

# BASIC PHOTOGRAPHY II

## DIVING INTO DIGITAL

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# WEEK 6

## IMAGE ENHANCEMENT

### GLOBAL

[ ACR ]

- CAMERA PROFILES
- EXPOSURE
- COLOR
- CONTRAST
- SATURATION
- SHARPNESS
- VIGNETTING
- CROPPING
- ROTATION
- BLACK & WHITE

### SELECTIVE

[ PHOTOSHOP ]

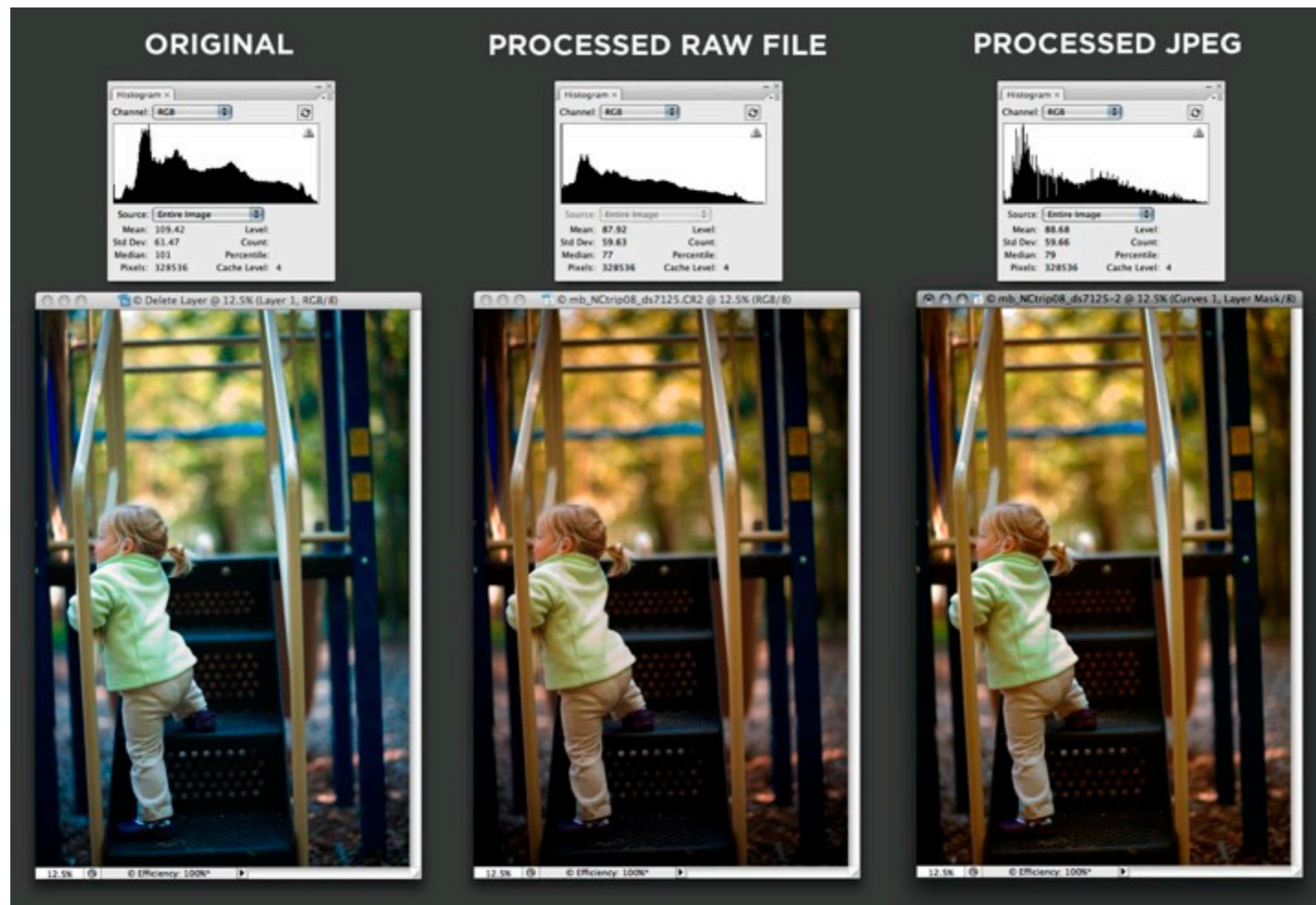
- LAYER MASKING
- PRECISE SELECTIONS
- RETOUCHING
- COMPOSITING
- ADD/REMOVE ELEMENTS
- BLUR/REPLACE BACKGROUND
- ADVANCED SELECTIVE COLOR-CORRECTION
- ADVANCED B&W CONVERSION

# WHY SHOOT IN RAW?

- CAPTURE THE FULL POTENTIAL OF YOUR CAMERA AND MAXIMIZE FILE INTEGRITY FOR SUPERIOR IMAGES & PRINTS
- IMAGE STORED AS COMPUTER DATA (“ONES AND ZEROES”) WITHOUT ANY COMPRESSION OR LOSS OF INFORMATION
- PROCESSING IS EASY USING ‘SLIDERS’ FOR ADJUSTMENTS IN ADOBE CAMERA RAW (“ACR”), LIGHTROOM, APERTURE...
- YOU PROCESS THE IMAGE BEFORE PIXELS ARE CREATED
- NON-DESTRUCTIVE - THE RAW FILE IS NEVER CHANGED, ONLY THE INSTRUCTIONS YOU CREATE FOR EACH INTERPRETATION OF THE IMAGE
- RAW PROCESSING SOFTWARE IS CONSTANTLY UPDATED OFFERING MORE PROCESSING CONTROL WITH EACH FUTURE VERSION OF THE SOFTWARE
- FROM YOUR PROCESSED RAW FILE, YOU CAN CREATE OTHER FORMATS LIKE JPEGs, WHICH WILL REFLECT THE PROCESSING YOU HAVE APPLIED TO YOUR IMAGE

# RAW PROCESSING

## MAXIMIZE IMAGE INTEGRITY



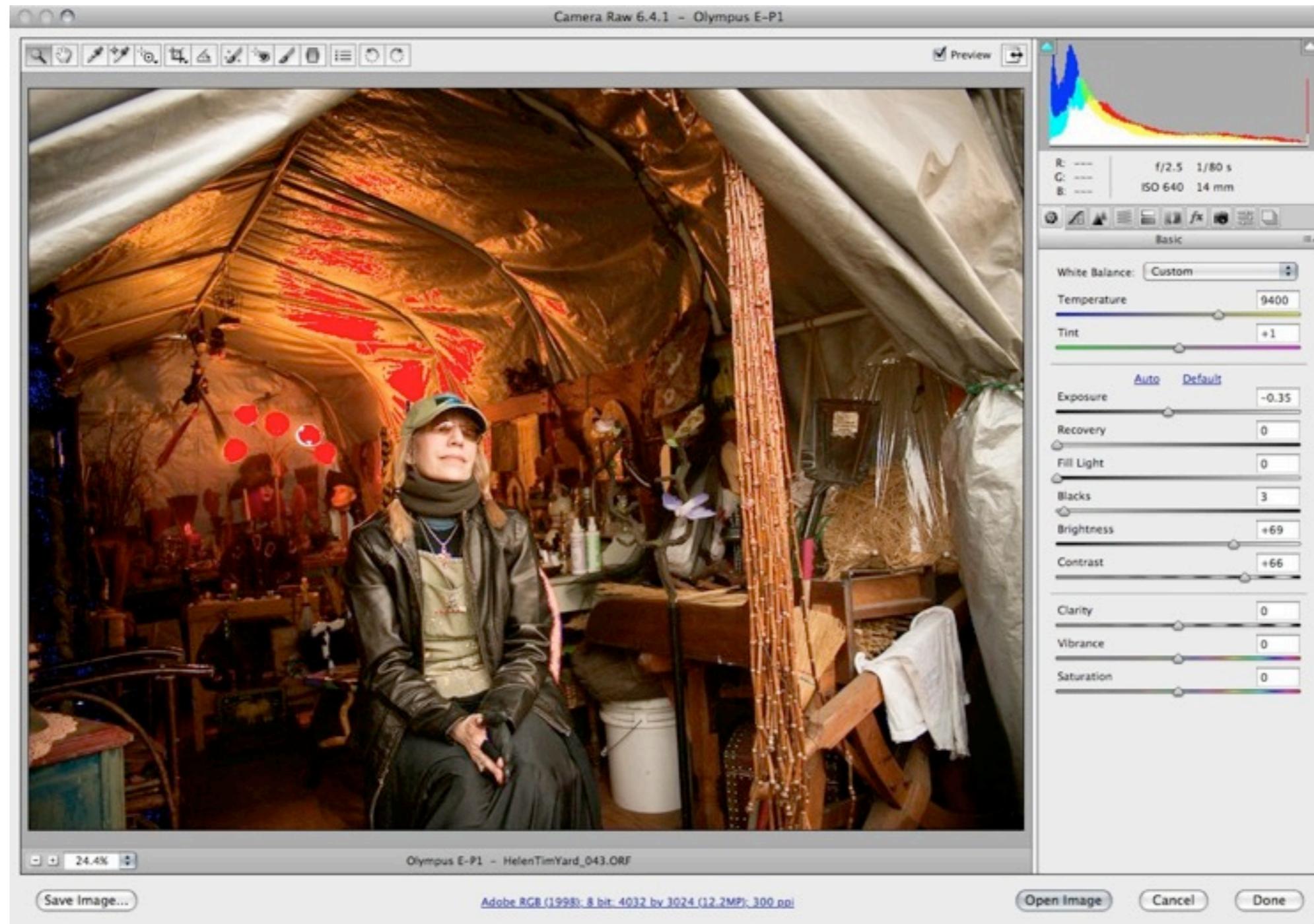
# ADOBE CAMERA RAW (“ACR”)

- DEDICATED SOFTWARE PROGRAM FOR PROCESSING RAW FILES
- AUTOMATICALLY INCLUDED WHEN YOU BUY PHOTOSHOP (AS IS BRIDGE)
- INTUITIVE PROCESSING WORKFLOW
- PREVIEW WINDOW SHOWS INSTANT RESULTS
- NON-DESTRUCTIVE - THE RAW FILE IS NEVER ALTERED. YOU CAN ALWAYS ‘GO BACK TO THE BEGINNING’
- BATCH PROCESSING OF SIMILAR IMAGES GREATLY SPEEDS WORK ON GROUPS OF IMAGES
- FILE INTERPRETATION CAN BE PREPARATORY TO FINISHING IN PHOTOSHOP, OR REPRESENT FINAL PROCESSING OF THE IMAGE.

# RAW PROCESSING

## ADOBE CAMERA RAW (ACR)

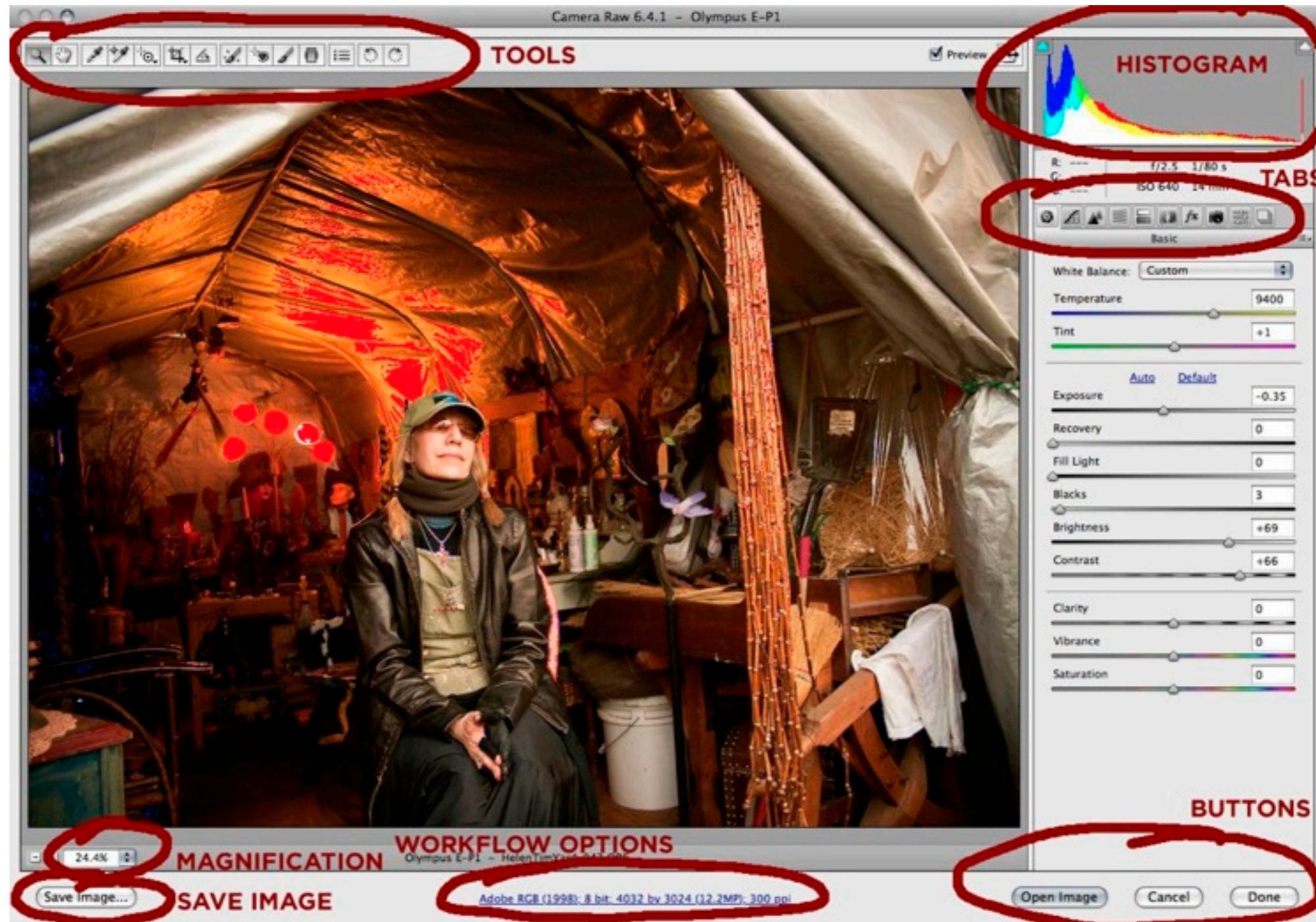
LEARN THE INTERFACE IN ACR



# RAW PROCESSING

## ADOBE CAMERA RAW (ACR)

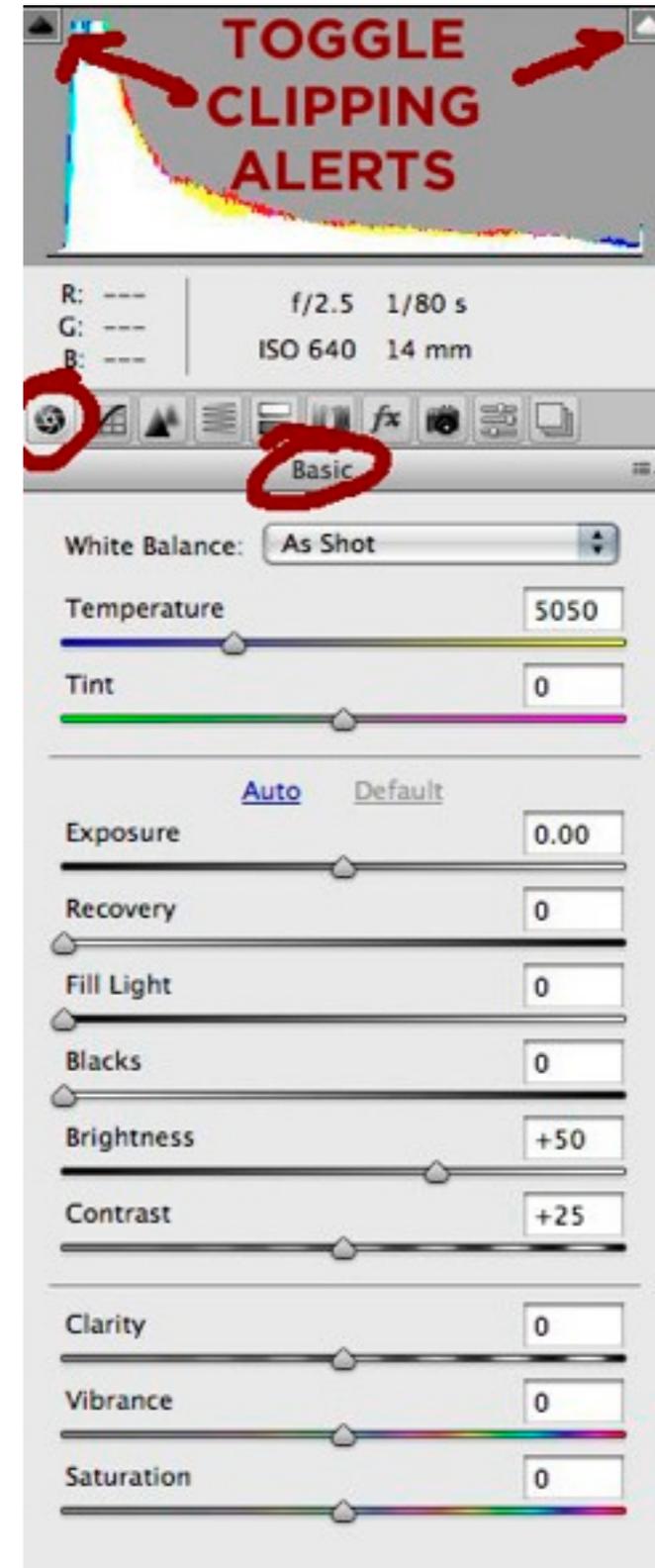
LEARN THE INTERFACE IN ACR



# RAW PROCESSING

## THE “BASIC” TAB

- STARTING ON THE “BASIC” TAB, USE THE TOOLS IN THE ORDER THEY APPEAR FROM TOP TO BOTTOM. ACTIVATE CLIPPING ALERTS.
- ADJUST WHITE BALANCE MANUALLY TO SET OVERALL COLOR, OR USE THE WHITE BALANCE TOOL ON A NEUTRAL AREA
- USE “EXPOSURE” TO SET THE HIGHLIGHTS
- USE “RECOVERY” *ONLY* TO RECOVER BLOWN OUT HIGHLIGHT DETAIL - DO NOT OVERUSE!
- USE “FILL” TO REVEAL SHADOW DETAIL
- USE “BLACKS” TO SET THE BLACK LEVEL
- USE “BRIGHTNESS” TO ADJUST MIDTONES
- ADJUST CONTRAST MANUALLY (CHECK CONTRAST PRE-SET IN TONE CURVE TAB)
- EXPERIMENT WITH COLOR SATURATION TOOLS BUT DON’T OVER-SATURATE YOUR IMAGE



# RAW PROCESSING

## MULTIPLE FILE/BATCH PROCESSING

YOU CAN SIGNIFICANTLY REDUCE THE TIME IT TAKES TO PROCESS IMAGES FROM A SHOOT BY SHOOTING WITH BATCH-PROCESSING IN MIND.

FOR EACH PHOTO SITUATION, MANUALLY SET EXPOSURE AND WHITE-BALANCE, AND THEN SHOOT A SERIES OF IMAGES IN THAT SITUATION WITHOUT CHANGING SETTINGS.

THIS ALLOWS YOU TO SELECT MULTIPLE RAW FILES IN ADOBE BRIDGE AND BATCH PROCESS THE GROUP IN ACR

- ADJUST THE FIRST FILE
- CLICK “SELECT ALL”, THEN CHOOSE “SYNCHRONIZE”
- MAKE SELECTIONS IN THE SYNCHRONIZE DIALOGUE
- CLICK “DONE” TO APPLY CHANGES TO ALL IMAGES

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THIS ALLOWS YOU TO SELECT MULTIPLE RAW FILES IN ADOBE BRIDGE AND APPLY PROCESSING TO THE GROUP.

- ADJUST THE FIRST FILE IN ACR
- CLICK DONE TO APPLY CHANGES TO THE FILE
- IN BRIDGE, SELECT SIMILAR FILES
- RIGHT-CLICK AND SELECT “DEVELOP SETTINGS > PREVIOUS CONVERSION” TO APPLY THE SAME CHANGES TO THE GROUP

# ADVANCED EXPOSURE METHOD FOR OPTIMIZING RAW FILES

- PRESERVE HIGHLIGHT DETAIL (USE HIGHLIGHT ALERT AND HISTOGRAM TO CONFIRM PROPER HIGHLIGHT EXPOSURE)  
  
AND -
- “SHOOT TO THE RIGHT” TO MAXIMIZE CAPABILITY OF THE CAMERA SENSOR TO PRODUCE CLEAN IMAGES
- USE AN EXPOSURE TARGET WHEN PRACTICAL TO DETERMINE ACCURATE EXPOSURE WITHIN 1/3-STOP
- USE MANUAL MODE AND “LOCK IN” EXPOSURE TO ALLOW FOR BATCH PROCESSING OF FILES SHOT UNDER SIMILAR CONDITIONS