

## DESN 350 Week 4 Assignments F 2011

**Reading:** Long: Ch 16 Correcting Color

Also Selected topics from Ch 12: nighttime and HDR.

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We are producing some excellent images! Remember to crop and adjust tone appropriately for each of your images. • Color balance, contrast, and focus should be close to perfect with only minimal areas in deep shadow or clipped.

- Borrow a tripod if you do not own one.
- Try to apply effective composition in each image, including something interesting for the eye to find, balance, lack of distracting elements, and if possible: leading lines, rule of thirds, framing, repeating elements, and so on.

### Interior Architectural Photos

1. Submit your best two images of CEB 134 suitable for use in a promotional brochure. Color balance is important. Show the room *in use*. You need at least two people, and as few empty seats as possible. A picture of students taking pictures would work if well done.

2. Submit two images showing public spaces in CEB suitable for use in a promotional brochure. The images should feature “a peaceful moment.” If you want to photograph a different building, please confer with the instructor Jim Bob.

### Nighttime Exterior Architectural Photos

3. Submit an image of a building at night. It should be appropriately low-key, but have details in the dark areas.

4. A combination bright and dark image in HDR. More challenging: submit one image of building in natural light at night (dark) including a view through a window with the illuminated interior (bright) also properly exposed! Not possible, you say? OK, it is possible if you *take multiple exposures and use the HDR tools* in Photoshop to build up a better image. Try to get detail in all shadow areas with minimum clipping in the highlights. Use a text note on the image identifying this one. A stable camera base is necessary for this image.

### Depth of Field Photo

5. Submit a picture of a person using very limited depth of field. The theme of the communication should be “contemplative” or “alone” or “isolated.” Possibilities would be someone eating alone in a restaurant, or studying alone in the library, or sitting peacefully in a garden or the CEB atrium. There should be *background objects in the image but not in focus*. It is important the subject be clearly in focus, so camera stability will be important. Exposure and composition are also important.

There are three ways to limit the camera’s depth of field:

- 1 Use a telephoto (long focal length lens)

- 2 Use a wide aperture.
- 3 Get in close.

For some cameras without a wide aperture option, getting in very close might be the only reasonable way to do this. Perhaps just get half of someone’s face in the foreground. Or borrow Dr.B’s camera for 20 minutes!

6. Tutorial Assignments from Ch 16 Correcting Color: Open the image Tumbleweed.tif (cracked soil and tumbleweed) and follow the tutorial pp.397-400 to correct the color cast. Watermark and turn in a JPEG image.

7a and 7b and 7c

Open the three assigned images and correct the color. Watermark and turn in a *composite JPEG image of the 3*.

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### 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”?

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### Selected Study Questions Ch 12 Special Shooting

What are five rules for taking effective HDR shots?

What are five recommendations for shooting at night?

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From Class: What are Braukmann’s architectural photography guidelines? (see the PowerPoint)

What is *framing* in image composition?

What are two types of common subjects in photographs that *require accurate color*?

What is meant by “*additive color*”?

What is the most common *color profile* for photography?

Describe the *Color Balance* tool and *Variations*.

How do you “balance” color using only the histogram for guidance?