

# FIX MY PIC?

A SHORT REVIEW

# PREMISE

- **WE CAN IMPROVE OUR IMAGES THROUGH POST-PROCESSING**

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- **WE CAN IMPROVE OUR IMAGES THROUGH POST-PROCESSING**
  - WE NEED TO KNOW WHAT NEEDS “FIXING”
  - WE NEED TO KNOW HOW TO USE THE TOOLS TO ACHIEVE THE RESULTS WE ARE AFTER

# KSCCC “FIX MY PIC” - HISTORY

- VIEWED AS A MECHANISM FOR MEMBERS TO LEARN ABOUT IMPROVING IMAGES THAT HAVE ALREADY BEEN TAKEN
  - IDENTIFY STRENGTHS AND WEAKNESS
    - DETERMINING WAYS TO AMPLIFY THE STRENGTHS AND DOWNPLAY (ELIMINATE) THE WEAKNESSES
- GET MEMBERS TO PROVIDE FEEDBACK ON EFFECTIVENESS OF THE IMAGE
  - MAKE RECOMMENDATIONS ON POTENTIAL IMPROVEMENTS
  - LEARNING HOW TO **ANALYZE** AN IMAGE AND **DELIVER** THESE OPINIONS
- **NOT ALL IMPROVEMENTS CAN / SHOULD BE DONE ONLY IN POST PROCESSING!**
  - RESHOOT (IF POSSIBLE) CAN BE WORTH CONSIDERING

# HOW MUCH DO I NEED TO “~~FIX~~” RETOUCH MY PIC?

- IT DEPENDS ON WHAT YOU ARE PLANNING TO DO WITH THE IMAGE:
  - DISPLAY IT ON A SMALL SCREEN (PHONE)?
  - SHARE IT ON SOCIAL MEDIA?
  - SHOW IT AT A PHOTO CLUB MEETING ON A LARGE SCREEN?
  - MAKE A LARGE PRINT TO HANG ON A WALL
- THIS IS SUBJECTIVE AND DEPENDS ON THE PHOTOGRAPHER'S VIEWS AND PERSONAL TASTE
- THE CAMERA AND THE HUMAN VISUAL SYSTEM DO NOT SEE THE SCENE IN THE SAME WAY
  - RETOUCHING ALLOWS THE PHOTOGRAPHER TO CREATE WHAT **THEY** SAW WHEN THEY TOOK THE PICTURE, VERSUS WHAT THE CAMERA SAW
- STRAIGHT OUT OF CAMERA IMAGES ARE VIRTUALLY NEVER “GOOD ENOUGH”!

# RETOUCHING TOOLS

- MOST KSCCC MEMBERS HAVE INDICATED THAT THEY USE AN ADOBE PRODUCT
  - LIGHTROOM
  - PHOTOSHOP ELEMENTS
  - PHOTOSHOP (INCLUDES ADOBE CAMERA RAW)
- MANY OTHER PRODUCTS AVAILABLE FROM VARIOUS VENDORS
  - SOME “FREE” OTHERS MUST BE PURCHASED

# TYPES OF RETOUCHING / RETOUCHING ORDER

- 1. GLOBAL CHANGES** – APPLIES TO THE WHOLE IMAGE
  - MAINLY USE SLIDERS
- 2. AREA / ZONE CHANGES** – LARGE, CONTIGUOUS AREAS OF THE IMAGE
  - SKY, SEA, ETC.
- 3. LOCAL CHANGES** – SMALL SPECIFIC AREAS IN THE IMAGE
  - SELECTION OF VERY SPECIFIC AREAS

# EFFORT / EXPERTISE REQUIRED IN RETOUCHING

- **GLOBAL** – LOW EFFORT AND LIMITED KNOWLEDGE / SKILL REQUIRED
  - UP TO 1 OR 2 MINUTES
- **AREA / ZONE** – INTERMEDIATE EFFORT AND SKILL / LEVEL OF KNOWLEDGE
  - UP TO 3 – 5 MINUTES
- **LOCAL** – SIGNIFICANT EFFORT AND ADVANCED KNOWLEDGE AND SKILLS REQUIRED
  - ~95% OF EFFORT
  - MANY MINUTES → HOURS → EVEN MULTIPLE DAYS



# GLOBAL RETOUCHING

- CROP THE IMAGE
- STRAIGHTEN THE IMAGE
  - HORIZON LINE IS LEVEL
- PUSH SLIDERS TO
  - ADJUST EXPOSURE
  - ADJUST WHITE BALANCE
  - ADJUST CONTRAST
  - TWEAK HIGHLIGHTS OR SHADOWS

# AREA / ZONE RETOUCHING

- TYPICALLY
  - ADJUST EXPOSURE OF LARGE CONTIGUOUS PARTS OF THE IMAGE
  - ADJUST COLOURS, CONTRAST OR SATURATION IN LARGE CONTIGUOUS PARTS OF THE IMAGE
- SKY, WATER, LARGE AREAS OF LAND, ETC.
- USE TOOLS AND TECHNIQUES THAT RESTRICT EDITS TO SPECIFIC AREAS OF THE IMAGE

# LOCAL RETOUCHING

- ADJUST EXPOSURE IN SMALL AREAS OF THE IMAGE
  - MAKE SELECTIONS
  - DODGING AND BURNING
- REPAIR DEFECTS IN LOCAL AREAS
  - REMOVE SENSOR DUST, DISTRACTING ELEMENTS, ETC.
  - HEALING, CLONING, "CONTENT AWARE" TOOLS
- OTHER SMALL LOCAL "TWEAKS"

# DETERMINING THE AMOUNT OF RETOUCHING

- END USE OF THE IMAGE
- LEVEL OF INTEREST IN RETOUCHING
  - HOW MUCH TIME ARE YOU WILLING TO PUT INTO THIS
- LEVEL OF SKILL AS A RETOUCHER

# WHEN IS THE RETOUCHING WORK FINISHED

- WHEN THE IMAGE IS GOOD ENOUGH FOR YOUR INTENDED PURPOSE
  - WILL NOT TANGIBLY IMPROVE WITH MORE WORK / EFFORT
- WHEN YOU RUN OUT OF TIME TO DO FURTHER WORK
- NEVER...

# IMPORTANT: WHAT DRAWS THE VIEWER'S ATTENTION?

- BRIGHTEST AREAS OF THE IMAGE
- HIGHEST CONTRAST AREAS OF THE IMAGE
- SATURATED COLOURS
  
- POST-PROCESSING CAN BE USED TO VISUALLY GUIDE THE VIEWER THROUGH THE IMAGE

# FIX MY PIC

- IDENTIFY ISSUES WITH THE IMAGE
- USE POST-PROCESSING TOOLKIT TO “FIX” THOSE ISSUES



straight out of camera





- Bright area in the clouds (top left) is distracting
- Too much sky
- Parts of building along bottom edge should be removed
- Possibly crop left and right sides
- Image is “flat” and lacks contrast





- Mountains and sky are bright and saturated
- Compete with foreground and middle areas of the image



- Buildings
  - Some blend into background
  - Others stand out too much
- Trees on right need more “pop”





LOOK AT HOW POST-PROCESSING CHANGED THE  
FLOW OF THIS IMAGE



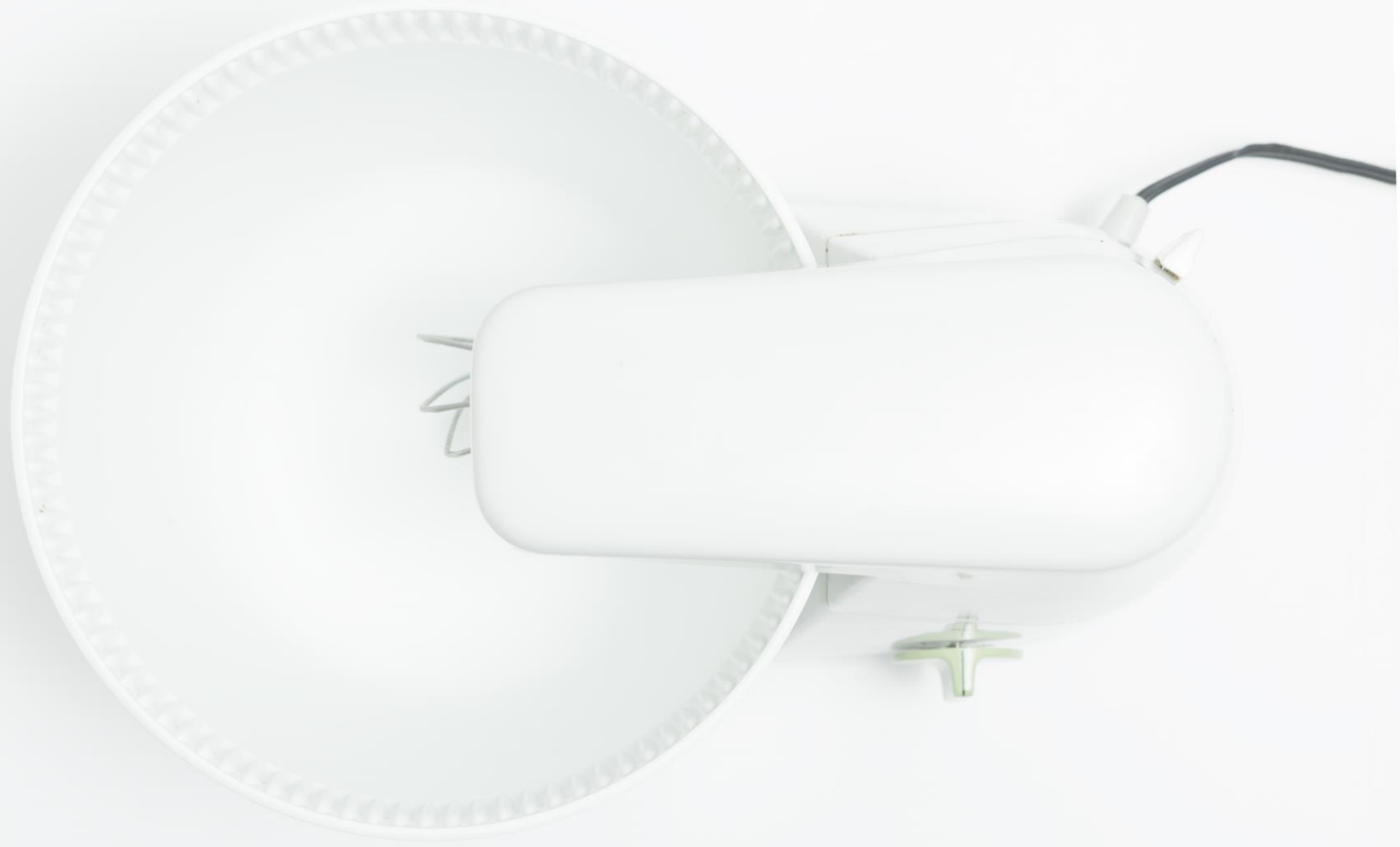




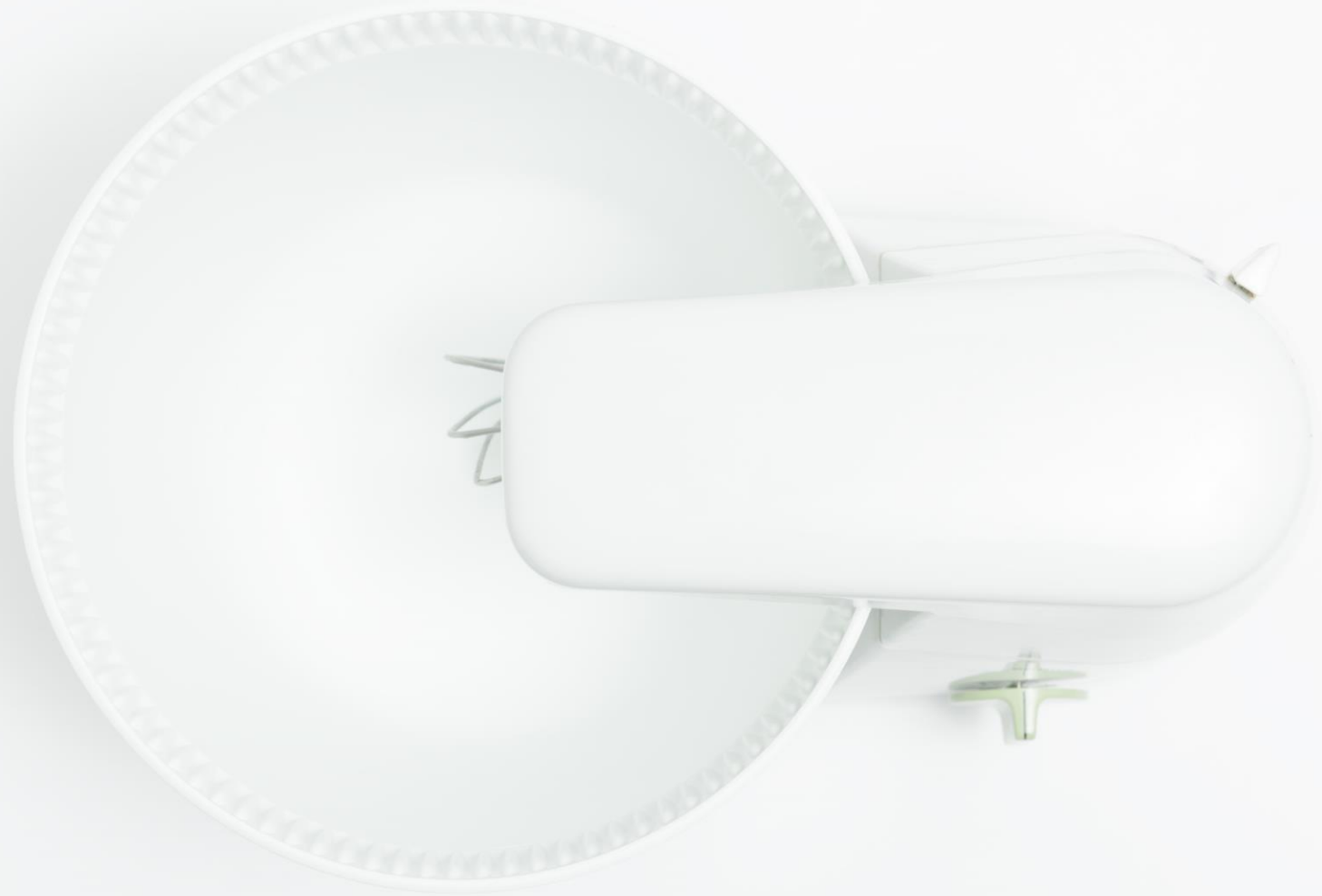








Straight-out-of-Camera Shot



Remove power cord and minor touch-ups



Increase Contrast



Brighten Exposure





Final Image – Dodge Front Face

# QUESTIONS, THOUGHTS OR COMMENTS?

- SHOULD WE RUN A “FIX MY PICS” EXERCISE REGULARLY AT KSCCC MEETINGS?
- HOW DO WE RUN THEM?
  - INSTRUCTIONAL
  - MEMBERS COMMENTS
  - MEMBERS FIX SAMPLE IMAGES?
  - “EXPERT” FEEDBACK
- HOW OFTEN?
- OTHER IDEAS?