WORKSHOP

NOVEMBER 2010

WILL STOTLER • PHOTOGRAPHER

welcome

model: chandra

WILL STOTLER

- Creative Technical Consultant
- Flickr since ’05
- Cinematographer ’08
- MM since ’09

10 guidelines for shooting

model: l.l. burrell

10 GUIDELINES

1. You Have to Go Do It
2. Do Not Blame the Camera
3. Manufacture the Moment
4. Shoot All Manual

10 GUIDELINES

5. Understand What the Camera "sees"
6. Find the Light
7. No Cropping

10 GUIDELINES

8. Digital Development OK. But, Digital Manipulation not OK.
9. Develop Then Grade
10. Share More Than You Think is Prudent

one photographer, many hats

model: rachael maria

MANY HATS

- Camera Operator
- Producer / Organizer
- Director
- Lighting Department
- Post-Processing Department

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- Producer / Organizer
- Director
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agenda

model: annette newlin

AGENDA

- Take Control of the Camera
- Sculpt With Light
- Fast Post-Processing Workflow

handout

model: zahra femi

HANDOUT

- Shooting determinations based on desired output and technical constraints

control the camera

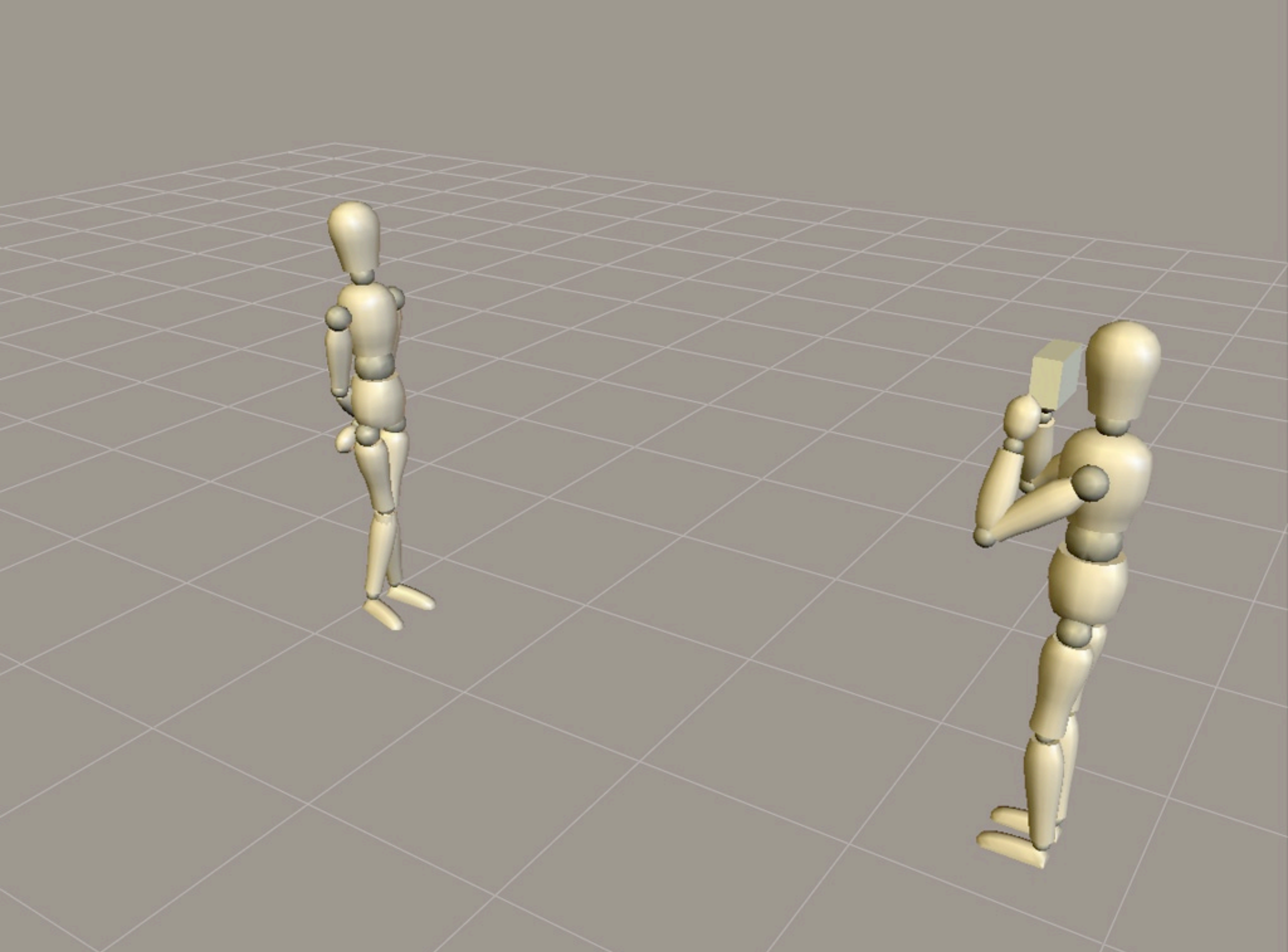
model: josh harnois

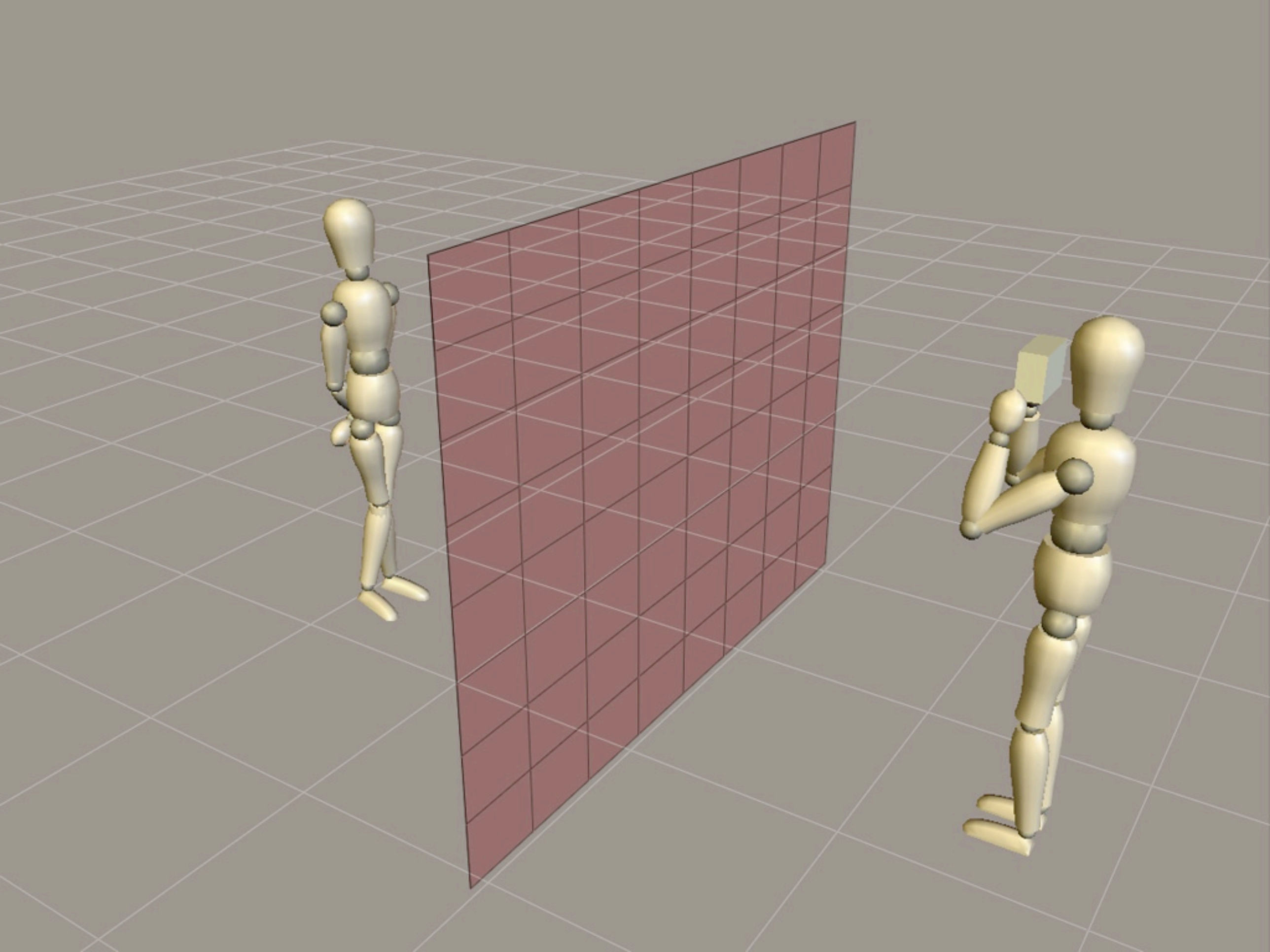
CONTROL THE CAMERA

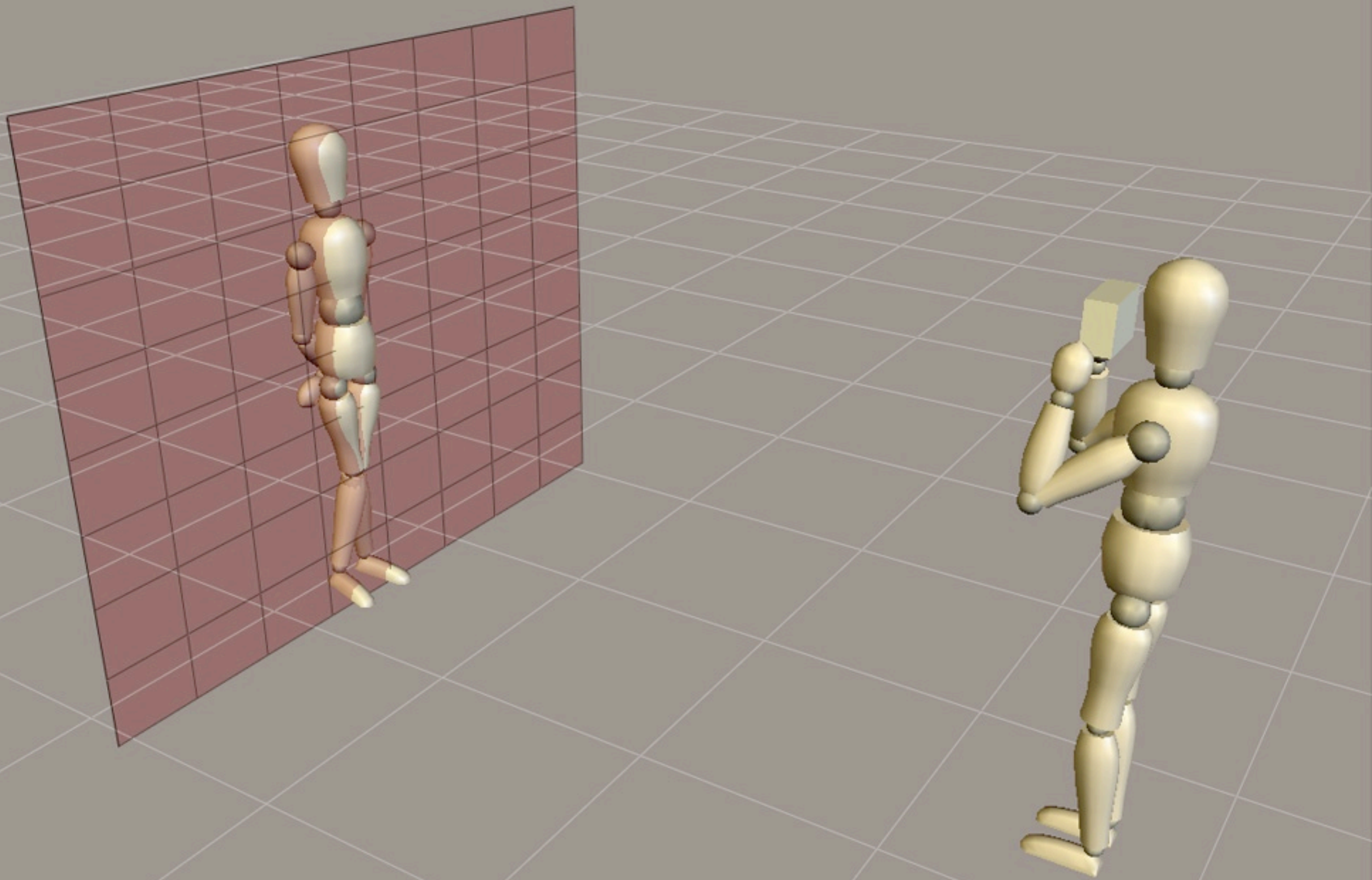
- Focusing Considerations
- Exposure Control

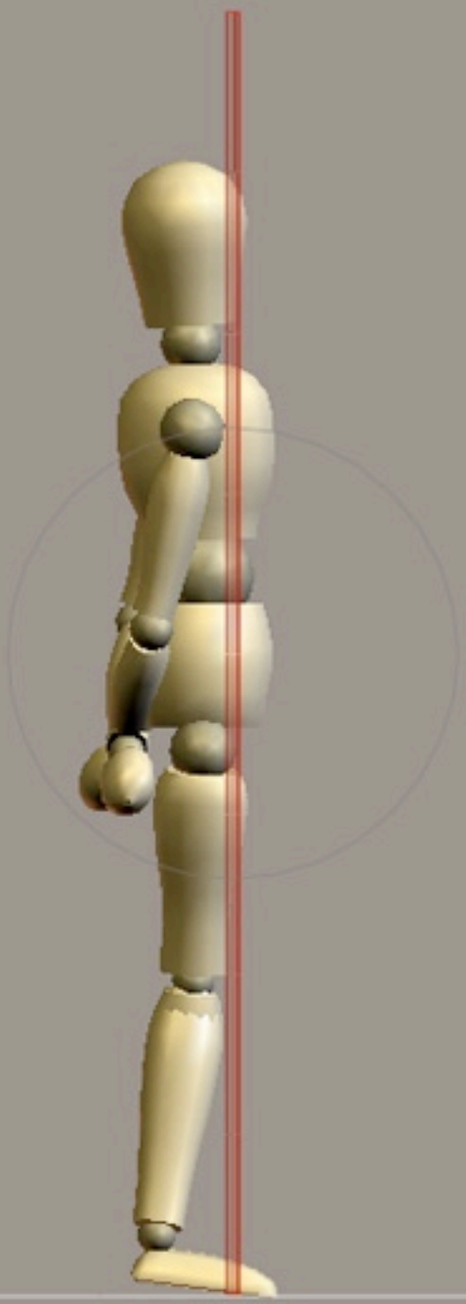
FOCUS CONSIDERATIONS

- Plane of Focus
  - Only ONE plane of focus
- Depth of Field
  - Depends on final effect
- You control both









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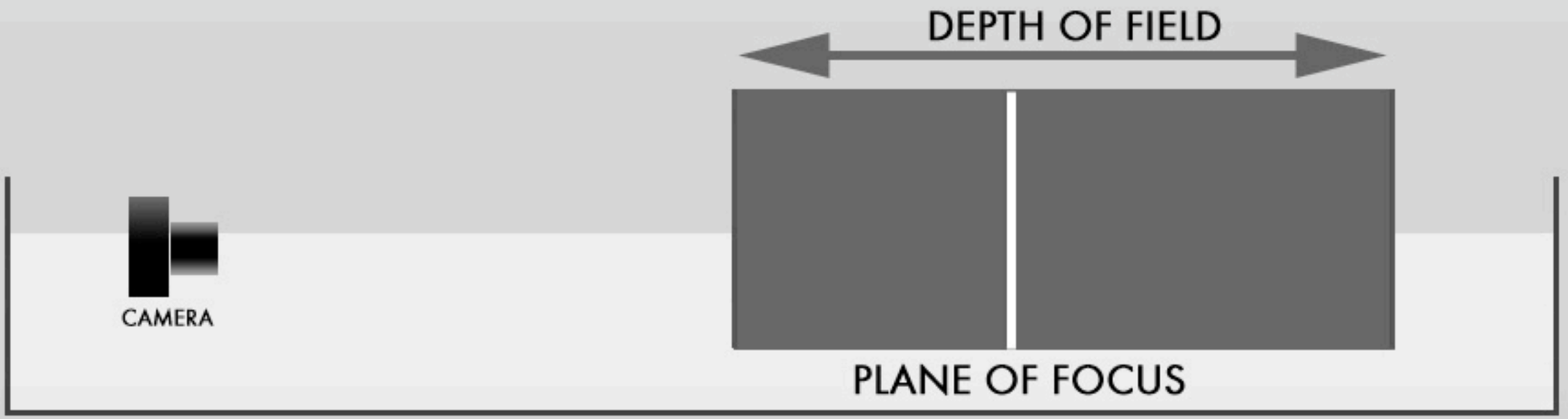

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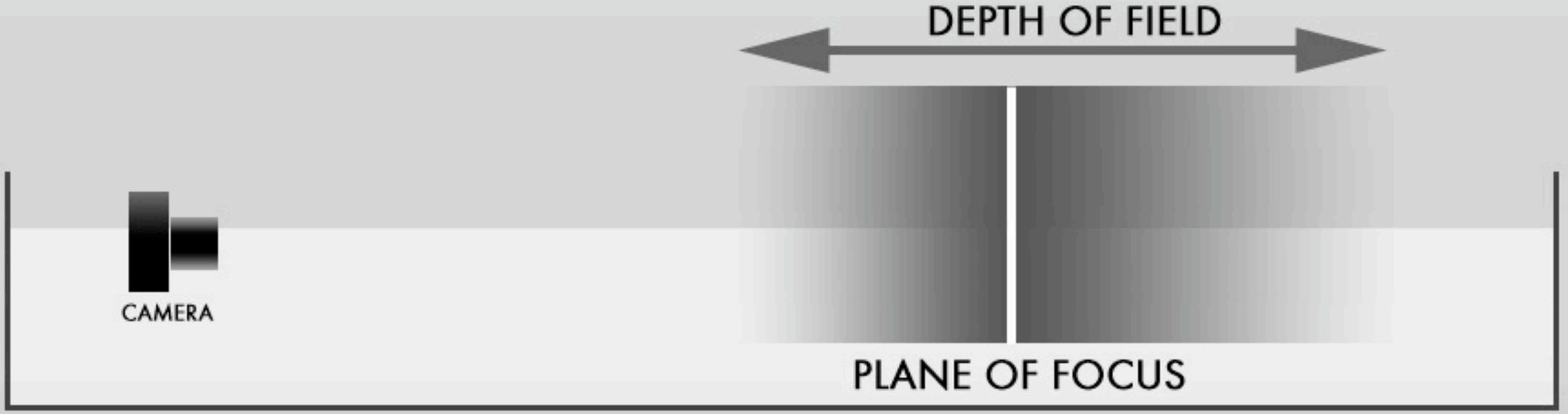
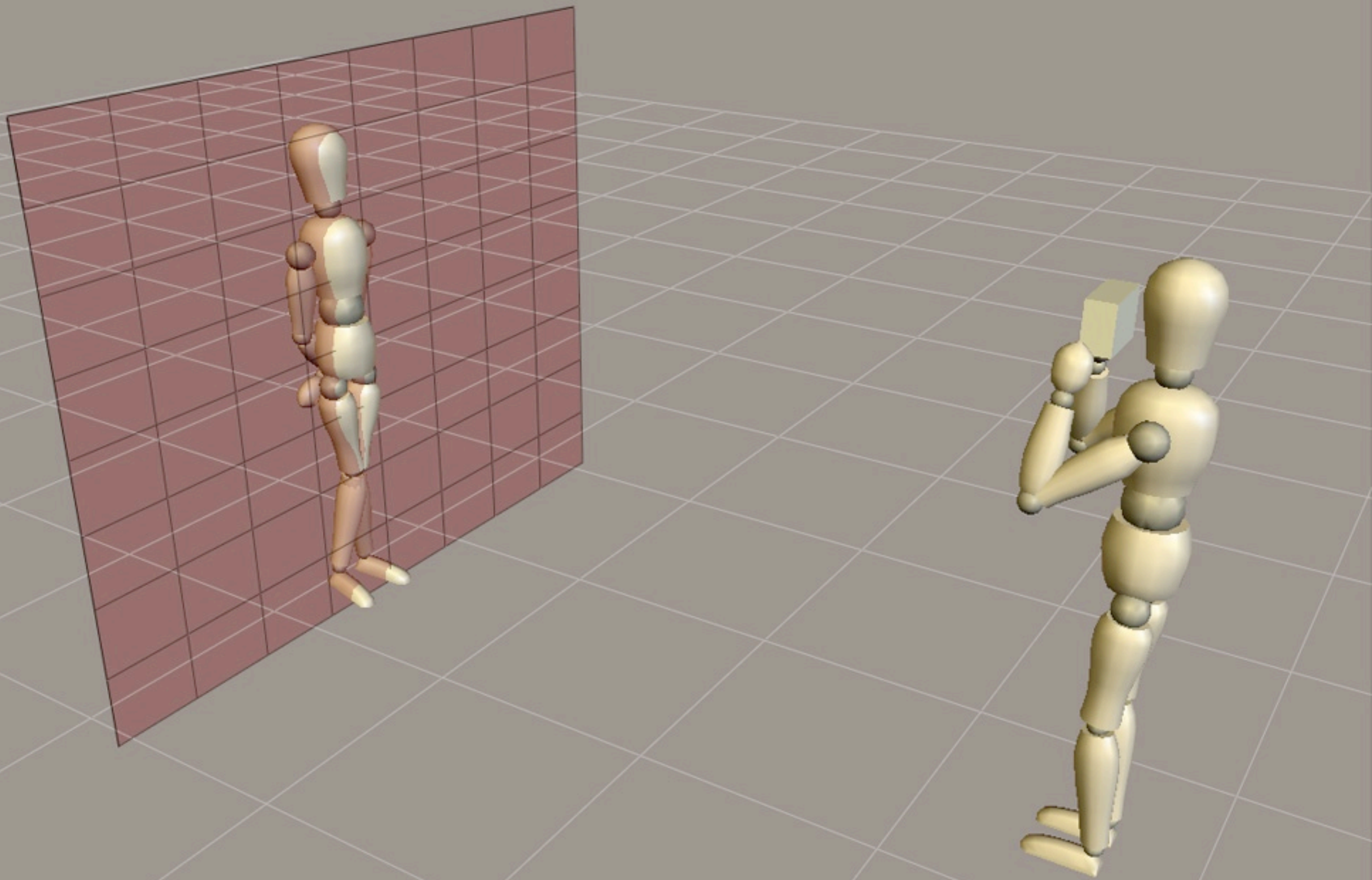
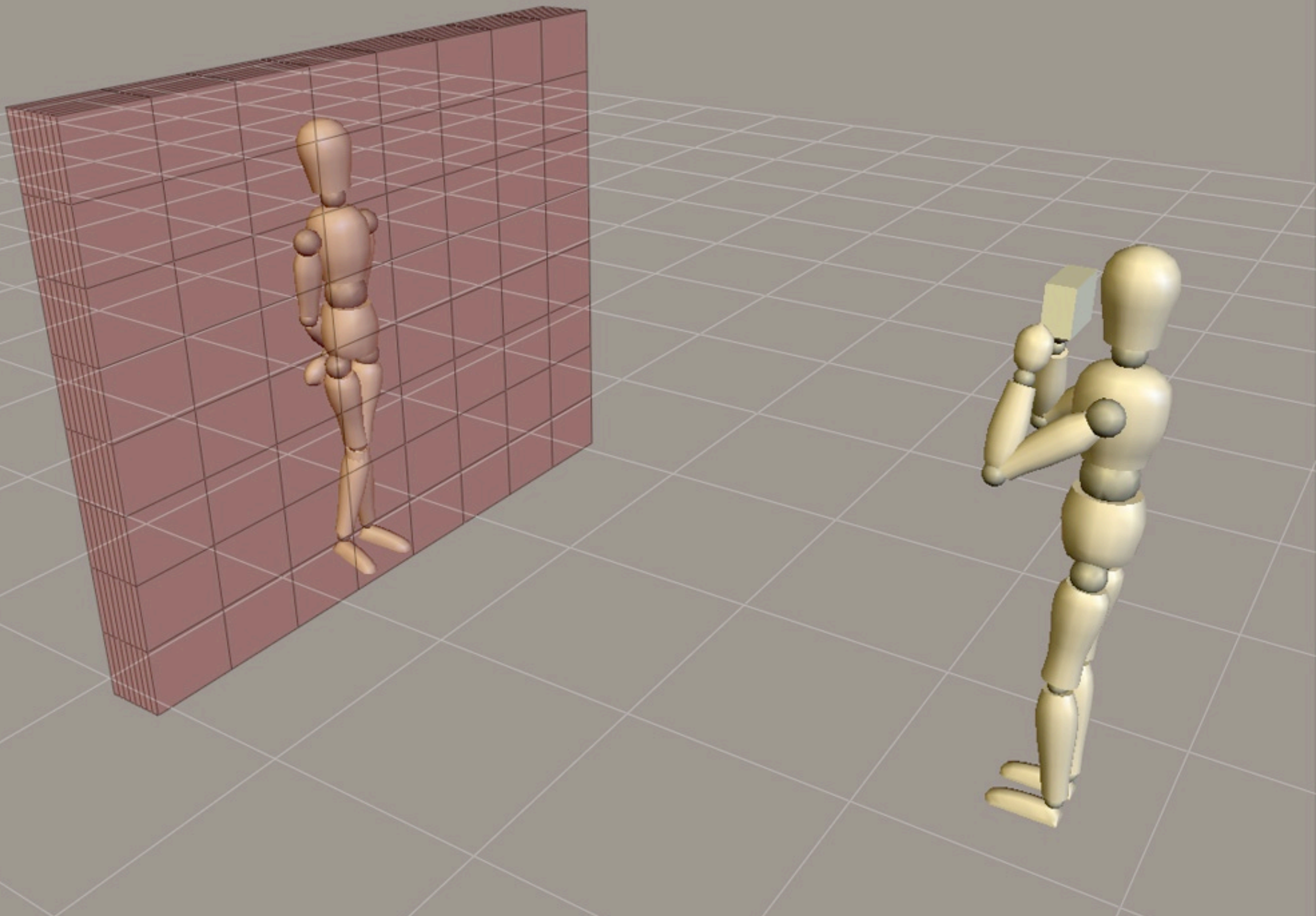


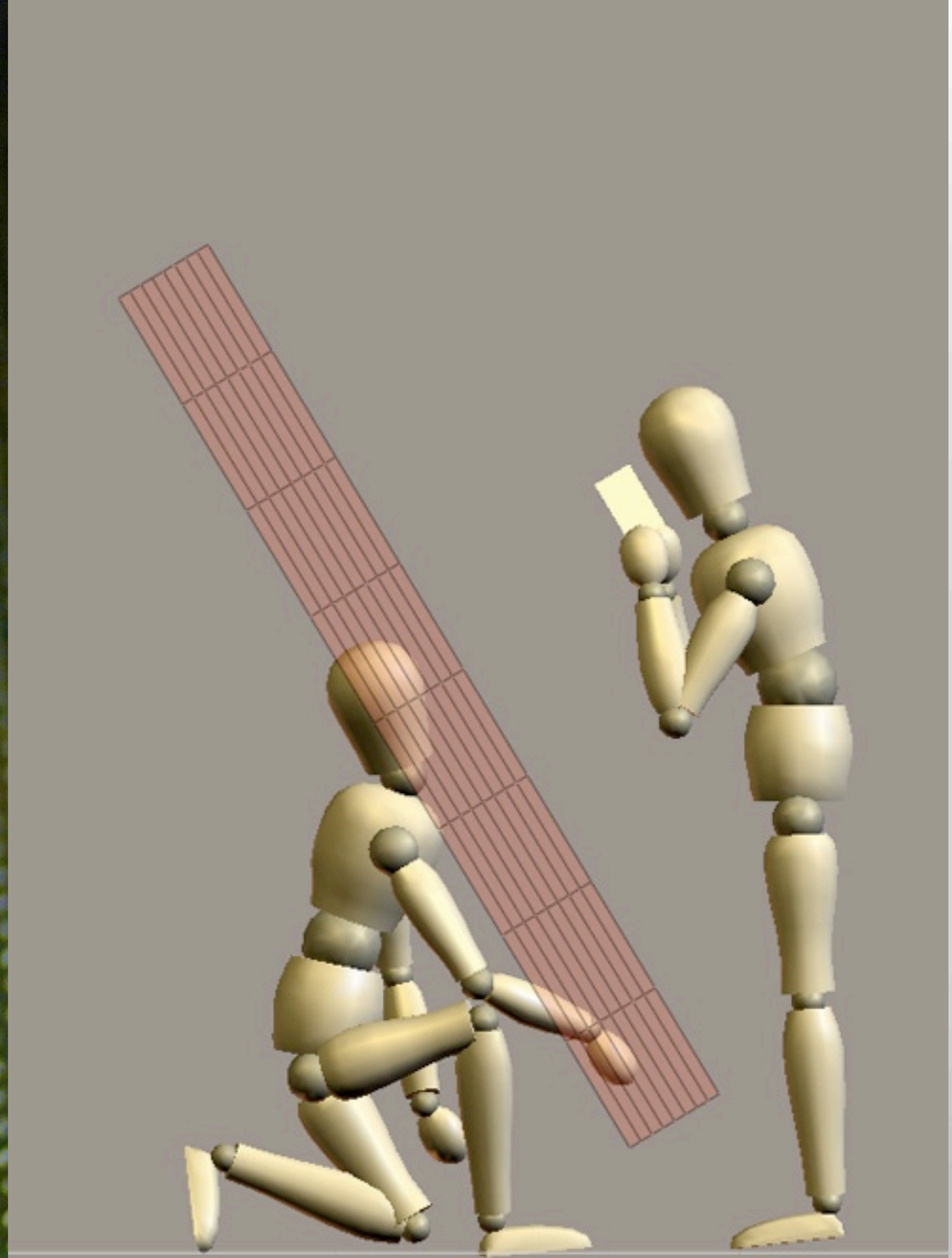


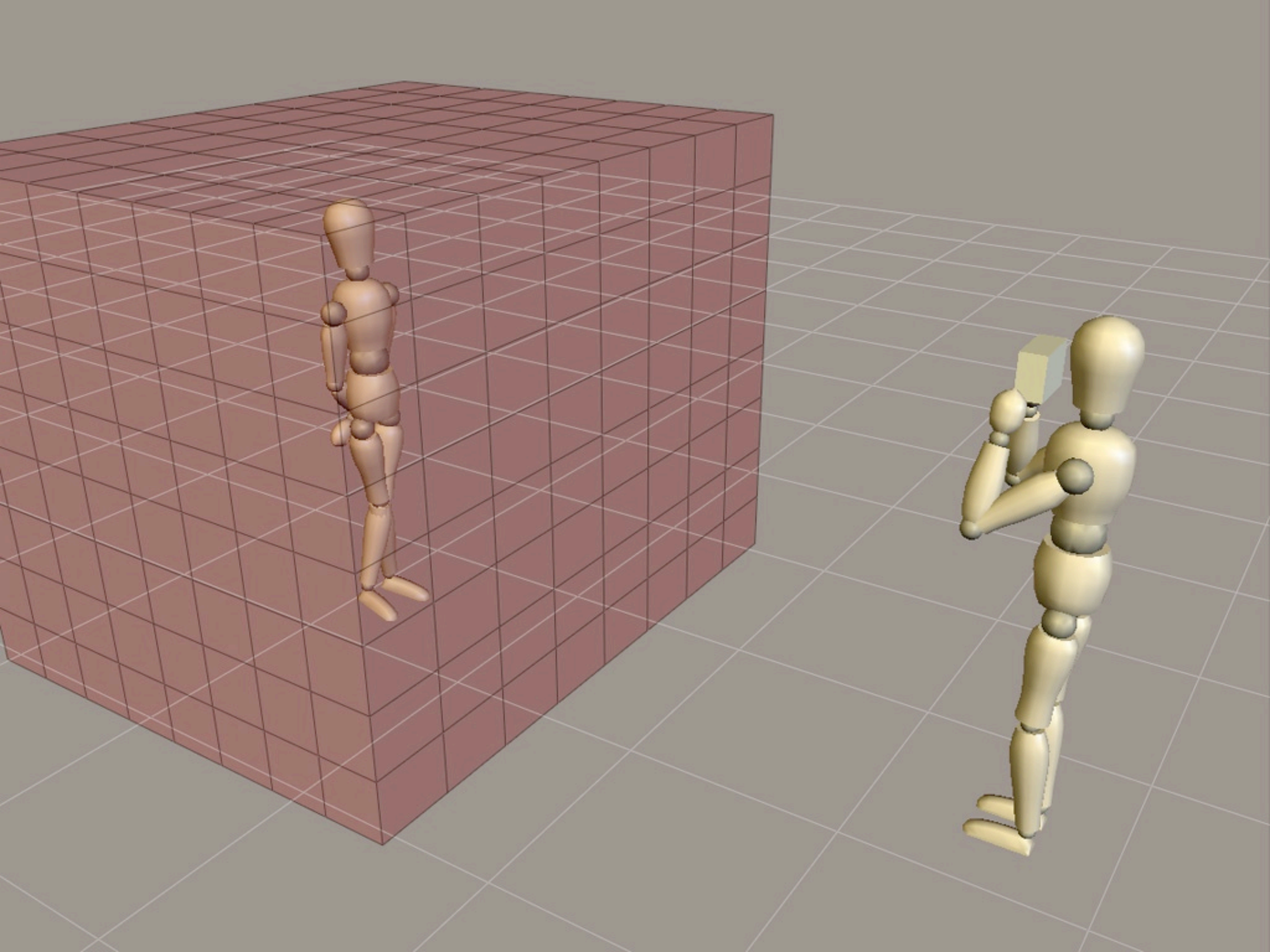


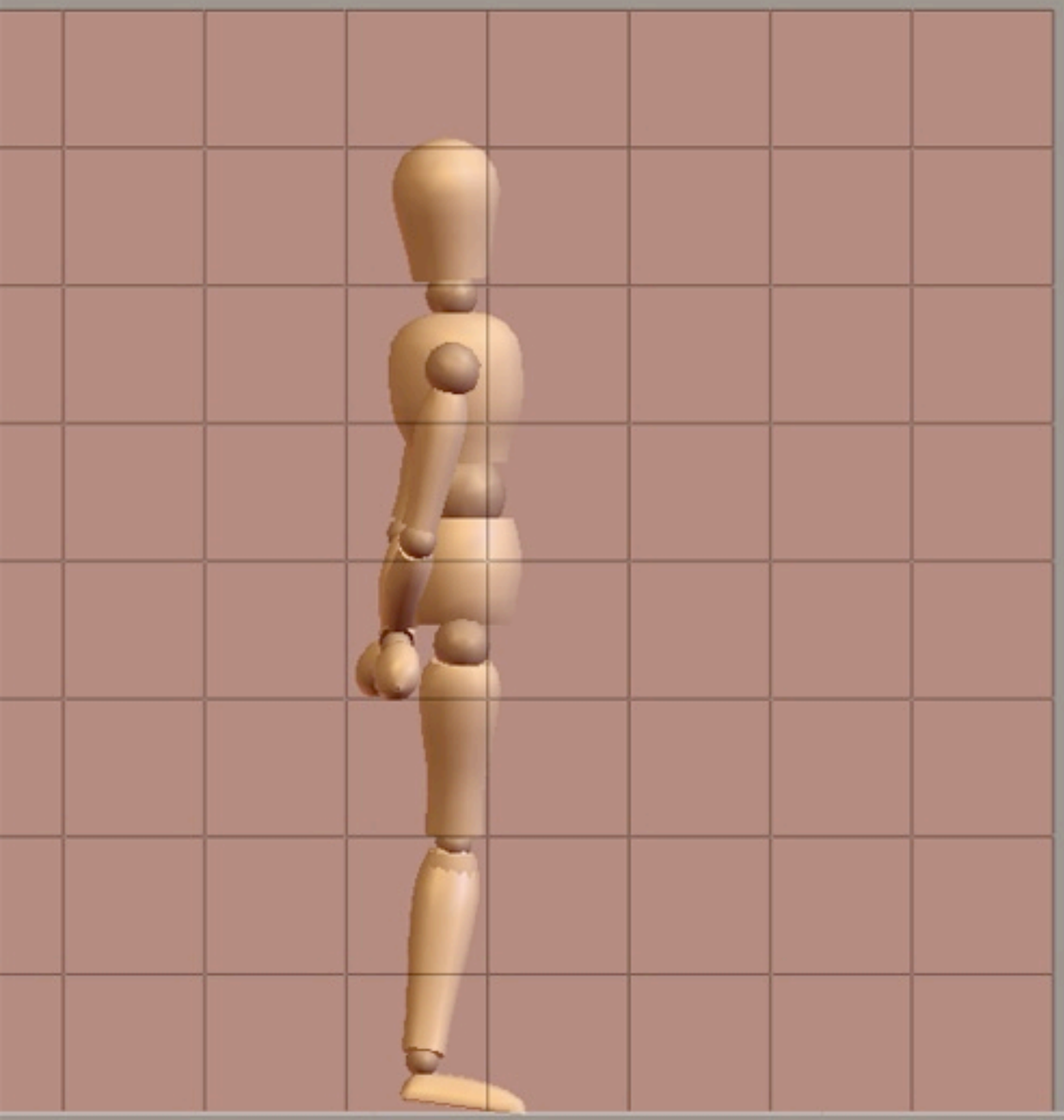
model: julie g.

model: nick labella

model: amber c.







model: cassandra starr

model: bazooka joe

"BOX" OPTIONS

- Determine maximum ISO
- Determine minimum aperture
- Handout!

SHOOTING SPEEDS

- Set speed by:
  - Amount of light
  - Aperture

SPEED : LENS

- Lens-dependent, if hand-held
- 2x effective focal length
  - 35mm: 1/60th
  - 50mm: 1/90th
  - 90mm: 1/180th

SPEED : SUBJECT MOTION

- Subject-dependent
- Capture without blur
  - Absolutely still: 1/30th
  - Normal: 1/125th
  - Moderate motion: 1/500th

MANUAL OPERATION

- Improves control on set
- Streamlines post-processing
- "Set it and forget it."

LOBOTOMIZE

- Set to Manual:
  - Aperture, Speed, ISO, WB, Focus
- Also Set:
  - Exp. Comp. to 0, Burst Mode OFF, RAW shooting

RECAP

- 10 Shooting Guidelines
- Many Hats
- Shooting Worksheet
- Plane of Focus / DOF
- Speed Priority Shooting

BREAK

RECAP

- Left off with shooting parameters . . .
- Let’s get into light.

sculpting with light

model: cassandra starr

$$\text{STROBIST} = \frac{\text{BRAINS} + \text{SPEEDLIGHT}}{\text{GEAR} + \text{COST}}$$

photogmath.blogspot.com

AESTHETIC REASONS

- Set look and mood to meet your shoot goals

TECHNICAL REASONS

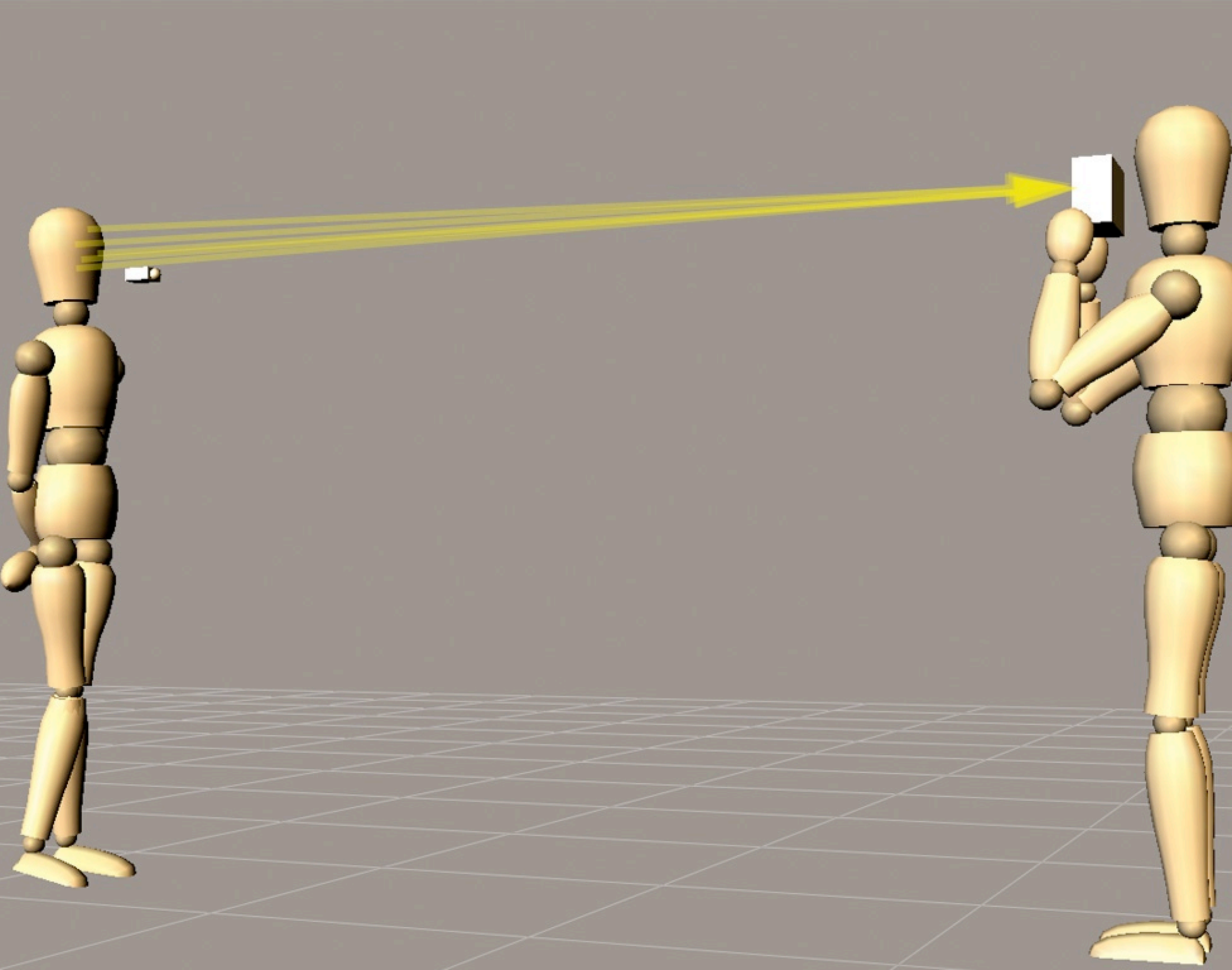
- Overcome camera/lens limits
- Reduce/increase overall brightness
- Reduce areas of contrast

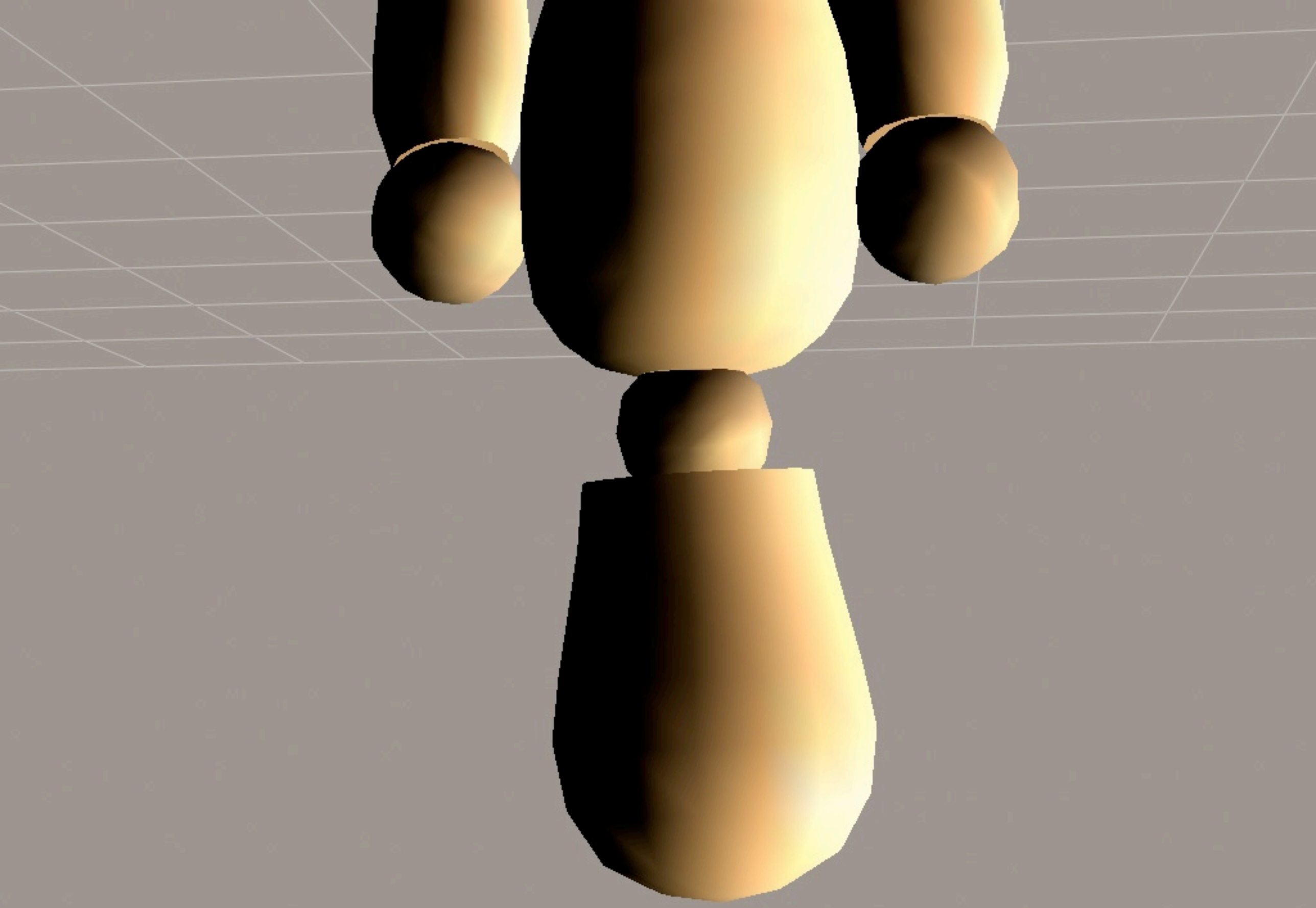
BASIC CONCERNS

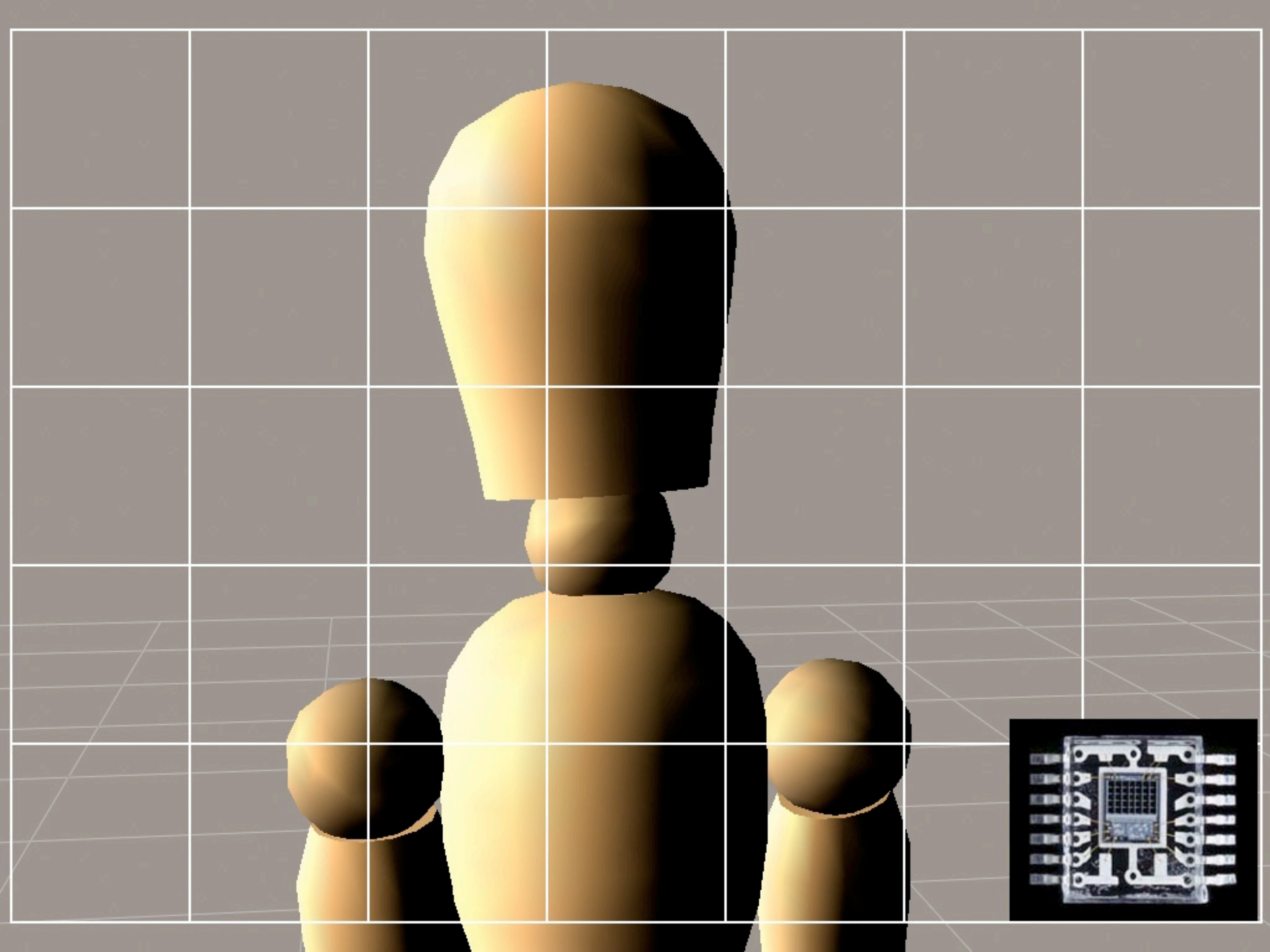
- Brightness
- Contrast
- Light quality

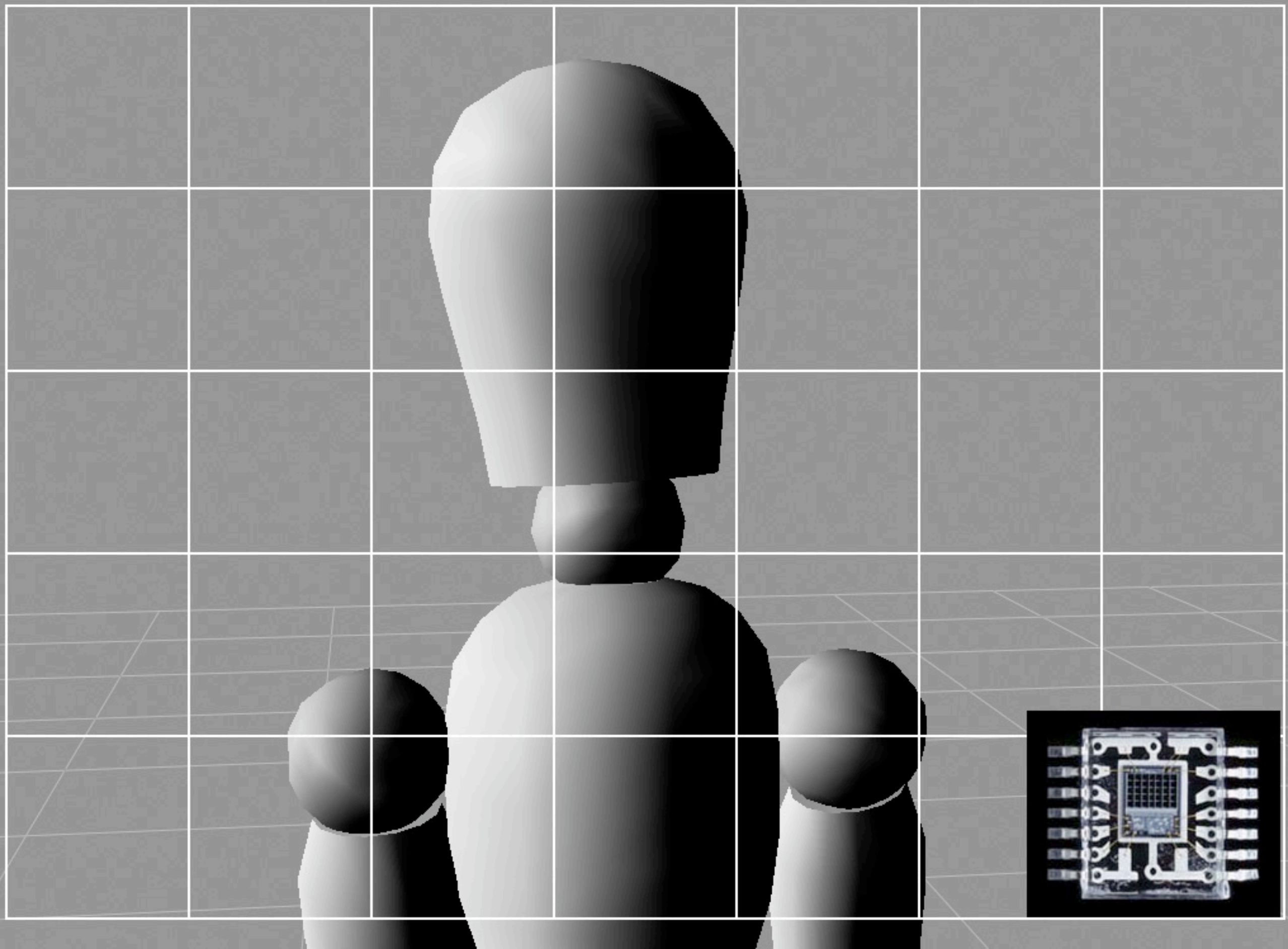
BRIGHTNESS

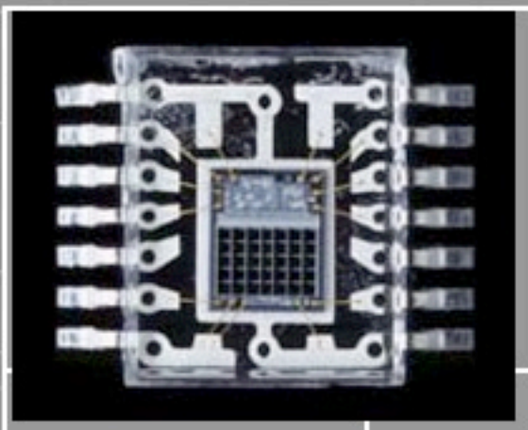
- Overall luminance?
- Reflectance vs. Incident Metering



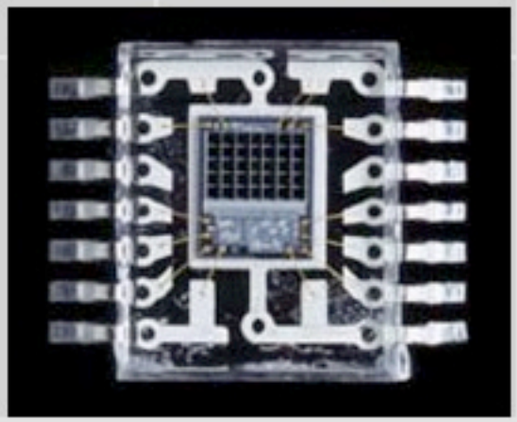


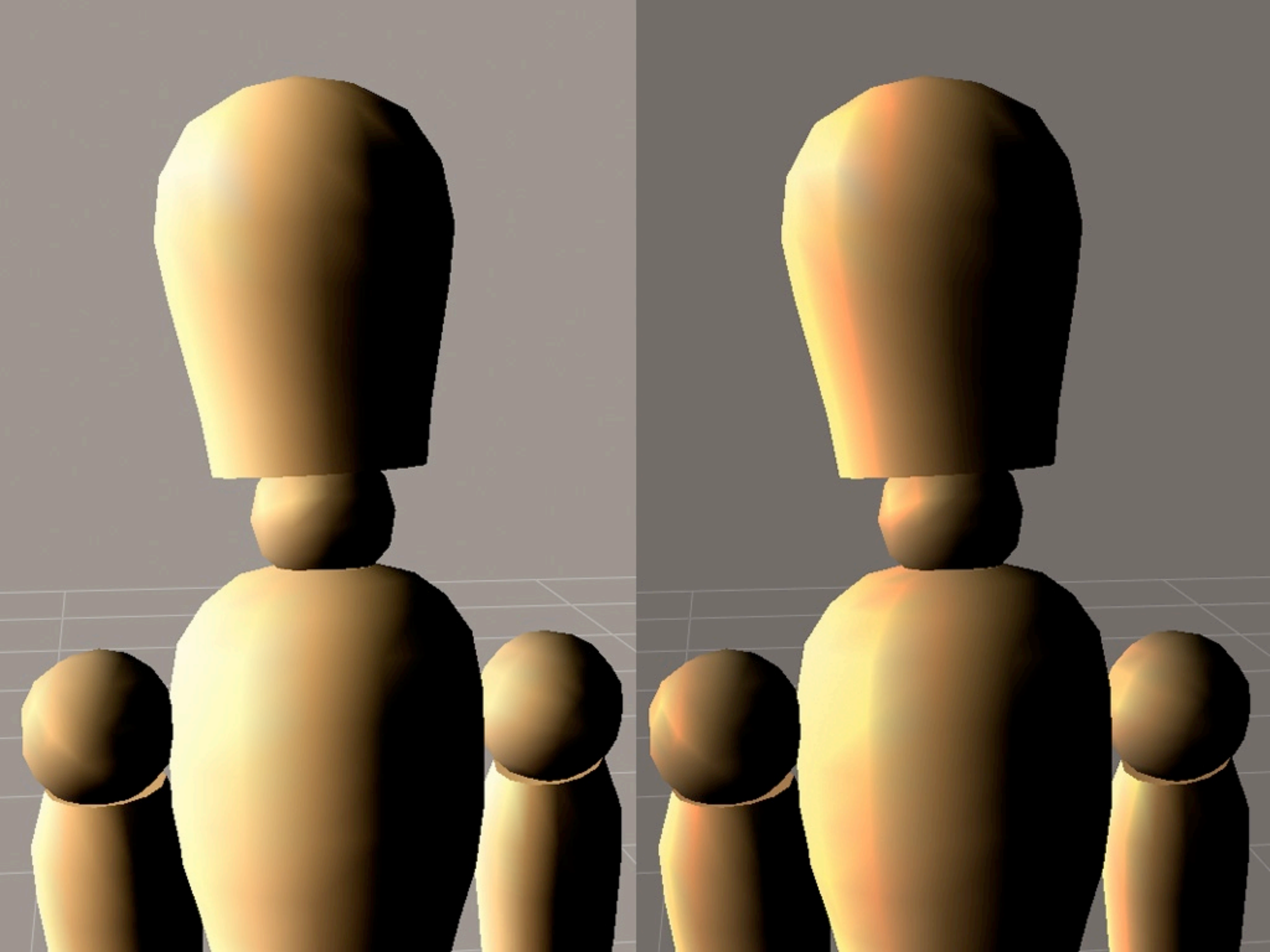


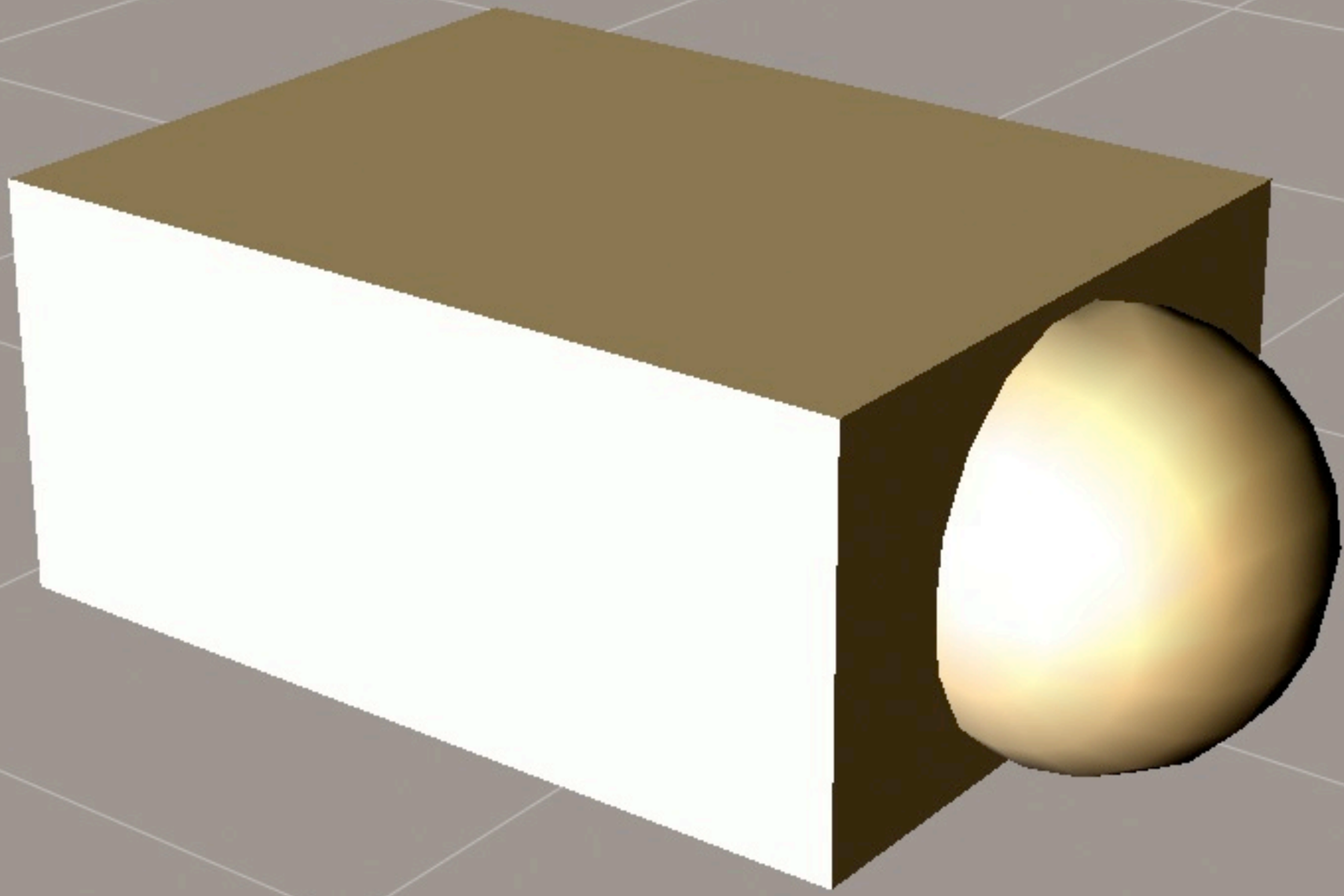


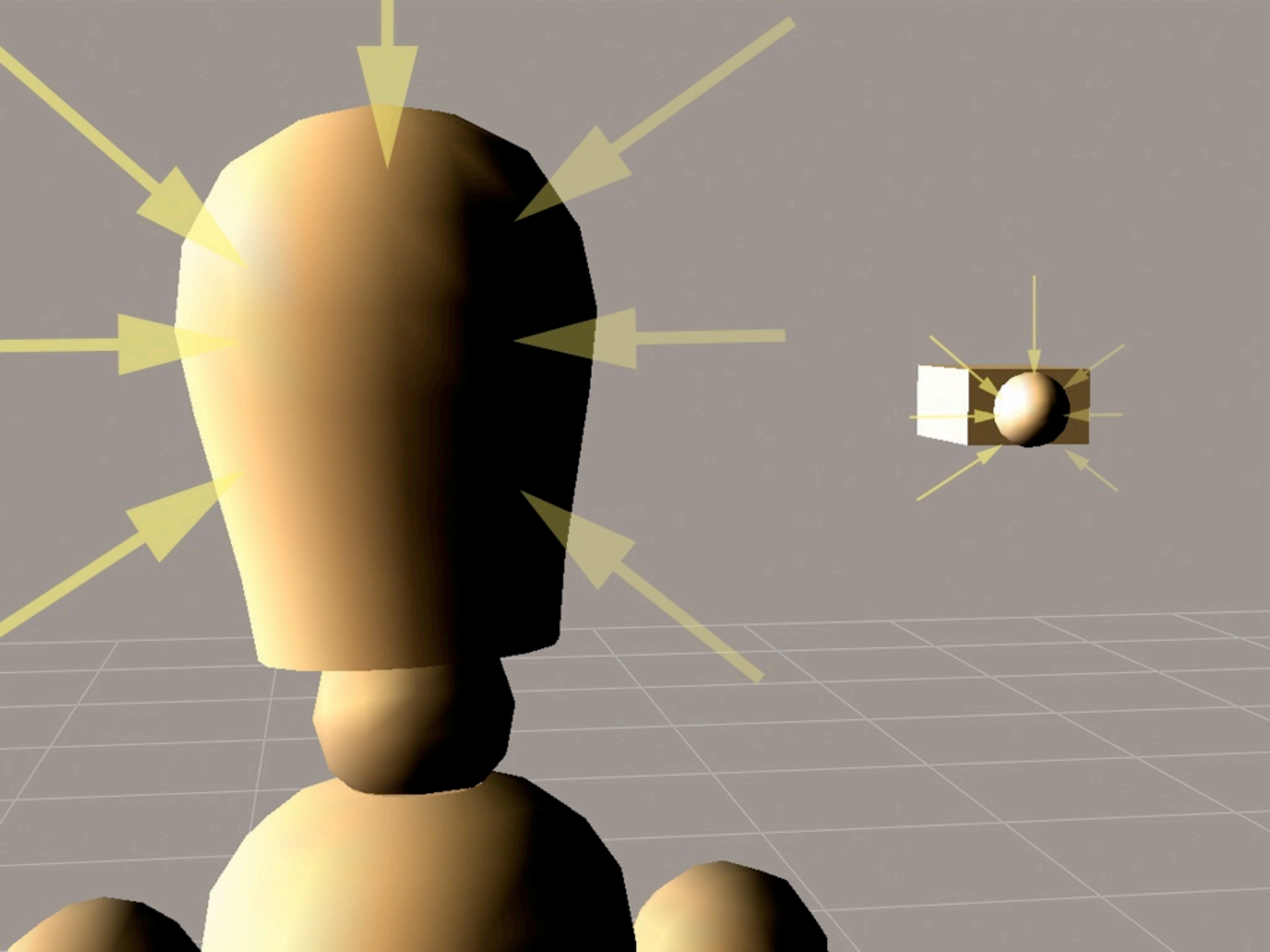


18% GRAY









CONTRAST

- Range / "steps" of tones
  - High key [little fill]
  - Low key [lots of fill]

LIGHT QUALITY

- Hard / Direct
- Soft / Indirect

- Usually more about how the shadows render than how the light renders

LIGHT KIT BASICS

- Key
- Fill (Optional)
- Hair (Optional)
- “Kicker” or Rim (Optional
- Background (Optional)

shoot!
model: julia

high-speed workflow

model: arpita patel

GETTING TO EXPORT

- Post-processing, common mistakes
- What most people do vs. "responsible" curation

"STANDARD" POST WORK

- Ingest images
- Zip through undeveloped shots
- Choose a few (10-15)
- Work just those images
  - Time: 2 to 3 hours

RESPONSIBLE CURATION

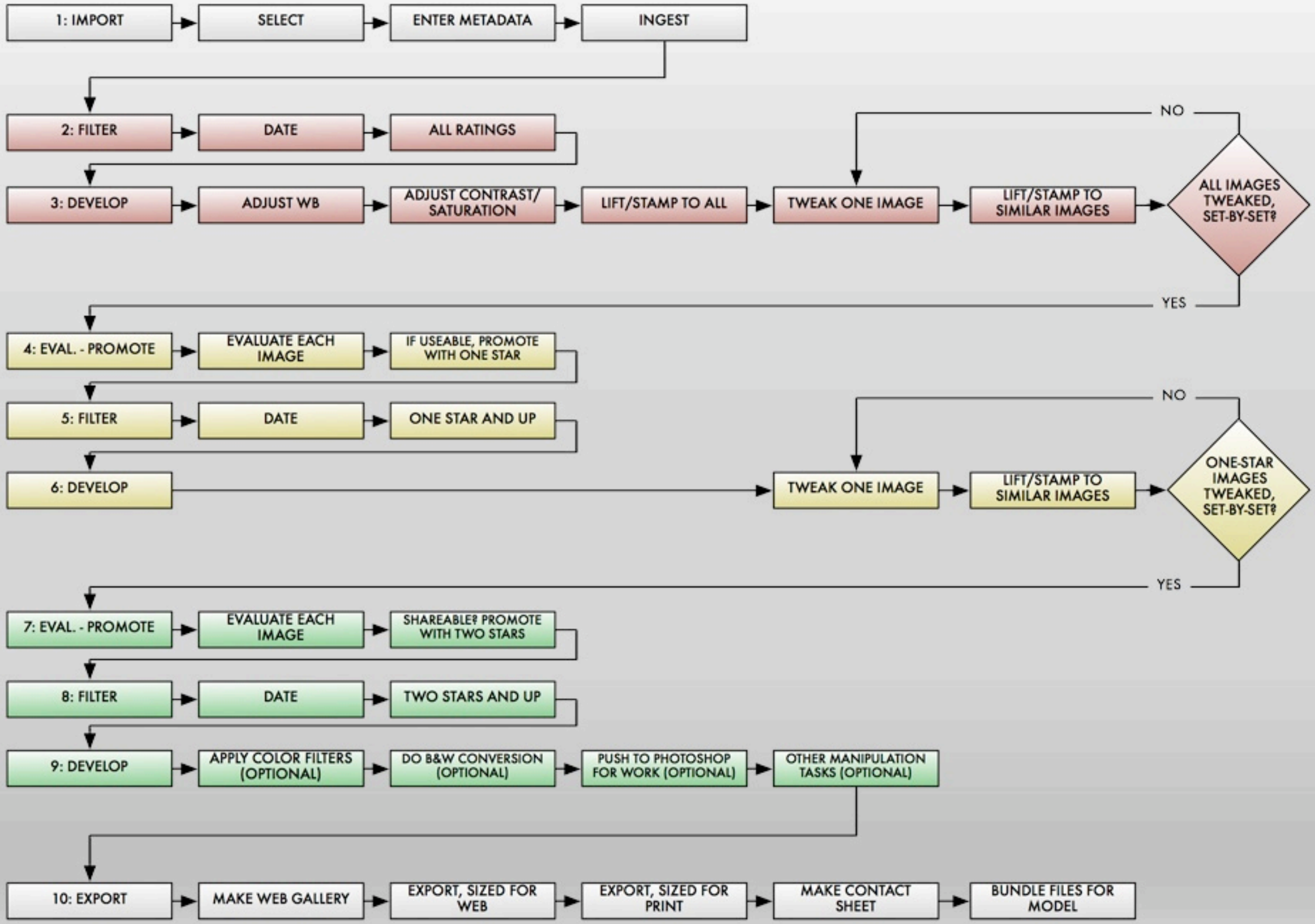
- Ingest shots
- View, develop, & grade all shots
  —three passes
- Tier One: 75 to 90
- Tier Two: 30 to 50
- Tier Three: 10-ish

DEVELOPING

- View every image
- Develop every image
- Work fast
- Have output export-ready
- With workflow: 90 mins.

RAW DEVELOPERS

- Develop files
  - Detailed adjustments
  - Batch change settings
- Manage files
  - Curate (sort + rate)
  - Ingest, store, backup, export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DO B&W CONVERSION (OPTIONAL)
PUSH TO PHOTOSHOP FOR WORK (OPTIONAL)
OTHER MANIPULATION TASKS (OPTIONAL)
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MAKE WEB GALLERY
EXPORT, SIZED FOR WEB
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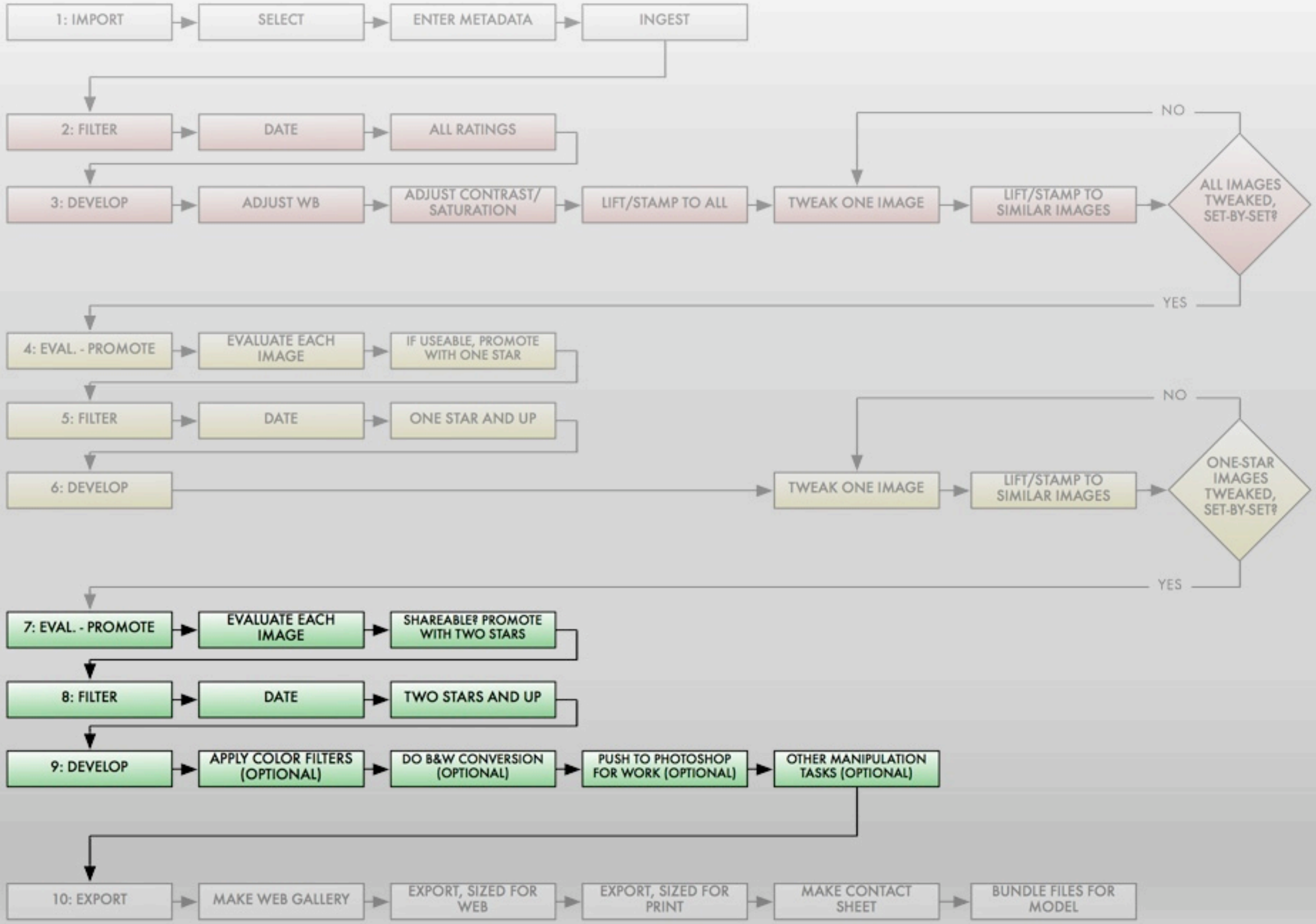
MAKE CONTACT SHEET
BUNDLE FILES FOR MODEL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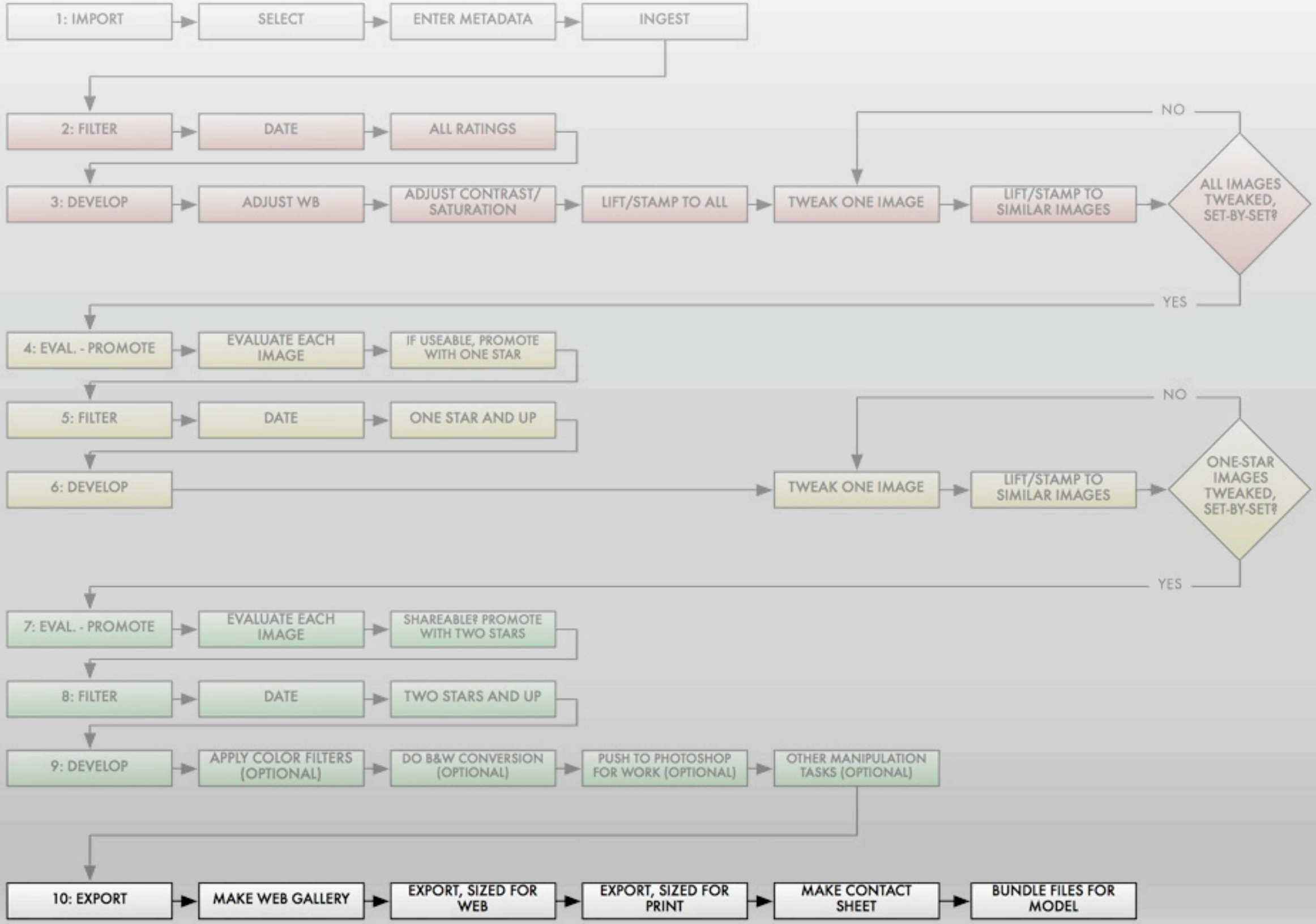
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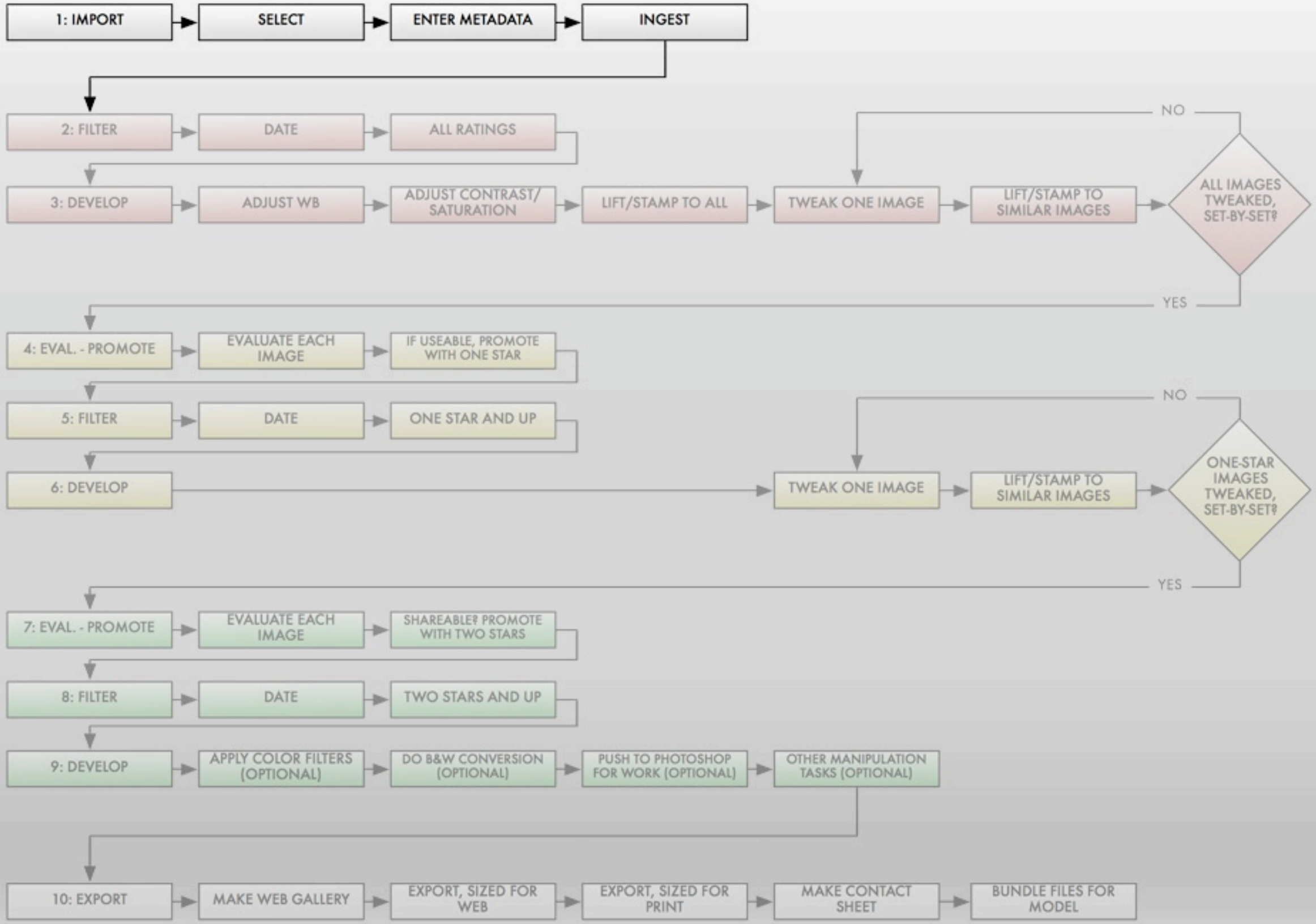
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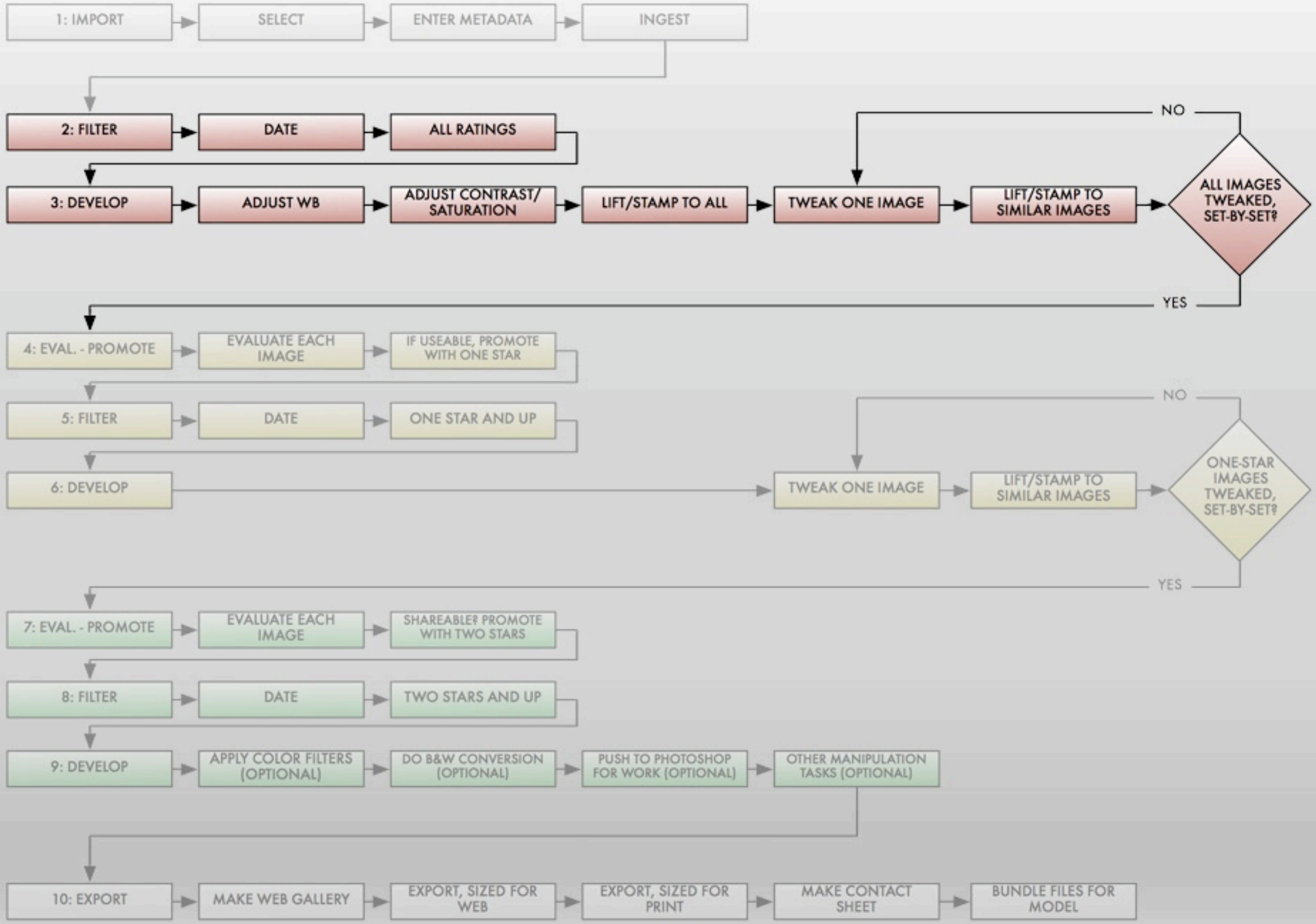
- Enter metadata
- Ingest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2: FILTER

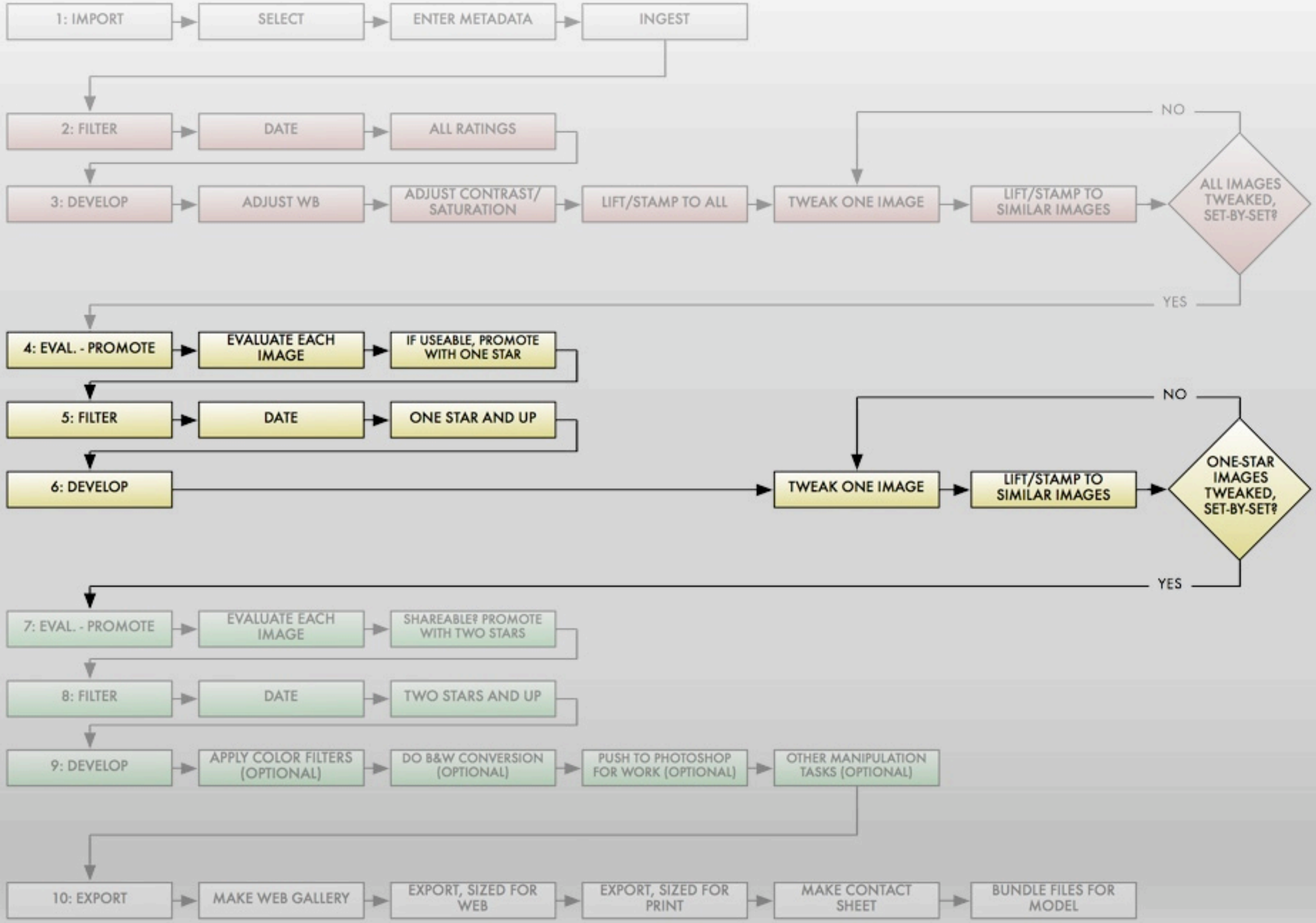
- Filter files to today's set

3: DEVELOP

- Adjust WB on one image
- Adjust contrast/saturation
- Lift/stamp to all
- Tweak one
- Lift/stamp to all

4: EVAL + PROMOTE

- Promote "maybes"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5: FILTER

- Filter files to today's set and one star

6: DEVELOP

- Review each image:
  - Tweak
  - Crop (optional)
  - Patch (optional)

7: EVAL + PROMOTE

- Promote "keepers" with another star (2 total)

8: FILTER

- Filter files to today's set and two stars

9: DEVELOP

- Review each image:
  - Color filters (optional)
  - B&W conversion

10: EXPORT

- Make Web gallery
- Export finals, Web + Print size
- Make contact sheet
- Bundle everything

willstotler.wordpress.com

model: petrarcha