

thepresetfactory®

# film700series

Instruction manual for:  
**ADOBE LIGHTROOM 4, 5, 6 & CC.**

## INTRODUCTION

The Preset Factory® is proud to present the **Film 700 series**, a collection of thirty-five presets for Adobe Lightroom versions 4, 5, 6 & CC. Continuing from the Film 600 series preset packs, the **Film 700 series** featured more unique film emulation looks, with a strong focus on the 'expired film' aesthetic.

This is characterized by having tinted highlights with pastel greens and creamy yellows, as well as warm shadows. Sprinkled with matted and grain effects, these preset give a truly authentic expired film look, and work well with lifestyle, fashion and street photography.

The **Film 700 series** 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 **Film 700 series** presets, check out the **Tips & Tricks** section on page two.

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## 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 – Film 700 series'** 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 Film 700 series presets!

*Video Installation guides also available at: [www.thepresetfactory.com/apps/help-center](http://www.thepresetfactory.com/apps/help-center)*

## VARIATIONS

### (+, ++, -, --, ALT, Cool, Warm)

The **Film 700 series** 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)	Film 702	Original color preset
+	Film 702 +	More intense than base preset
++	Film 702 ++	Even more intense than +
-	Film 702 -	Subtle look of base preset
--	Film 702 --	More subtle of -
Alt	Film 702 Alt	Same look as base preset with slightly altered colors
Cool	Film 702 Cool	Colder or 'bluer' version of base preset
Warm	Film 703	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 **Film 700 series** presets are designed so they don't interrupt key areas of the photographic development, meaning 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. Press **Auto** in the white balance section of the Develop module.
  - 2) Adjust the **exposure** slider to have you 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 **Film 700 series** 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 cause by your lens.
  - 5) Set you **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 **Film 700 series** presets to give an accurate color replication.
- ▶ If you've pre-processed your image using the method above, add the desired preset. After this, trying going back and readjusting the **Exposure, Tint & Temp** sliders to further craft your image.
- ▶ The presets have been created for large resolution images (20mp +). Grain may appear too harsh on smaller resolution images. To reduce grain amount, go to the **Effects** section in the Develop module and turn down the **Amount** slider.
- ▶ The **Film 700 series** presets can be used with the **Factory toolbox** – a set of stackable presets for Adobe Lightroom which allow you to further shape your image. Subscribe to receive your free copy of the **factorytoolbox** : [www.thepresetfactory.com/pages/factory-toolbox](http://www.thepresetfactory.com/pages/factory-toolbox)

## DO YOU NEED FURTHER SUPPORT?

Installation and walkthrough video guides available at: [www.thepresetfactory.com/apps/help-center](http://www.thepresetfactory.com/apps/help-center)

Our team are on hand to answer your questions at: [www.thepresetfactory.com/pages/contact](http://www.thepresetfactory.com/pages/contact)