PHOTO CAMERA SETTINGS and deliverables

camera settings

CAPTURE ON DSLR OR MIRRORLESS BODIES USING:

* FULL FRAME SENSOR
* APSC if FULL FRAME NOT AVAILABLE or a particular LENS dictates shooting CROP

CAPTURE IN:

* RAW: CANON (CR2, CR3, CRW), NIKON (NEF), ETC.
* If RAW NOT an option HIGHEST QUALITY JPEG

COLORSPACE:

* **Srgb** – common standard with narrower color gamut and simpler workflow
* **Adobe RGB** – has wider color gamut and more complex workflow
* Adobe RGB was designed to bridge the gap between **RGB** and **CMYK** color models. Adobe RGB improves the gamut range of sRGB
* Either one is acceptable

MEGAPIXELS:

* 10 MP MINIMUM
* 20 MP OR HIGHER PREFERRED

BASE ISO (OPTIMAL ISO, NATIVE ISO):

As a general rule, use the LOWEST ISO POSSIBLE, as this will deliver the cleanest images.

* DSLR & Mirrorless cameras have a BASE ISO that their sensor performs best at, typically 100.
* The BASE ISO is where the camera doesn’t require any electronic adjustments to the sensor thereby delivering the best picture quality, therefore, the lowest signal-to-noise ratio.
* DUAL ISO: some camera feature 2 ISO settings that they perform best at, with the higher one designed for low light photography. For example, using an ISO of 3200 would result in a lower signal-to-noise image than shooting in ISO 1600.
* NATIVE ISO, manufacturers define their native ISO range e.g.: 100-6400
* Avoid using Expanded ISO

CELLPHONE CAPTURE

If cellphones (IOS/Android) are used to capture any images, the highest quality settings must be used to ensure maximum picture quality is maintained.

* AVOID USING DIGITAL ZOOM, USE OPITCAL ZOOM INSTEAD
* Use RAW format, if available
* Use manual settings where possible.

NAMING CONVENTION

FINAL EDITED FILES (TIFF +JPEG)

Naming Convention: SEASON \_LOCATION\_EXPERIENCE / ACTIVITY\_ORIGINAL PHOTO FILE NUMBER.FORMAT

Examples:

* Summer\_Drumheller\_Royal Tyrrell Museum\_ABC1234.tif
* Winter\_Métis Crossing\_Wildlife Viewing\_PT37661.jpg

IF DELIVERING UNEDITED RAW FILES

Folder NAME: DATE\_SEASON\_LOCATION\_EXPERIENCE / ACTIVITY

RAW Camera Files in native format and convention as shot by camera.

Example:

* 23-01-22\_Winter\_Pincher Creek\_Snowshoeing
* 23-01-24\_Winter \_SOUTHERN ALBERTA
	+ /DAY\_01\_Castle Mountain
		- /Card\_01
		- /Card\_02

PROOFS: SAME NAMING CONVENTION

SHARING OPTIONS:

* Dropbox OR OTHER FILE SHARING LINK
* SHARE VIA LIGHTROOM, CAPTURE ONE OR SIMILAR PHOTO EDITING CLOUD

DELIVERABLES

COLOR GRADE

Final edits will be COLOR GRADED/CORRECTED to acceptable standards that suit the location/experience. All Proofs will have, at minimum, light color correction applied.

**Deliver final images in both Tiff and JPEG formats split into respective folders**

FINAL EDITED IMAGES:

Naming Convention: SEASON \_LOCATION\_EXPERIENCE ACTIVITY\_ORIGINAL PHOTO FILE NUMBER AS SHOT.FORMAT

* Winter\_Métis Crossing\_Wildlife Viewing\_ABC1234.FORMAT

METADATA

Add KEYWORD & METDATA and include the SEASON, LOCATION, EXPERIENCE / ACTIVITY:

* KEEP ANY EXIF CAMERA and GPS DATA WHEN EXPORTING
* Add in ANY Keywords regarding the activity / experience
	+ Example: SPRING, WATERTON, RED ROCK CANYON, HIKING
* ADD THE FOLLOWING METADATA (IPTC):
	+ CREATOR Details
	+ DESCRIPTION of Image
	+ LOCATION TAKEN