

White Balance, Profiles and Presets:

With this assignment you will work within the ACR (Adobe Camera Raw) dialog box. Saving your work as a DNG file.

- You will use **TWO** of my images for the White Balance correction. Choose **Four** different images and genres of image for your exploration of profiles and presets from your archive of images.

Lets start with White Balance:

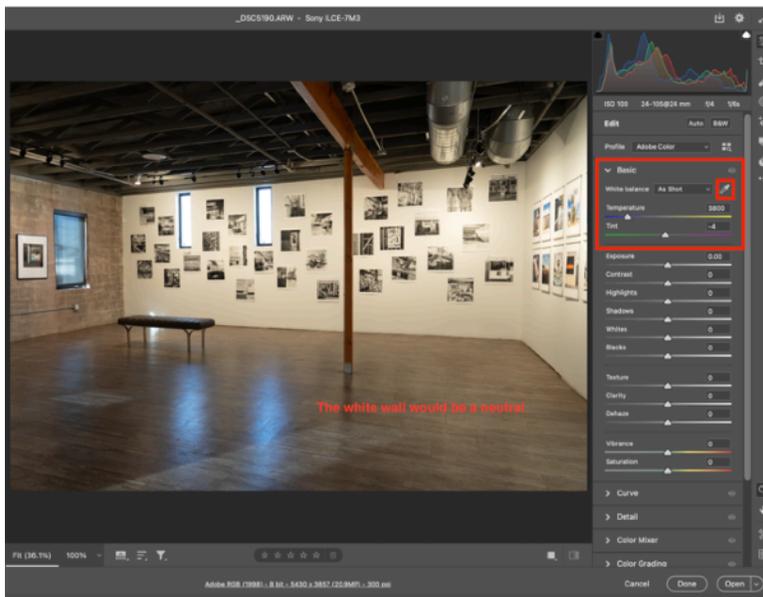
White balance is used to neutralize a color cast in the image. To make the image look natural to the eye. There are many ways to achieve proper white balance from using a preset in your camera, to using a custom WB in your camera, to making the change here in ACR or in PS.

- When working in ACR or PS you would want to neutralize any color cast before moving into the Basics Panel. However if your exposure and color balance are off, sometimes it makes sense to work the image back to a proper exposure before setting the WB. If you have a poor exposure and poor WB sometimes it just will not look natural. By manipulating an image too far you will find artifacting, halos, and more image problems. Start with a good exposure. If all fails you can try saving an image by converting it to Black and White, removing all color from the image.

Images can be warm (yellow/orange/red) or cool (blue). The time of day alters the color temperature (hue) of the scene. Each artificial lighting source has its own color temperature (hue). Color temperature is measured in degrees Kelvin (K) on a scale from 1,000 to 10,000. Daylight at noon is considered the standard/neutral. 5000 (K) All light is compared to this.

At times we want to correct a color cast, other times we want to enhance the color to create a mood or feeling. There is no one correct way to approach white balance in camera or in post production. What is correct is that your image looks good!

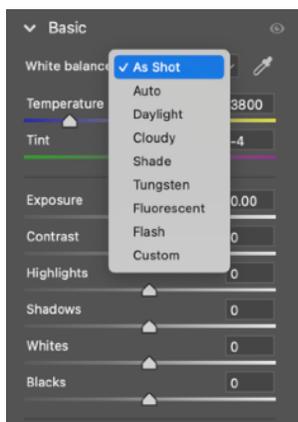
- 1) The 2 images I am giving you for the White Balance correction have a color cast. **Correct the color cast back to neutral.** What was the color cast on each image, warm or cool? Did you set the WB first or work a basic exposure adjustment before setting the WB. Why did you choose WB or Exposure first for each image. When submitting the images make sure you complete the editing process on all images.



How to White Balance:

To do this use the **Eyedropper Tool**.

Select the Eyedropper and look for something in your image that is a neutral color (Gray or white with tone) Click the neutral color. If it does not look good, click again in a different spot. The Eyedropper corrects for Temperature and Tint. You can always move the Temperature Slider to dial in your desired look. I usually do not move the Tint Slider.



You will also find **Color Temperature Presets**

Once you move a slider or use the Eyedropper the Preset will read Custom. Try them all to see how they look. You can change it back to As Shot and use the Eyedropper.

What happens if you only move the sliders. How does that look?

I generally use the Eyedropper and then a slider to dial in my look.

Profiles and Presets:

- 2) You will explore Two images where you apply Profiles.
- 3) You will explore Two images where you apply Presets.

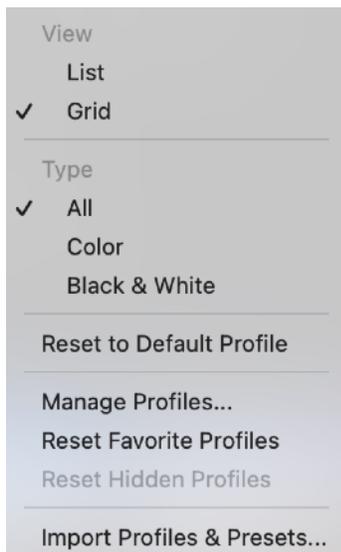
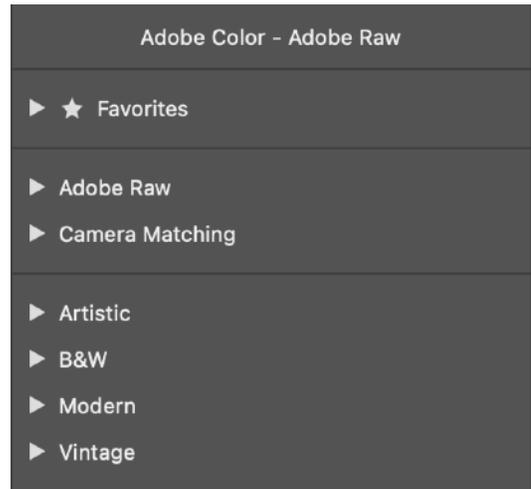
•Profile: *Lots to explore Here!*

Profiles can be used for creative purposes to change the look and feel of the photo.

Color, tone, contrast and more are applied with the selected Profile. You can add or decrease from the look with all but the Basic Profiles. Currently, Spring 2021, you have over 40 creative profiles in LRM, Basic, Artistic, B&W, Modern, Vintage. You can only apply one Profile to your image

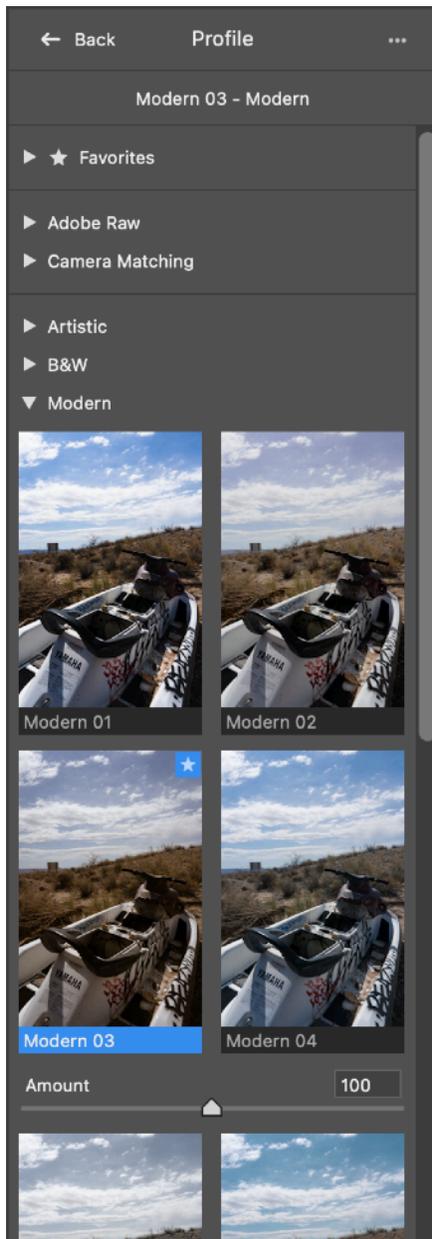
For **RAW/DNG** files, a Profile needs to be applied to render the image to convert the RAW camera information into colors and tones.

Adobe has created profiles for almost every camera make and model. With RAW files you have additional ***Adobe RAW** Profiles available, Adobe Standard, Adobe Color, Adobe Monochrome, Adobe Portrait, Adobe Landscape, Adobe Neutral, Adobe Vivid. According to Adobe these were designed with the idea of creating a unified look and feel, no matter the camera being used. This is great if you are using multiple cameras for a shoot or series. Adobe does a great job with this.



***Camera Matching Profiles:** This is great. With these profiles you can closely match what you see on your LCD screen on your DSLR/Mirrorless camera. These more closely match your jpg images, but give you the editing flexibility of your RAW files. The options here will be different for each camera the image was captured with.

JPG and Tiff files are rendered in camera from the parameters you chose or the camera has on by default: Color, White Balance, Sharpness, Contrast, Hue, B&W, Saturation. Each camera has its own set of Parameters to be explored. You can still explore the Profiles to create a look or feel. **This is a great way to unify a group of images.**



I like the Grid mode while viewing the Profile Panel.

- When you hover over a profile the look appears on your image, giving you a large view or what the profile looks like. Click and the profile is applied to your image.

- You can also use the **Amount Slider** to dial in the look/style.

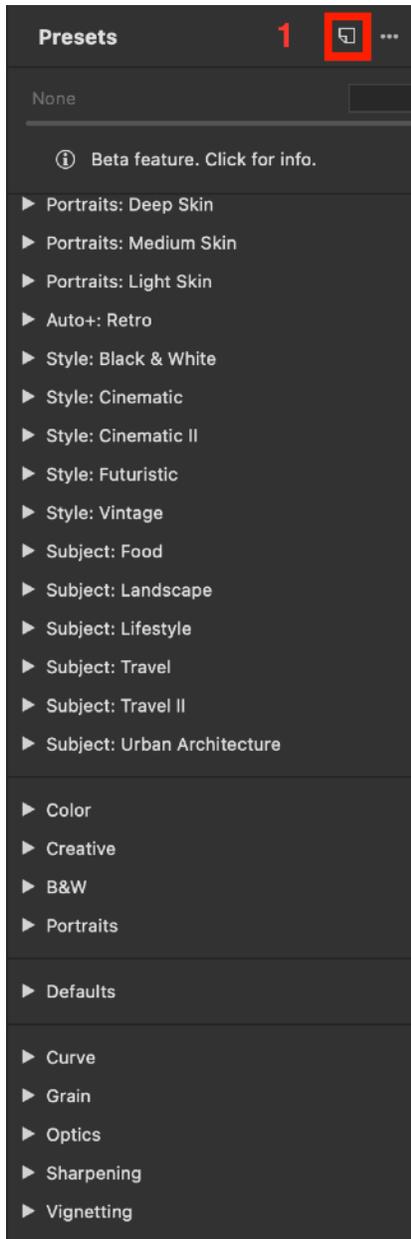
- You can change the profile any time without degrading your file.

- Start your edit by selecting a Profile.

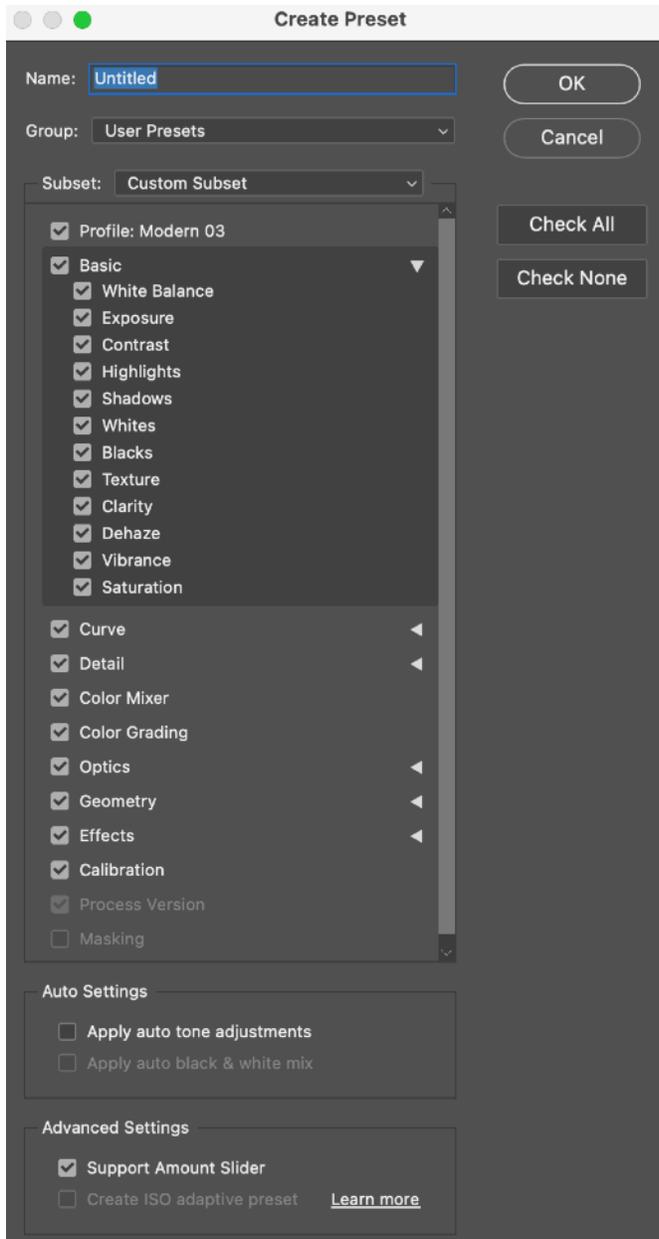
If using a RAW file the **Adobe Standard Profile** is applied by default. You might want to make your edit before applying one of the Artistic, Modern or Vintage profiles, adding a style to your image. Remember no sliders are moved when using a Profile. Profiles mainly alter color and contrast.

- If you know your image will be a **Black and White**, start by choosing a B&W Profile. Then jump into the panels to work the image further.

**When using Profiles no sliders are being moved in the Panels.
Using a Preset your sliders are moved to a "preset" location.**



Presets: Apply a look to your photograph by moving sliders within the ACR Dialog Window.



•**Custom Presets** are a fast and easy way to apply settings you do over and over again. Create a custom preset for grain, vignette, exposure, you name it, you can make a preset. I recommend grouping your like presets so you can find and apply them quickly.

1) With your desired image open click the custom Preset Icon.
-You will create a preset based on the current edit settings of that photo.

2) The New Preset dialog box appears, specify a name for your preset.
-Choose the edits you would like included in your preset.
-Each arrow opens to a drop down menu.

3) Click Save.

The saved preset is added in the list of User Presets in the Presets panel.

Submit:

- 6 DNG files - All work will be done in ACR
- Title: Last name_First initial_project.extension
(example)

Smith_M_WB.dng

Smith_M_WB2.dng

Smith_M_PP_pro_1.dng

Smith_M_PP_pro_2.dng

Smith_M_PP_pre_1.dng

Smith_M_PP_pre_2.dng

- Detailed written description in the Comments within Canvas
Include any thoughts about the process or look of the images. Do you have a favorite image? Why is it a favorite. Why did you make the choices for each image.

Do you have a preference between the Profiles or Presets?

Did you apply the profile at the start of your workflow or did you use the basics panel first?