

“You Don’t Take A Photograph,  
You Make It”

Ansel Adams

PLAN  
ENVISION  
EVALUATE  
EXECUTE  
PROCESS  
PRINT & SHARE  
PRACTISE

# PLAN

Where Are We Going

What Time is Sunrise/Sunset

What Time Can We Get In

What's Our Goal – Think About What You Intend  
To Shoot

New Place – Study and Research (Google It -  
Images)

Tailor Your Gear To your Goal

# BirdsEye



**Nearby**



**Search by Name**



**Smart Search**



**Favorite Locations**



**Browse by Location**



**Rare Bird Alerts**



**Life List: World (0)**



**Memberships and Audio Guides**



**Settings and Help**

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## Favorite Locations



Edit

-  Marco Island--Tiger Tail Beach  
At this location in last 4 weeks  >
-  Ten Thousand Islands NWR--Marsh Road...  
At this location in last 4 weeks  >
-  Corkscrew Swamp Sanctuary  
At this location in last 4 weeks  >
-  Eagle Lakes Community Park  
At this location in last 4 weeks  >

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# Corkscrew Swamp Sanctuary



All 215

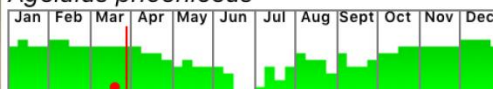
Recent 111

Needs 111



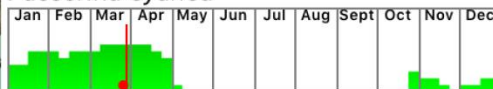
## Red-winged Blackbird

*Agelaius phoeniceus*



## Indigo Bunting

*Passerina cyanea*



## Painted Bunting

*Passerina ciris*



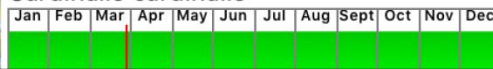
## Crested Caracara

*Caracara cheriway*



## Northern Cardinal

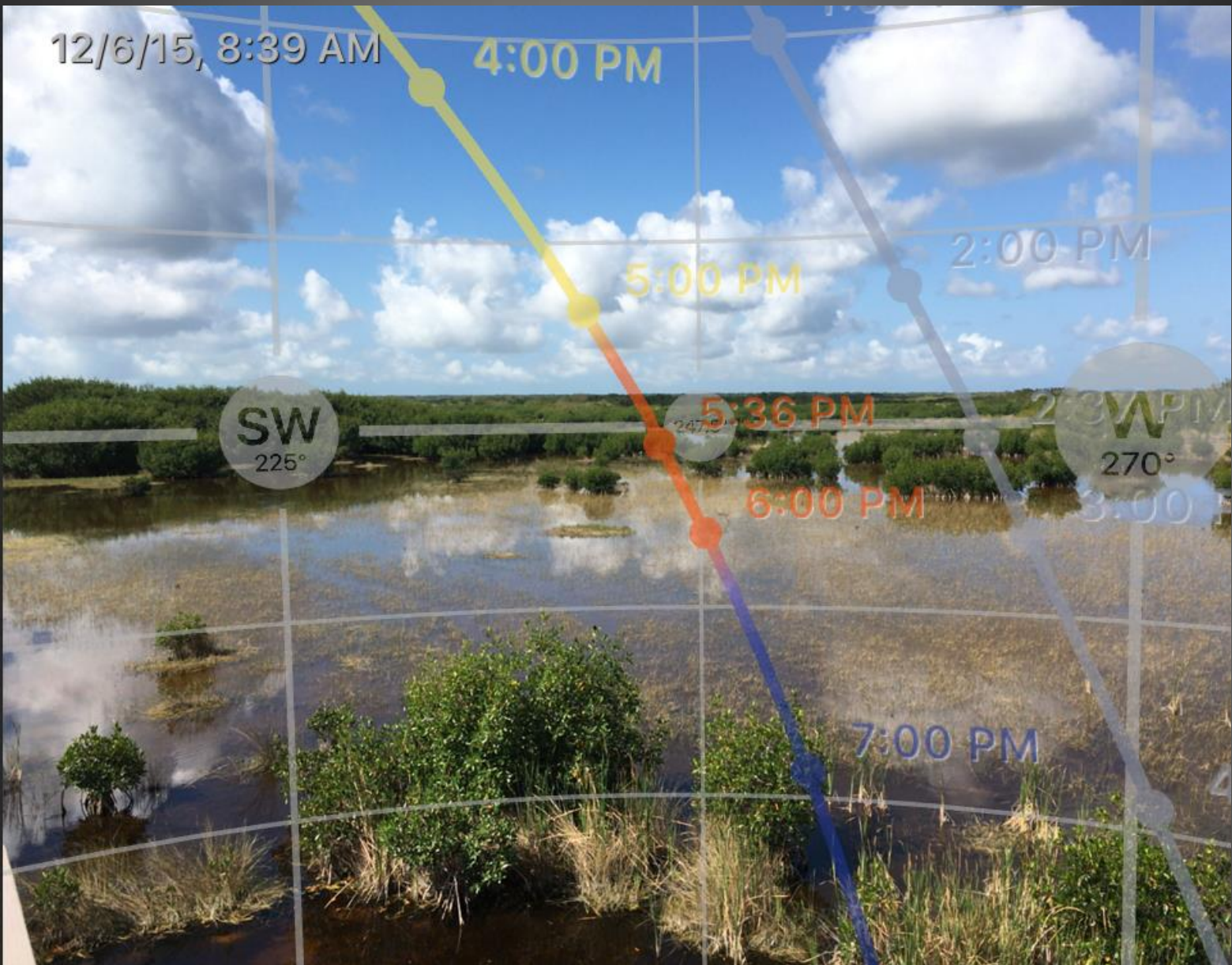
*Cardinalis cardinalis*



A  
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Y  
W







PhotoPills - Planning Tool

# ENVISION & EVALUATE

Pre-Visualization

Think!!!

Analyze

Compose

















# EXECUTE

The Technical Part

Shutter Speed, ISO, Aperture

ETTR – Check the Histogram

No blinkies but information in the right hand section of  
the histogram

Know Your Camera



# PROCESS

Preserving Detail In The Shadows and  
Highlights

Full Range of Tones

Bring Out Your Creative Vision

Minimize The Distractions





**Alabama Hills, California 4x5 T-Max 100**















# Workflow For Landscape

## Import to Lightroom

Keyword and Minor Global Changes in LR

Take The Default Sharpening Off

## Export to PhotoShop (As Smart Object)

Nik ColorEfx Pro 4 (Secret Recipe)

Contrast Mask Using Unsharp Mask (15,65,0)

Local Contrast with Luminosity Masks

Dodge and Burn Layers (Lighten/Darken)

Maybe ACR as Smart Filter for Local Adjustment i.e. DeHaze, Local Color

## Back to LR

Crop (Multiple Versions), Sharpen with Mask, Noise (minor), Vignette

## EVALUATE

**Back to PS** for Clone/Dust or Distracting Element Removal/Minimization

Final Noise Reduction (Neat Image) Especially Sky/Open Areas and Shadows

Output Sharpening

# Secret Recipes

## **Nik ColorEfx Pro 4**

Detail Extractor

Tonal Contrast

Pro Contrast

Brilliance & Warmth

## **Special Purpose**

Duplex

Glamour Glow

White Neutralizer

## **Luminosity Masks**

Tony Kuyper

Sean Bagshaw



# Workflow For Birds

Import to Lightroom

Keyword and Minor Global Changes in LR

Take The Default Sharpening Off

Export to PhotoShop (As Smart Object)

Piccure+ (Birds Only)

Nik ColorEfx Pro 4 (Secret Recipe)

Contrast Mask Using Unsharp Mask (15,65,0)

Local Contrast with Luminosity Masks

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EVALUATE

Back to PS for Clone/Dust or Distracting Element Removal/Minimization

Final Noise Reduction Especially Sky/Open Areas and Shadows

Output Sharpening







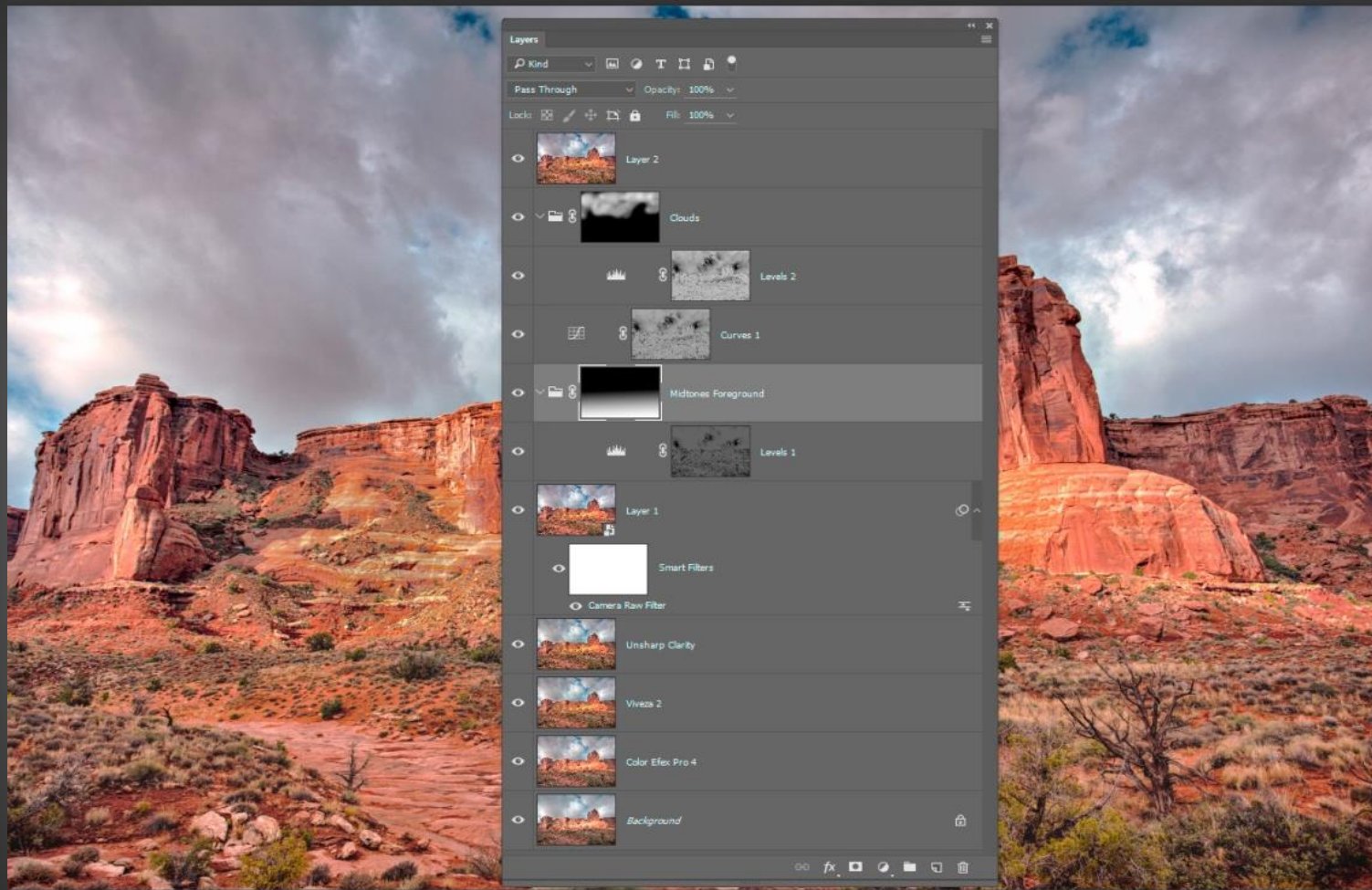












Layers

Kind: Layer

Pass Through: Opacity: 100%

Locks: Fill: 100%

- Layer 2
- Clouds
- Levels 2
- Curves 1
- Midtones Foreground
- Levels 1
- Layer 1
- Smart Filters
  - Camera Raw Filter
- Unsharp Clarity
- Vibrance 2
- Color Efex Pro 4
- Background

Histogram

Channels

Pat

Tk

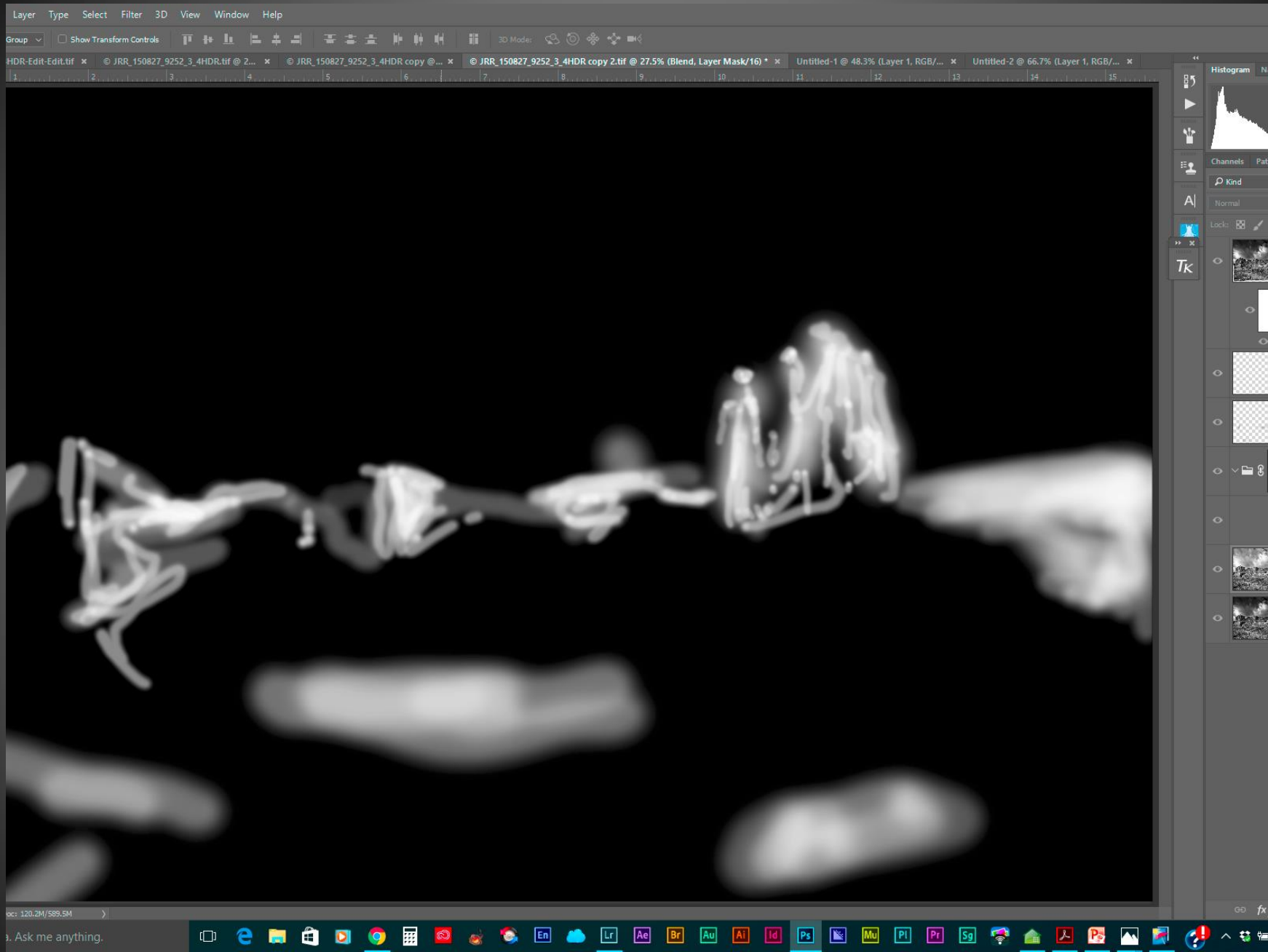
















Layers

Kind

Normal Opacity: 100%

Lock: Fill: 100%

- Layer 2
- Smart Filters
  - Camera Raw Filter
- Dodge (white paint)
- Burn (black paint)
- Group 1
  - Midtone Level
  - Blend
- Background









# Processing

Experiment

Think Outside The Box

Attention to the Little Details

Layers, Layers, Layers

Sculpt with Light on a Dodge and Burn Layer(s)

Create and/or Enhance The Mood You  
Envisioned

# Black & White or Color?

- Explore Your Options...Mood or Texture?
- Convert in Nik SilverFx Pro in PhotoShop As a Smart Object/Filter (So you can go back)
- Use Layers to Enhance Local Contrast...Specific Areas that You Want to Emphasize or DeEmphasize (Squint and Evaluate)
- Dodge and Burn – Creating Dimension, Leading the Viewer's Eye Into the Photo
- Local Contrast either with Quick Masks or Luminosity Masks To Emphasize/Deemphasize – Watch Your Midtones
- Local Sharpening/Color – The Eyes For Wildlife















# PRINT & SHARE

A Photo Is Meant To Be Held

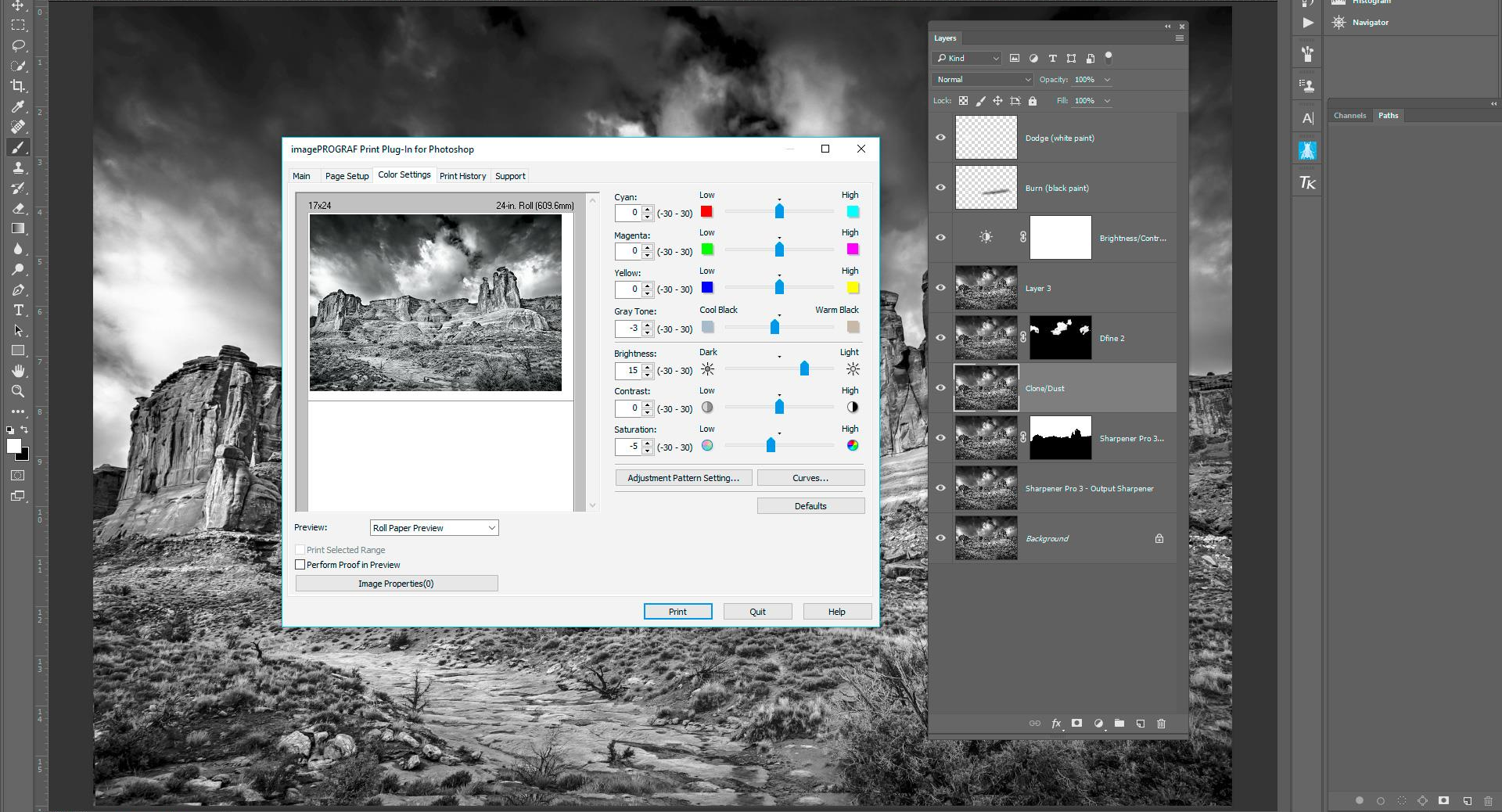
Detail You Can't See on Screen

Tailor Your Paper Type/Substrate to  
The Image

Learn, Learn, Learn







### imagePROGRAF Print Plug-In for Photoshop

Main Page Setup Color Settings Print History Support

17x24 24-in. Roll (603.6mm)

Cyan: Low High  
0 (-30 - 30)

Magenta: Low High  
0 (-30 - 30)

Yellow: Low High  
0 (-30 - 30)

Gray Tone: Cool Black Warm Black  
-3 (-30 - 30)

Brightness: Dark Light  
15 (-30 - 30)

Contrast: Low High  
0 (-30 - 30)

Saturation: Low High  
-5 (-30 - 30)

Adjustment Pattern Setting... Curves... Defaults

Preview: Roll Paper Preview

Print Selected Range  
 Perform Proof in Preview

Image Properties(0)

Print Quit Help

### Layers

Kind Opacity: 100% Fill: 100%

Dodge (white paint)

Burn (black paint)

Brightness/Contrast

Layer 3

Dfine 2

Clone/Dust

Sharpen Pro 3...

Sharpen Pro 3 - Output Sharpen

Background

### Photography

Histogram

Navigator

Channels Paths

Tk















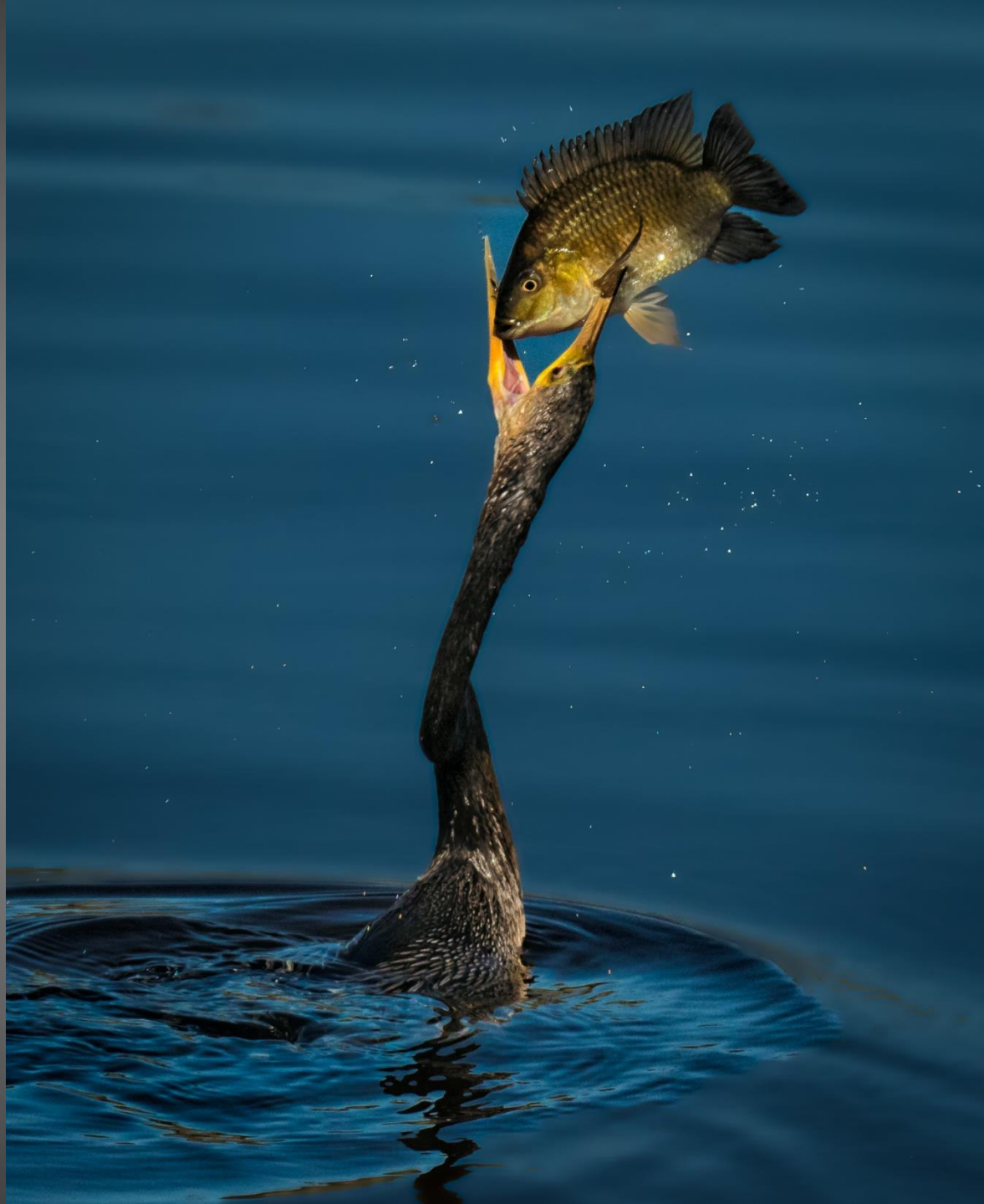














Think Before You Shoot – Make The Photo

Corollary: Don't Spray and Pray

Attention to the Details

See Into The Shadows...Detail In The Highlights

Sculpt with Light

GOAL: Make a 2D medium Look 3D

Use a Dodge & Burn Layer(s) & Local Contrast

Print Your Work

Fine Tune The Details

Explore Your Substrate Options

Share Your Work

Exhibits, Contests, Critiques

# Thanks!

More of My Work Can Be Seen At:

[www.birdsofswfl.com](http://www.birdsofswfl.com)

[www.jimrobillard.com](http://www.jimrobillard.com)

or at the

brush & lens gallery by appointment