



RED LEAF STUDIOS | PHOTOGRAPHER  
**BOUTIQUE**

*Fernweh preset guide*

COVER PHOTO BY LAUREN FAIR PHOTOGRAPHY

*Thank you for purchasing our Red Leaf Fernweh Lightroom Presets. This set was inspired by summer road trips, adventure and expired film. We love the idea of a wide open road and destinations unvisited.*

*We have also included a set of Fernweh Adjustments which allow you the option to open shadows, recover highlights, change the shadow tint, and quickly adjust your photo temperature. We are very excited for you to try this fantastic new set!*

*Richard & Amy McDowell*

## INSTALLATION – PRESETS

### AUTOMATIC:

1. Unzip the preset file.
2. Go to the Develop module. Right click the “User Preset” folder in the preset panel and choose import.
3. Browse to the unzipped folder of the Red Leaf Presets and select them, then click the import button.

### MANUAL: {RECOMMENDED}

1. Unzip the preset file.
2. Locate the Develop Presets folder. In Lightroom, go to Edit > Preferences > Presets tab and select “Show Lightroom Presets Folder” > Lightroom > Develop Presets.
3. Drag the three Red Leaf Preset folders into the Develop Preset folder. Keep them in their individual folders so they remain organized.
4. Restart Lightroom.

## INSTALLATION – ACR

1. Unzip the preset file.
2. Open up Finder in Mac / Explorer in Windows, and locate the following path: {Insert your own system user name where you see “UserName” below.

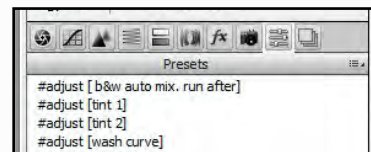
Macintosh: /Users/UserName/Library/Application Support/Adobe/CameraRawFolder/Settings

Windows: C:\Documents and Settings\UserName\Application Data\Adobe\CameraRaw\Settings

Windows 7: C:\Users\UserName\AppData\Roaming\Adobe\CameraRaw\Settings

Please note, if you don’t see the settings location, then you need to turn on the **Show Hidden Files** option.

3. Copy the .xmp presets into the Settings folder.
4. The presets will now appear in the ACR preset tab, as show here.





## THREE STEPS TO ACHIEVING A GREAT EDIT

### 1. EXPOSURE

*Check your exposure and adjust it prior to applying any preset.*

### 2. TEMPERATURE

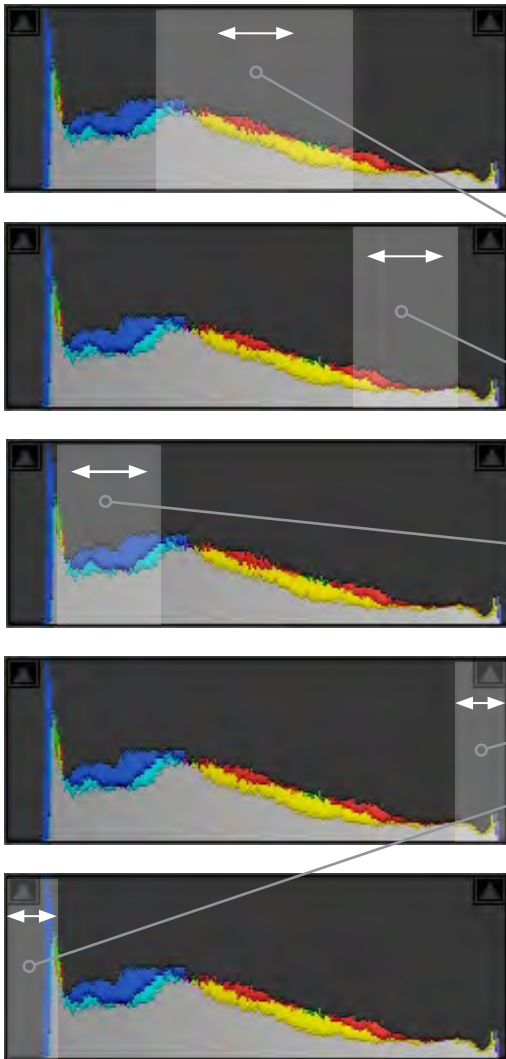
*Adjust your color temperature, as most images will likely need some tweaking.*

### 3. APPLY PRESET

*Apply the preset of your choice, make sure to try several until you find the right fit. A preset will react differently to various lighting situations.*

## EXPOSURE

*Having a properly exposed image is essential to any workflow. It is always best to try and expose your images correctly in-camera, however with Lightroom you can also adjust it in post using the exposure slider.*



	Tone	Auto
Exposure		+ 0.68
Contrast		0
Highlights		- 16
Shadows		+ 22
Whites		- 15
Blacks		+ 12

*Another method for adjusting your image exposure, is to use the histogram. When you hover over the histogram you will notice that an arrow will appear. If you click and move left or right, it will adjust that particular area of the image. Adjustments include exposure, highlights, shadows, whites, and blacks. These adjustments can also be made using the sliders, but I personally prefer using the histogram method.*

# TEMPERATURE

Color temperature is another key component for achieving a great edit. We encourage photographers to adjust their white balance in camera, however color temperature can be adjusted in Lightroom as well. By simply adding a little warmth to your images you will find that it is easier edit your photos, and achieve a better overall appearance.

The image below demonstrates that by simply adjusting the color temperature, you can dramatically improve the overall look of a photo. This image was captured at 7500k, and I adjusted it to 11000k to warm it up. There are a few temperature presets in this set, which represent common color temperatures. However, you can also use the temperature slider.



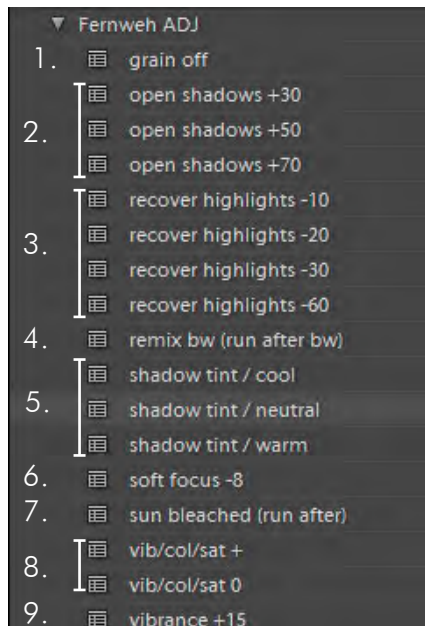
PHOTO BY LAUREN FAIR PHOTOGRAPHY

*Tip: If you are not using a monitor calibrator, then your images may in fact not be accurate. By purchasing a color calibration unit such as the Datacolor Spyder system, you will achieve beautiful accurate colors from monitor to print.*

*Tip: Take a break. Often when you are staring at your monitor for a prolonged period, you will experience eye fatigue and colors can start to look off. Take a break, and let your eyes rest for a few minutes and you will be surprised how things look with a fresh perspective.*

## THE PRESETS

The Fernweh Presets are divided into two groups, Fernweh and Fernweh ADJ (Adjustments). The Fernweh color/bw presets themselves are fairly straight forward. Simply run them after you have made your exposure/temperature adjustments. Keep in mind that no one preset will work on every image, and that you will need to try a few to find the one that is best suited. Below we will provide you with a general breakdown of the adjustment presets.



## FERNWEH ADJUSTMENTS

1.

The presets in the Fernweh Set come with a grain adjustment. If you wish to simply turn the grain off without making any other adjustments, then click the “grain off” preset.

2.

The “open shadows” preset allows more detail to be visible in the darker shadow areas of your image. The three presets represent the strength of the adjustment.

3.

The “recover highlights” presets will adjust the highlights in your images so they are more visible. The four presets represent the strength of the adjustment.

4.

The “remix bw” runs the auto black and white mix option which automatically adjusts the various hues within the image. Only use this preset **After** you run the fernweh bw preset.

5.

The “shadow tint” presets make adjustments to the shadow tint in the camera profile section. Simply run this preset after one of the fernweh color presets.

6.

The “soft focus” preset will give your image a softer, defocused appearance. Run this preset after one of the fernweh presets.

7.

The “sun bleached” preset will make adjustments to the tone curve. It will create an aged sun bleached 70’s look, and can be run after one of the fernweh color presets.

8.

The vib/cla/sat preset simply makes adjustments to the vibrance/ clarity/saturation. The + version increases the saturation, vibrancy and clarity, while the 0 option turns it off.

9.

The “vibrance +15” preset simply adds more vibrancy to your image.

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