

# MAKE SUBJECTS POP

*How to make your subjects  
pop in bright photos*

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# WELCOME



Hey there! Thanks for checking out this freebie! As editors for photographers around the country, we know there is a struggle to keep your photos light and bright while also making your subjects pop. It's really easy to get washed out skin tones when making a photo bright!

We've compiled a few of our favorite tips to making your subjects pop in bright photos! Read on for more info!

— PARKER & ABBEY



# 01

## BACKGROUNDS

One of the easiest ways to help your subject pop in bright photos is to photograph them in light, simple backgrounds. Backgrounds that are not dark or busy help keep the focus on the subject.

By contrast, close backgrounds with pine trees, tree trunks, or other dark and busy landscape will draw the eye away from the subject and to the background.



# SECTION TWO

## EDITING SETTINGS

Increasing the contrast to at least 50 when editing will help the subjects pop in bright photos. An increase in contrast accentuates the outline of your subject. It also accentuates other parts of the image, which is why it's so important to have a light, simple background.

Be sure to increase the shadows to at least 20 to help soften the image with high contrast.

Similarly, bringing down the highlights to at least -50 will help soften the harsh lines made from contrast.



## SECTION THREE: "DARK BE GONE"

We have a brush we made in Lightroom labeled "Dark Be Gone." It decreases the contrast slightly and increases the shadows and exposure slightly.

To make your subjects really pop, select the background and then bring the contrast of the background down slightly, while also increasing the exposure and shadows of the background.

Be sure not to overdo it!

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*The photo in the top right does not have a brightened background. Notice how the subject "pops" more in the bottom photo with a brightened background.*





# 04

## ENHANCE FACIAL FEATURES

Another way to make your subject pop in bright photos is to lightly soften their skin and every-so-slightly brighten their eyes.

We select the subject's face and then use the "soften skin" mask but increase the texture and clarity so it's not so dramatic.

Similarly, for close-ups, we select the subject's eyes and then use the "iris enhance" mask but bring the saturation and exposure down to a more natural look.