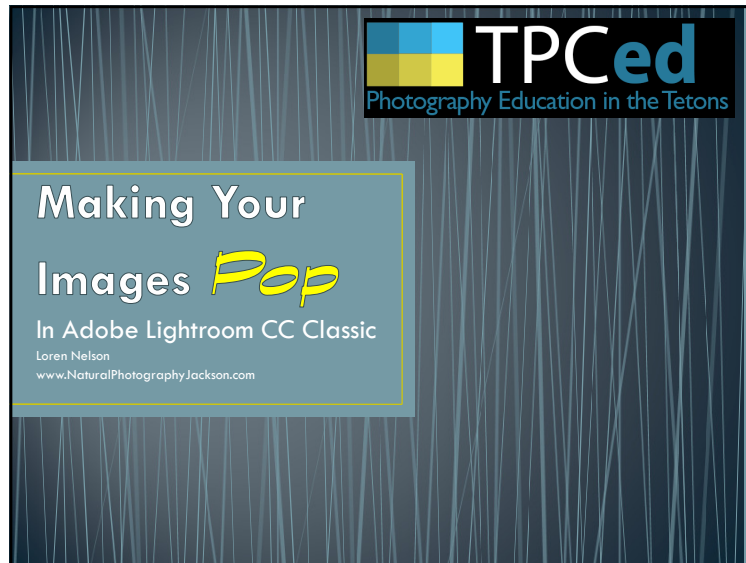
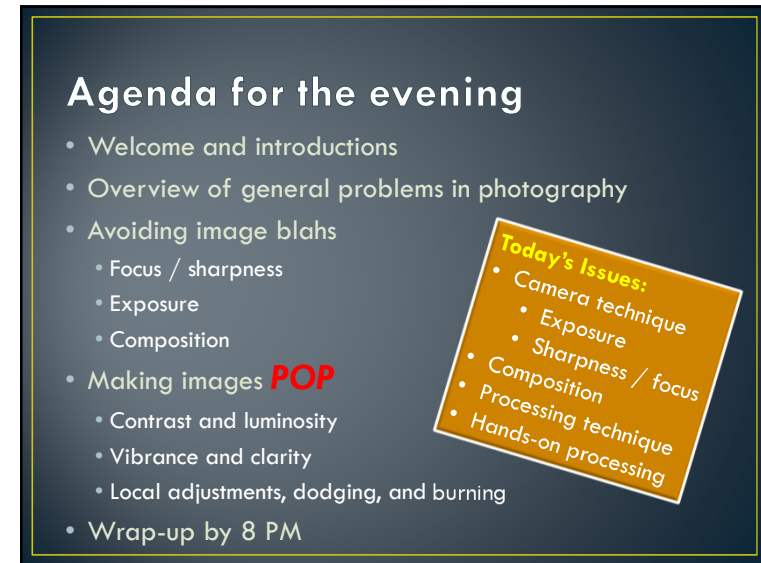




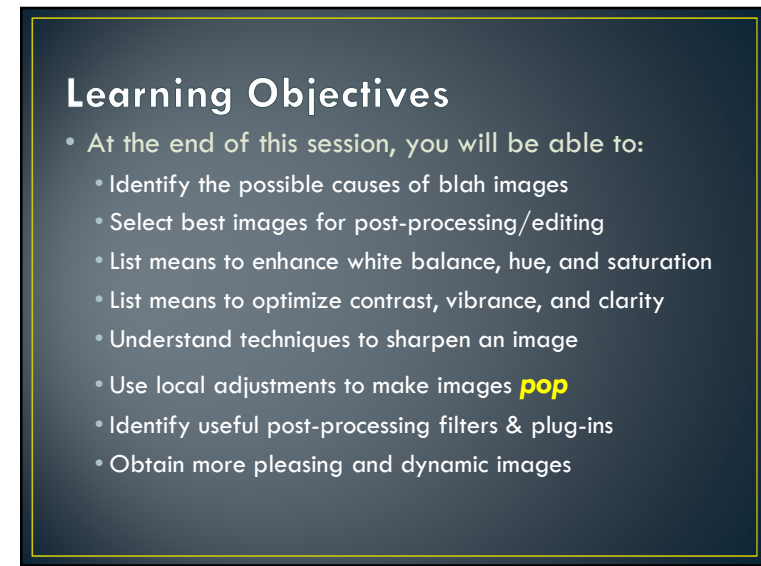
2



3



5



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How do you define *POP*?

- Clearly identified subject with foreground and background
 - Good composition leading viewer through image
- Sharp corners and edges (no cut-offs)
- Tack sharp
 - Focused, good/optimal depth of field, no diffraction or blur issues
- Proper exposure (luminosity, tonality, brightness)
- Good contrast (whites, blacks, good dynamic range)
- Proper white balance and tint
- Appropriate color saturation & 'vibrance'
- Highlights and lowlights; depth to image
- Other?

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What are the *POP* killers?

- Poor composition or focus; distracting elements
- Poor dynamic range – lack of blacks or whites
- Bad luminosity – too dark or too light
- Poor contrast with flat two dimensional look
- Incorrect white balance or tint; flat saturation
- Lack of details in high lights or shadows
- Lack of depth

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File Type and image *POP*

- **RAW** files (.CR2, .NEF)
 - Large file size
 - Non-viewable image data
 - EXIF and other metadata and JPEG thumbnail (.XMP)
- DNG (Adobe, .DNG)
 - Smaller file size, non-proprietary
 - Non-viewable, slightly compressed image data
 - No .XMP side-car file needed
- **JPEG** images (.JPG, .JPEG)
 - Highly compressed, much smaller image file
 - Edited by camera/software
 - Each save loses data (lossy compression)

Luminance levels (brightness) per RGB channel

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What does JPEG do to my images?

- Makes them viewable on camera and other places
- Compresses the files to save space
- Does the first steps of post-processing
 - Generic noise reduction
 - Generic sharpening
 - Makes minor exposure adjustments
 - Adds some contrast
- When you shoot raw, you need to make these adjustments

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Compositional Elements

Direct the viewer

- Focus – emphasize the primary subject and add context
 - Lines – natural, artificial, and implied
 - Shape – repetition, regularity, irregularity
 - Frames – real and implied
 - Tonality – exposure and contrast
 - Color – bright directs
- } Editing?

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Post-processing / Editing

- Exposure / luminosity – intensity of light
- Contrast / tonality – range of luminosities
- Saturation (intensity of color)
- White balance
- Level and crop
- Sensor dust
- Distractions
- Digital noise reduction
- Sharpen

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LightRoom vs PhotoShop

LightRoom

- Synchronized editing
- Image storage system
- Database / search engine
- Adobe Camera Raw
- Image-level editing
- Non-destructive edits
- Limited local edits

PhotoShop

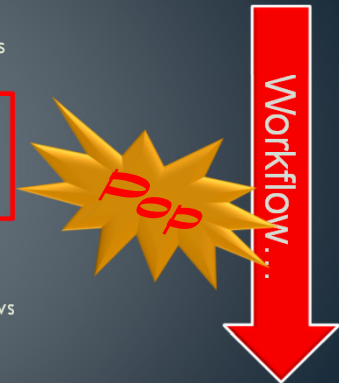
- Single image editing
- Bridge is viewer
- Adobe Camera Raw
- Pixel-level editing
- Destructive edits
 - Smart objects
- Layers & overlays
- Masks
- Content-aware fill

The programs are different but complementary.

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LightRoom Modules

- Library – organize your images
 - Import, export, publish images
- Develop – process your images
 - Basic panel
 - Selective adjustment tools
 - Special panels
- Map – geo-tag your images
- Book – create a photo book
- Slide show – create a slideshows
- Print – print your images
- Web – create a web objects



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Post-processing (Editing) Goals

- Optimize white balance and tint
- Optimize overall exposure and contrast
- Correct saturation problems
- Enhance local exposure and contrast
 - Dodge & burn; clarity
- Crop for final use (straighten, fix corners and edges)
- Eliminate distractions: clone, **heal**, **blur**, etc.
- Create vignette
- Merge images: HDR, panorama, **focus-stacking**
- Other local adjustments, **filters**, etc.

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Develop Module

- White and black points; highlights, shadows
 - Exposure, contrast – dynamic range
- Color temperature, white balance, and tint
- Presence (**pop**) - clarity, vibrance, saturation
- Crop, level, clean-up, filters
- Local adjustments
 - Gradient & radial filters, brush, spot removal
 - Dodge and burn
- Tone curve, HSL, split-tone
- Lens corrections and perspective control
- Sharpness; luminance & color noise reduction
- Special effects – post-crop vignette, grain



Workflow...

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Exposure & Contrast

- **Use histogram!**
- Gross exposure to shift curve right or left
- Set white and black points
- Open shadows and highlights
- Fine tune each luminance segment
- Add clarity for mid-tone details
- Consider vibrance - if exposure is increased
 - Preserves skin tones; acts only on unsaturated hues
- Consider saturation - if exposure is increased
 - Use with extreme care
- Add contrast (if needed); check tone curve for fine detail contrast adjustments

Output

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Application of processing

- Eliminate distractions
- Focus attention on subject
- Add 'depth' to image
 - Color / saturation / vibrance
 - Contrast / sharpness / clarity
 - Dodging and burning
- Keys to creating **Pop**

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ABCs of Post-processing *Pop* 1

- Adjust overall exposure as needed (histogram)
- Set white point (histogram)
- Set black point (histogram)
- Open the shadows (up) / highlights (down)
- Re-touch exposure, white and black points, if needed
- Add clarity
- Consider tone curve adjustment (for contrast)
- Add vibrance (watch saturation)
- Check white balance and tint

Luminance
Dynamic range

Color / Hue
(Saturation)

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ABCs of Post-processing *Pop* 2

- Consider local adjustments
 - Gradient filter to tone down / saturate sky
 - Radial filter for accents (light or dark)
 - Dodge and burn with brush tool
 - Post-crop vignette?
- Time for Photoshop?
 - Selective removal of object(s) ("content aware")
 - Local masking / adjustment layers
- Other presets and filters?

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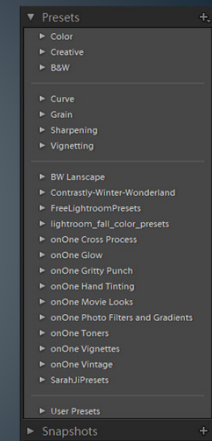
Detail Panel

- View image at 100% at high contrast interface
- Look for color noise – correct
- Look for luminance noise – correct
- Sharpen but "mask" when needed to avoid over-sharpening in uniform contrast areas (sky)
- Detail rule:
 - Luminance noise reduction + sharpening = 100
 - Luminance noise reduction + sharpening = 80
- Don't forget noise reduction and sharpening in import presets
 - Noise reduction: 15-25% (low ISO)
 - Sharpening: 20-40% (very sharp)

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Pre-sets vs Profiles

- Presets
 - Shipped with Lightroom
 - Can purchase packages
 - Can create your own
 - Modify & speed workflow
- Profiles
 - Shipped with Lightroom
 - Can purchase packages
 - Do not affect LR sliders
 - Some can 'adjust' effect
 - Can be created in other software



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ABCs of Post-processing *Pop*

- Adjust overall exposure as needed (histogram)
- Set white point (histogram)
- Set black point (histogram)
- Open the shadows (up) / highlights (down)
- Re-touch exposure, white and black points, if needed
- Add clarity
- Consider tone curve adjustment (for contrast)
- Add vibrance (watch saturation)
- Check white balance and tint
- Consider local adjustments, pre-sets, and filters



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Good to Great Photographs

- Good photographs
 - Proper exposure
 - Sharp focus
 - Nice composition
 - Good subject
- Great photographs
 - Emotional impact / visual tension
 - Creativity and style
 - Feeling and emphasis
 - Seeing and understanding
 - Unique perspective / lighting



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Summary

- The Teton Photography Club thanks you for joining us today and invites you to future presentations
- Enjoy your photographic opportunities
- **Understand** your photography gear
- Critically **review** and share your images
- **Experiment** with new techniques and perspectives
- **Learn** composition techniques
- **Practice**, practice, practice but most of all **enjoy** making photographs

Thank you for joining us!

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