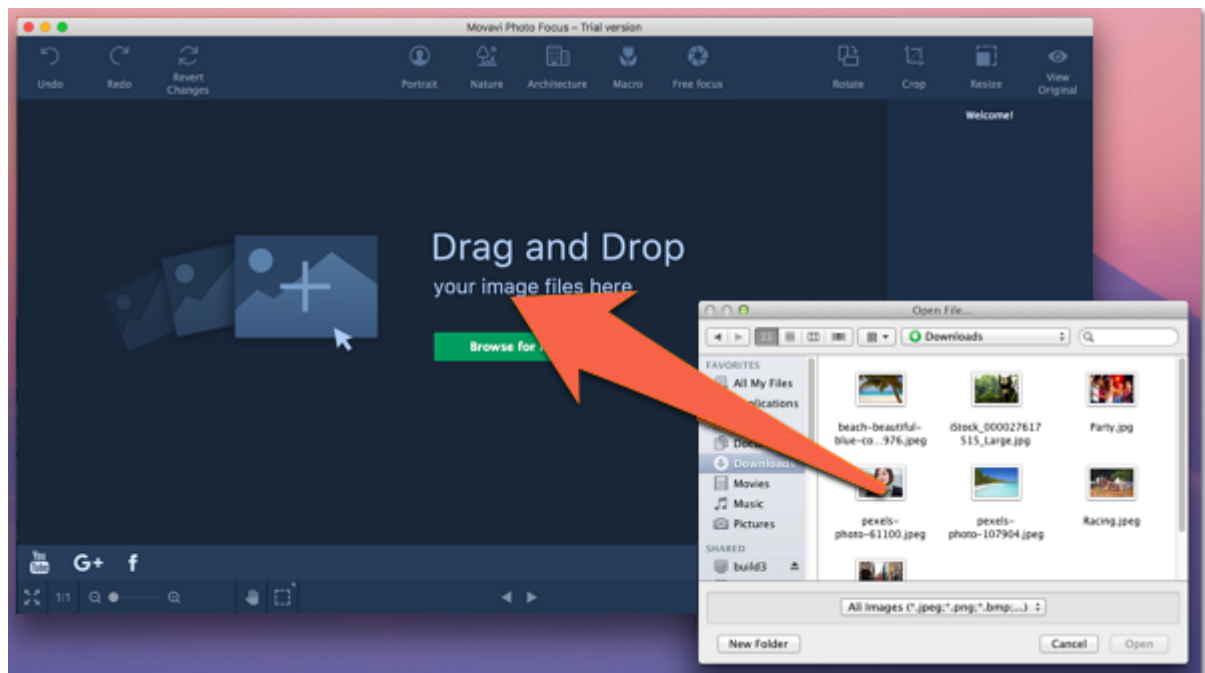
Browse

On the start screen of **Movavi Photo Focus**, click the **Browse for Images** button. A **Finder window** dialog box will appear. There, choose the file you want to edit and click **Open**.

Recent file

On the start screen of **Movavi Photo Focus**, click **Open last edited file**. The thumbnail next to it shows which image was opened last.
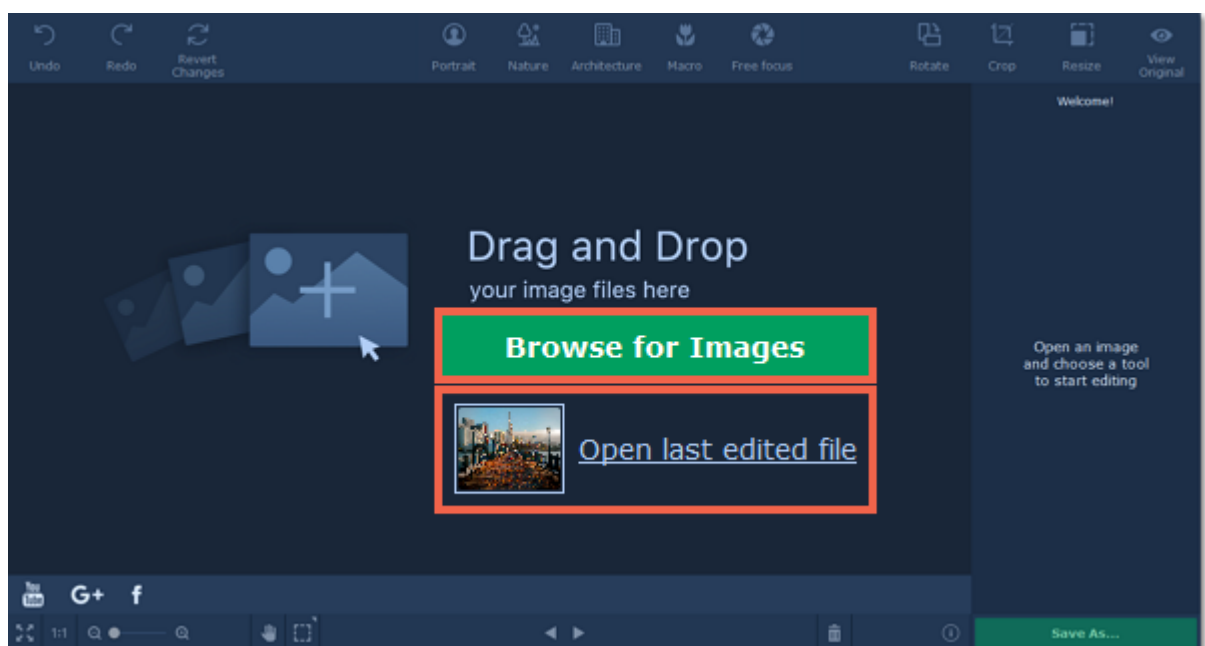
File menu

Open the **File** menu and choose **Open**. A **Finder window** dialog box will appear. There, choose the file you want to edit and click **Open**.

See also:
Saving images

Zoom and navigation

Zoom
When you open an image in **Movavi Photo Focus**, it will be fitted to the window size. Use the zoom and navigation tools at the bottom of the window to set a comfortable view.

Fit to screen – adjusts the zoom level so that the entire image can fit in the window.

Actual size – sets the zoom level to 100%, displaying the image as it is.

'Hand' tool – to move an image around while zoomed in, click the hand icon and hold the left mouse button to move the image. Then, click 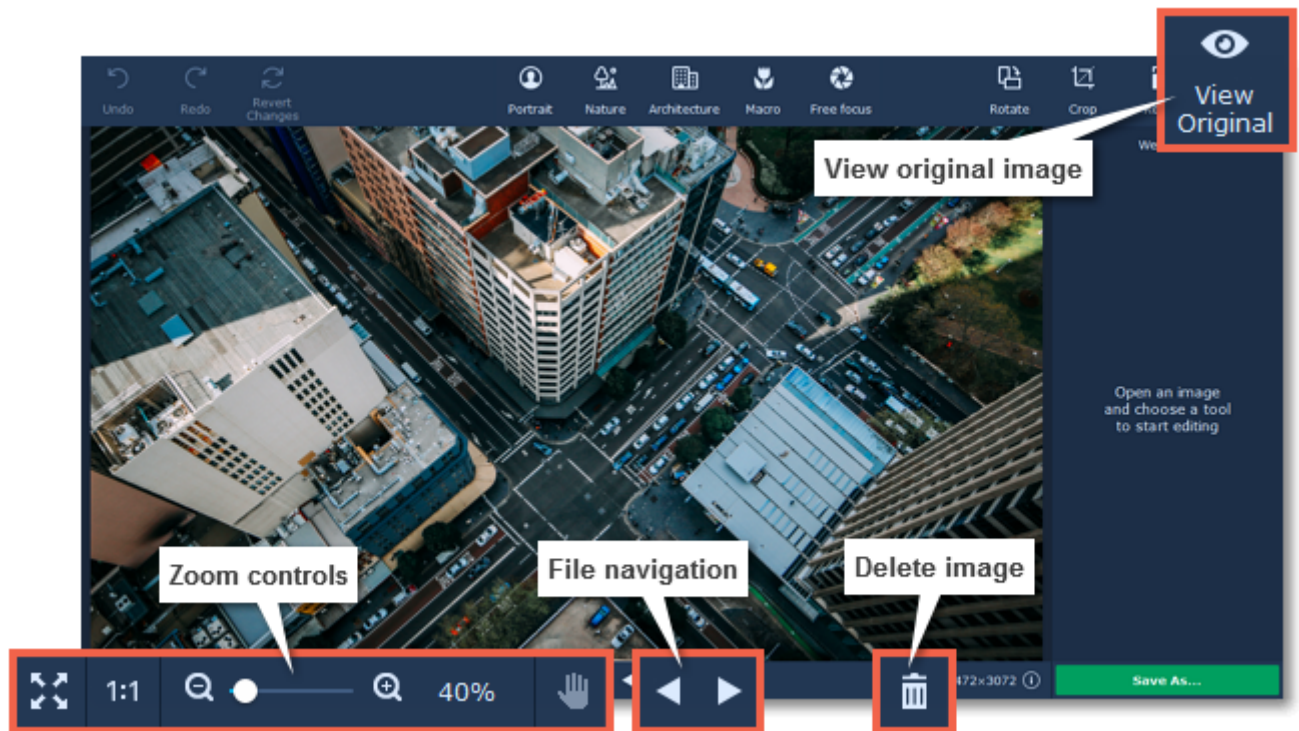the hand icon again to go back into editing mode. You can also move the image at any time by holding the left mouse button and **Shift** on your keyboard at the same time.

To magnify an image, use the zoom slider at the bottom of the window. You can also zoom in and out using the mouse wheel. When you zoom in or out, the current zoom level will be displayed to the right of the navigation controls.

Navigation
Now you can sort through entire photo folders and edit their contents on the fly. Use the file navigation buttons at the bottom of the window:

Go to the **previous image** in the folder

▶ Go to the **next image** in the folder

🗑 **Delete** the current image

👁 Click and hold the **original** of this image before editing

If you have made changes to the file before switching to the previous or next file, you will be asked to save or discard the changes.

Portrait focus

Changing the focus of a portrait can help bring out the person against the background. You can also use portrait mode to focus on large objects in the picture.

Step 1: Choose Portrait mode
Click the **Portrait** button on the top to open the portrait focus options.
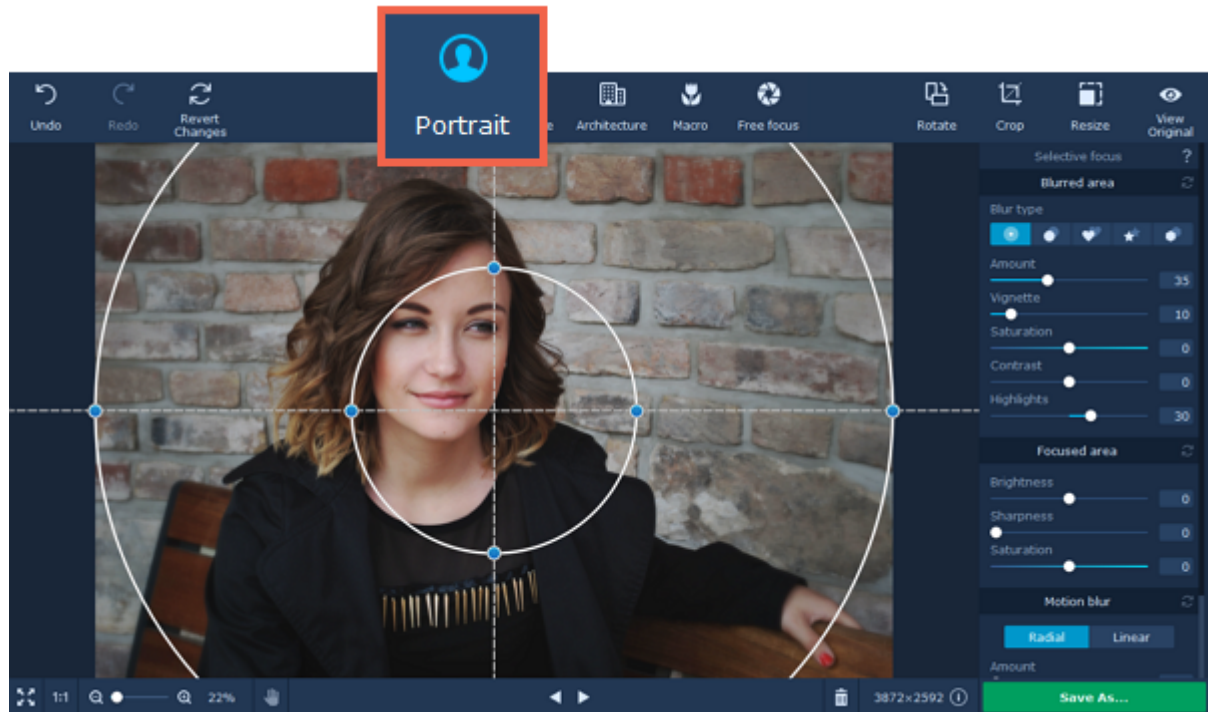
Step 2: Place the focus point
Hover your mouse pointer over the photo. A crosshair will appear over the image. The inner circle of the crosshair marks the focused area, while the outer circle marks the blurred area. Place the circle over the person in the portrait and set the size so that the areas that should be in focus fit inside the smaller circle.
• Drag the crosshair to shift the main focus.
• Drag the circles inwards or outwards to change their radius.
• Drag the blue key points on the crosshair to change its size and shape.
• Drag the dotted lines clockwise or counterclockwise to rotate the focus crosshair.

Step 3: Adjust the focus effect

Use the sliders in the **Selective focus** tab to adjust the colors of the blurred and focused areas.

<u>Blurred area:</u>

Using these buttons on the right panel, you can choose the blur type and add light leaks to your photo:

 — classic blur

 — bokeh blur

 — heart bokeh blur

 — star bokeh blur

 — triangle bokeh blur

These sliders modify the appearance of the parts that are out of focus:

Amount: defines the strength of the blur effect.

Vignette: defines how much the edges of the image should be darkened.

Saturation: defines how colorful the blurred area should be. 0 is the original saturation, while -100 is grayscale.

Contrast: defines how visible the color difference should be.

Highlights: use to darken or lighten the light parts of the image.

If you choose any blur type except classic, you will be also be able to set the following parameters:

Size: defines the size of the light shapes.

Sensitivity: defines how bright areas on the photo should be to have light leaks.

Opacity: defines the transparency of the light shapes.

<u>Focused area:</u>

These sliders modify the appearance of the parts that are in focus:

Brightness: defines how bright the areas in focus should be. For portraits, it can help to highlight the person's face.

Sharpness: the amount of definition inside the focused area. On some images, noise may appear on very high values.

Saturation: defines how colorful the focused area should be. 0 is the original saturation, while -100 makes it grayscale.

You can also add radial or linear motion blur using the buttons in the bottom of the right panel. Adjust the amount of blur and the angle using the **Amount** and **Angle** sliders.

See also:
Saving images
Cropping images
Resizing images

Nature focus

Step 1: Choose Nature mode

Click the **Nature** button on the sidebar to open the nature focus options.
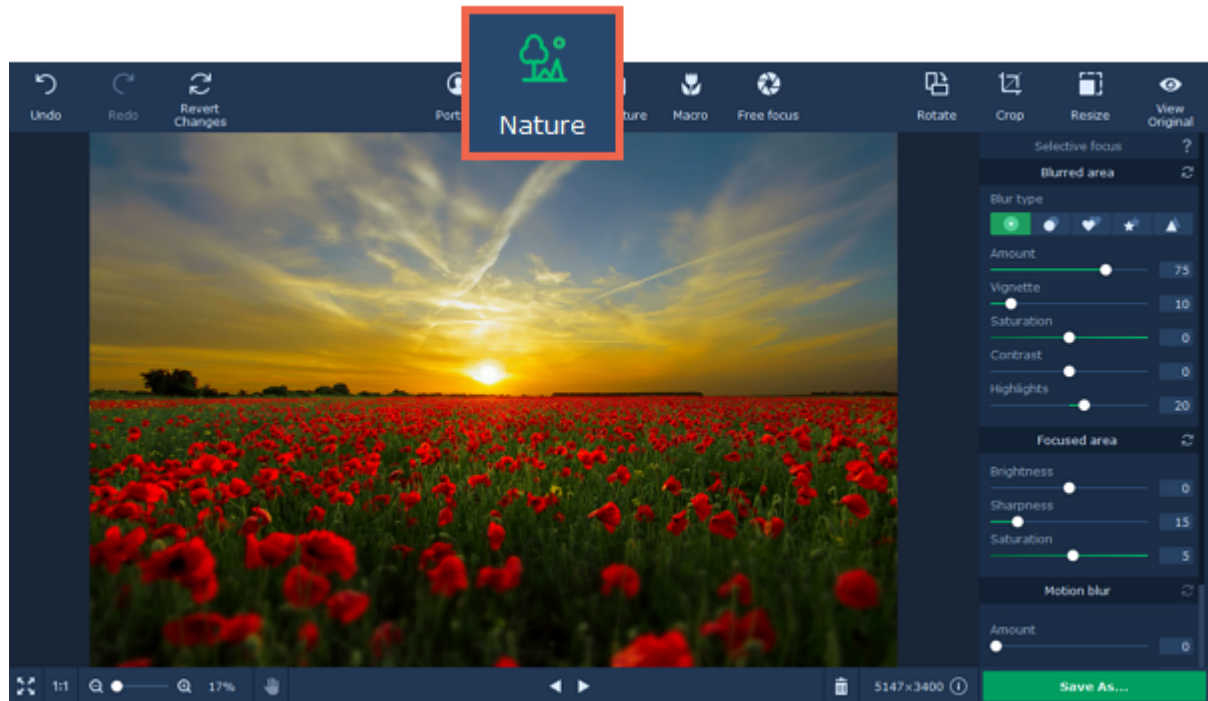
Step 2: Place the focus point

Hover your mouse pointer over the photo. Four horizontal lines will appear over the image. The inner rectangle marks the focused area, while the outer rectangle marks the blurred area. Place the rectangle over the horizon in the photo and set the size so that the areas that should be in focus fit inside the smaller circle.

• Drag the rectangles to shift the main focus.

• Drag the lines up or down to change the area size and shape.

• Drag the blue key points clockwise or counterclockwise to rotate the focus area.

Step 3: Adjust the focus effect
Use the sliders in the **Selective focus** tab to adjust the colors of the blurred and focused areas.

<u>Blurred area:</u>
Using these buttons on the right panel, you can choose the blur type and add light leaks to your photo:

 — classic blur

 — bokeh blur

 — heart bokeh blur

 — star bokeh blur

 — triangle bokeh blur

These sliders modify the appearance of the parts that are out of focus:
Amount: defines the strength of the blur effect.
Vignette: defines how much the edges of the image should be darkened.
Saturation: defines how colorful the blurred area should be. 0 is the original saturation, while -100 is grayscale.
Contrast: defines how visible the color difference should be.
Highlights: use to darken or lighten the light parts of the image.

If you choose any blur type except classic, you will be also be able to set the following parameters:
Size: defines the size of the light shapes.
Sensitivity: defines how bright areas on the photo should be to have light leaks.
Opacity: defines the transparency of the light shapes.

<u>Focused area:</u>
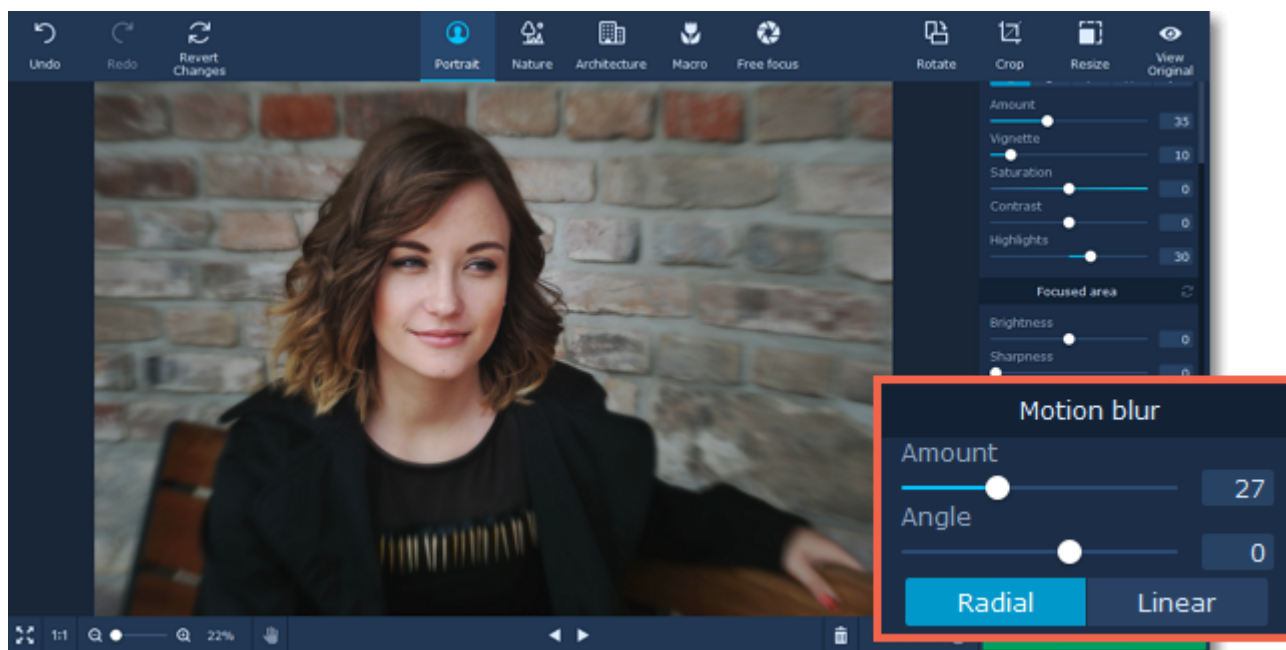These sliders modify the appearance of the parts that are in focus:
Brightness: defines how bright the areas in focus should be. For portraits, it can help to highlight the person's face.
Sharpness: the amount of definition inside the focused area. On some images, noise may appear on very high values.
Saturation: defines how colorful the focused area should be. 0 is the original saturation, while -100 makes it grayscale.

You can also add radial or linear motion blur using the buttons in the bottom of the right panel. Adjust the amount of blur and the angle using the **Amount** and **Angle** sliders.


See also:
Saving images
Cropping images
Resizing images

Architecture focus
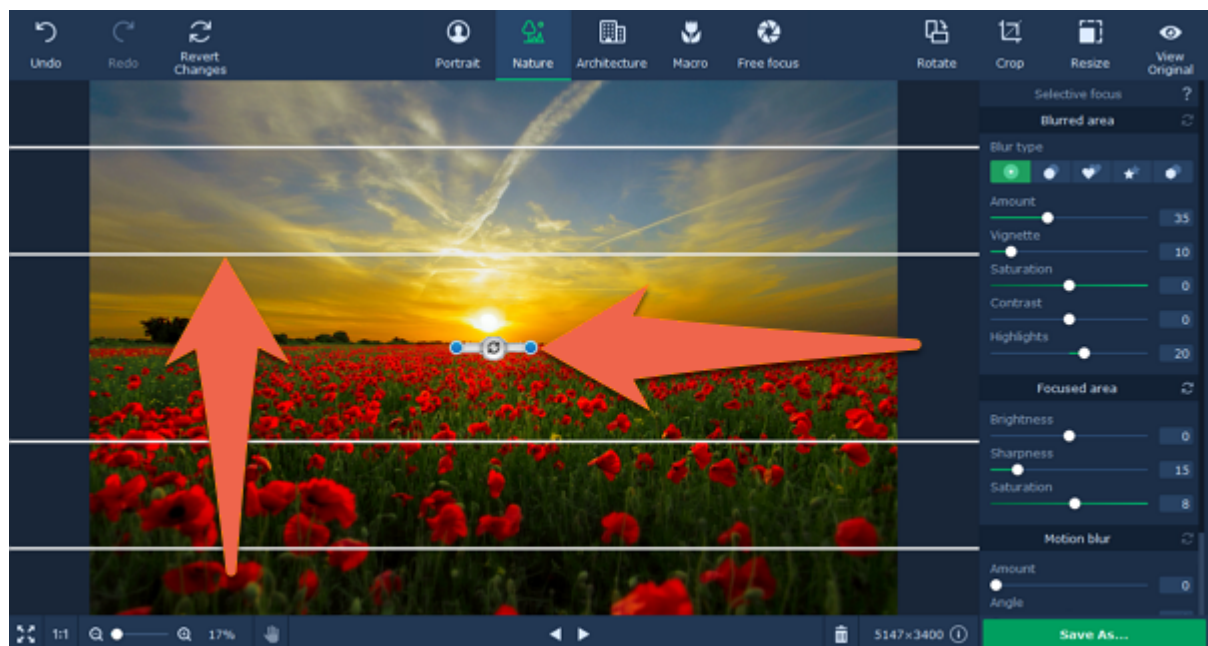
Step 1: Choose Architecture mode

Click the **Architecture** button on the sidebar to open the architecture focus options.
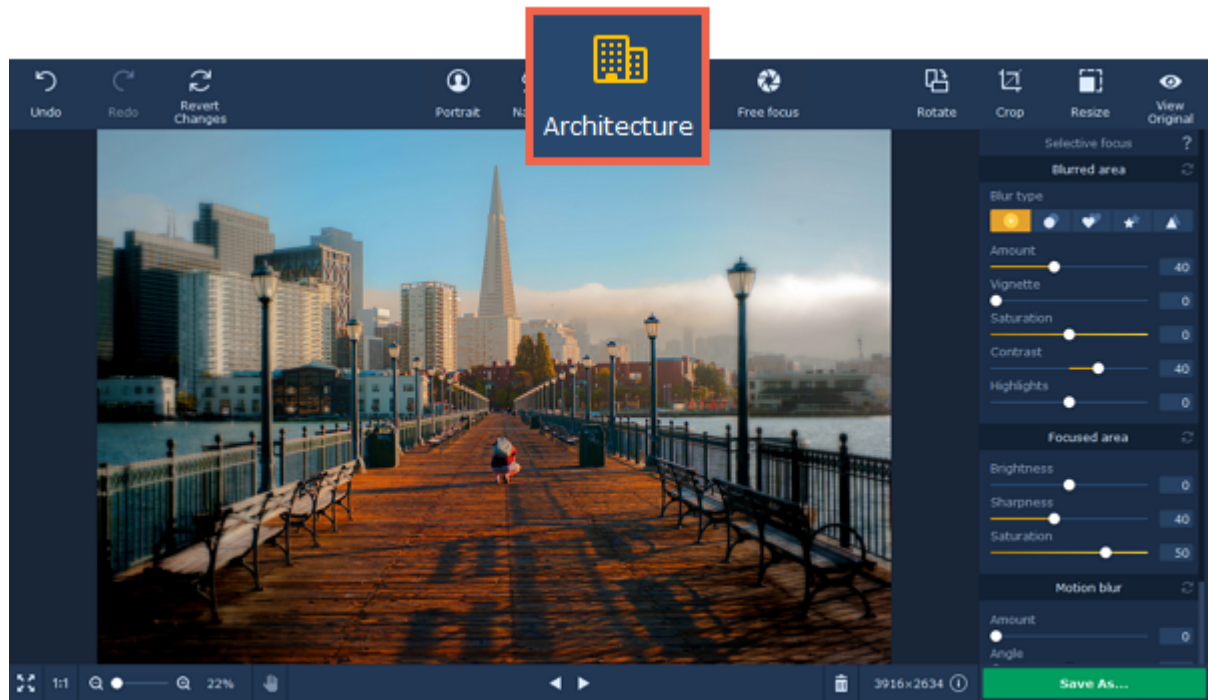
Step 2: Place the focus point

Hover your mouse pointer over the photo. Four vertical lines will appear over the image. The inner rectangle marks the focused area, while the outer rectangle marks the blurred area. Place the inner rectangle over the main object of the photo and set the size so that the areas that should be in focus fit inside the smaller rectangle.

• Drag the rectangles to shift the main focus.
• Drag the lines up or down to change the size of rectangles.
• Drag the blue key points to rotate the focus area.

Step 3: Adjust the focus effect

Use the sliders in the **Selective focus** tab to adjust the colors of the blurred and focused areas.

Blurred area:
Using these buttons on the right panel, you can choose the blur type and add light leaks to your photo:

— classic blur

— bokeh blur

— heart bokeh blur

— star bokeh blur

— triangle bokeh blur

These sliders modify the appearance of the parts that are out of focus:
Amount: defines the strength of the blur effect.
Vignette: defines how much the edges of the image should be darkened.
Saturation: defines how colorful the blurred area should be. 0 is the original saturation, while -100 is grayscale.
Contrast: defines how visible the color difference should be.
Highlights: use to darken or lighten the light parts of the image.

If you choose any blur type except classic, you will be also be able to set the following parameters:
Size: defines the size of the light shapes.
Sensitivity: defines how bright areas on the photo should be to have light leaks.
Opacity: defines the transparency of the light shapes.

Focused area:
These sliders modify the appearance of the parts that are in focus:
Brightness: defines how bright the areas in focus should be. For portraits, it can help to highlight the person's face.
Sharpness: the amount of definition inside the focused area. On some images, noise may appear on very high values.
Saturation: defines how colorful the focused area should be. 0 is the original saturation, while -100 makes it grayscale.

You can also add radial or linear motion blur using the buttons in the bottom of the right panel. Adjust the amount of blur and the angle using the **Amount** and **Angle** sliders.


See also:
Saving images
Cropping images
Resizing images

Macro focus

Marco - is close-up type of photography, usually of very small subjects. It is often used for taking photos of flowers, insects and other small things. Most macro photos have extreme sharpness on an object while the rest of a photo is blurred. Sometimes similar effect is used on huge objects like buildings, shot from a certain angle. Achieving the this effect is often impossible without a lot of photo experience and expensive gear.

Luckily, you can edit your macro photos to bring out the best in small objects and create a tilt-shift effect.

Step 1: Open the Macro tab
At the top of the Selective focus tab, click the flower icon to choose **Macro.**
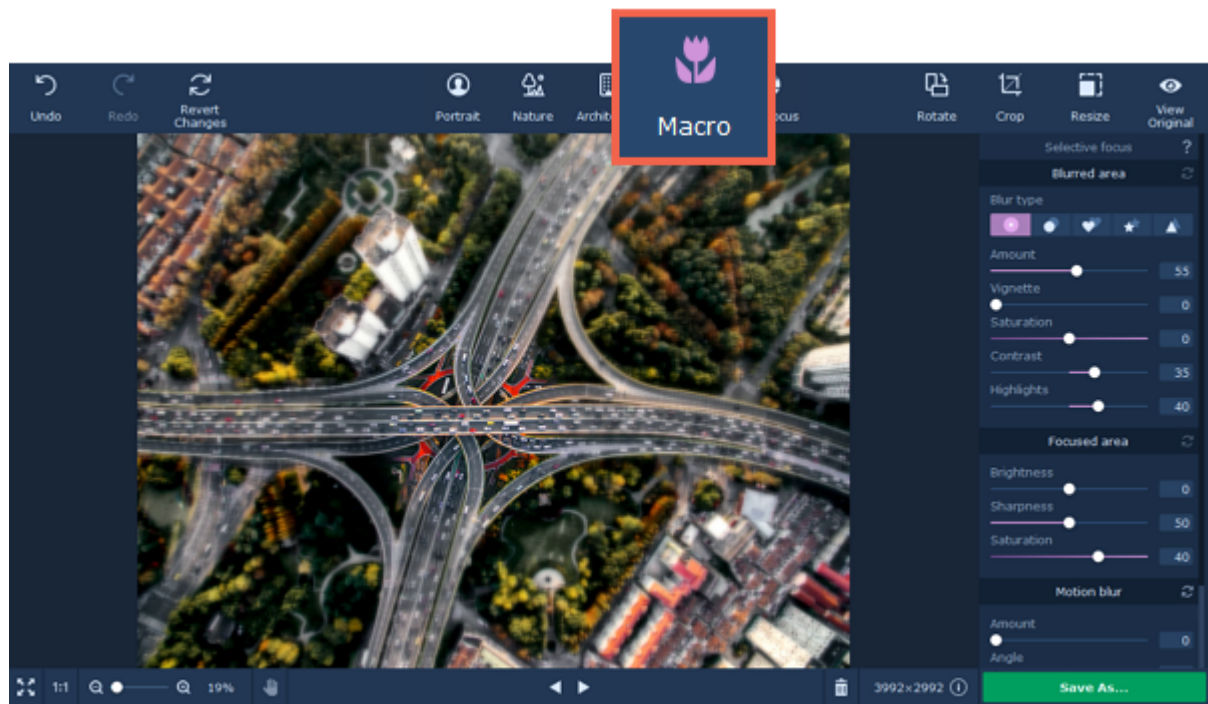
Step 2: Place the focus point
Hover your mouse pointer over the photo. A crosshair will appear over the image. Place the inner circle over the macro object in the photo to emphasize it. Then, use the crosshair controls to create the blur effect you need:

• Drag the crosshair to shift the main focus.
• Drag the blue key points on the crosshair to change its size and shape.
• Drag the circles inwards or outwards to change their radius.
• Drag the dotted lines clockwise or counterclockwise to rotate the focus crosshair.
• The inner circle of the crosshair marks the focused area, while the outer circle marks the blurred area.
• The distance between the circles affects the transition between sharp and blurred parts: the larger the distance, the smoother this transition will be.
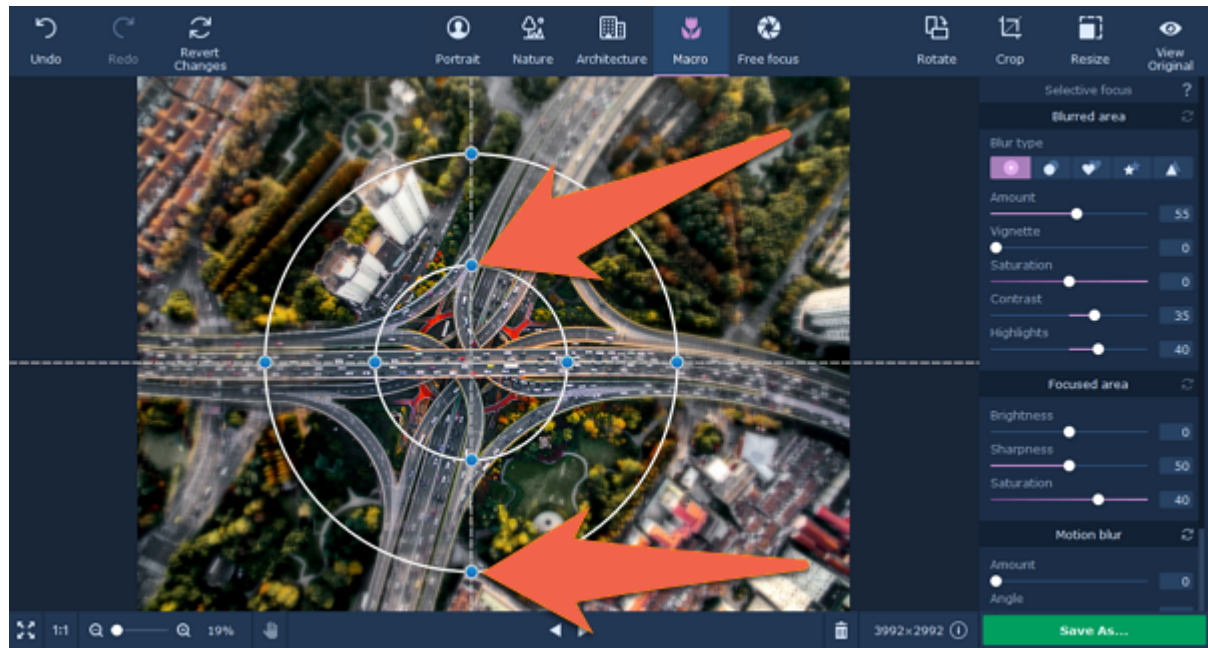
Step 3: Adjust the focus effect

Use the sliders in the **Selective focus** tab to adjust the colors of the blurred and focused areas. Higher sharpness and highlights for the focused area often work well for macro photos. Experiment with the color controls until you find what's right for your picture.

Blurred area:

Using these buttons on the right panel, you can choose the blur type and add light leaks to your photo:

— classic blur

— bokeh blur

— heart bokeh blur

— star bokeh blur

— triangle bokeh blur

These sliders modify the appearance of the parts that are out of focus.

Amount: defines the strength of the blur effect.

Vignette: defines how much the edges of the image should be darkened.

Saturation: defines how colorful the blurred area should be. 0 is the original saturation, while -100 makes it grayscale.

Contrast: defines how visible the color difference should be.

Highlights: use to arken or lighten the light parts of the image.

If you choose any blur type except classic, you will be also be able to set the following parameters:

Size: defines the size of the light shapes.

Sensitivity: defines how bright areas on the photo should be to have light leaks.

Opacity: defines the transparency of the light shapes.

Focused area:

These sliders modify the appearance of the parts that are in focus.

Brightness: defines how bright the areas in focus should be. For portraits, it can help to highlight the person's face.

Sharpness: the amount of definition inside the focused area. On some images, noise may appear on very high values.

Saturation: defines how colorful the focused area should be. 0 is the original saturation, while -100 makes it grayscale.

You can also add radial or linear motion blur using the buttons in the bottom of the right panel. Adjust the amount of blur and the angle using the **Amount** and **Angle** sliders.

See also:
Saving images
Cropping images
Resizing images

Free focus

Sometimes, you need to focus on several different areas of the picture to create the best focus effect. Use the **Custom focus** mode to freely paint the focus onto the picture wherever you want.

Step 1: Choose Free focus mode
Click the **Focus** button on the sidebar to open selective focus options.
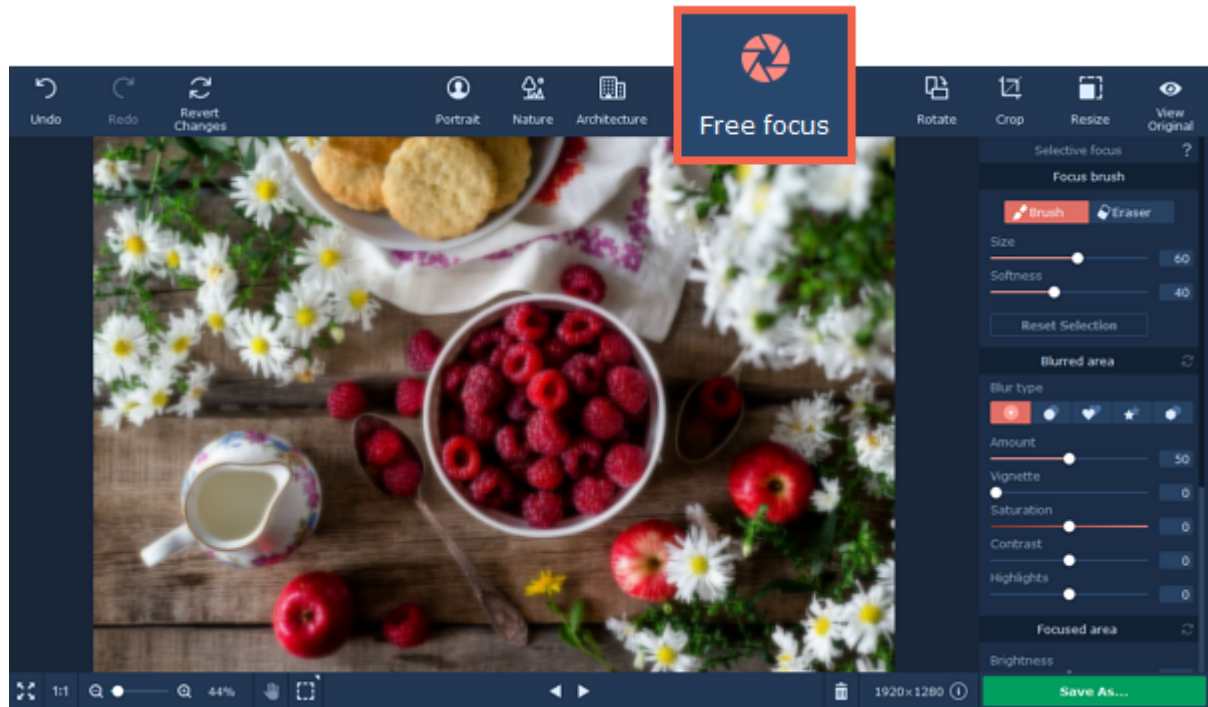
Step 2: Paint the focused areas
In **Free focus** mode, you can use the Focus brush to mark the areas of the image that should be in focus.
1. In the **Focus brush** section, set the brush **size** and **softness**.
2. Move your mouse over the image and draw over the objects that should be in focus to remove the blur.
3. If you've made a mistake, click the **Eraser** button and correct the markings.
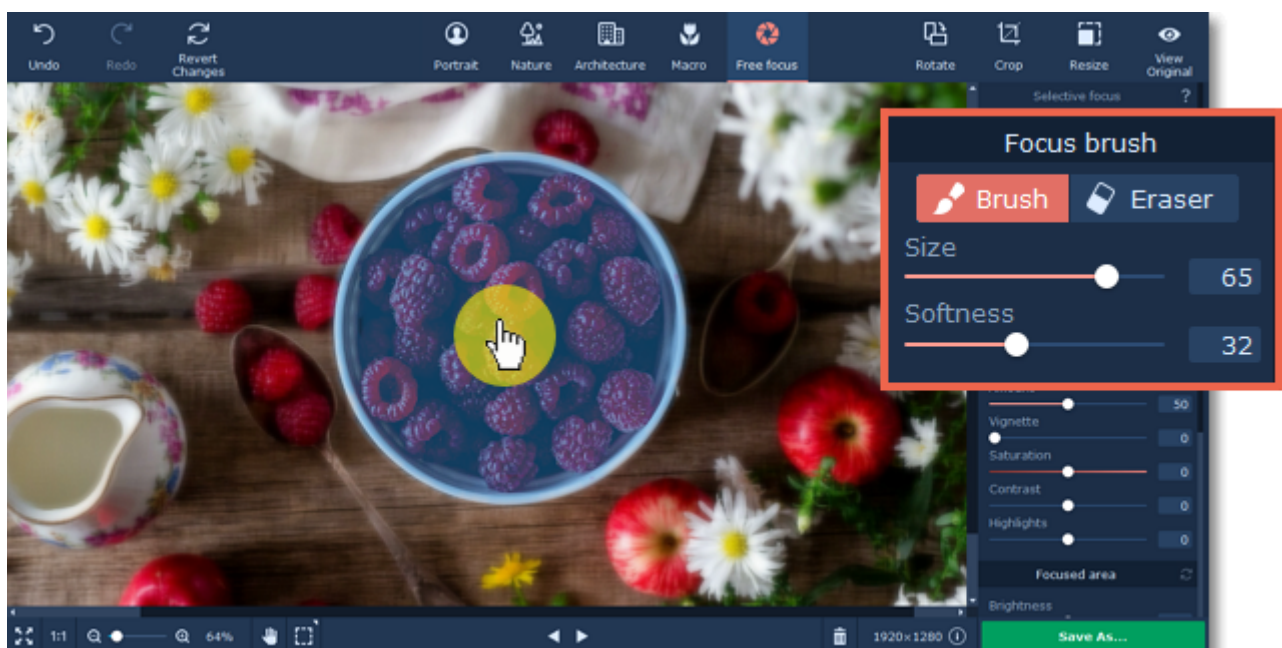
As you paint, the areas will appear blue for convenient marking. To see the result, move the mouse pointer away from the image.

Step 3: Adjust the focus effect

Use the sliders on the **Selective focus** tab to modify the blur effect. The Blurred area adjustments affect the areas that appear out of focus, while the Focused area adjustments modify the sharp parts.

<u>**Blurred area:**</u>
Using these buttons on the right panel, you can choose the blur type and add light leaks to your photo:

— classic blur

— bokeh blur

— heart bokeh blur

— star bokeh blur

— triangle bokeh blur

These sliders modify the appearance of the parts that are out of focus.
Amount: defines the strength of the blur effect.
Vignette: defines how much the edges of the image should be darkened.
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Highlights: use to darken or lighten the light parts of the image.

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Sensitivity: defines how bright areas on the photo should be to have light leaks.
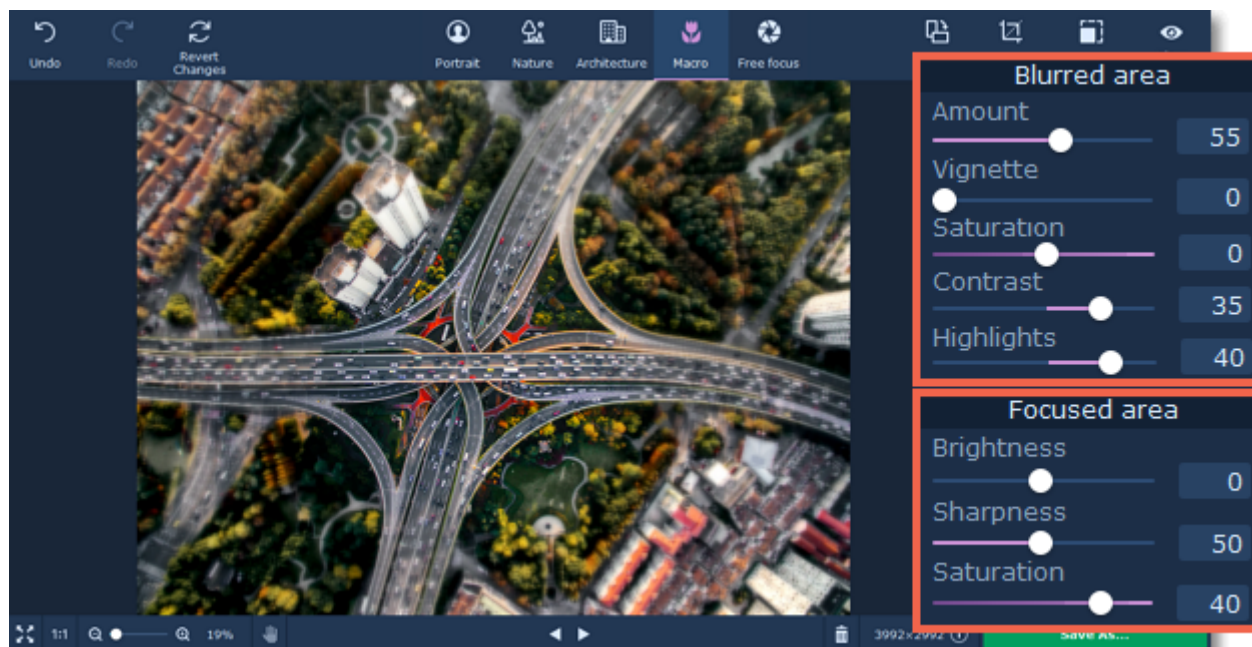**Opacity**: defines the transparency of the light shapes.

<u>**Focused area:**</u>
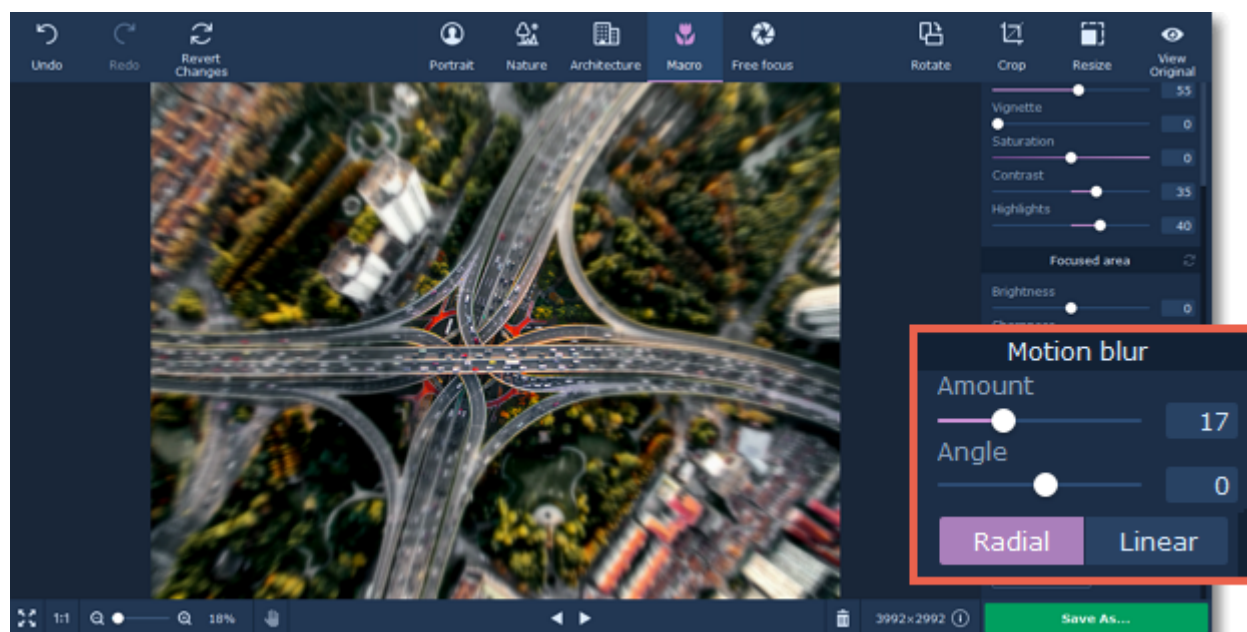These sliders modify the appearance of the parts that are in focus.
Brightness: defines how bright the areas in focus should be. For portraits, it can help to highlight the person's face.
Sharpness: the amount of definition inside the focused area. On some images, noise may appear on very high values.
Saturation: defines how colorful the focused area should be. 0 is the original saturation, while -100 makes it grayscale.

You can also add radial or linear motion blur using the buttons in the bottom of the right panel. Adjust the amount of blur and the angle using the **Amount** and **Angle** sliders.


See also:
Saving images
Cropping images
Resizing images

Rotating images
How to rotate and flip images

The **Rotate** tab allows you to flip, rotate, and straighten out images with slanted horizon levels. Click the **Rotate** button on the top of the window to open orientation options.
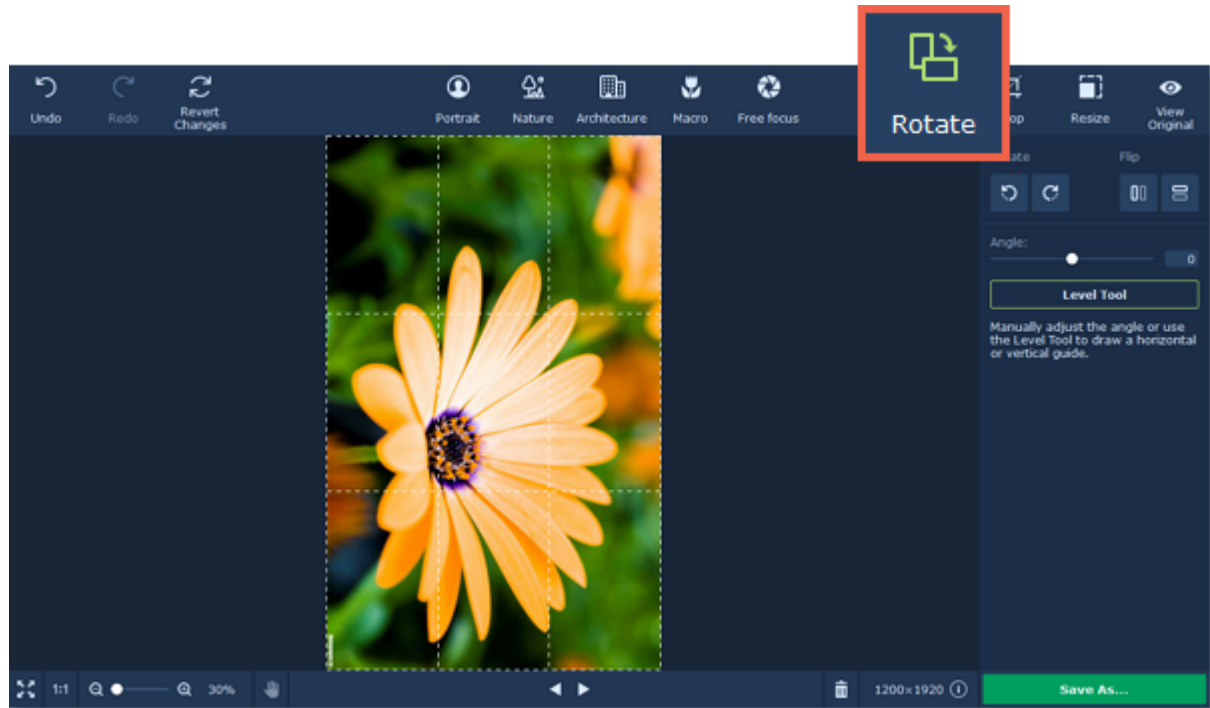
Rotate and flip images
Use the buttons on the **Rotate** tab to rotate the image by 90 degrees or to mirror the image.

Rotates your photo 90° counterclockwise

Rotates your photo 90° clockwise

Straighten images
A tilted horizon is a frequent problem for both beginner and experienced photographers when shooting from a handheld camera. This tool allows you to easily correct tilting in your photos, and you won't have to worry about horizon levels when taking your pictures.

The **Angle** slider allows you to manually rotate the image up to 45° either way.
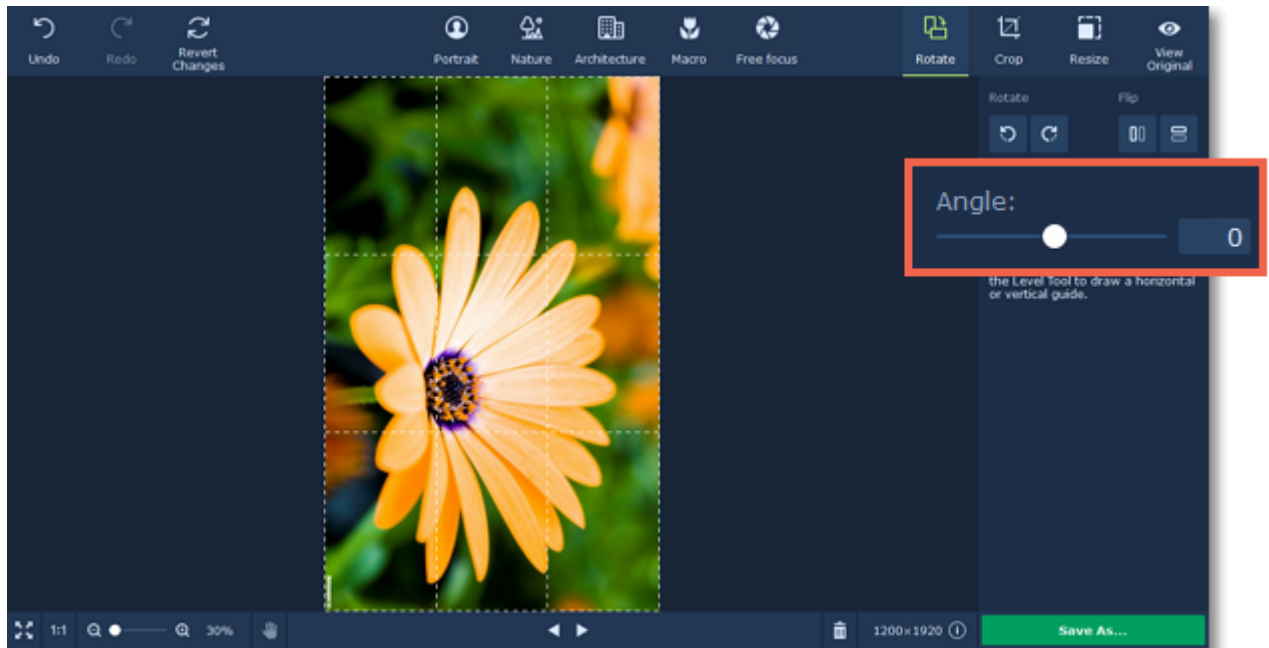
Using the Level Tool:
The **Level Tool** can help you automatically straighten out the image.

1. In your photo, find a straight horizontal or vertical line. This can be the horizon, the side of a building, or any other lines that are parallel or perpendicular to the horizon.

2. Now, click the **Level Tool** and trace that line on your image. Once you've traced the line, the image will be automatically rotated to make that line exactly horizontal or vertical.
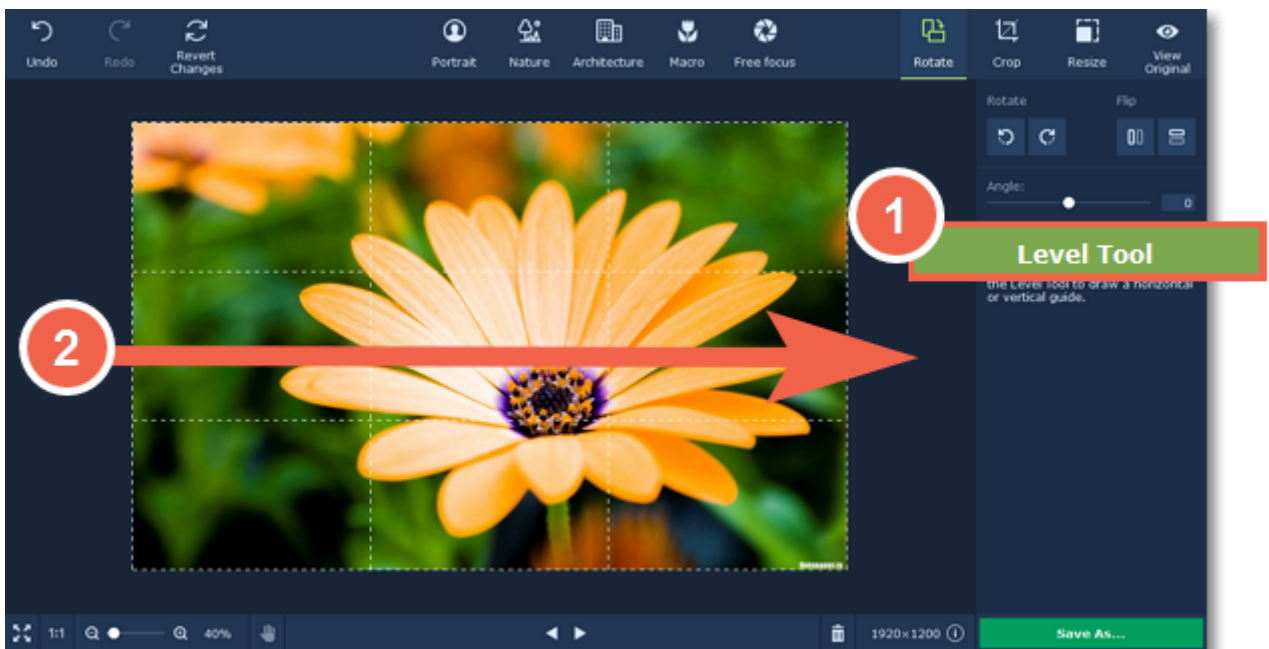
Cropping images
How to crop images in Movavi Photo Focus for Mac

Cropping an image allows you to save it with a different aspect ratio, remove unwanted parts from the edges, and zoom in on objects inside the image. We recommend that you save a backup copy of the image before cropping, in case you need the original image later. Click the **Crop** button on the top side of the window to open the **Crop** tab.

Step 1: Open the Crop tab
Click the **Crop** button on the top to open cropping options.
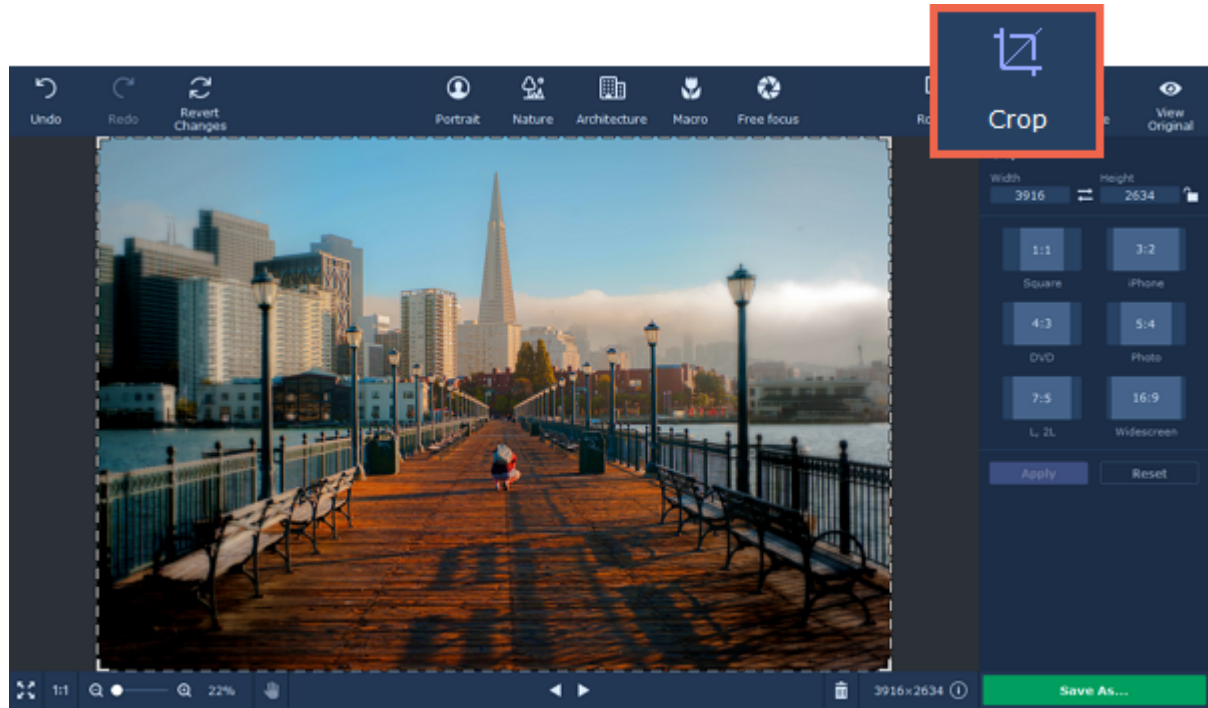
Step 2: Define size
Next, specify the size and proportions that you want. There are several ways to set the size:

Crop frame
A crop frame will be visible over the image. Drag inside the image to draw the cropping rectangle, or move the edges of the crop frame with your mouse.

Pre-defined sizes
On the right-hand panel you can select a suitable size from the list. Here you can find some commonly used sizes and presets for quickly changing the proportions of the image.

Manual input
If you need a specific size in pixels, you can manually enter the **width** and **height** into the corresponding boxes. To switch the width and height, click the **Invert Proportions** icon.

Lock aspect ratio
Selecting this option will maintain the selected width to height proportions. This way, when you change one dimension of the cropping rectangle (whether by drawing the cropping area or by entering a number for width or height), the other dimension will change accordingly to keep the selected aspect ratio. To lock aspect ratio click the lock button on the right from the width and height boxes.
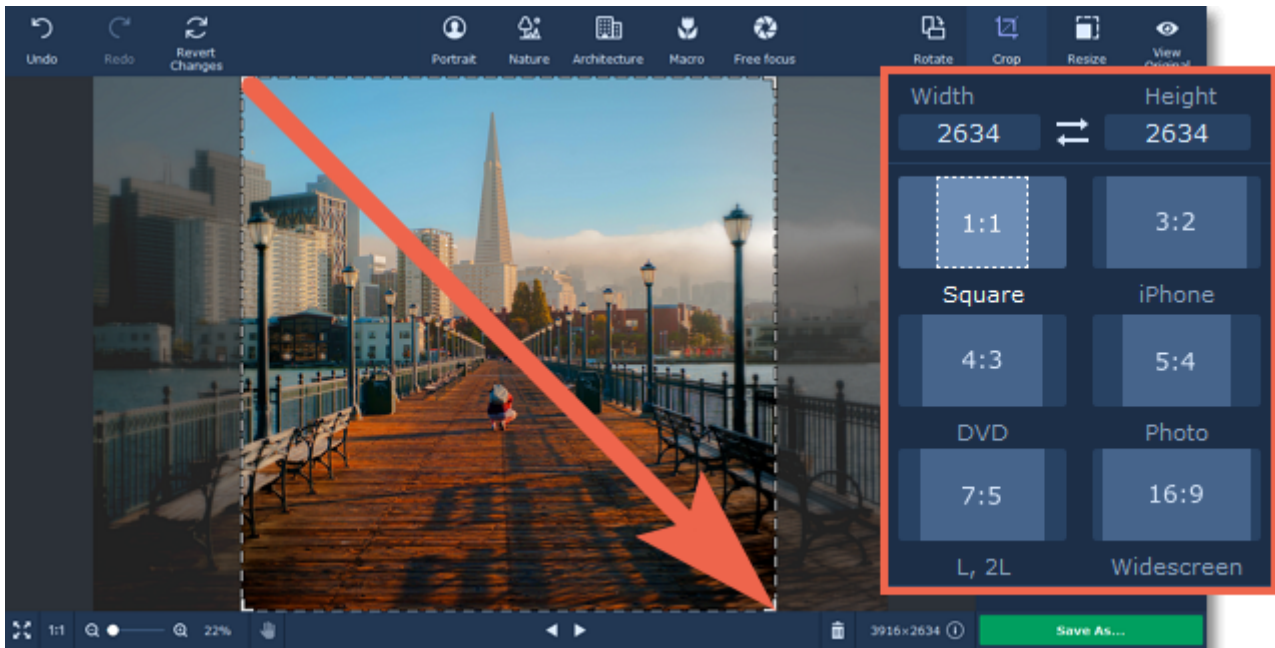
Step 3: Apply changes

Click the **Apply** button to accept the cropping changes. To discard the changes, click **Reset**.
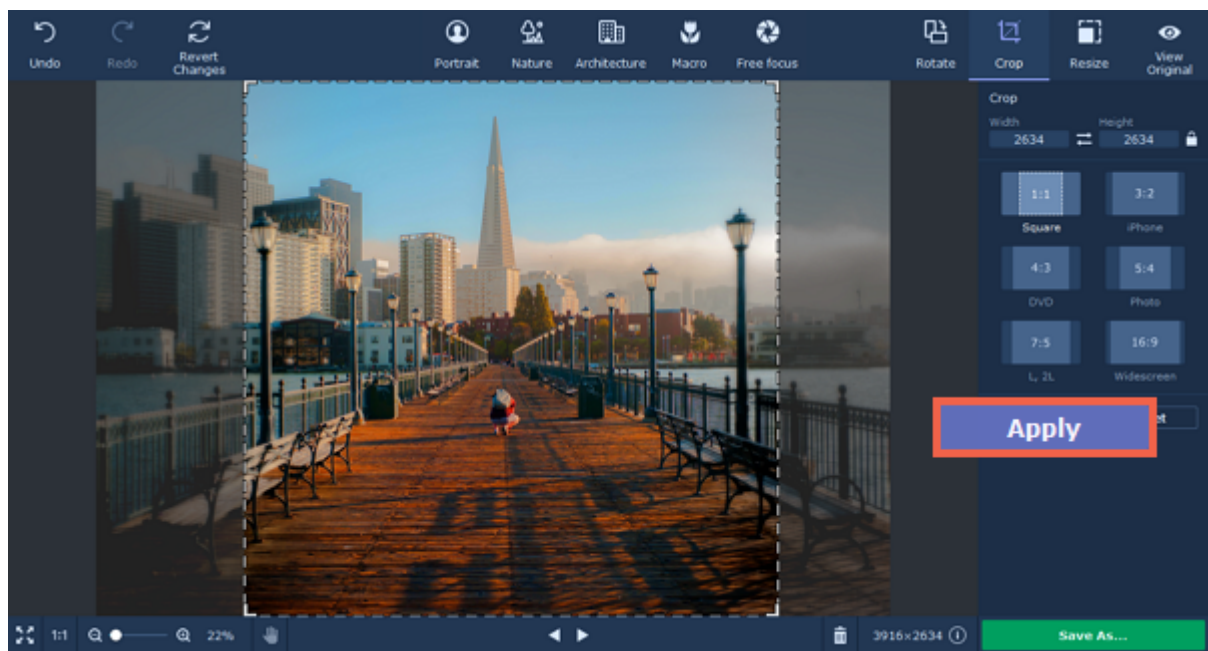
Don't forget to save your image!

Resizing images
How to change the size of an image

Resizing images allows you reduce an image's file size, prepare pictures for uploading to web albums, which often have a size limit, or prepare web-sized images for blogs and websites.

Tips:

If you intend to make other edits to the photo, it is best that you do them prior to resizing it, since the image quality will then be preserved better. Also, we recommend that you save a copy of the image before resizing in case you may need it later, especially if you plan on printing out the image.

Step 1: Go to the Resize tab

On the right-hand panel of the window, click the **Resize** button to switch to the **Resize** tab.
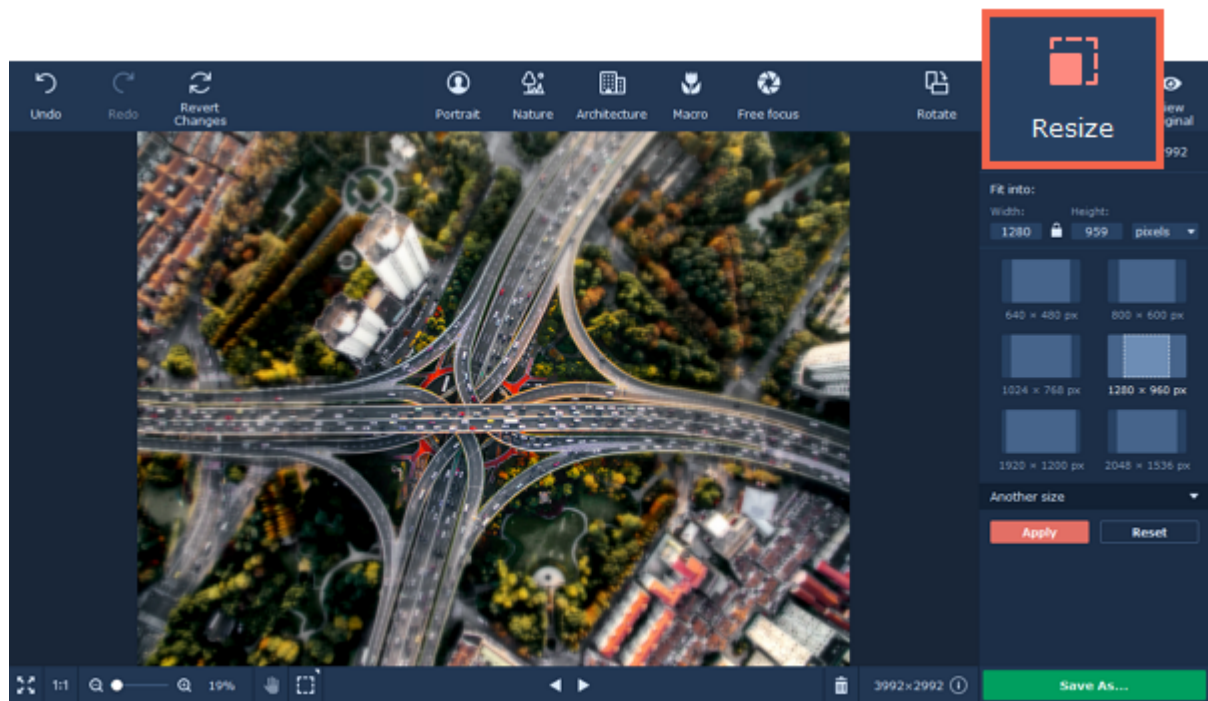
Step 2: Enter new dimensions

Select or enter the necessary image size:

• To enter a custom image size, enter the dimensions into the **width** and **height** boxes. You can change the measurement unit in the box on the right. The default unit is pixels.

• Or select from the most common image sizes from the table.

• To view more sizes click **Another size** in the bottom of the panel.

• To avoid visual distortions of the image after resizing, keep the **Constrain proportions** ▣ option enabled.
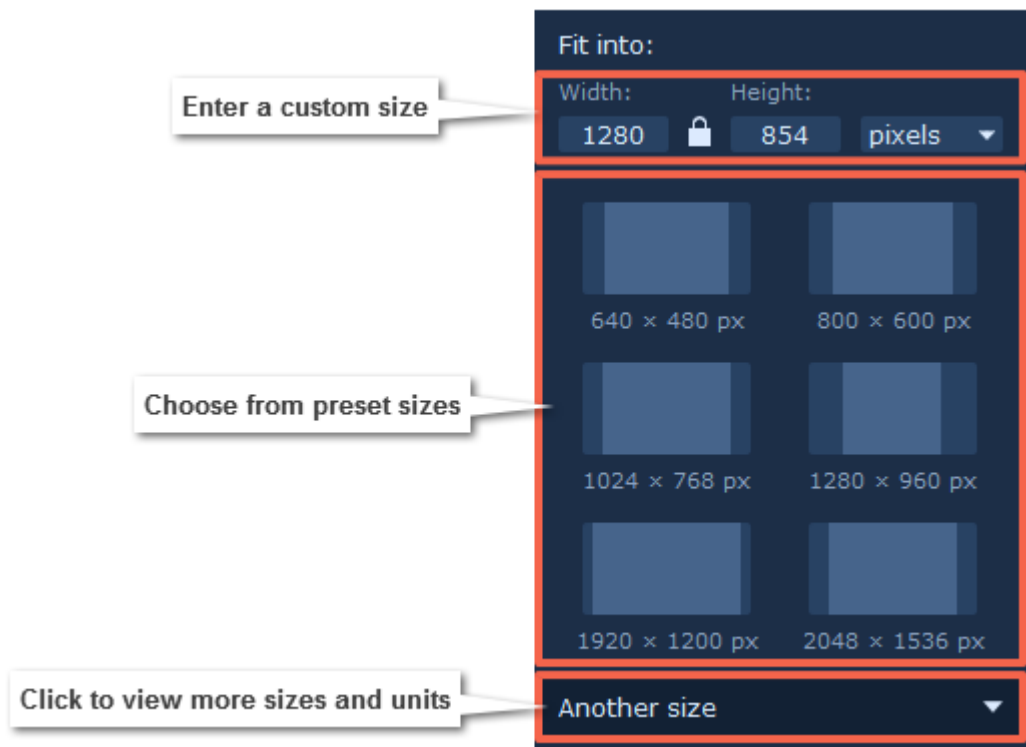
Step 3: Apply changes
Finally, click **Apply** to resize the image to the specified size. Don't forget to save the image when you're done!
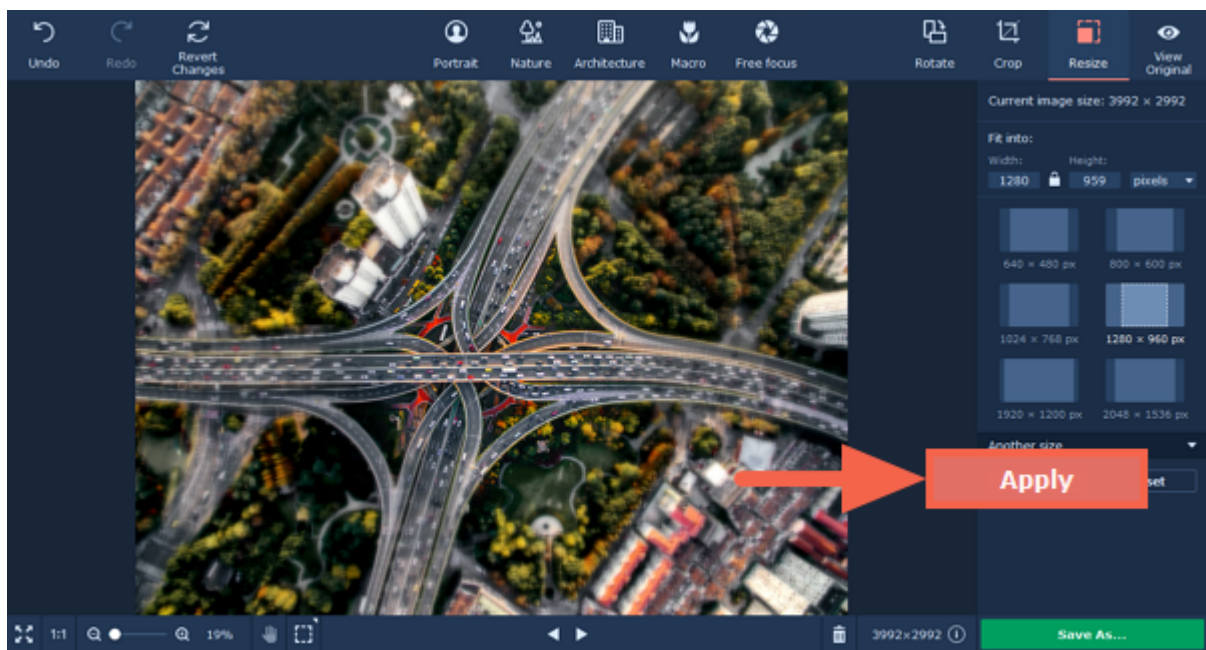
Saving images

Step 1: Click the **Export** button in the bottom right-hand corner or open the **File** menu and click **Save** to rewrite the previous image, or click **Save As** to save the image under a different name.

Step 2: In the **Save File** dialog box, choose where you want to save your image.

Step 3: If you want to save the image in a different format, open the **Save as type** list and select the format you want.

Step 4: Finally, click **Save**.
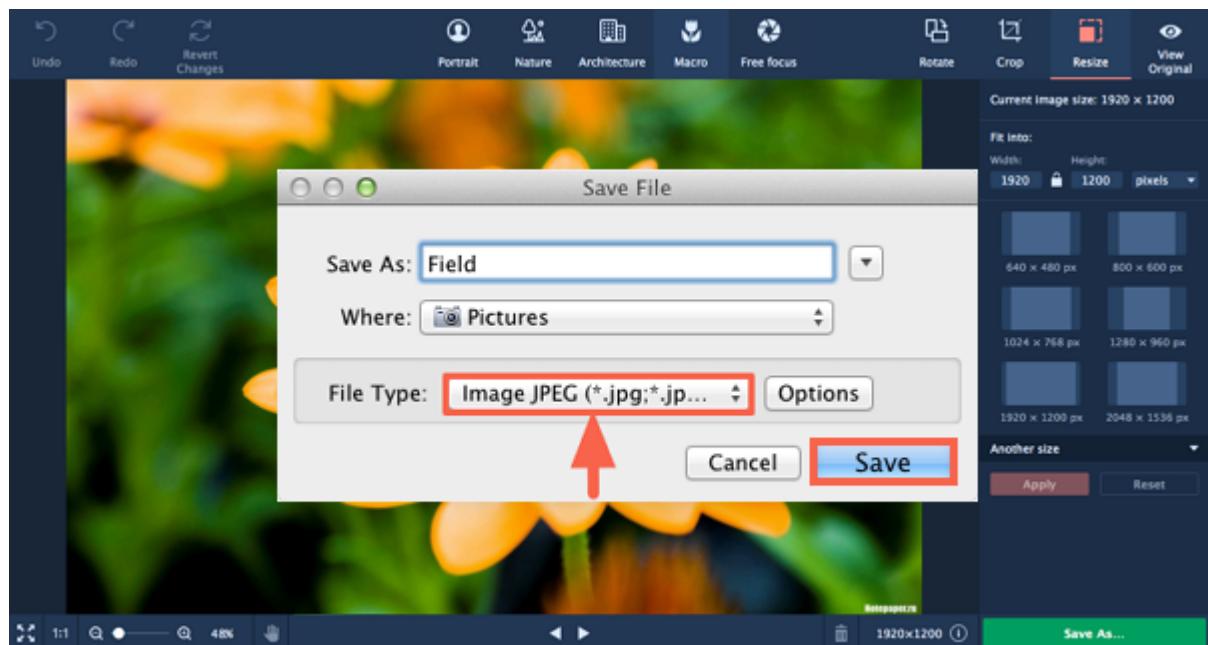
Changing image format

Changing an image's format allows you to use your images in a wider variety of situations or compress the images to a smaller file size. Many websites only allow a limited number of formats for uploading, so having a tool to easily change image format becomes a must.

Step 1: After you've opened and edited an image, click **Save As** in the bottom right-hand corner of the window. The **Save File** dialog box will open.

Step 2: To choose an image format, open the **File Type** box and select the format you need.
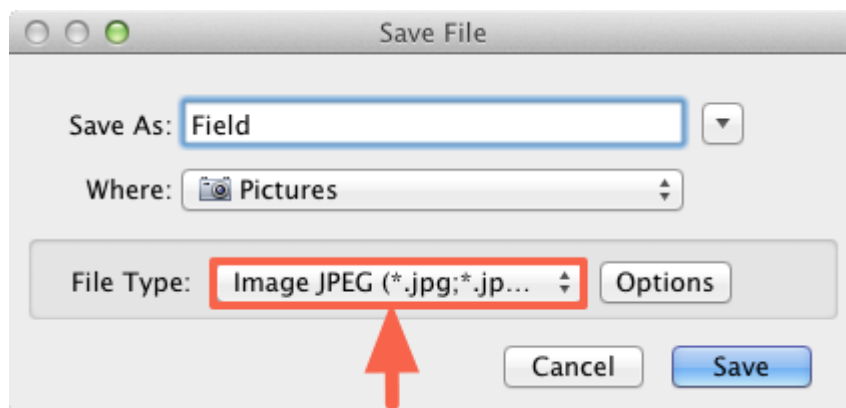
Advanced:
Some formats also allow you to set image quality and compression method. For these formats, click the **Options** button in the **Save File** dialog box to open these options.

JPEG Quality
Drag the slider to the necessary quality level and click **OK**. Lower quality allows you to compress the image to a smaller file size, but will probably not look as good.

TIFF Compression
Select the preferred compression method and click **OK**:
• **Uncompressed**: no compression method will be used. The image will be much larger in size than its compressed copies, but uncompressed images with large resolutions may be processed faster by some software.

• **PackBits**: offers less compression than LZW, but is the most widely supported compression method, especially on Apple software.
• **LZW**: compresses the image to about half size.
• **ZIP**: best for working with 16-bit images and average for 8-bit images.

Step 3: Choose where to save the new file and give your file a name.

Step 4: Click **Save**.
If you make any edits after saving the file in a different format, you will be working with the new file.
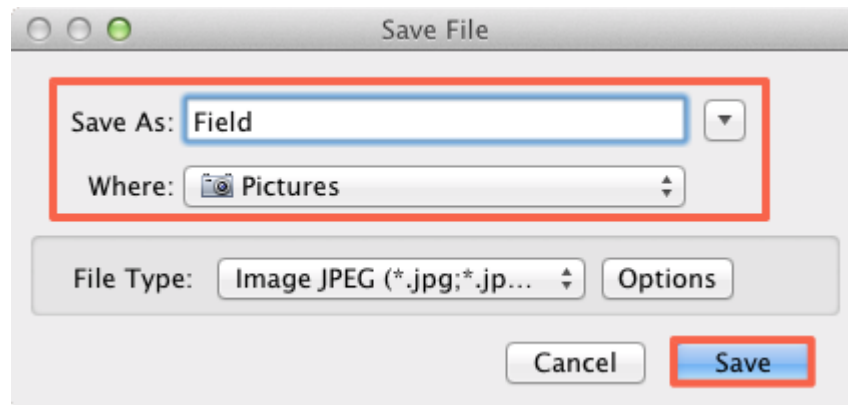
Printing photos

Printing the image

To print out an image from **Movavi Photo Focus**:

    1. Open the **File** menu and choose **Print**.

    2. Choose the printer you want to use for printing the photo.

    3. Click **Settings** to open the settings for the selected printer. The settings will vary depending on your printer's software, but generally you can choose paper size, orientation and color options.

    4. Choose the number of copies that you want to print. If this is your first time printing a photo, you may want to first print only one sample copy to make sure you have set up everything right.

    5. Click **Print** to begin printing!

Image printing guidelines

Follow these guidelines to ensure the best possible print quality:

1. Make sure the image is large enough for printing on the selected paper size, and conversely, choose the right paper size for your images. If you print out small images on large paper, you may find that you can see individual pixels or that the image is not smooth enough on print. Before taking the photos you want to print, use a camera with a high megapixel count, make sure that it is set to the highest available quality (some cameras allow you to shoot smaller images than the camera's maximum size), and provide good lighting conditions to minimize noise.

The larger the original photo, the larger a print size you can afford without losing crispness and quality. The standard for printing images is to have at least 300 pixels per inch of the photo paper. The following table shows the correlation between image size and its printed size when printed at 300 pixels per inch (~118 pixels/cm). You can use it to match paper size to your image size and vice versa.

Camera Megapixels	Image Size in Pixels	Printed Size in Inches	Printed Size in Centimeters
2	1600 x 1200 px	5" x 4"	13 cm x 10 cm
3	2048 x 1536 px	7" x 5"	17 cm x 13 cm
4	2464 x 1632 px	8.2" x 5.4"	21 cm x 14 cm
5	2560 x 1920 px	8" x 6"	21 cm x 16 cm
6	2816 x 2112 px	9" x 7"	24 cm x 18 cm
8	3264 x 2468 px	11" x 8"	28 cm x 21 cm
10	3872 x 2592 px	12.1" x 9.1"	33 cm x 22 cm
12	4000 x 3000 px	13" x 10"	34 cm x 25 cm

If you didn't find the necessary size in the table, you can easily calculate the printed size in inches by dividing the width and height in pixels by 300. Likewise, to find out the minimum number of pixels for a certain print size, multiply the width and height in inches by 300 to get the image dimensions in pixels.

2. You do not need to downsize the image before printing: the software will automatically fit the image onto the selected paper size. Downsizing the image will only reduce quality.

3. If you need to crop unwanted parts of the image, make sure that the end result is not too small. If you have a very large image, you can use the crop function to zoom in on objects in the image, but keep in mind that the output image size must be large enough for printing. You can check the image size in pixels by clicking the **File Information** button on the bottom panel.

4. Use a high quality printer for printing out your photos. These simple guidelines will help you choose a printer:
• Inkjet printers are much better at printing images than laser printers. Dye sublimation printers are considered the best for printing photos, however they are quite rare and can only be used for photo printing.
• Check the printer's dots per inch (DPI) resolution: the higher the DPI, the higher quality prints it will be able to produce. For photo printing, make sure that the printer has at least 300x300 DPI.
• Generally, a dedicated photo printer will produce better results than a general-purpose multifunction printer of the same price range.
• Some printers may produce colors different from the original because of the way they convert RGB color (the color scheme you see on your monitor) to CMYK color (used for printing).
• Be aware of your printer's maximum print size; many consumer printers only print photos up to 8 by 10 inches (20.32 x 25.4 cm). You should find this information on the packaging or in the printer's user manual.

5. Use high quality photo paper. There are different kinds of photo paper that may work differently depending on the content of your image. For example, glossy paper is better at reproducing bright colors, while matte paper is more suitable for portraits. Also, make sure that the paper matches your printer type (i.e. laser or inkjet).

Calibrating your display
The colors you see in print may be slightly different than those you see on your display due to LCD monitor specifics. You can try to calibrate your display for better previewing:
1. Open **System Preferences**.
2. Click the **Display** icon.
3. Switch to the **Color** tab.
4. Click the **Calibrate** button.
5. Follow the onscreen instructions to calibrate your display.
6. After completing the calibration name your profile to save the changes and click **Finish**.

Image size and quality

Even though image files rarely take up more disk space than videos or other media files, a large photo collection can quickly fill up your hard drive if you save all photos at the maximum size and quality. In this section, you will learn how to manage image file size.

Image file size is defined by the following properties:

Image size in pixels

The larger the image, the more pixels it will be made up of, and the more data will need to be stored. The number of pixels also defines image resolution for printing, and affects the maximum level of detail you can achieve for a print of a certain size.

To reduce file size, you can **resize the image**. However, this comes at a cost: the smaller copy will look just as good, but if you want to print out the image or use it as wallpaper, the smaller file will look considerably worse than its original.

Let's see how much disk space you can save by resizing images. Below are the file sizes for one image (here, you see a scaled-down preview), and the difference is amazing, resizing a large image to a viewable 800x600 size makes the file size over a hundred times smaller.

Dimensions	File Size
7899x5924 px	27,6 MB
800x600 px	168 KB

If you want to upload previews of your images to the web, or share photos in web albums, resizing the photos will most likely be a good idea: the upload times will be faster, and if you have a storage limit, it won't be filled up as fast as if you uploaded the images at their original size.

> **Hint:**
> Don't scale up small, low-quality images.
> An image with small dimensions does not have enough data in the file to allow any program to fully restructure the quality of a larger size image. If you size them up, you will only be wasting disk space without any improvement in quality.

Read our resizing guide

Image complexity

Image complexity plays a large role in file size. Due to image compression specifics, images with different content but identical size and format will differ in file size because of the details that will need to be preserved. For example, if you save a large image of a purely blue background, some compression methods will only need to store which color fills the whole image, while for a picture of a flower, all the small details will be stored to avoid quality loss.

Note the images below. They are of identical dimensions and are both saved in JPEG format. One image is a photo of a complex and colorful flower, while the other is a plain blue background. The second image's file size, having to encode less data, is 48 times smaller than the first! And while you can't simplify your photos to a single color, keep in mind that some images will naturally have larger file size than others.

425x282 pixels

144 KB   **2,98 KB**
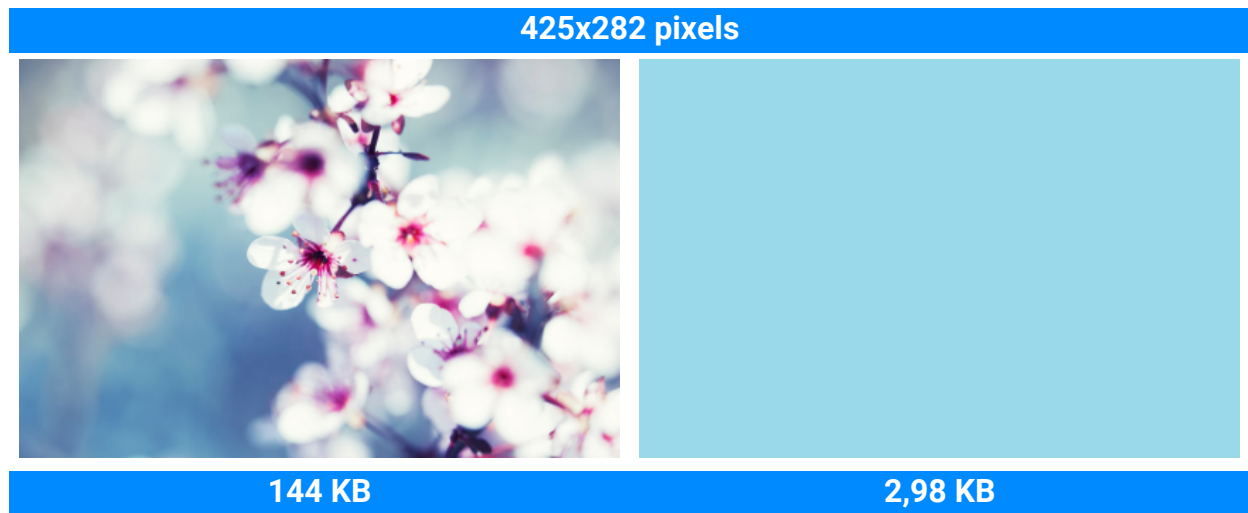
Format and compression method

A compression method can be seen as a shorthand writing system for image editing software, where it can write all the data of your image into less space, and then decipher the shorthand to recreate the image on your screen when you open the file. Most image compression methods do not store all of the image's data pixel by pixel, since it would take significantly more disk space. Instead, the image compression algorythm finds a way to pack this information by finding identical parts and only recording those same parts once, or by throwing away some data that it finds less important. Different formats have different compression methods, and choosing the best format largely depends on the type and purpose of the images.

Lossless formats: some formats can store the image without losing any data, meaning that the quality of the image will not decrease when you save it. These formats can store the image either at its full size, or use a lossless compression method, that will pack the image into a smaller file, yet retain the original quality. No matter the compression level, these files are rather large, but offer the benefit of higher quality and sharper images, which is especially important for text images and logos.
Common lossless formats: PNG, TIFF, BMP

'Lossy' formats: other formats allow you to save the images into smaller files, but they compress images at the expense of some quality. For large photos, the trade-off is usually justified, as the human eye will probably not notice the difference at low compression levels. However, when manually adjusting quality of 'lossy' formats, such as JPEG, it is important not to set the quality too low to enjoy the image.
The most common 'lossy' format: JPEG

When you change an image's format, note that saving it to a lossless format will not improve its quality, but only preserve the existing data. Likewise, if you change an image from a lossless format to a 'lossy' one, some data will inevitably be lost to compression.

[Saving files in a different format](#)

Help and support

If you have any questions or concerns regarding Movavi software, you are welcome to contact our support team.

Write to us at suppport@movavi.com
or click the button on the right to ask a support specialist via live chat.

Please describe your problem in as much detail as possible; any screenshots or log files will allow us to help you faster. Our support team specialists may ask you for additional information that is required to solve your problem: these may include your license key, log files, and files you were working with, but never personal information. We value your privacy!

> Have you checked the FAQ section?
> Your question may have already been answered!

How to activate Movavi Photo Focus for Mac
How to buy the software
More frequently asked questions

Supported formats

Format	Input	Output
BMP	✓	✓
DPX	✓	✓
EXR	✓	
GIF (*Non-animated*)	✓	
JPEG	✓	✓
JPEG 2000	✓	
JPEG-LS	✓	
PAM	✓	
PCX	✓	✓
PGM	✓	✓
PNG	✓	✓
PBM	✓	✓
PPM	✓	✓
SGI	✓	
Sun Rasterfile	✓	
TARGA	✓	✓
TIFF	✓	✓
WebP	✓	
XBM	✓	✓
XFace	✓	
XWD	✓	

System requirements

The minimum system requirements represent the lowest hardware specifications that are guaranteed to run **Movavi Photo Focus for Mac**. If your computer meets the recommended configuration, then **Movavi Photo Focus for Mac** is sure to run smoothly on your comptuer. **Movavi Photo Focus for Mac** may also run on slower machines, however, we cannot guarantee stable performance if the minimum requirements are not met.

	Minimum system requirements	Recommended configuration
Movavi Photo Focus		
Operating system	Mac OS X 10.6.8 or above	
Processor	Intel	
Display resolution	1024x768	1280x1024 or higher
RAM	128 MB	1 GB and more
Available disk space	150 MB	1 GB and more