

thepresetfactory®

retrocollection

Instruction manual for:

LIGHTROOM 4, 5, 6 & CC.

INTRODUCTION

The Preset Factory® is proud to present the **Retro Collection**, a set of thirty presets for Adobe Lightroom versions 4, 5, 6 & CC. Inspired by the look of 70s movies, we drew our influence from celluloid film of this era to bring a truly unique look to modern photography.

Characterized by subtle matting, creamy highlights and faded tones, the **Retro Collection** gives a beautifully vintage feel to your images seen in films such as *The Wicker Man* (1973). We also explore a nostalgic blue/turquoise aesthetic which gives a powerful retrograde feel to your images. These looks, coupled with the flexibility to choose variations of the base presets, and the ability to choose a custom grain for each image, the **Retro Collection** offers one of our most advanced workflows yet.

Ideal for fashion, lifestyle, model and travel photography.

The **Retro Collection** presets are all fully customizable within Adobe Lightroom using the sliders in the Develop Module, giving you full control over your final image. For best results when using the **Retro Collection** presets, check out the **Tips & Tricks** section on page two.

INSTALLATION

WINDOWS & MAC

Installation is the same for Mac and windows:

- I. Open **Adobe Lightroom**.
- II. At the top, go to **'Edit'** then **Preferences**.
- III. In the options window, click on the **'Presets'** tab at the top. Click on the button labelled **'Show Lightroom Presets Folder'**.
- IV. Once in the Explorer/Finder window, make sure you in the **'Lightroom'** folder, then open the **'Develop Presets'** folder.
- V. Now copy the whole **'TPF – Retro Collections LR'** folder from your downloaded zip file into this **'Develop Presets'** folder. Make sure you copy the folder within the zip file, and not the zip file itself.
- VI. Once copied, close Adobe Lightroom.
- VII. Re-open Adobe Lightroom and the presets folder will appear on the left once in the Develop Module.

Now you should be ready to jump in and start using the Retro Collection presets!

Video Installation guides also available at: www.thepresetfactory.com/apps/help-center

VARIATIONS

(+, -, ALT, Warm, Cool)

The **Retro Collection** is split into the various preset sections. The base presets are the presets that give the original definitive look of a certain film. To add more control over your image, we've included variations to control the flavour of the presets:

<u>Variation</u>	<u>Example</u>	<u>Effect</u>
(Base Preset)	RC007	Original color preset
+	RC007 +	More intense than base preset
-	RC007 -	Subtle look of base preset
Alt	RC007 Alt	Same look as base preset with slightly altered colors
Cool	RC007 Cool	Colder or 'bluer' version of base preset
Warm	RC005 Warm	Warmer or more 'orange' version of base preset

TIPS & TRICKS

- ▶ Shooting tips – set camera profile to neutral picture profile with low contrast and low saturation. This will give the best response from the presets, as they were designed to start with a flatter image.
- ▶ The **Retro Collection** presets are designed so they don't interrupt key areas of the photographic development. There are a few steps that should be taken to balance your image before applying the presets:
 - 1) Make sure your photo is set to a correct **white balance**. This is important to ensure an accurate color replication by the presets.
 - 2) Adjust the **exposure** slider to have your image balanced correctly. Use the histogram at the top of the develop panel on the right to check the waveform. Do not balance using the Highlight/Shadow/White/Black levels sliders, as the **Retro Collection** presets will use these.
 - 3) Depending on if you shoot in low light conditions or with a high ISO, you may need to increase the **noise reduction** in the develop module.
 - 4) Use the **lens correction** section of the develop module to correct any distortion, vignetting or aberrations in your image.
 - 5) Set your **camera profile** with the **camera calibration** tools at the bottom of the develop module. This too will ensure your image is balanced properly and allow the **Retro Collection** presets to give an accurate color replication.
- ▶ If you've pre-processed your image using the method above, add the desired preset. Only after this should you jump in and begin to tweak the parameters of each effect to shape around your image. To further craft your image, try adjusting the **Exposure**, **Tint** and **Temp** sliders to see how warming or cooling an image can dramatically change your results.
- ▶ When using custom grains, first apply your chosen preset, then add the desired grain. If you have already added the grain to an image, applying a new preset to an image will cancel the grain. It will need to be reapplied every time you try and new preset on an image.

DO YOU NEED FURTHER SUPPORT?

Installation and walkthrough video guides available at: www.thepresetfactory.com/apps/help-center

Our team are on hand to answer your questions at: www.thepresetfactory.com/pages/contact