

Final Day

SEMINAR DAY FIVE

Final Destination

- **MANY CHOICES OF WHERE YOUR PHOTOS ARE GOING, EACH HAS A DIFFERENT PREP STEP TO GET THE BEST QUALITY AND THE BEST APPEARANCE WITHOUT WASTING HUGE AMOUNTS OF TIME.**
- **PLUS, YOU NEED TO HAVE THE PHOTOS STORED SO YOU CAN FIND THEM AGAIN AT SOME POINT IN THE FUTURE.**

Color Correction

- Per the color correction gurus 99.9% of the monitors out there are not color calibrated.
- Example:



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Color Correction

- How can we handle this? Two ways -- by our eyeballs or by buying a gadget.
- Google “How To Calibrate Your Monitor”
- Simple tools:

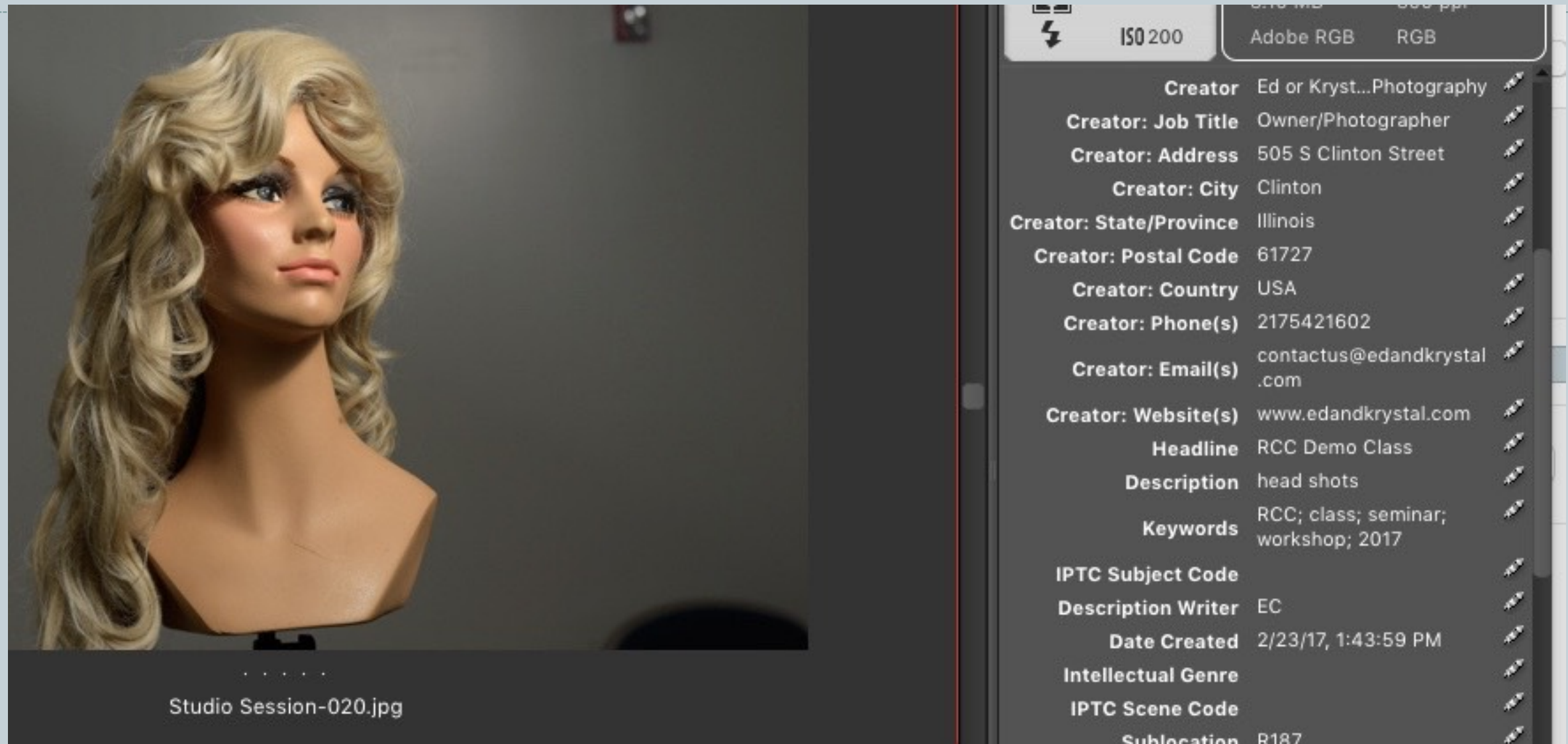


Final Destination

Steps of what to do when you are finished shooting

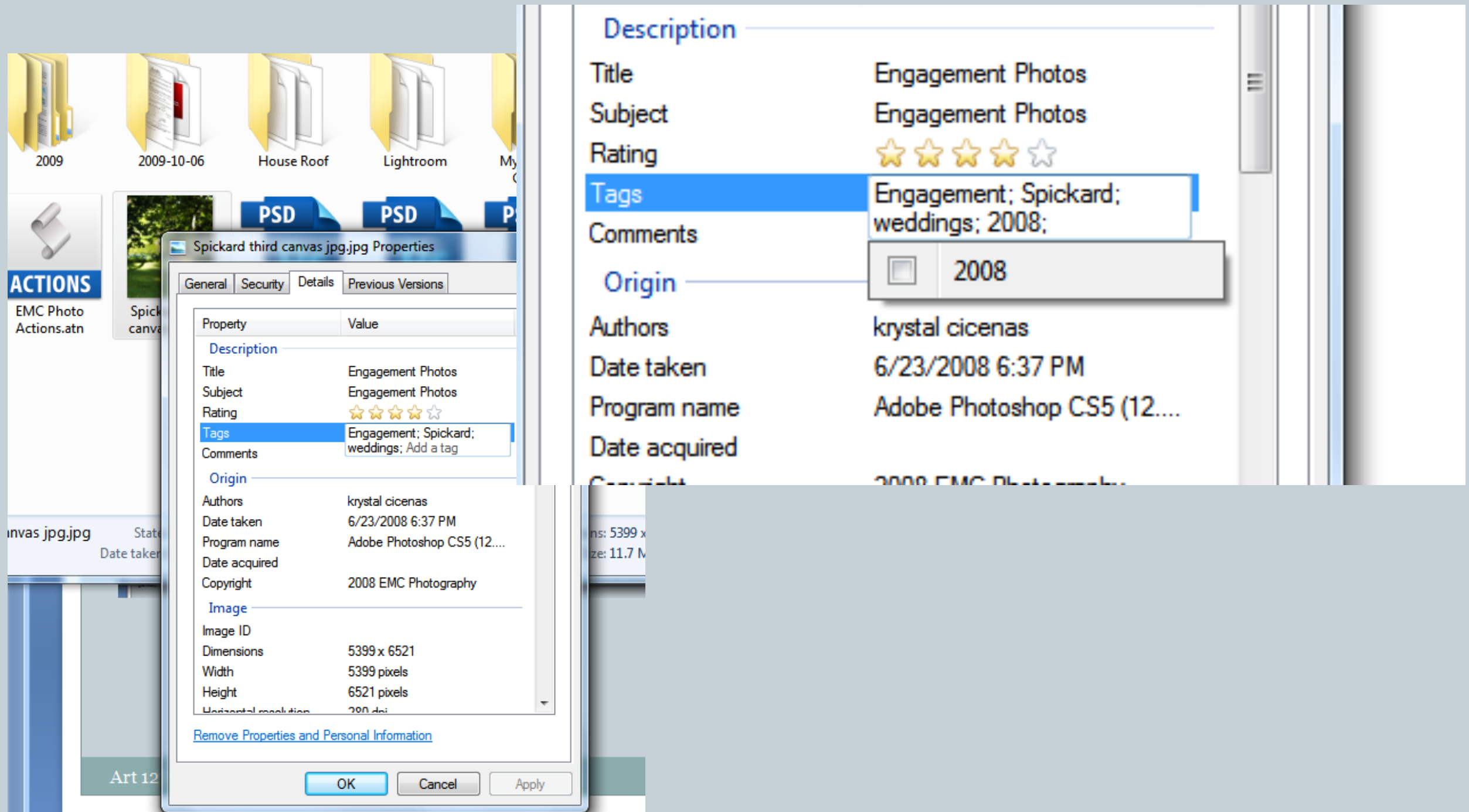
- Transfer from your camera, use a card reader or built-in card reader and not just a cable from your camera to the computer
- Backup — store not just on computer but on external drive also. Or you can even back-up to the cloud.
- Rename — make it something you can find again
- Keyword — using something like Photoshop Elements or ACDSee Photomanager add in words that help categorize what the images are about.

- Using Adobe Bridge



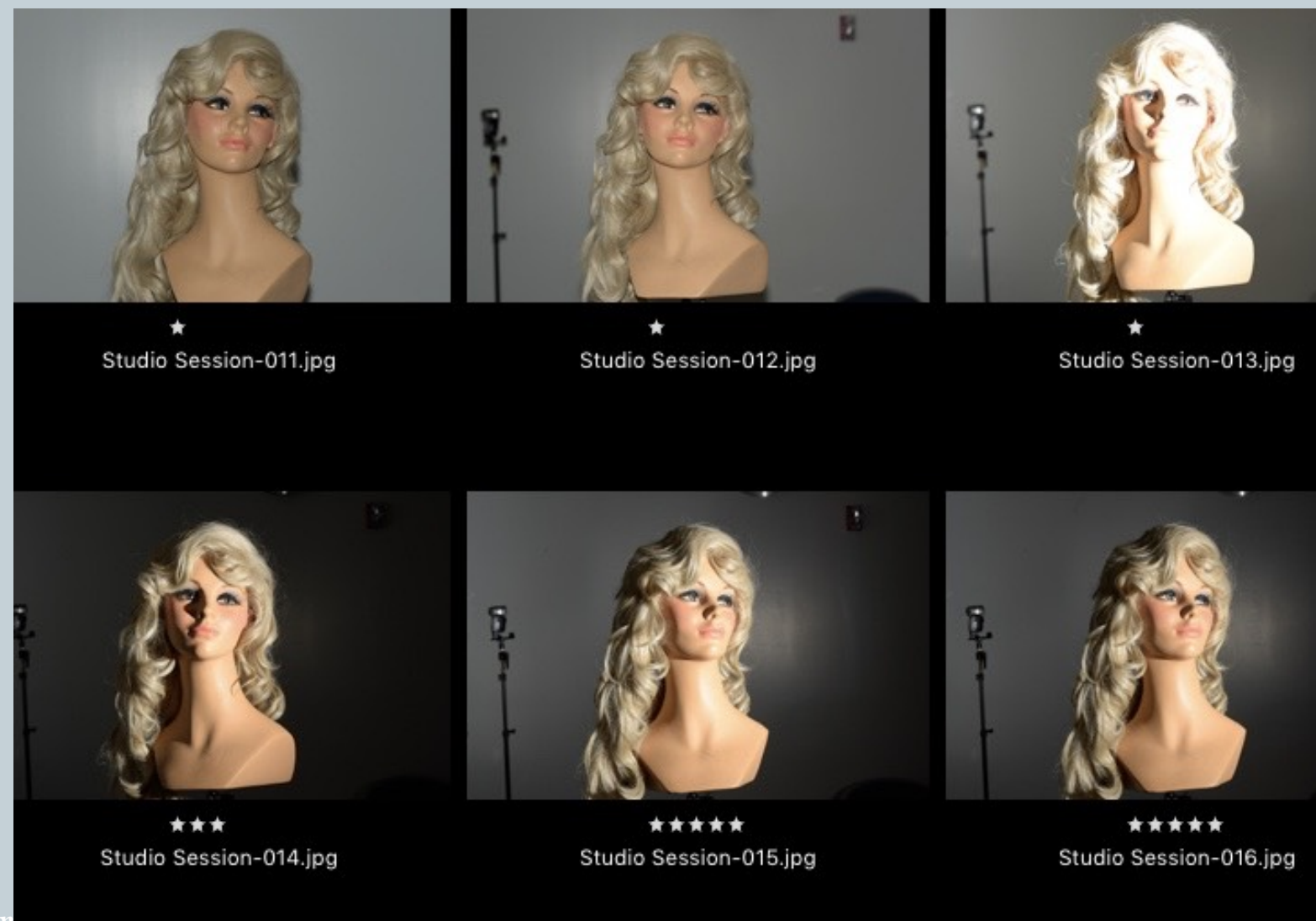
Description head shots
Keywords RCC; class; seminar;
workshop; 2017
Subject Code

Final Destination



Final Destination

- Sort & Label — which do you like, don't like, not sure about. Use numbers, stars, thumbs, etc. but take a moment before walking away to figure this out.



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- Delete — delete the ones you don't like! Maybe even the ones you were not sure about. If it is out of focus, blurry, bad, don't torture yourself. Get rid of it. This is the hardest step.



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- Process — this is the editing step for some.
 - Depending on the software used!!!
 - If you photographed in RAW, you can go straight into processing as you don't alter the original photos (Lightroom)
 - If you photographed in JPEG (most common) create another copy of the image you are going to work on. Then work on the copy, you can go back to the original if you mess up or can't seem to get it any better!
 - My step-by-step approach to processing
 - Adjust white balance, exposure, crop, more critical color balance — any other effects as needed.

- Debug — if you have the time or interest.

○ This is a step that would actually happen during the labeling process but fair warning, it could totally take you off track.

✦ When looking at metadata of photo ask yourself these questions

○ Why is it too light? Too dark? Just right?

○ Motion blur

○ Focus

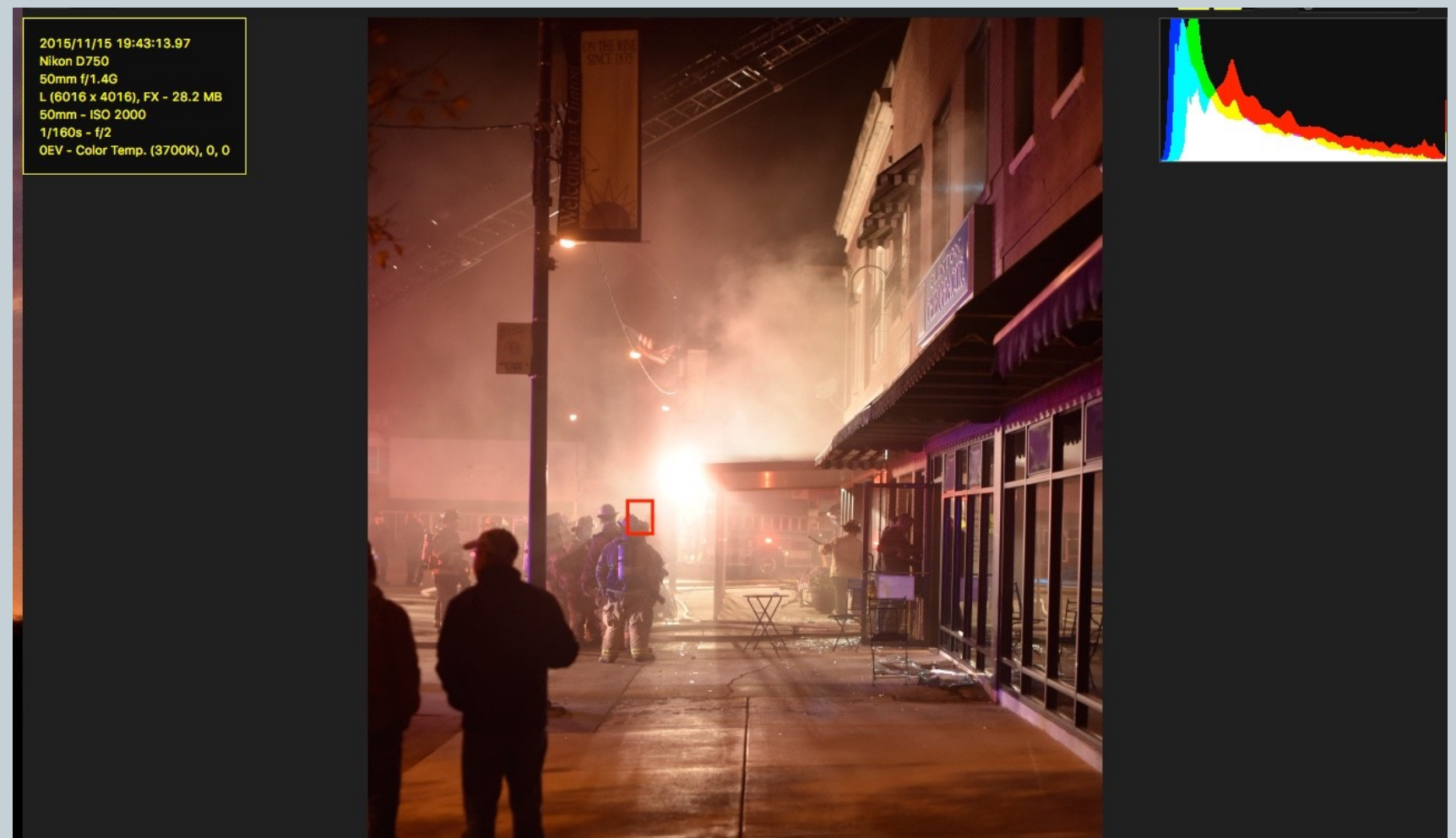
○ Color Balance

○ ISO

✦ Did this work the

✦ way I wanted it

✦ to work?



Final Destination

Printing,
Emailing and
sending it out!

Resizing

- Typically your camera has captured more pixels than you need.

Megapixel camera	Photo Pixel Count Maximum Setting	Printer Resolution	Print Size
1	960 x 1280	240 PPI	3.2 x 4.3
2	1200 x 1600	300 PPI	4.0 x 5.3
3	1536 x 2048	300 PPI	5.1 x 6.8
4	1704 x 2272	300 PPI	5.7 x 7.6
5	1944 x 2592	300 PPI	6.5 x 8.6
7	2304 x 3072	300 PPI	7.7 x 10.2
8	2448 x 3264	300 PPI	8.2 x 10.9

Web and Email Output

- With web, you trust and hope the person using their monitor has a good monitor and that it has good color characteristics as you can't control anything on it.

How to Choose a printer

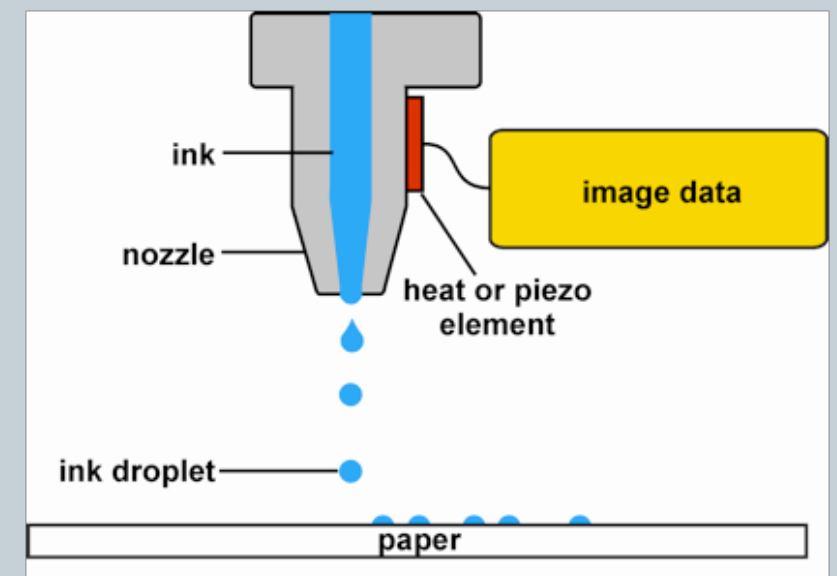
- Ink Jet
- Laser
- Dye-sublimation



How to choose a printer

- Ink Jet

- They work by shooting tiny (really tiny, very and very and very tiny) drops of ink out of a nozzle.
- Better than other types
 - ✦ More color possibilities
 - ✦ Better sharpness
 - ✦ Prints are more durable
 - ✦ Greater media flexibility
 - Paper, cloth, rag-type paper, etc.
 - ✦ Typically cheaper than other types of printers to buy.



How to choose a printer

- Ink Jet – Two Basic Types
 - Four color (CMYK)
 - More than four color (CMYK plus ?)
- Which one you use will depend on what you are wanting to achieve. How good of quality of photos do you want to print? Also, realize the price per print does go up with the more ink you use. And six to eight colors is definitely more than four colors.



How to choose a printer

- Ink Jet – Archival Quality
 - Pigment – traditionally longer lasting
 - Dye – traditionally better color range
- Traditional print made in a traditional darkroom
 - 20 to 40 years
- Inkjets
 - Claim up to 200 years, but results probably in the same range as 20 to 40 years. Far better than original 1 to 2 years.

How to choose a printer

- **Laser**

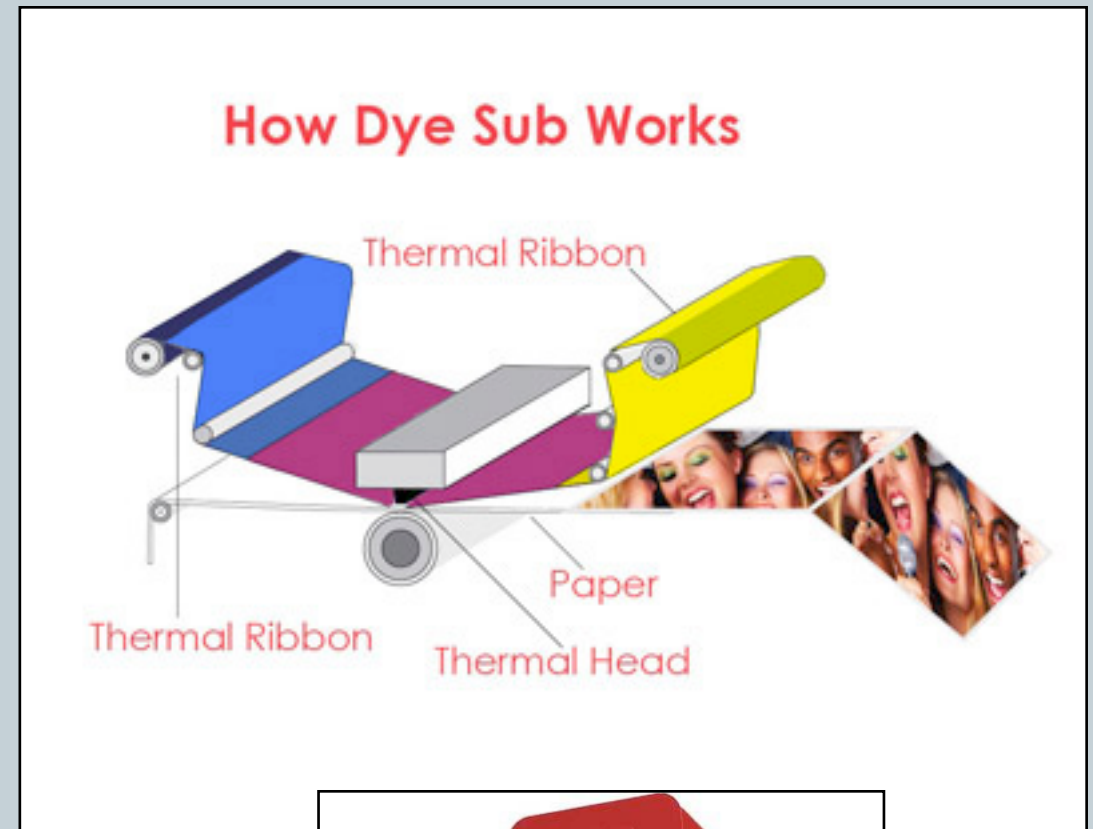
- Very speedy
- Does produce high-quality output
- Cost per print is much lower
- Cost for the printer is generally higher than ink-jet
- Usually waterproof
- Looks good many times on regular paper



How to choose a printer

- **Dye-Sublimation**

- Uses special solid color dyes
- Truly is continuous tone
- Can lack sharpness
 - ✦ Hard to produce a very sharp edge
- Slower
- High cost per print
- Very durable units
- Very portable



How to choose a printer

- Ink Choice

- Stick with the manufacturer of the printer for ink

- ✦ More expensive
 - ✦ More consistent results
 - ✦ Ensures knowing longevity

- Non-manufacturer

- ✦ Less Expensive
 - ✦ Inconsistent results
 - ✦ May damage printer head
 - ✦ Other unknowns



How to choose a printer

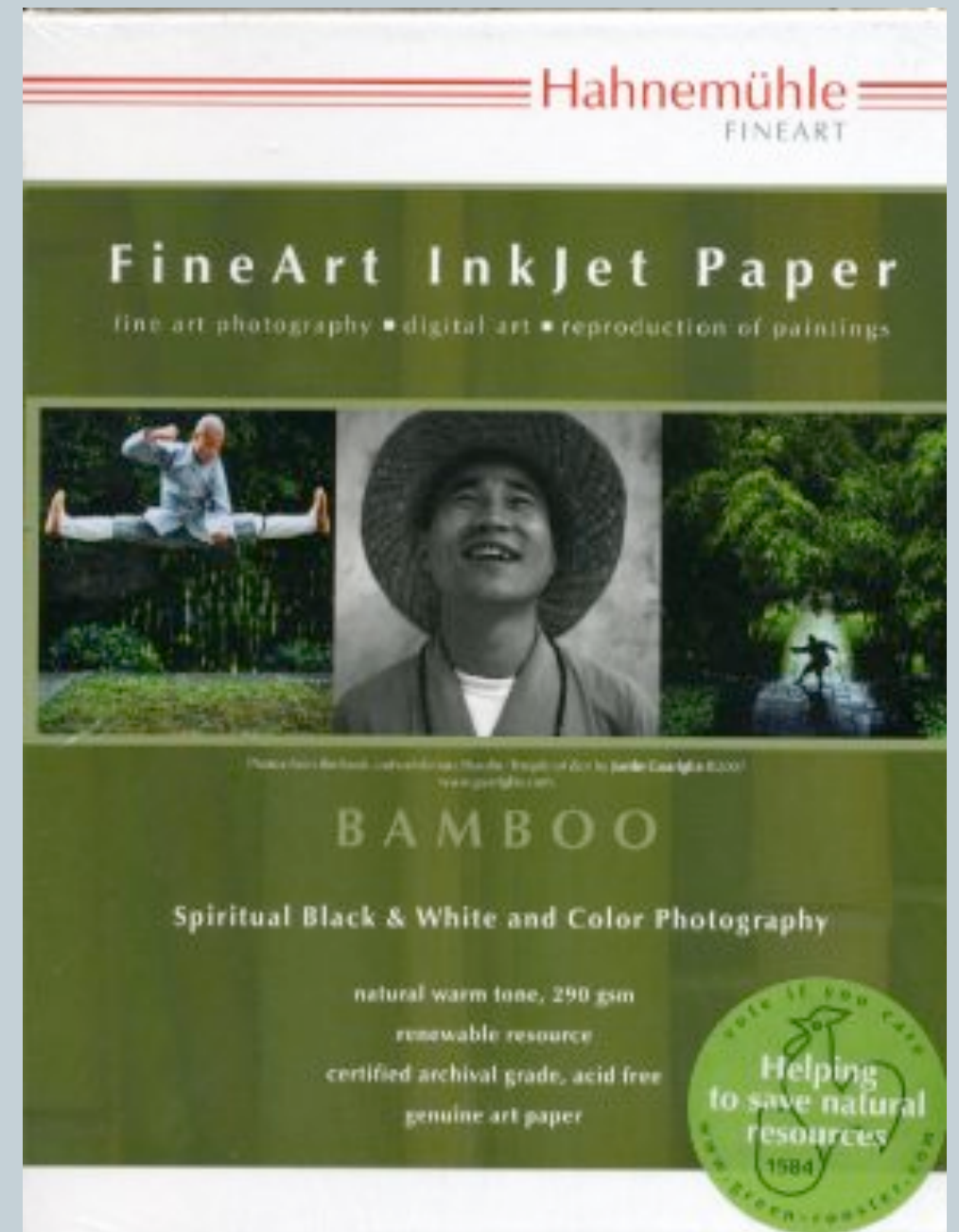
- Paper choice

- Manufacturer's

- ✦ More expensive generally
 - ✦ More attuned to own equipment

- Others

- ✦ Usually less expensive
 - ✦ May not work well with drivers



- The “legal” stuff

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- You own your photographs. Period. It is called “Copyright” and occurs the moment you have created the image in your camera.

“the exclusive legal right to reproduce, publish, sell, or distribute the matter and form of something (as a literary, musical, or artistic work) His family still holds the *copyright* to his songs” — Merriam-Webster Dictionary

- You have many rights as a photographer in the United States

- ✦ Including many rights that some think you might not have! There is almost no where you cannot photography legally as long as you are on public property. Streets, sidewalks, parks. Examples of places where you might not — military bases, some federal installations — but as an additional note, some places are considered to be trespassing.
- ✦ You may not have any of those rights outside of the US

- Just because you’ve taken the photo -- and own it -- may not mean you have the right to display it, use it or publish it.

• Review:

- Think, Compose and Expose -- 3 Simple Steps
- Exposure -- controls how the image looks
- Compose controls how you are presenting the elements or parts of a photo
 - ✦ Rule of thirds, basic and simple
- Lighting -- keep it simple and keep it indirect
- Your camera
 - ✦ Know to reset it to default settings
 - ✦ Know how to over-expose and under-expose an image
 - ✦ Know how to adjust the white-balance
 - ✦ Know how to adjust the flash to less or more power
 - ✦ Don't be afraid to use the “wrong” scene settings.



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- The final note

●

The greatest joy there is in life is creating

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Splurge on it!