

DESN 350 Week 2 Part 2 Summer 2016

Reading: Long: Ch 16 Correcting Color and Ch 12 selected topics

Part 1 Campus Picture Scavenger Hunt. Provide the following images in a collage format like last week's 3x3. Include a caption by each image labeling it as listed below.

Use thirds or triangle composition if appropriate. Use optimal lighting angles whenever possible. Correct tone and crop when appropriate. Color correct your images when necessary.

- 1a. A large open space framed by buildings. Include a person for scale.
 - 1b. A interesting building framed by trees.
 - 1c. A happy shopper in the bookstore.
 - 1d. A combination of warm and cool colors.
 - 1e. A colorful plant not in direct sunlight.
 - 1f. A student contemplating great thoughts in a secluded area.
 - 1g. An image with interesting foreground, midground, and background elements.
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Part 2. Camera Assignment Introduction. (6 images)

This weekend concentrate on *people and culture*. Since I can't really ask you to travel to a foreign country this week, we will use your family or friends' events or home as our tourist destination. The kind of images you would seek while traveling are the same as on any shoot describing *what it's like to live* in a particular culture, so try to imagine how we Americans would look to a foreign traveler this weekend.

How do we dress? How do we eat? What do we eat? How do we treat each other? How noisy are we? How polite are we? What social graces do we observe? How is the work and fun divided up? What do we do that is really odd when you think about it? How important are the pets? What do individual people look forward to the most? What is the true personality of each person?

This is a photo essay and you should organize it in some logical way. For instance, if family is gathering for a July 4th meal/party, you might include a sequence with preparations, cooks, people arriving, meeting grandma, helping themselves to the food, someone showing a child how to play a game, a formal portrait of the group, the cleanup, watching television, napping guests,

thank-yous, folks packing for the trip home, and sleepy kids in the car.

Include at least four examples of the following along with a **small caption** along the bottom edge of each identifying the assignment goal it meets.

- A *candid* shot of a relative or friend doing what they love to do. You may need to practice getting the timing right.
- A *posed* shot of a relative or friend doing what they love to do. Don't use a flash unless it is a bounce. Pose them but talk to them to make them naturally relaxed.
- A group portrait (3 or more people) in soft light.
- A picture inside a store showing happy involved shopper. Or a similar promotional picture, such as a picture showing a happy involved student.
- A picture of a fan engrossed in a game.
- A child showing you her/his favorite toy.

Use Photoshop's File > Automate > PDF Presentation to create a *single PDF file* that plays your images as a slide show. No watermarks needed on this one.

All of this week's images should be properly exposed with balanced color, with detail in both the highlight and shadow areas, without distracting elements, all in focus (unless you choose to do selective focus), with good contrast, without grainy-ness, and with interesting composition (framing, thirds, triangles, etc.). No flash please!

5a 5b 5c and 5d

Open the four assigned images and correct the color using the techniques demonstrated in the textbook and in class. Watermark and turn in JPEG images.

Tutorial Assignments from Ch 16 Correcting Color. Include a watermark on each JPEG image.

3. Open the image *Tumbleweed.tif* (Figure 16.3 cracked soil and tumbleweed) and follow the lightroom tutorial *Correcting White Balance* pp.419-423 to correct the color cast. Or use the methods we demonstrated in class using Photoshop.
4. Open the image *raw adjustments.CR2* and straighten it as well as color correct it as outlined in *Fixing White Balance in a Raw File* pp 423-424. You may have to

sample several potentially grey areas and find the most likely original color temperature.

Study Questions from Ch 16 Correcting Color

What are the three basic reasons we adjust color in an image?

What is a *color channel*?

What does the *channels palette* show?

In the Levels palette, what does the *white point dropper* represent?

In the Levels palette, what does the *neutral dropper* represent?

What is the difference between *hue* and *saturation*?

Describe *vibrance* as it is used in Photoshop.

How would you use a “gray card”?

Selected Study Questions Ch 12 Special Shooting

What is the advice for shooting events? p309

What is the best exposure strategy for shooting sports?

What is the advice for street shooting? p302

Can you use images taken on the street for commercial publication?

What is the advice for vacation shooting? p320

What are five recommendations for shooting at night? p315

Questions From Class:

What are strategies for finding the best light and the best angle?

What do you take pictures of if it is overcast or rainy?

What do you take pictures of if it is noon on a sunny day?

What do you look for that make your event or travel images interesting?

What color is an overcast sky?

What kind of pictures is an overcast sky good for?

What kind of pictures is a hazy sky good for?

What time of day gives you the warmest light?

What kind of pictures should you try for midday?

What is framing in image composition?

How is the *Info window* used in correcting color?

How is the *Color Balance* used in correcting color?

How is *Levels* used in correcting color?

How is *Curves* used in correcting color?

What colors do we look for in the image to guide us in color correcting the image?

What is meant by *the color temperature of light*?

What color temperature is considered ideal?

What is the color temperature of a cloudy day?

What is the color temperature of an incandescent light?

What is the color temperature of a sunset?

What is the color temperature of a distant snow?

What is an example of RGB balance for white, gray, and black?
