

LIGHT, LENS, AND STORY

CHRIS JAMES MEDIA

ITINERARY

- Photography Fundamentals
- Equipment
- Posing
- Editing
- Photo Walk
- Live editing in Lightroom and Pshop
- Meta data / Extif
- Video Settings?



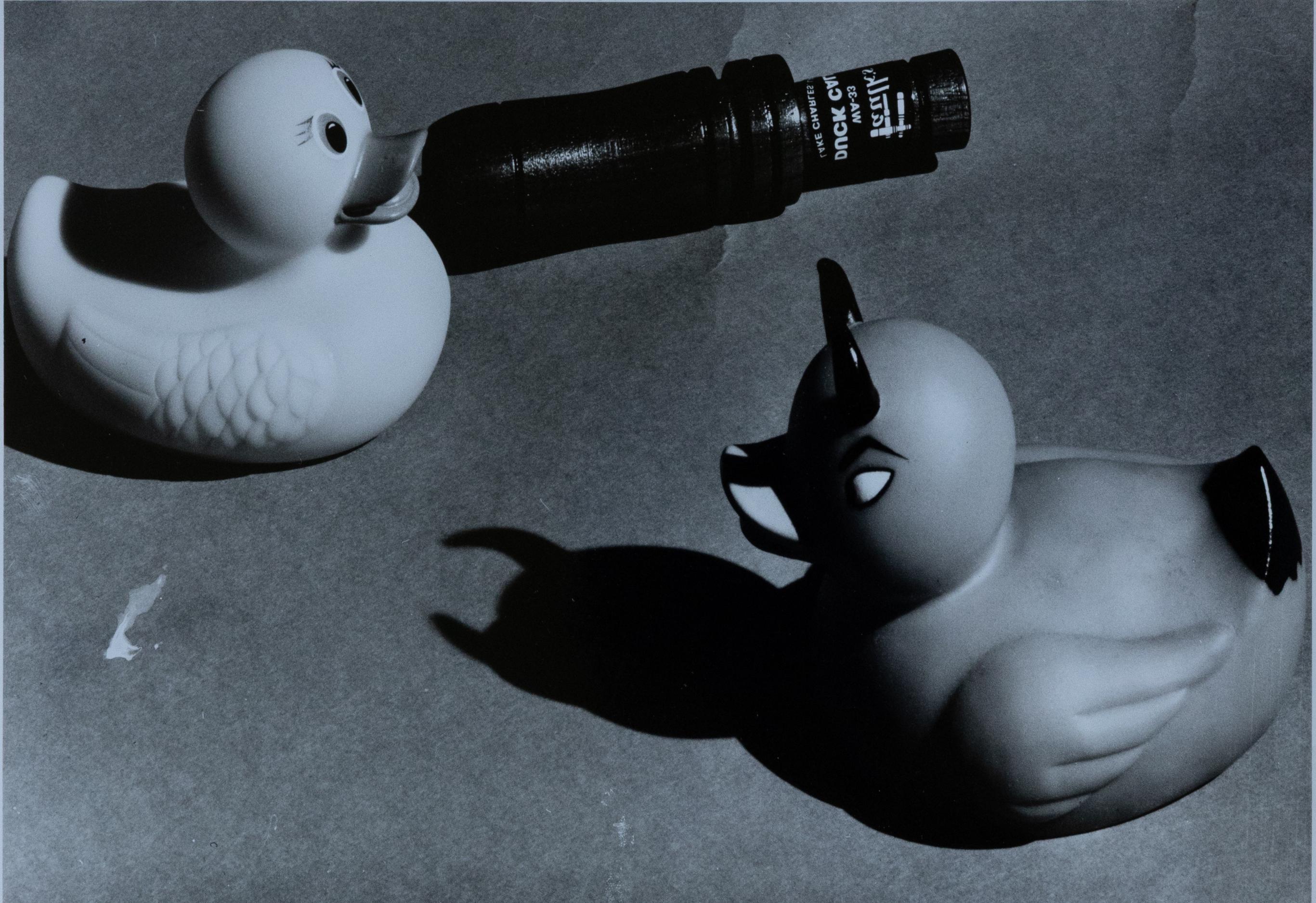
SCHEDULE

- 9:25 Introductions and then Fundamentals
- 11:30 Hands on headshot demo with the Bishop
- 12:30 lunch
- 1pm photo walk
- 2pm-3:30 Editing and Ai (Phone, Lightroom, Photoshop)



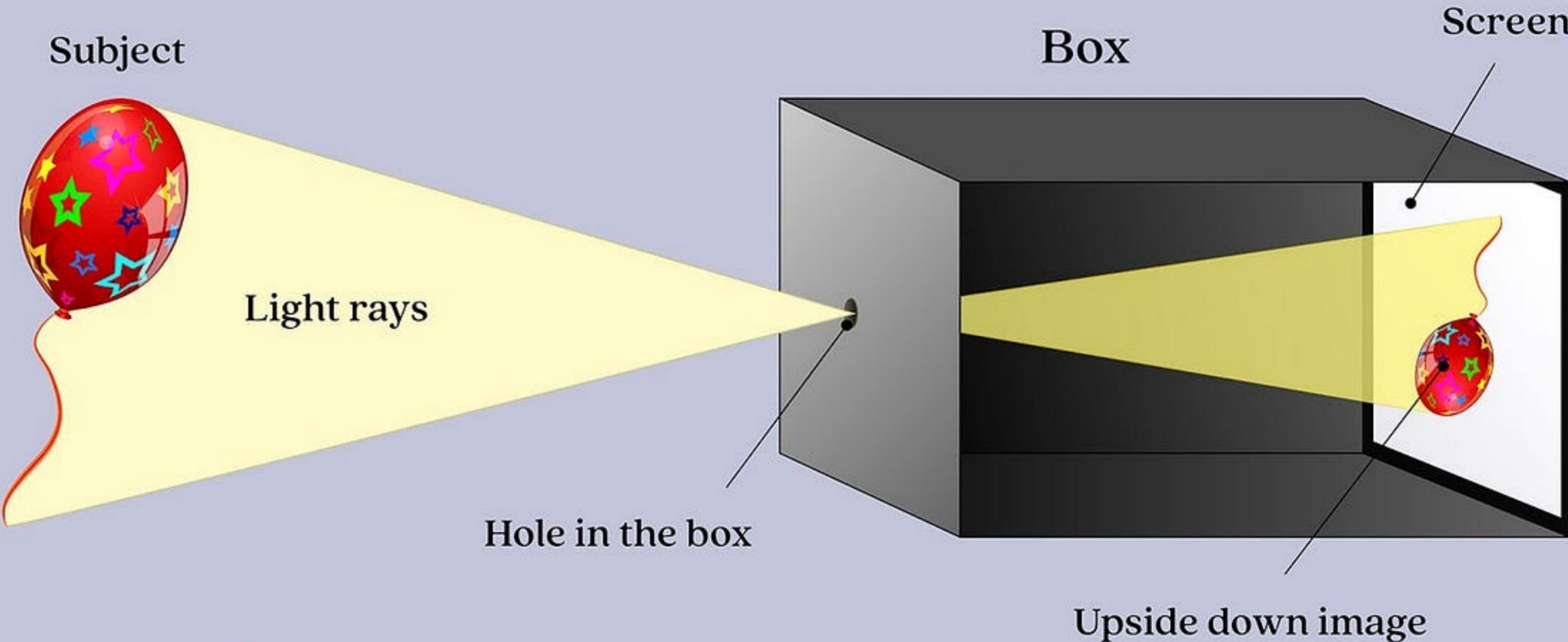


YOU CAN CREATE AND PRODUCE GREAT
IMAGES REGARDLESS OF WHAT YOU ARE USING



Camera obscura

How Pinhole Photography Works



FUNDAMANTALS

- 1. Light
- 2. Tonal range
- 3. Shadows and Highlights
- 4. Capture Method
- 5. Exposure
- 6. Framing for Storytelling

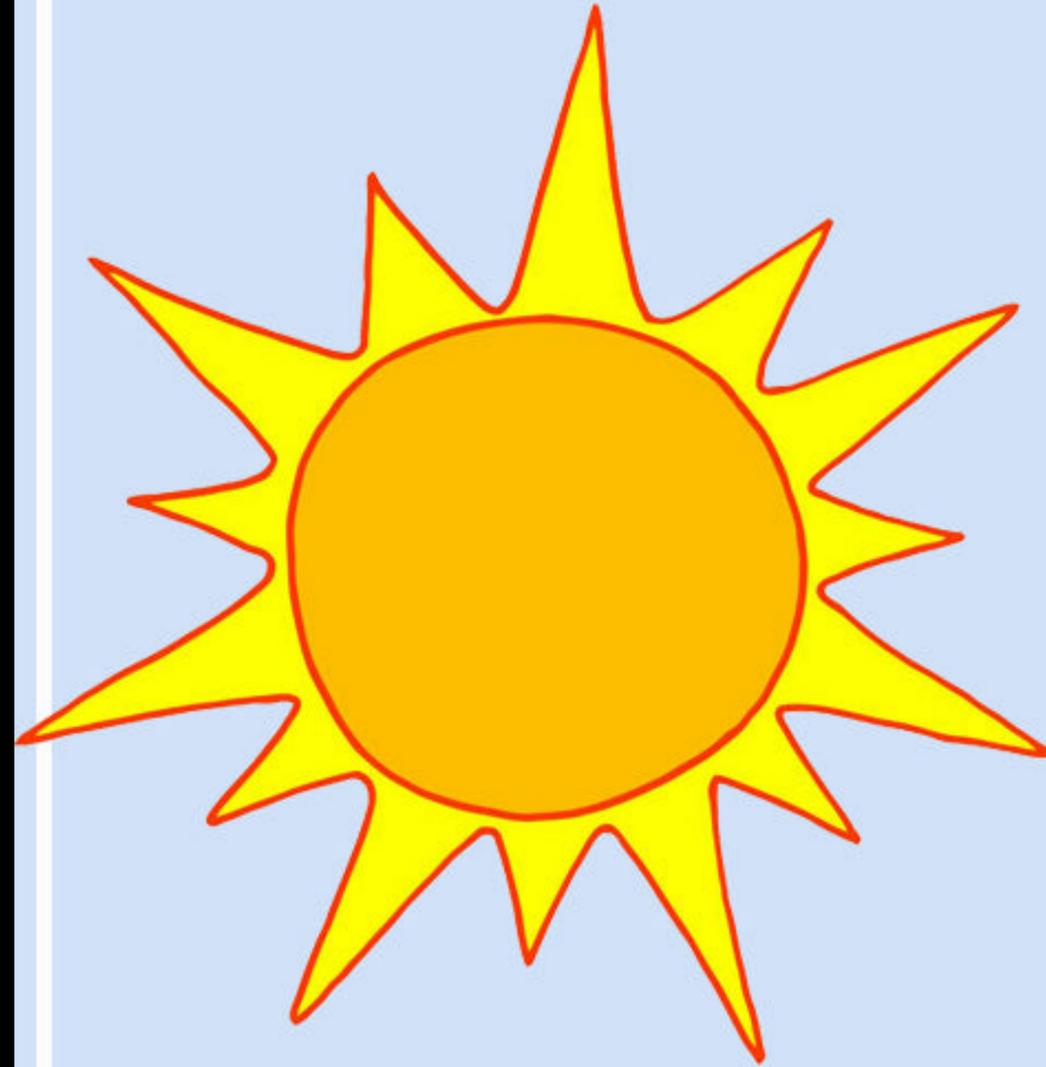


LIGHT

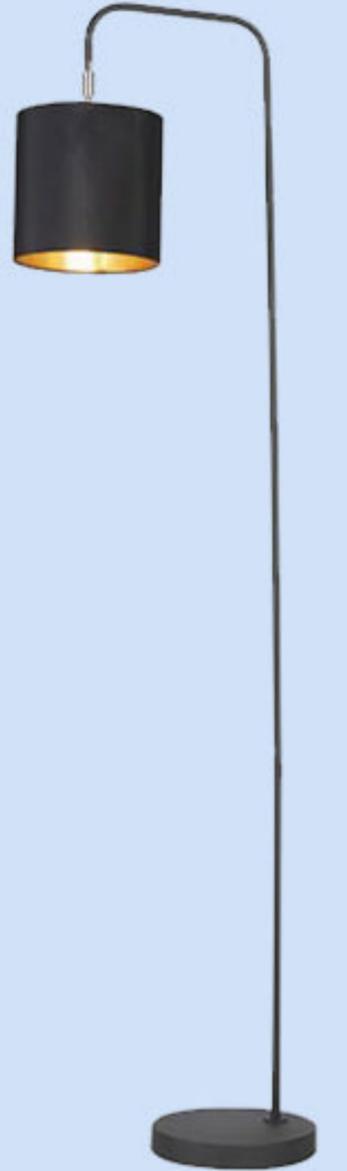


SOURCES

- Natural
- Artificial



VS



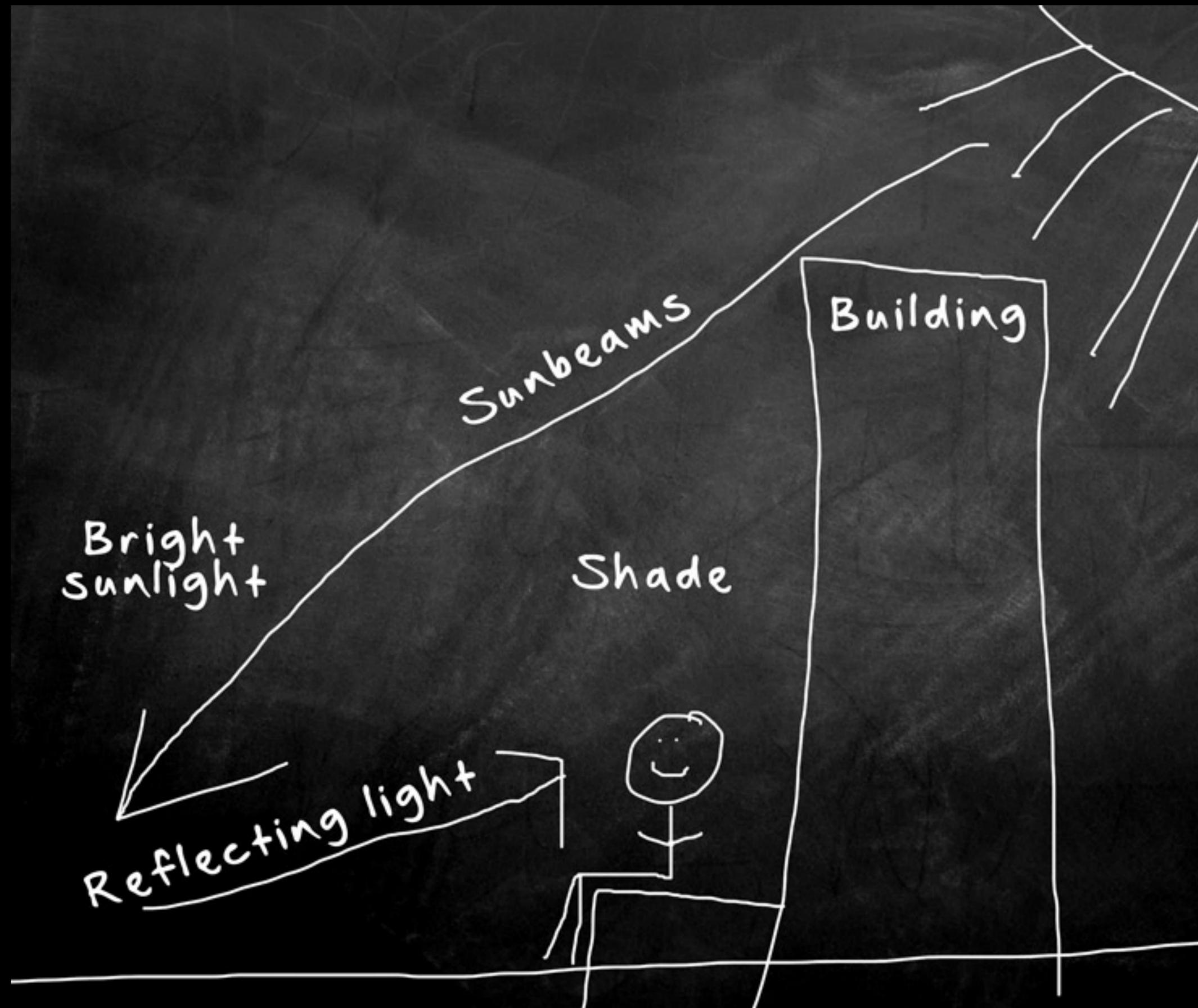
SIDE NOTE

- You can trigger an external flash using an iPhone with various methods
- In phone flash (not very reliable but will work)
- Various flash triggers like Godox X2T-C
- Bluetooth

NATURAL LIGHT

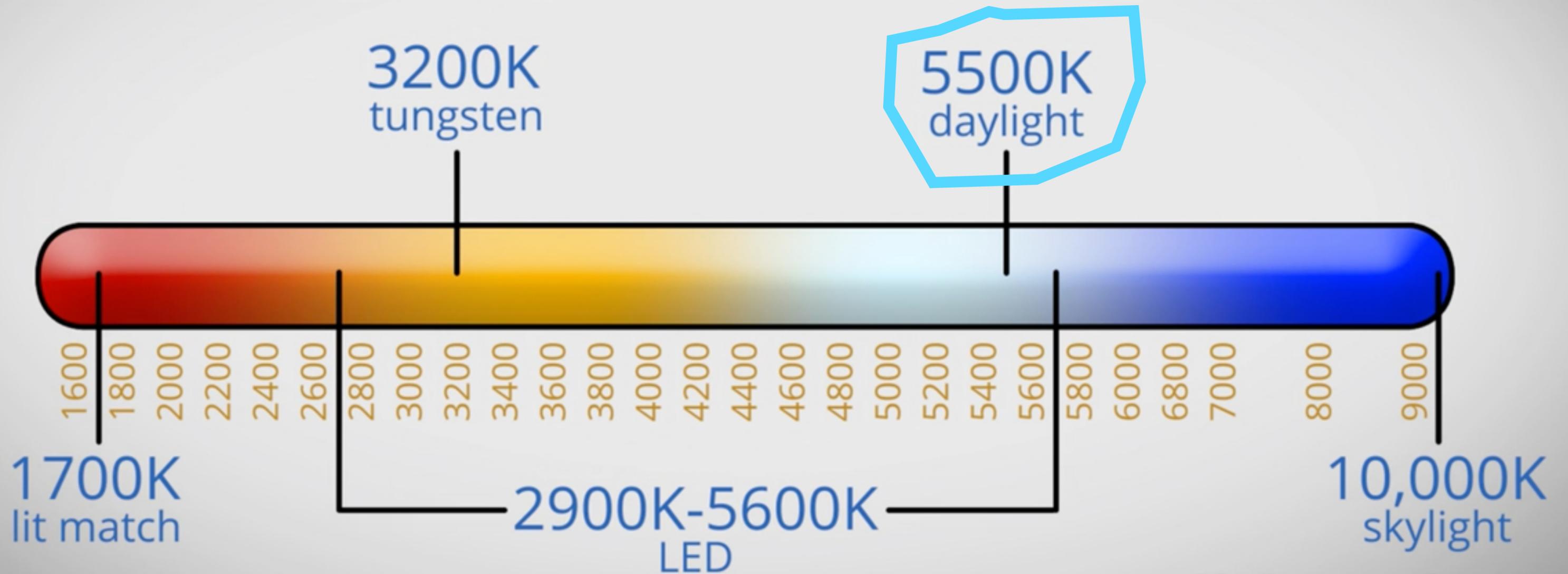
BEST NATURAL LIGHT OPTIONS

- Cloudy day
- Open Shade
- Scrim
- Reflecting light
- Overpower Sun
- Morning Evening



WHITE BALANCE

LIGHT SOURCE COLOR TEMPERATURE



COLOR OF LIGHT

Blue outside, Orange inside

The color temperature is integral to your story—
Control the emotional narrative.

Blues/cold/film , greens/sick/landscape, Reds/strong,
Orange/warmth Canon/Nikon (film/digital)

Multiple light sources make white balance difficult

Many lights are now “Daylight Balanced”

White balancing in post

WHITE BALANCE

- make whites look, well white
- skin tones
- control the narrative
- Most cameras have auto white balance
- Manual settings where you can specify color temperature
- Semi manual settings where you can specify color scene
- Grey card, neutral grey —photograph a grey card and then adjust temperature manually
- Filters
- When color balance is too messy, turn it Black and white!
- We will cover white balance in Lightroom

THE ZONE SYSTEM

- Ansel Adams
- Developed for Black and White
- Elite level Photography
- Range between Black and White
- Very much relevant to Digital
- We will focus a little on 0 and X

Zone	Description
0	Pure black
I	Near black, with slight tonality but no texture
II	Textured black; the darkest part of the image in which slight detail is recorded
III	Average dark materials and low values showing adequate texture
IV	Average dark foliage, dark stone, or landscape shadows
V	Middle gray: clear north sky; dark skin, average weathered wood
VI	Average Caucasian skin; light stone; shadows on snow in sunlit landscapes
VII	Very light skin; shadows in snow with acute side lighting
VIII	Lightest tone with texture: textured snow
IX	Slight tone without texture; glaring snow
X	Pure white: light sources and specular reflections



zone

zone VI

zone IX

zone II

zone V

zone III

zone VIII



LIGHT METER

- Great for measuring highlights and shadows
- Measuring foreground and background
- Continuity
- A must for video and film
- For me, its mostly a Prop



SHADOWS



HIGHLIGHTS



SHADOWS AND HIGHLIGHTS

1. Integral for creating next level of images
2. Control your narrative: Use contrast to set emotional tone, viewer engagement
3. Eyes are drawn to the Highlights —control
4. Meter for Highlights —Most images the sky and clouds are blown out

SIDE NOTE: Digital Capture

Loss of information when whites are blown out.

Shadows are far more likely to hold information in Digital cameras (vs film) even if you don't see anything on the file.

Raw file capture holds even more information (well touch on that little more)

Anyone familiar with RAW file capture?

The more information your capture holds, the more you can do with the image.





HOT SPOTS

- Eye can be drawn to hot spots
- Can be intentional for storytelling
- Control your narrative
- Can also be distracting
- Could be lost information
- Can be fixed in post / AI (but always try to avoid to save time)



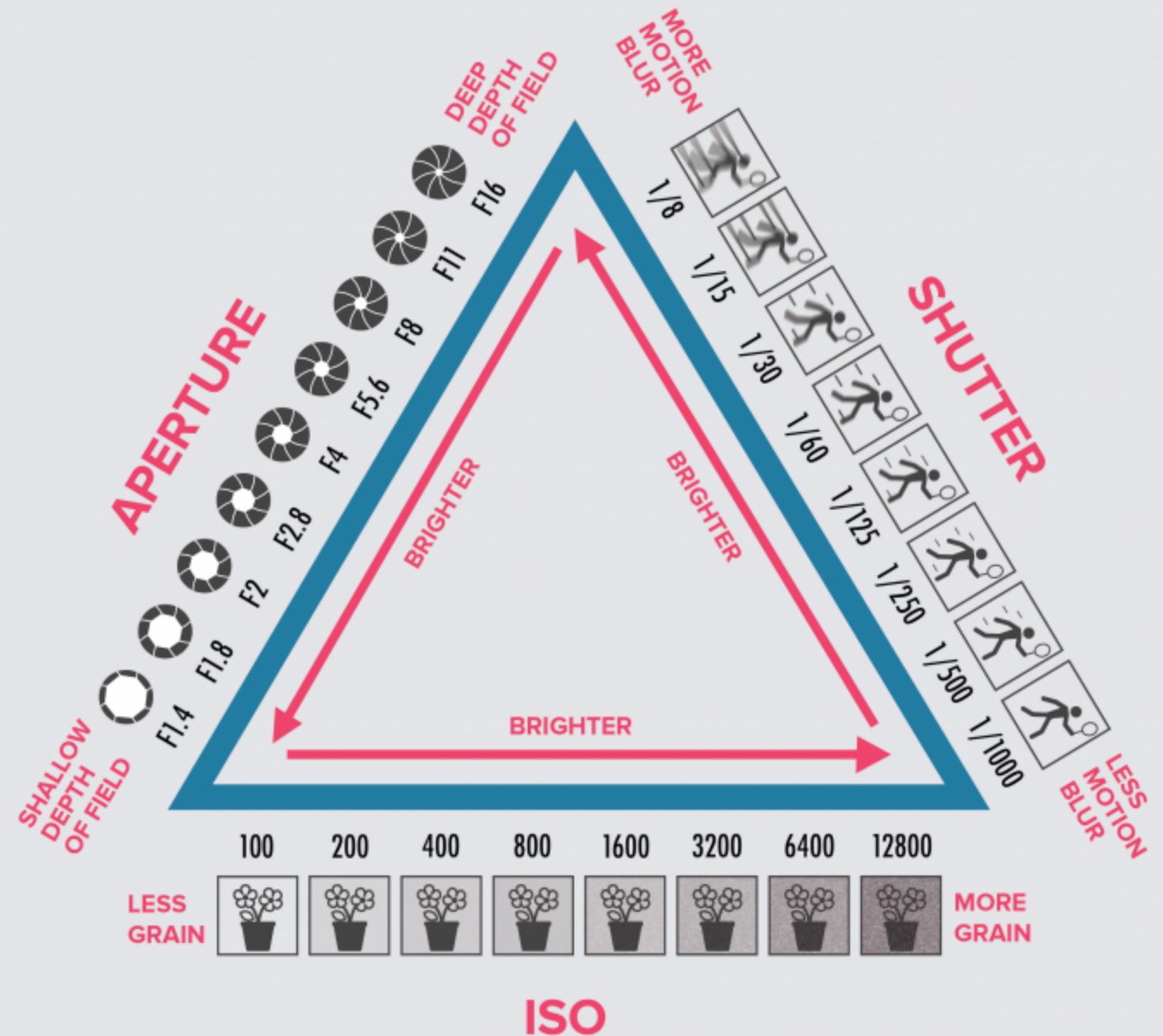




EXPOSURE TRIANGLE

- Shutter Speed—how fast shutter opens and closes. Faster less light.
- Aperture—Size hole the light passes through. Bigger hole, more light.
- ISO (International Organization for Standardization) More light by grain.

The **EXPOSURE TRIANGLE**

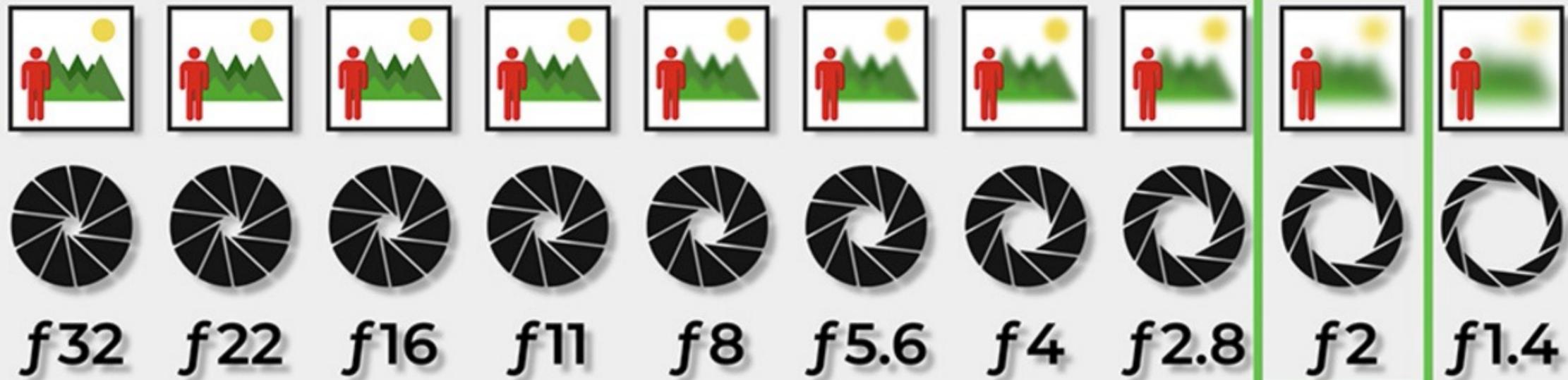


Exposure Equivalents

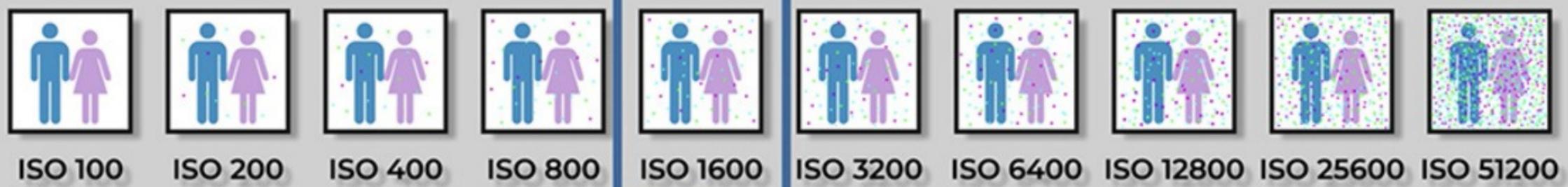
Need More Light

Need Less Light

Depth of Field



Grain



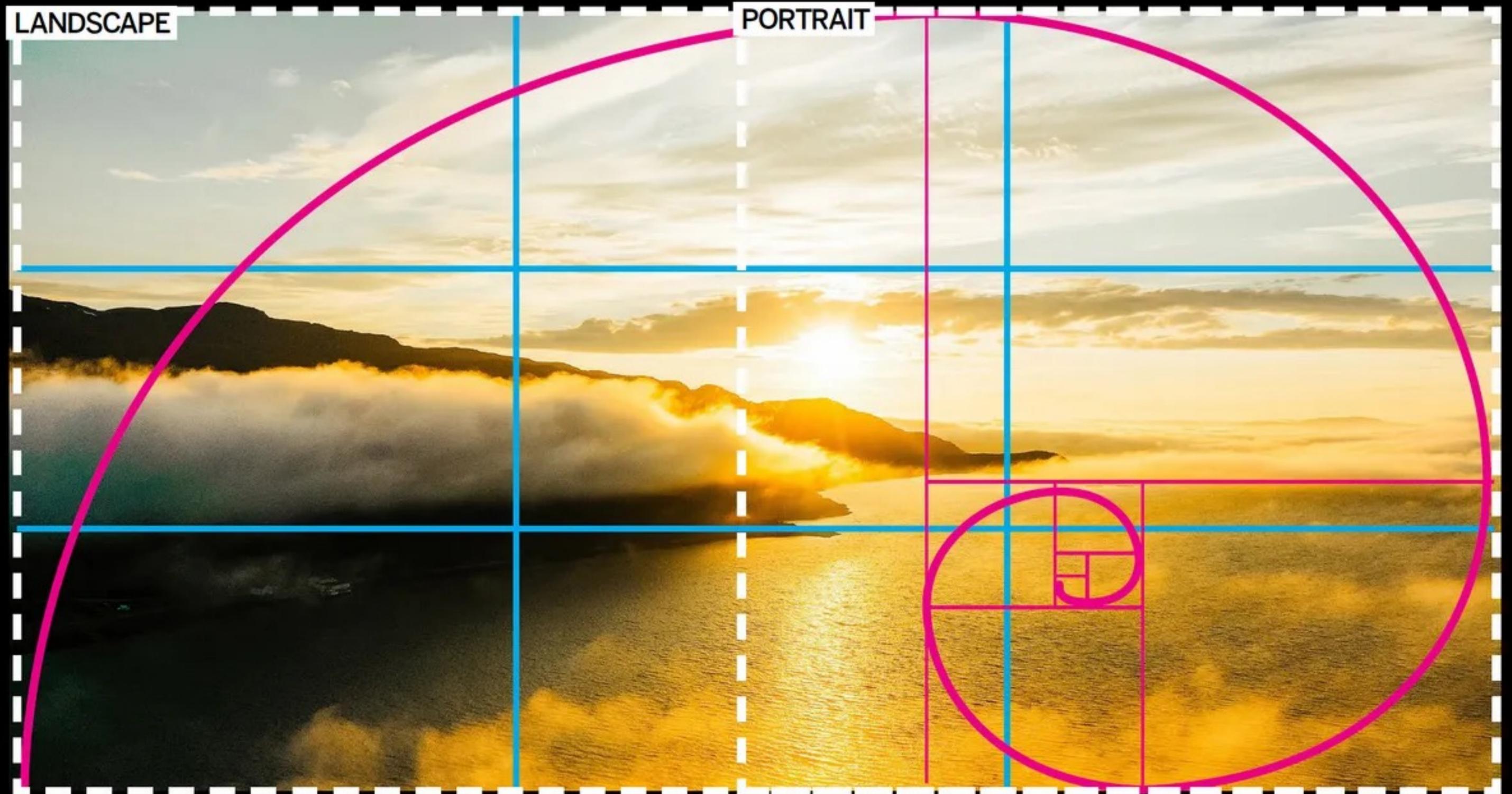
Motion



TYPICAL MANUAL SETTING SCENARIOS

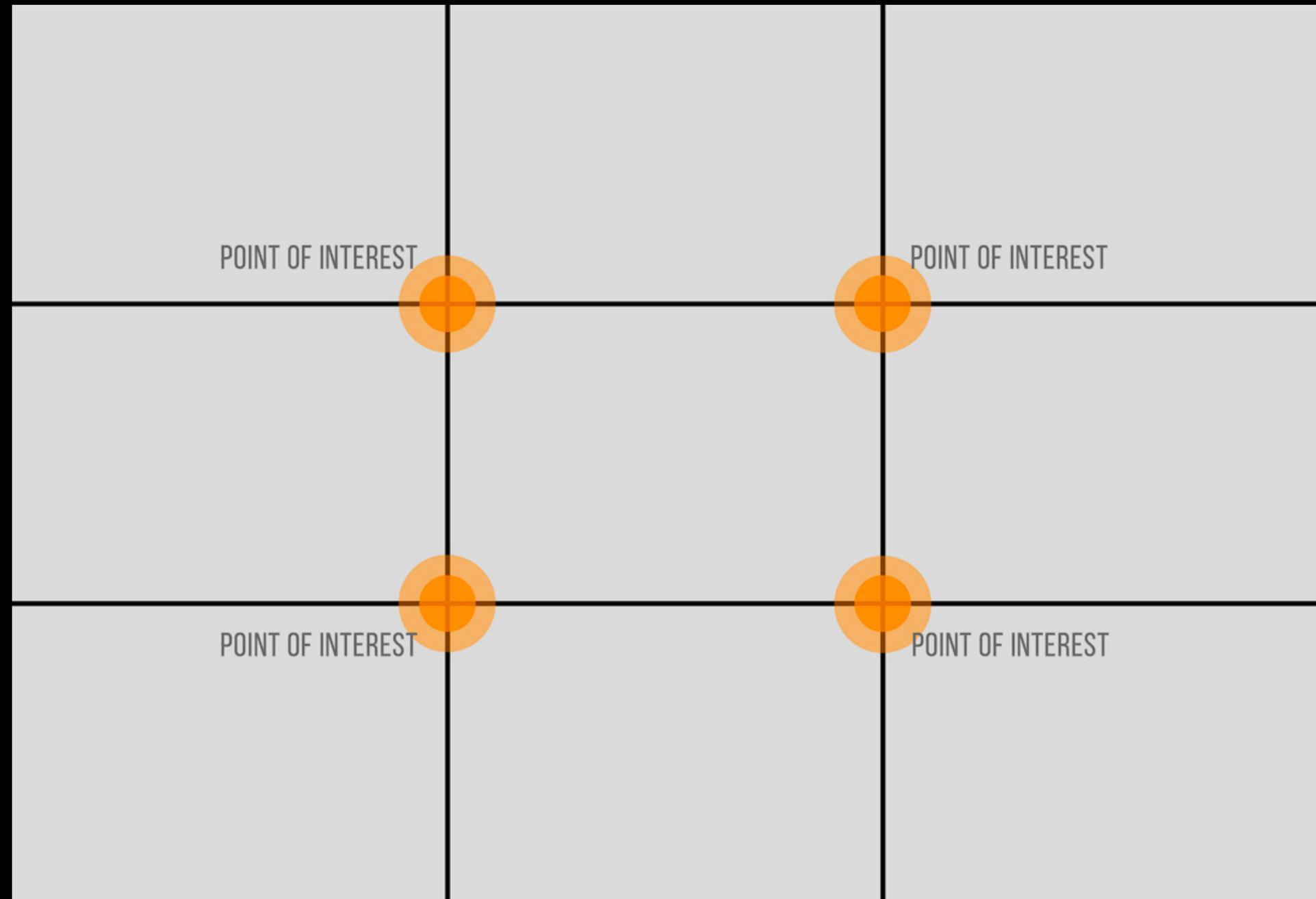
- Portrait Single Person f1.4, f2, f2.8 —1/125+ (child/blinky/shakey)— ISO As low as possible
- Portrait Group f5.6, f8, f11—1/125+ISO to Make up the difference
- Church interior f10+ lower shutter speed/ tripod — ISO to make up Diff
- Action/sports f stop variable— Shutter 200+ —ISO to balance
- Basic starting rule: "Sunny 16" f16 — 1/125 — ISO100
- Cloudy f8-11 1/125 100
- Best Rule: Look at your screen and adjust from there

RULE OF THIRDS and THE GOLDEN RATIO



RULE OF THIRDS

- Position your subject at points of interest.
- Off center adds interest, less static.
- More engaging
- You can set a grid on most cameras to help visualize.
- Ai and other methods in post



FRAMING

- Whats the intended use? Socials, prints, Website
- Banner, square, spread
- Subject
- Rule of thirds
- Angles
- POV



- MORE ABOUT STORY TELLING
- Have fun with angles. Think of cinematic angles.
- Small details
- Patterns
- Freezing motion, blurring motion
- Candid moments of humanity
- Depth of field







TOOLS THAT IMPROVE YOUR PHOTOGRAPHY STORYTELLING

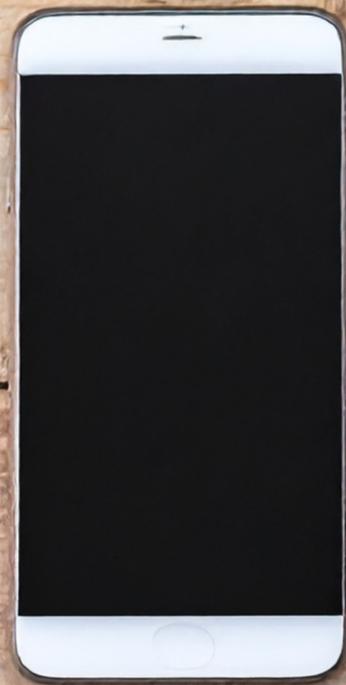
- Control of light
- Color of light
- Contrast, Highlights, Shadows
- Depth of field
- Motion and blur
- Grain
- Rule of thirds
- Framing

EQUIPMENT



CAMERAS

- Dslr
- Mirrorless
- Point and shoot
- Phones
- More..



DSLR & MIRRORLESS

- Removable fast media, often multiple types
- Advanced focus systems
- Excellent ISO range
- Continuous High resolution Shooting
- Tethering; now wifi
- Lenses



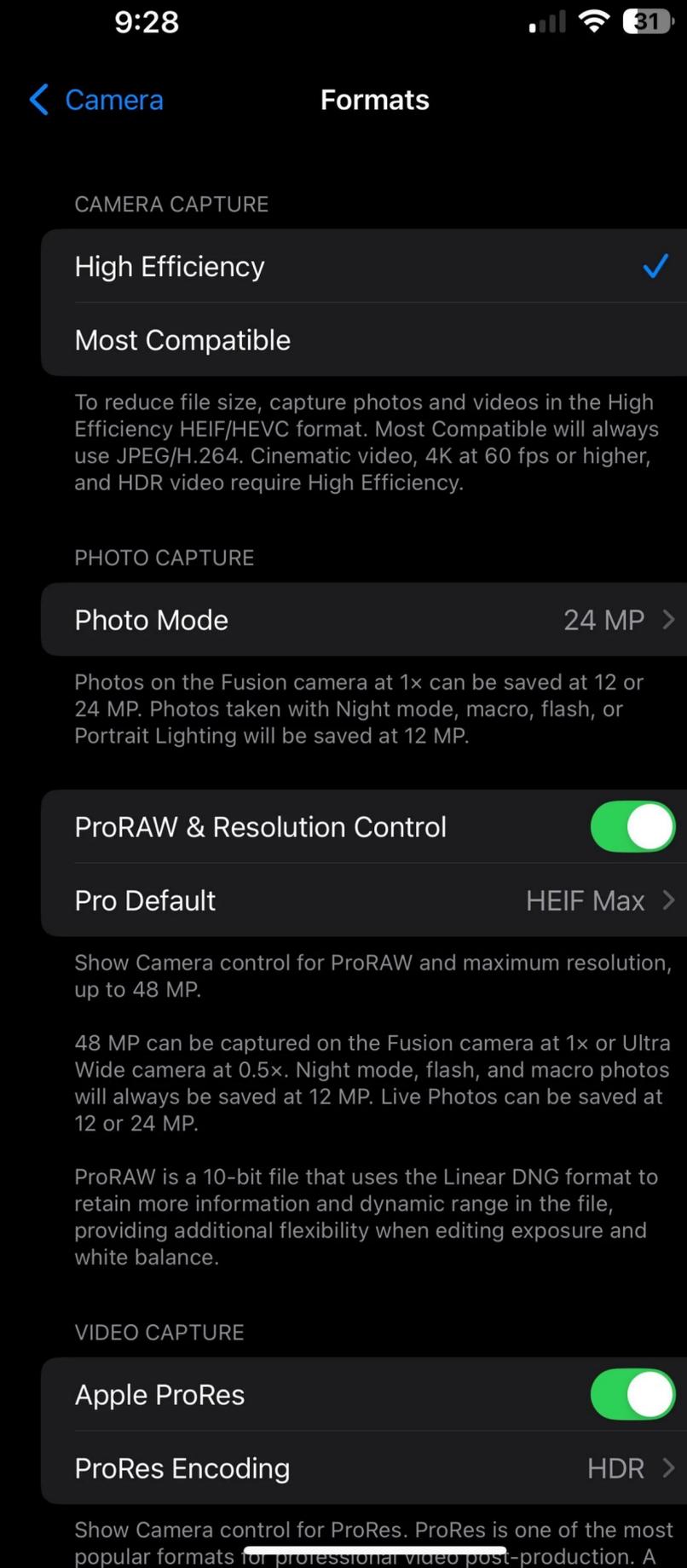
POINT AND SHOOT

- Light weight
- Easy fit
- Removable media
- High resolution
- Economical
- Some have manual settings
- Less expensive than iPhone



SMART DEVICE

- Convenient
- State of the art
- Intelligent
- High resolution
- Light sensitivity
- Apps for Post
- Built in storage and cloud
- **Raw mode**
- Light accessories
- Lense accessories including filters



HERE IS A GREAT, EASY, AND QUICK TUTORIAL FOR
LIGHTROOM AND PHOTOSHOP ON YOUR SMART DEVICE

[HTTPS://WWW.ADOBE.COM/LEARN/LIGHTROOM-CC/WEB/LIGHTROOM-TO-PHOTOSHOP-
MOBILE-PHOTO-EDITING](https://www.adobe.com/learn/lightroom-cc/web/lightroom-to-photoshop-mobile-photo-editing)

SETTINGS

- Resolution
- Raw
- Grid for thirds
- Portrait
- We will get into editing later

LENSES

- This is where I spend the most \$
- Prime lenses (no zoom)
- Zoom lenses
- Constant f stop (f2.8 at any zoom)
- Portrait 50, 85, 70-200, 1,2 2.8
- Wide angle (buildings)
- Macro (flowers, up very close)



PROTECT YOUR INVESTMENT

- Don't leave sensor or lens base open for more than a few seconds
- Caps
- Lens UV filter to protect glass
- Don't touch
- Don't blow

ARTIFICIAL LIGHT

- Flash —Speedlights
- Strobes
- LED
- Ring lights
- Reflector
- Headlights
- Flashlight
- Modifiers



This is lit with car headlights



SPEEDLIGHTS

- On Camera
- Off Camera
- Trigger (cheap ok too)
- Stand, clamp, tripod
- Gels
- Modifiers
- Headshots, portraits, group, etc



STROBE MONOLIGHT

- High Powered
- Trigger/receiver
- Model Light (video)
- High Speed sync
- Portable
- Modifiers
- Light enough for Assistant



MODIFIERS

- *Umbrella
- Soft box
- *Reflector
- *Scrim
- Beauty Dish
- *Portables



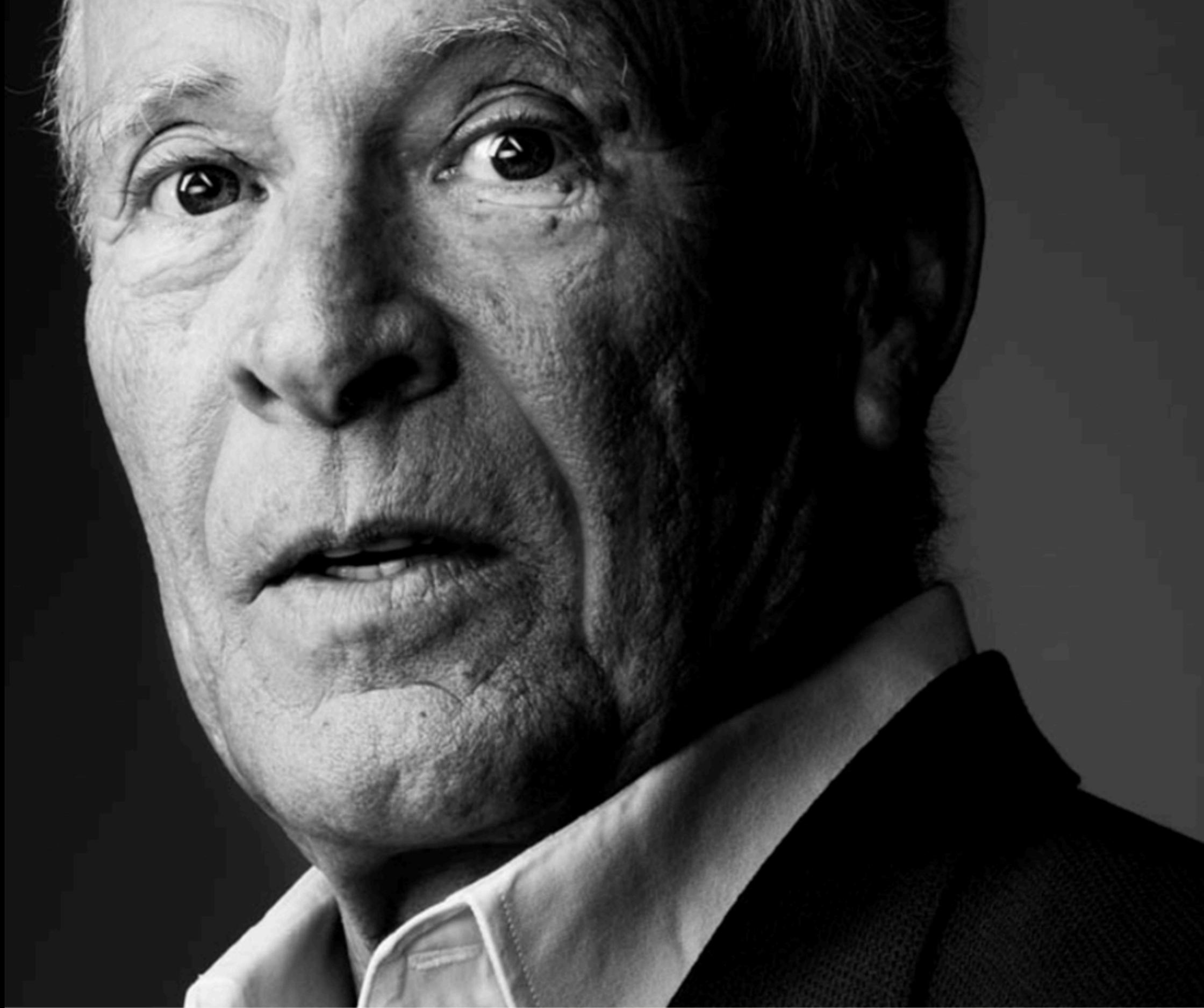
FOLDABLE REFLECTOR

- Inexpensive
- Very effective
- Multiple options
- Scrim option (sun passes through)
- One of my favorite tools.



CATCH LIGHT

THE LIGHT THAT REFLECTS IN EYES.



Sample Flash/Strobe setups

REMBRANDT WITH A HONEYCOMB



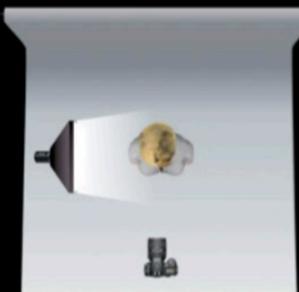
KIT: One strobe, one lightstand, one honeycomb grid attachment
Position the light high and to the side to create a triangle on the model's cheek. The shadow of the nose should point towards the edge of the lips. The strong directional light is a great way to create drama.

REMBRANDT WITH A SILVER BROLLY



KIT: One strobe, one lightstand, one silver brolly used as a reflector
Position the light high and to the side to create a triangle on the model's cheek. The shadow of the nose should point towards the edge of the lips. The reflector causes the light to spread a little further.

SPLIT



KIT: One strobe, one lightstand, one 20-inch softbox
Position a light to one side of the model in such a way that no light spills onto the other side of the face, with a shadow line running down the centre. We've used a softbox here, but any of the modifiers will work.

SPLIT WITH FILL



KIT: One strobe, one lightstand, one 20-inch softbox
Position a light to one side of the model in such a way that no light spills onto the other side of the face, with a shadow line running down the centre. Position a reflector on the opposite side to fill in the shadows.

KEY WITH A CLOSE SOFTBOX



KIT: One strobe, one lightstand, one 20-inch softbox
Position the softbox above and to one side of the model for a classic Loop or Rembrandt effect. Place the softbox just a couple of feet away. This will create softer shadows. Look at

KEY WITH A FAR AWAY SOFTBOX



KIT: one strobe, one lightstand, one 20-inch softbox
Position the softbox above and to one side of the model for a classic Loop or Rembrandt effect. Place the softbox six feet or more away. This will create harder shadows. Look at

WORKING WITH LIGHT

- Speedlights (best tool)
- Window Light (sometimes flash)
- Open Shade (as close to edge)
- Sun Light (sun to your back)
- Reflector and Scrim (second best tool)
- Ambient Light (can introduce multiple colors)
- Clouds (your friend)

P
O
S
—
S
—
G
N



- Stewardship
- Social Media Engagement
- Outreach
- Staff Clergy Volunteers
- Groups



STEWARDSHIP SOCIAL MEDIA OUTREACH

- Ordinary People
- In their element / ministry
- Editorial but sincere
- Recognizable
- Participating
- Authenticity
- Engaging





SOMETIMES POSING
SOMETIMES CANDID



Working with the Subject

- Chatting “Throw them off the fact you have a camera pointed at them”
—some people can be really interesting when they forget they are being watched
- Talk about ministry, talk about rector, and if something like that isn't working then throw in something totally off the wall.
- Sometimes start by having a theme you are focusing on.
- My favorites: Look at each other, pasta, pizza
- **You want the moments in between, right after**
- Natural, real, not looking forced or posed
- Don't forget your settings, flash/fill? Wheres the sun? Open shade? Can you frame it perfectly? Did your subject just travel to the moon while you were doing all that?
- Most effective resets: lip exercise and Disney smile

TIPS

- Move your subject around
- Watch for distractions (things growing out of their head)
- Highlights
- Shadows —nose, chin, from objects
- Unless its for a product or fashion, be simple with posing.
- Do have your subject move their head, change sides, chin up, chin down
- Have your subject move their eyes. Use hand to guide. At camera, above, left right (gives them confidence in you with simple direction)
- Hands —Most people are uncomfortable with their hands. Pockets, prop, chin, hair, crossed arms
- Body language is very important to your story telling. Standoffish, strong, confident, don't fuck with this person, friendly, approachable.

HEADSHOTS

- Seated or standing
- Three quarter turn Feet hips shoulders head.
- Chin up down
- Both sides
- Close eyes count to three
- Lip Exercise
- Highlights, shadows,
- F stop —Wide as possible for boca
- Fill —flash, reflector
- Focus 100% eyes



GROUP PHOTOS



- Posing
- Light
- Lense
- Distraction
- Where's Waldo
- Apple boxes
- Taller in back
- Fast

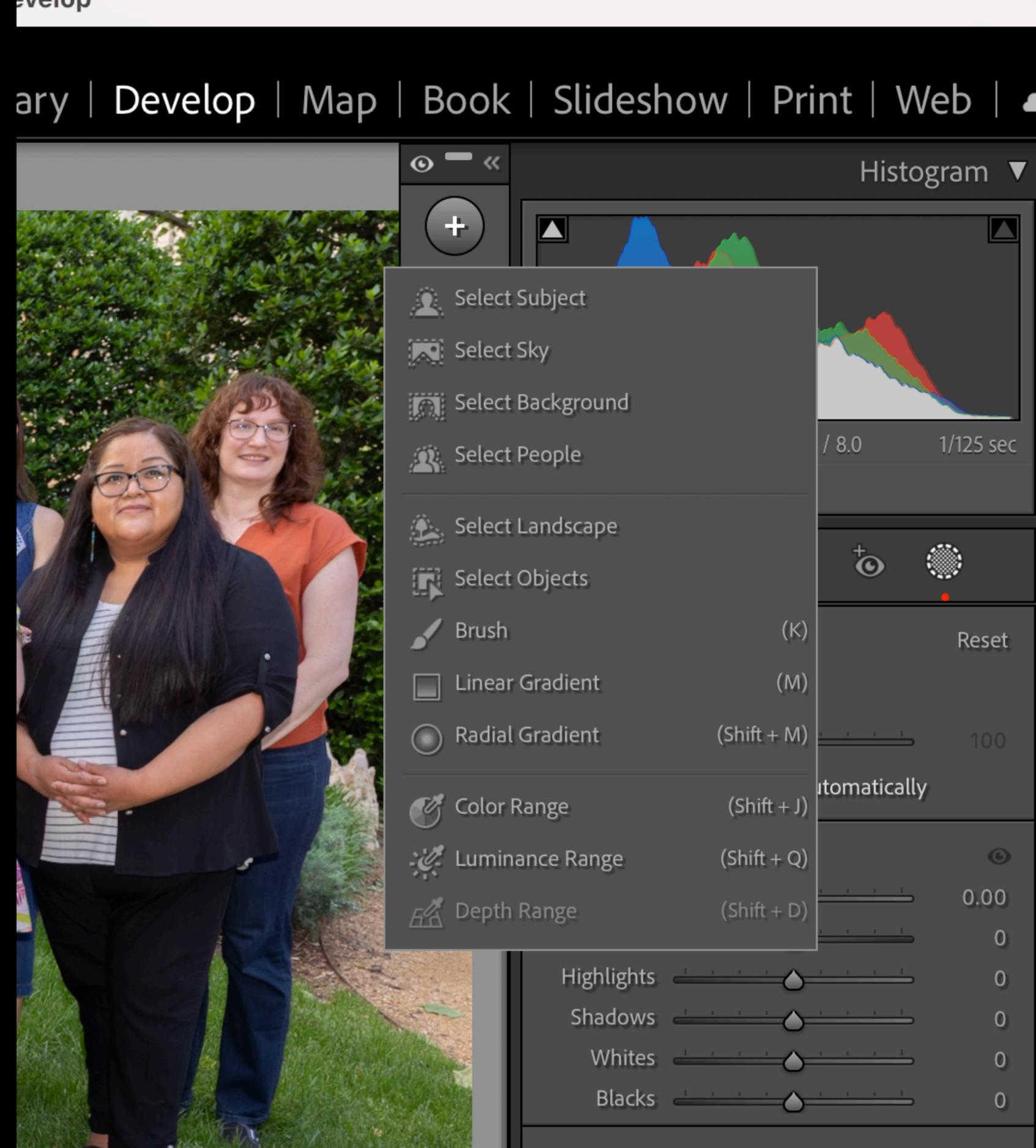




LIGHTROOM TIPS

LAYER MASKS

- Many options
- Select subject for people
- Linear for large adjustment
-



▼ Navigator FIT 100% 66.7%



Histogram

ISO 160 29 mm f / 8.0 1/125 sec

Original Photo

Select Subject Invert

Adjustments that may affect "Subject 1" changed.

Update

Remember to click the + to add a new mask layer for each adjustment

Preset: None
Amount

▼ Presets +

Filter Presets

- ▼ Adaptive: Portrait
 - Enhance Portrait
 - Glamour Portrait
 - Polished Portrait
 - Gritty Portrait
 - Smooth Facial Skin
 - Enhance Eyes
 - Whiten Teeth
 - Darken Eyebrows
 - Darken Beard
 - Texture Hair

Copy... Paste

Show Edit Pins: Auto Overlay Mode: Color Overlay

Sync... Reset



▼ Navigator FIT 100% 66.7%



Preset: None
Amount 100

▼ Presets +

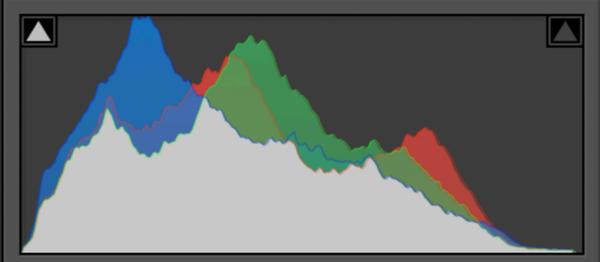
Filter Presets

- ▼ Adaptive: Portrait
 - Enhance Portrait
 - Glamour Portrait
 - Polished Portrait
 - Gritty Portrait
 - Smooth Facial Skin
 - Enhance Eyes
 - Whiten Teeth
 - Darken Eyebrows
 - Darken Beard
 - Texture Hair



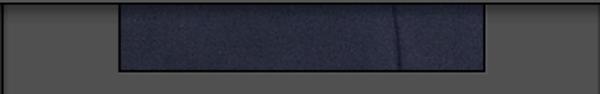
Use "Denoise" to remove ISO grain
Scroll down on your right panel to get to it.

Histogram ▼



ISO 160 29 mm f / 8.0 1/125 sec

Original Photo



Sharpening
Amount 40
Radius 1.0
Detail 25
Masking 0

Noise Reduction
Denoise...
Reduce noise with AI. The result will be saved as a new DNG.
Manual Noise Reduction

Lens Corrections
Transform
Lens Blur
Effects

Sync... Reset

Copy... Paste

RA YY Soft Proofing

1 2 Previous Import 106 photos / 5 selected / 166A1016.CR3 Filter: [Icons] Filters Off



Navigator FIT 100% 66.7%



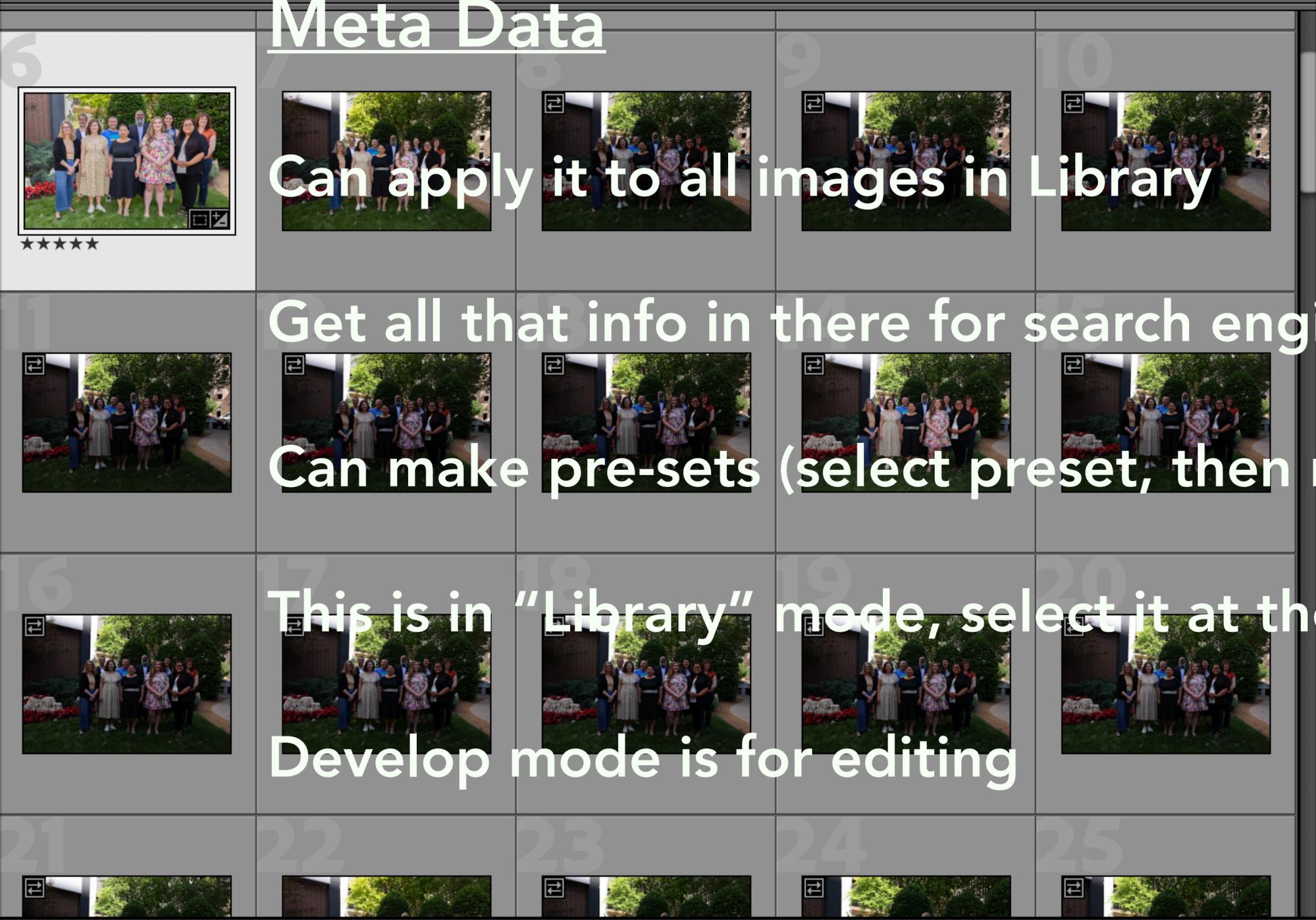
- ▼ Catalog
 - All Photographs 106
 - All Synced Photographs 0
 - Quick Collection + 0
 - Previous Import 106

- ▼ Folders
 - Filter Folders
 - SSD Active 0.1 / 1 TB
 - images 106

- ▼ Collections
 - Filter Collections
 - Smart Collections
- ▼ Publish Services

Import... Export...

Library Filter : Text Attribute Metadata None Filters Off



Meta Data

Can apply it to all images in Library

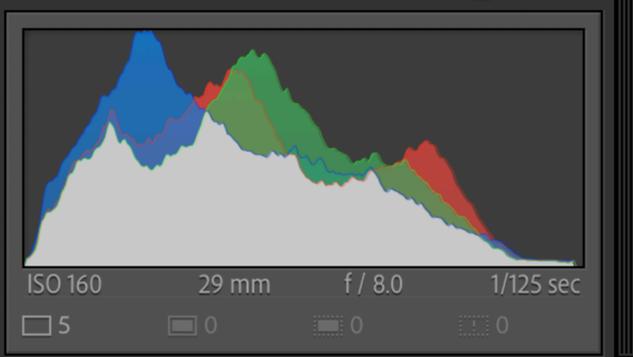
Get all that info in there for search engines SEO

Can make pre-sets (select preset, then new)

This is in "Library" mode, select it at the top

Develop mode is for editing

Histogram



ISO 160 29 mm f / 8.0 1/125 sec

All People Other
Default Metadata
Preset None

Target Photo Selected Photos

File Name < mixed >
Folder images
Title
Caption
Copyright
Creator
Rating ★★★★★
Capture Date May 13, 2025
Dimensions 8192 x 5464
GPS
Date Created
Sublocation
City
State
Country / Region
ISO Country Code
Location Created
Location Shown

Sync Metadata Sync Settings

1 2 Previous Import 106 photos / 5 selected / 166A1016.CR3 Filter : Sort: Capture Time Thumbnails



EXIF APPS

TO ADD, EDIT, REMOVE META DATA

VIDEO SETTINGS

- Manual—Nothing auto (but why?)
- Tripod or stable place
- 30 fps general (1/60 shutter speed). 25fps more cinematic (1/50)
- Be wise with lighting
- Lav mics, or shotgun. Rode are my favorite. Records right onto camera so you don't have to worry about syncing

PLEASE FEEL FREE TO REACH OUT TO ME
ANY TIME! CJ@CHRISJAMESMEDIA.COM