Our Secret
Weapon

for nailing your editing style

Nailing your style

CONSISTENCY IS IMPERATIVE TO NAILING YOUR STYLE

In order to achieve a signature style, you need to edit all photos within and across galleries consistently. Clients should know what they're going to get by looking at your photos! If the final look of your photos vary from image to image or gallery to gallery, you haven't nailed your style yet!

Using the tips shared on the next page will enhance your ability to nail your style.

By using a reference collage for every catalog, you'll be able to make sure your images stay consistent within and across galleries. Editing anchor images *first* for every time the light changes will also help achieve consistency. And lastly, comparing random photos from the same gallery against each other will make absolutely certain that all the images look similar!
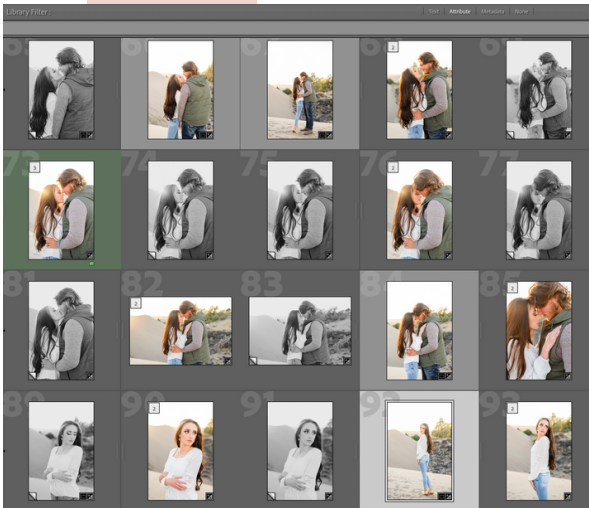
Utilize these tips

REFERENCE COLLAGE

Choose photos that you love from your own work or screenshots of someone else's work that you aspire to achieve. Create a collage of these photos (making sure they look similar/consistent) and import the image into every catalog. Set this reference collage as your reference photo by right clicking on it. You'll edit your other images to match this collage.

You can easily make a collage in Canva.

ANCHOR IMAGES

Anchor images are images you edit first! Using your reference collage as your reference photo, edit a photo every time the light changes and color label the image (hit 8 for green). The goal is to make each anchor image match the reference collage as closely as possible. After anchor images are edited, copy and paste the settings to the other photos and adjust as needed.

THE 'N' BUTTON

After you've finished the gallery, hit 'G' to get to library mode. Select a photo, hold down Command, and then randomly click on a bunch of other photos. Hit 'N.' See if the photos look similar to each other and if not, adjust accordingly.