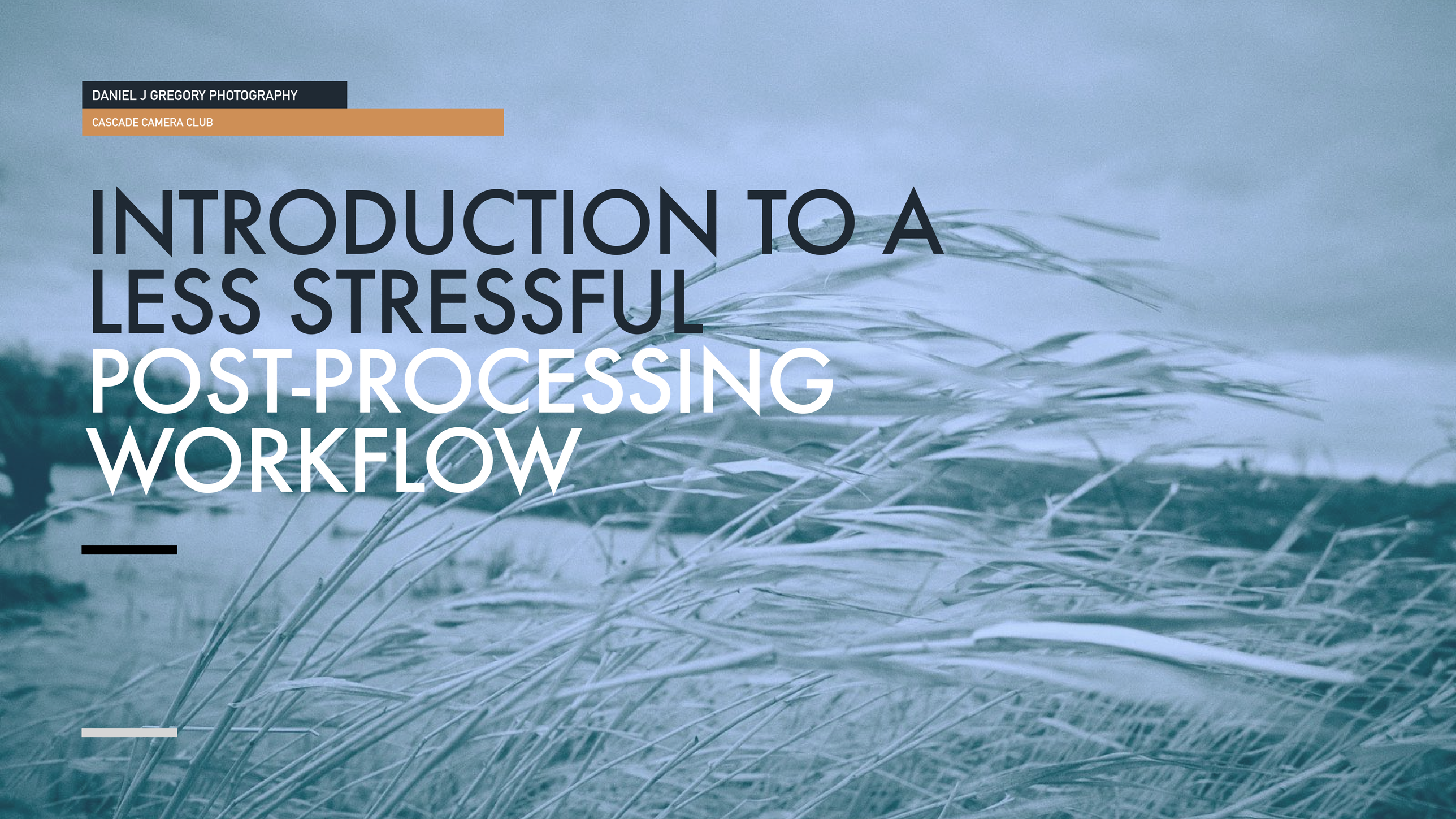
DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

INTRODUCTION TO A LESS STRESSFUL POST-PROCESSING WORKFLOW



DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

AGENDA FOR DAY O'FUN

9:00 -10:00

WORKFLOW OVERVIEW

10:10 -10:50

WORKFLOW PROCESSING

11:00 -12:00

BETTER MASKING FOR BETTER PHOTOS

1:00 - 2:15

HELP DESK

2:30 - 3:30

PROJECT AND SERIES HELP AND CONCEPT REVIEW

3:45-5:00

HELP DESK AND PROCESSING TIPS AND TRICKS

DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

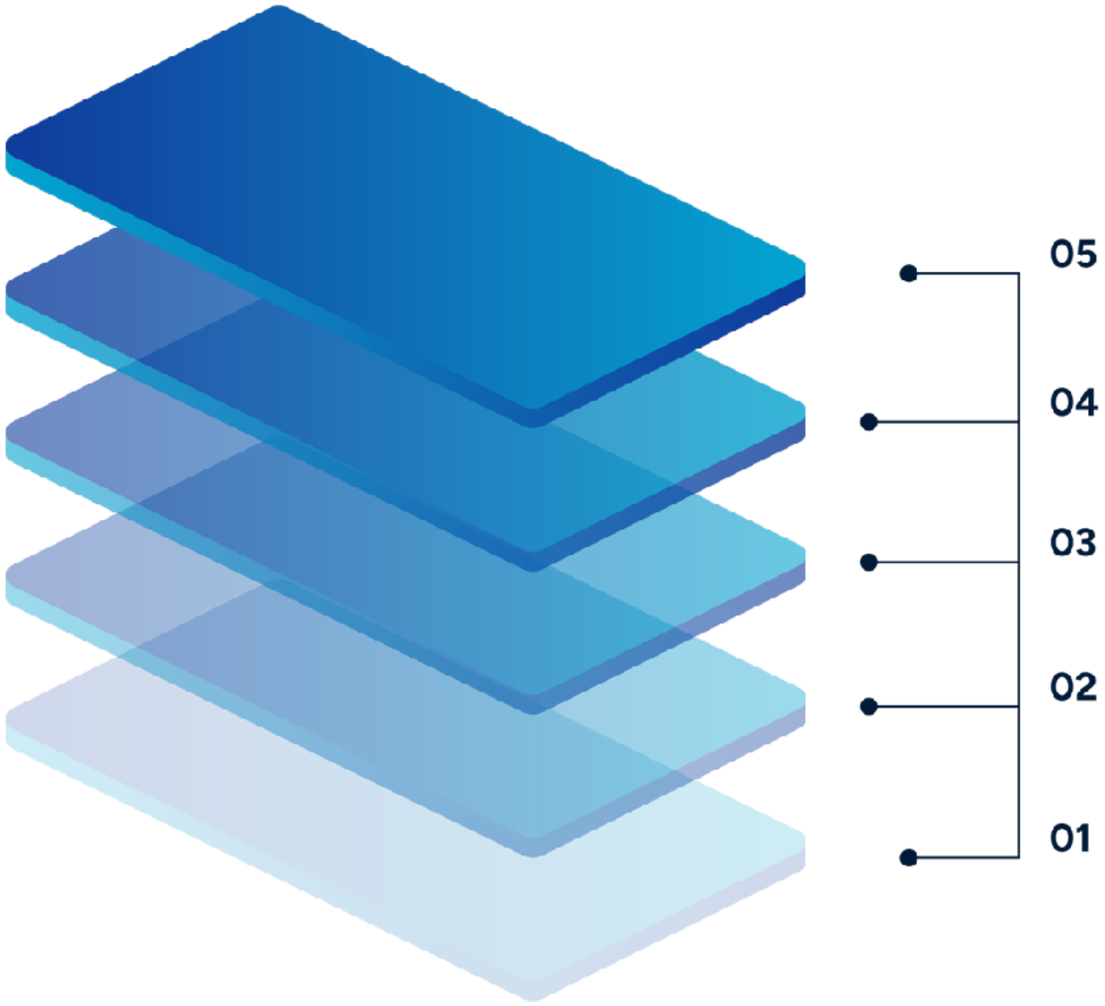
WORKFLOW IS HOW WE GET OUR WORK DONE

THERE IS NO “ONE” WAY

DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

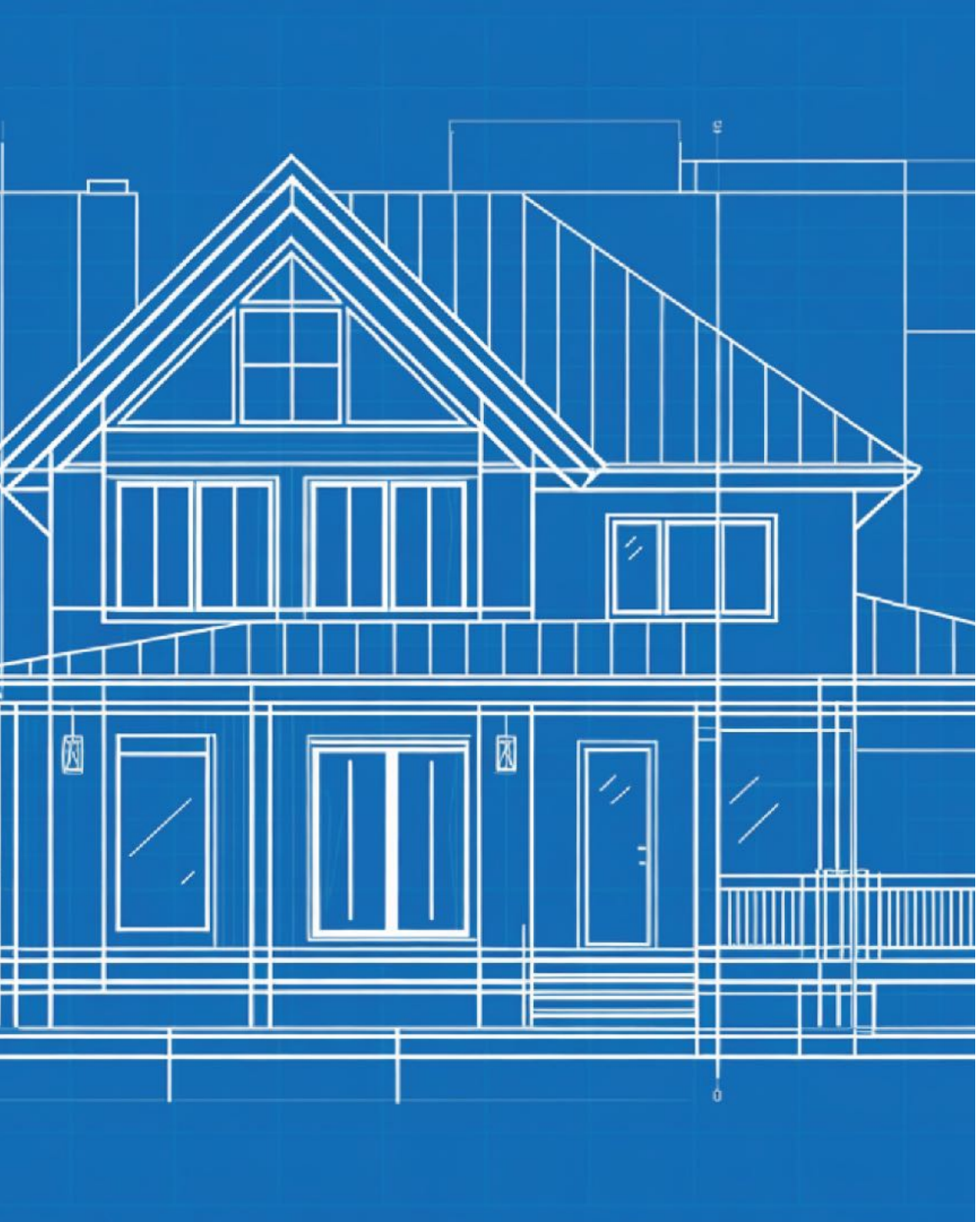
FINE-ART
HIGH-VOLUME
RANDOM



WORKFLOW IS ESSENTIAL

With a sequence of steps tailored to your needs, you can build a clear, consistent and effective workflow that preserves image quality, saves lots of time, and delivers the best possible results in your images.

Workflow allows you to focus on the image as a whole from processing to intent, story, output.



DANIEL J GREGORY PHOTOGRAPHY

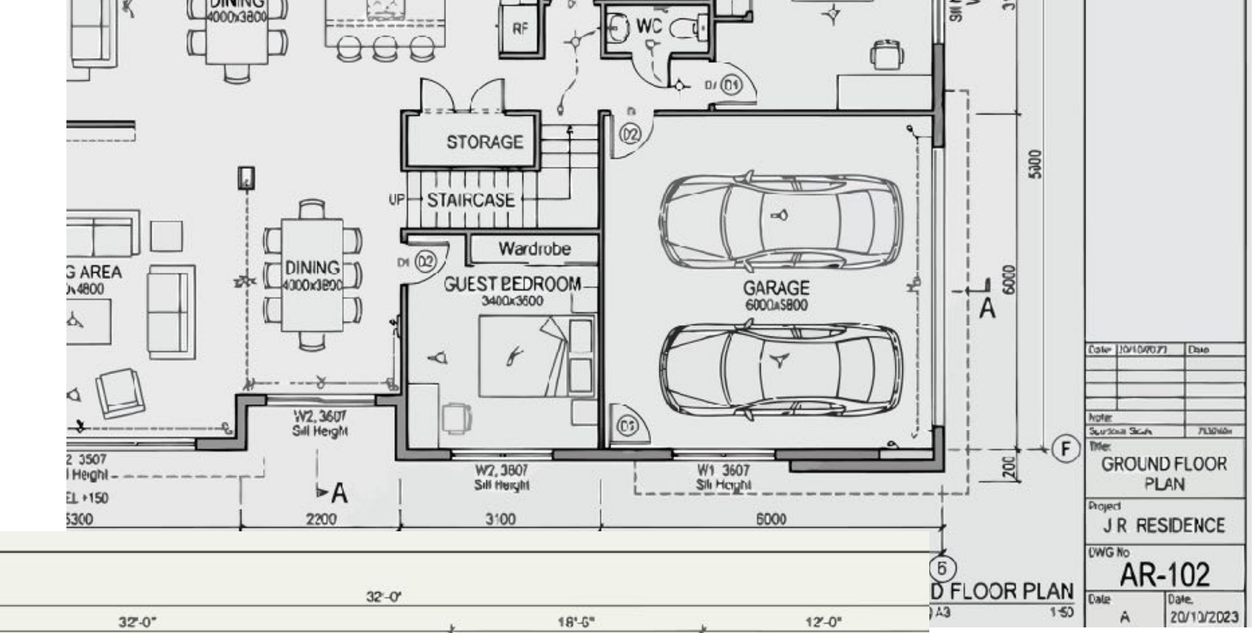
CASCADE CAMERA CLUB

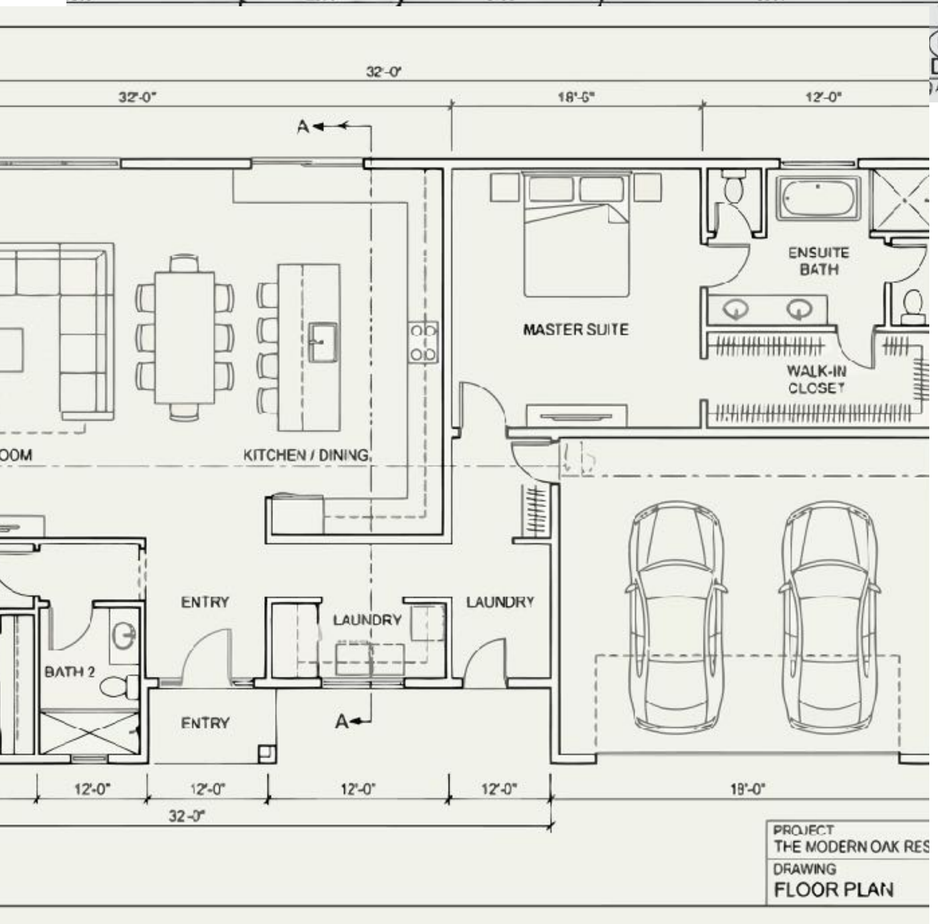
BEFORE YOU BUILD HAVE A PLAN

Start with an idea of what you want the end result to look like.

Before you start to process, ask yourself:

What am I trying to say? How should it feel? What should it look like?





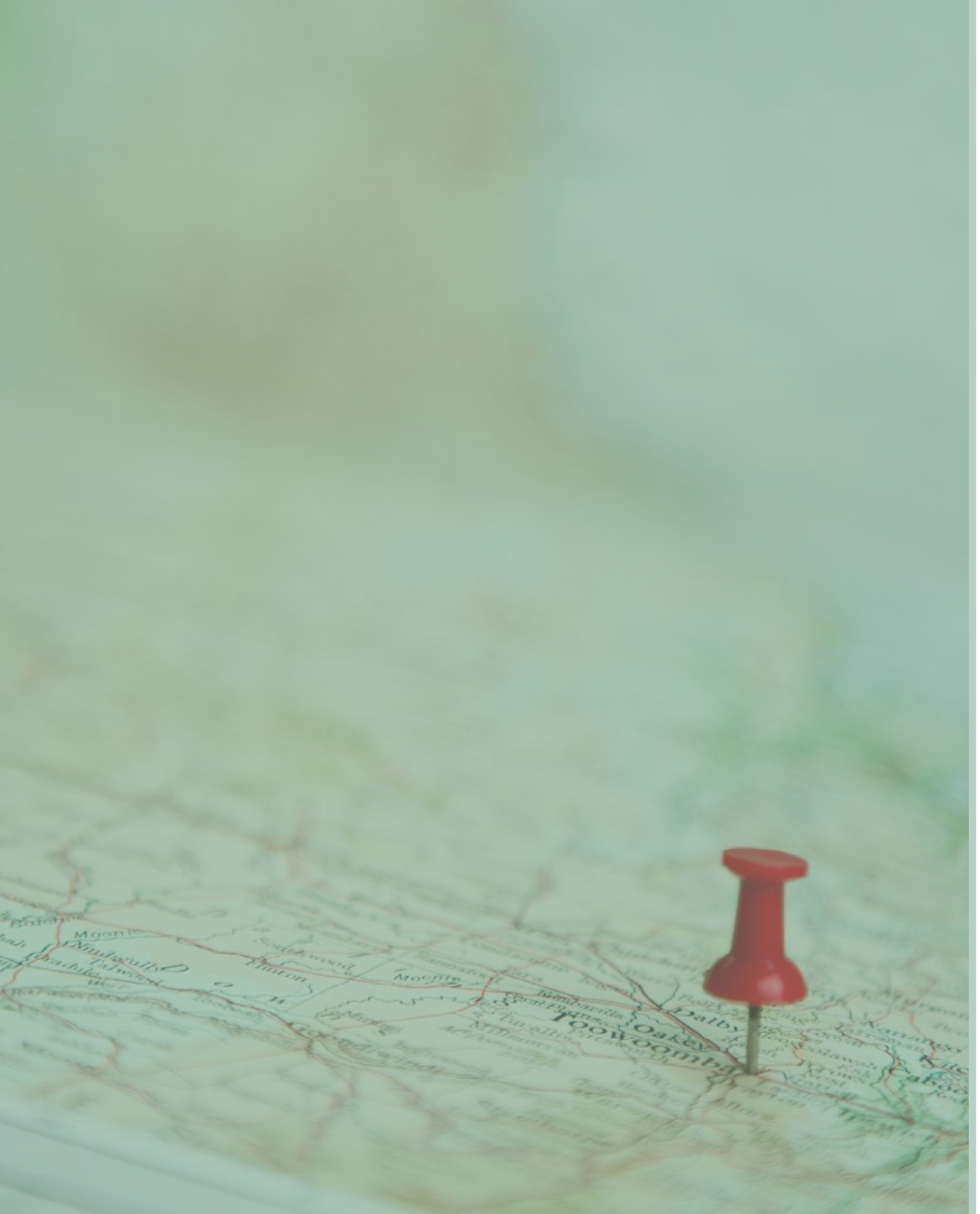
DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

ONE VISION, DIFFERENT WAYS TO GET THERE

There isn't just one way to create an image.

You can take the most direct approach or explore a more creative one.



DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

LANGUAGE OF THE DESTINATION

The language of what we want in an image:

Not just the look

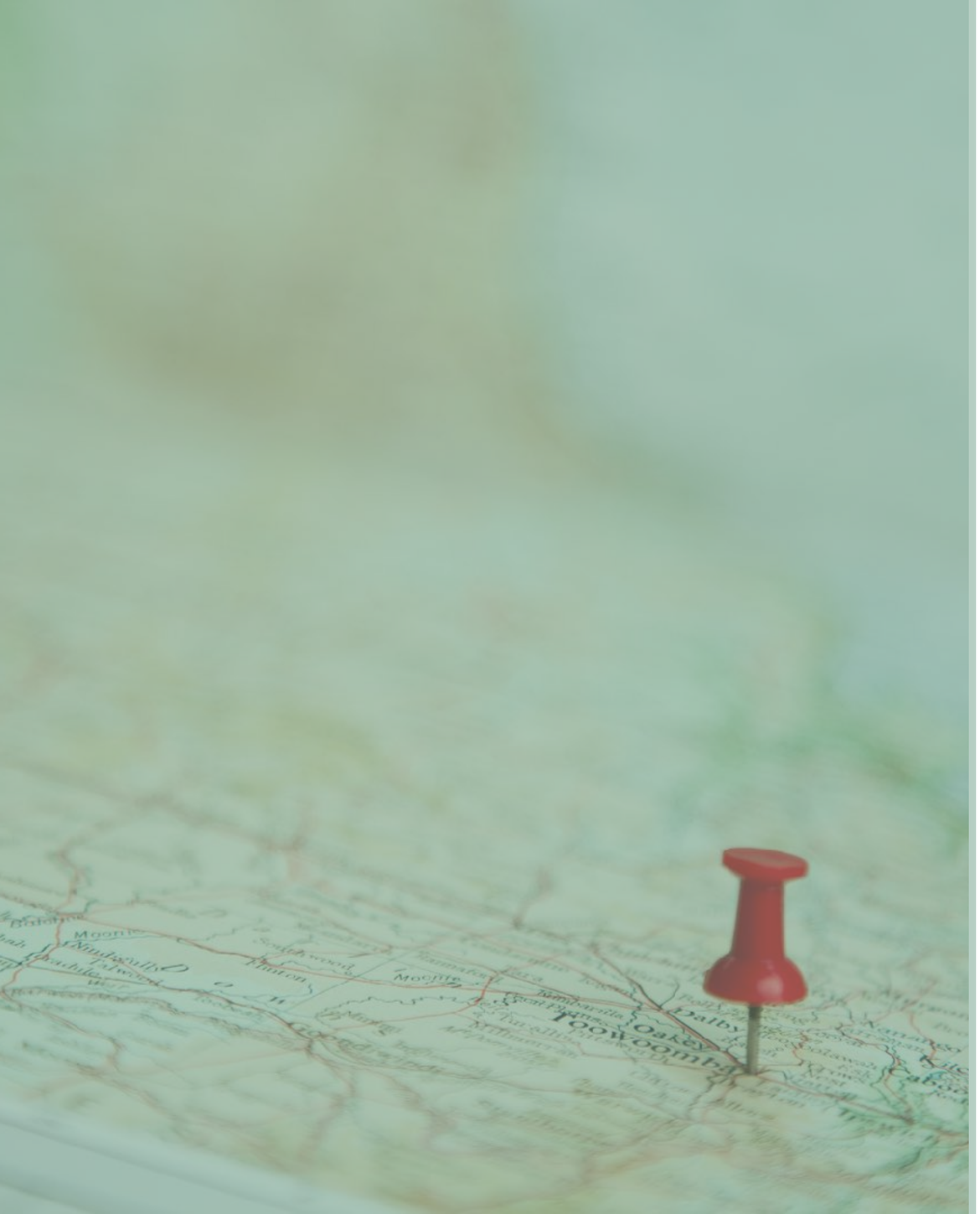
The expansion, the contraction, the opening and the closing

The meaning, the question, an answer, the answer or possibility.

Clarify what is a result and what is a parameter

"READERS (VIEWERS) WANT TO VISUALIZE YOUR STORY AS THEY READ IT. THE MORE EXACT WORDS YOU GIVE THEM, THE MORE CLEARLY THEY SEE IT, SMELL IT, HEAR IT, TASTE IT."

- NANCY KRESS



DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

LANGUAGE

Form

Texture

Shape

Line

Space

Tone

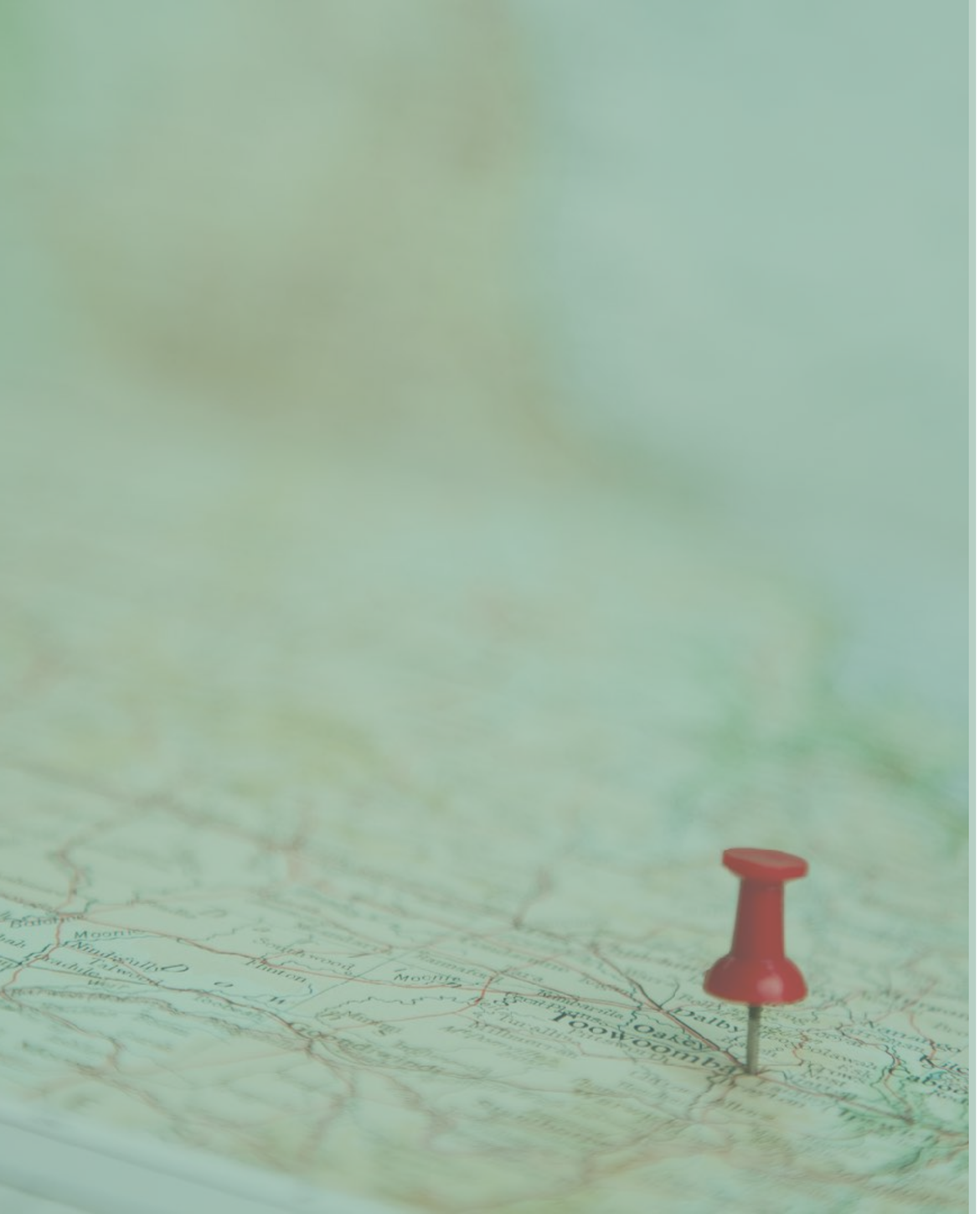
Color

Pattern and rhythm

Composition

Framing

Perspective – the viewpoint and sense of depth



DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

LANGUAGE

Evocative

Haunting

Intimate

Ambiguous

Contemplative

Ethereal

Visceral

Restrained

Macabre

Nostalgic

Sublime

Yearning



DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

EXPLORING

There is a difference between experimentation, play, process, realization, visualization and final outcome.

In workflow development, there has to be time for exploration and play, as play that turns into insight is valuable beyond measure.

Why not include what was discovered in the workflow?

EXEC NAME
EXEC TITLE

DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

KNOCK KNOCK HOUSEKEEPING

Document your workflow

Name your layers and masks

Do not use a layer, mask or tool to fix something you made in an earlier adjustment; fix the initial edit. Errors are additive at best and multiplicative at worst.

Use proper blend modes if your editing tool has them.

Clean up and remove unnecessary layers and masks when finished.

Consider using a specific file format for “final” files (psd, tiff)



WORKFLOW WARNINGS

Destructive workflows can degrade the quality of the file

Destructive workflows can reduce creativity.

Destructive workflows can make it difficult to reproduce.



WORKFLOW CONSIDERATIONS

Processing workflow is a organized, flexible and reflective process. Not all steps have to be used, nor do specific tools.

The workflow is as much about getting you to think about your destination, language and options as it is the steps to take

Workflows update with software, learning and wisdom



DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

BASIC FLOW

WORK IN A BASIC ORDER TO ENSURE EASE OF WORK, OPTIMIZATION OF WORKFLOW AND OUTPUT

- Foundations and Core elements
- Global
- Local
- Output
- Subset of work
  - Luminosity
  - Color
  - Saturation
  - Presence or enhancement tools (clarity, dehaze clearview etc)

DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

FOUNDATIONS & CORE AS PRE-FLIGHT PROCESS

EDITS TO CONSIDER BEFORE EDITING

CAN BE DESTRUCTIVE BUT ACCEPTED AS PART OF CAPTURED PROCESS

- Noise reduction*
- Dust spot and scratch removal*
- Cropping*
- Horizon line issues*
- Chromatic aberrations
- Lens distortion
- Transformations

CROPPING

- Cropping can happen at any time
- Recommend experimenting with cropping early
- Refine a crop later, or as the language is refined or the destination is redefined.

WHEN AND HOW OFTEN

DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

GLOBAL EDITING

ORDER MATTERS

- Noise if not done in pre-flight
- Sharpening (when and how)
- Chromatic aberrations and lens corrections
- Exposure
  - Midtones
  - Highlights/Shadows
  - White/Blacks
  - *Contrast
- Global color baselined and used as expression (removal of unwanted color cast—white balancing)

DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

GLOBAL EDITING

ORDER MATTERS

- Color Expression
  - Hue first
  - Saturation second
- Presence or stylizing tools (clarity, dehaze)
- Refine

DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

TWO SECONDS ON COLOR

WHAT WE DO AND HOW WE APPROACH COLOR HAS IMPACTS ON PROCESSING AND MEANING

- First Neutral Color Balancing
- Second Intentional Color Refinement
- Third is establishing color relationships to experience, meaning and intent
  - Color Grading

DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

LOCAL

THINGS THAT REQUIRE A MASK OR ADJUSTMENT THAT TARGETS ONE “ELEMENT OF THE IMAGE”

- Adjustments to something targeted in the image by color, texture, luminosity, position, shape, object or other localized effect
- Work from larger adjustment areas into smaller areas
- Focus again on luminosity, hue, saturation and presence/stylizing tools
- Refine selections such that they don’t introduce artifacts
- Name adjustments mask and layers (tool, strength, purpose)
- Use the fewest adjustments as possible

DANIEL J GREGORY PHOTOGRAPHY

CASCADE CAMERA CLUB

ARCHIVING

FILE FORMATS, EXPORTING, STORAGE, ARCHIVING CONSIDERATIONS

- Color space concerns (future proofing)
- File format considerations
- Backup of files and associated data
- Final file check for quality
- Notes and notations

OUTPUT

SCREEN, PRINT, SOCIAL, SUBMISSION

- Resizing consideration
- Output sharpening based on substrate or screen needs
- Color space concerns (soft proofing)
- Output adjustment check
- Proof check