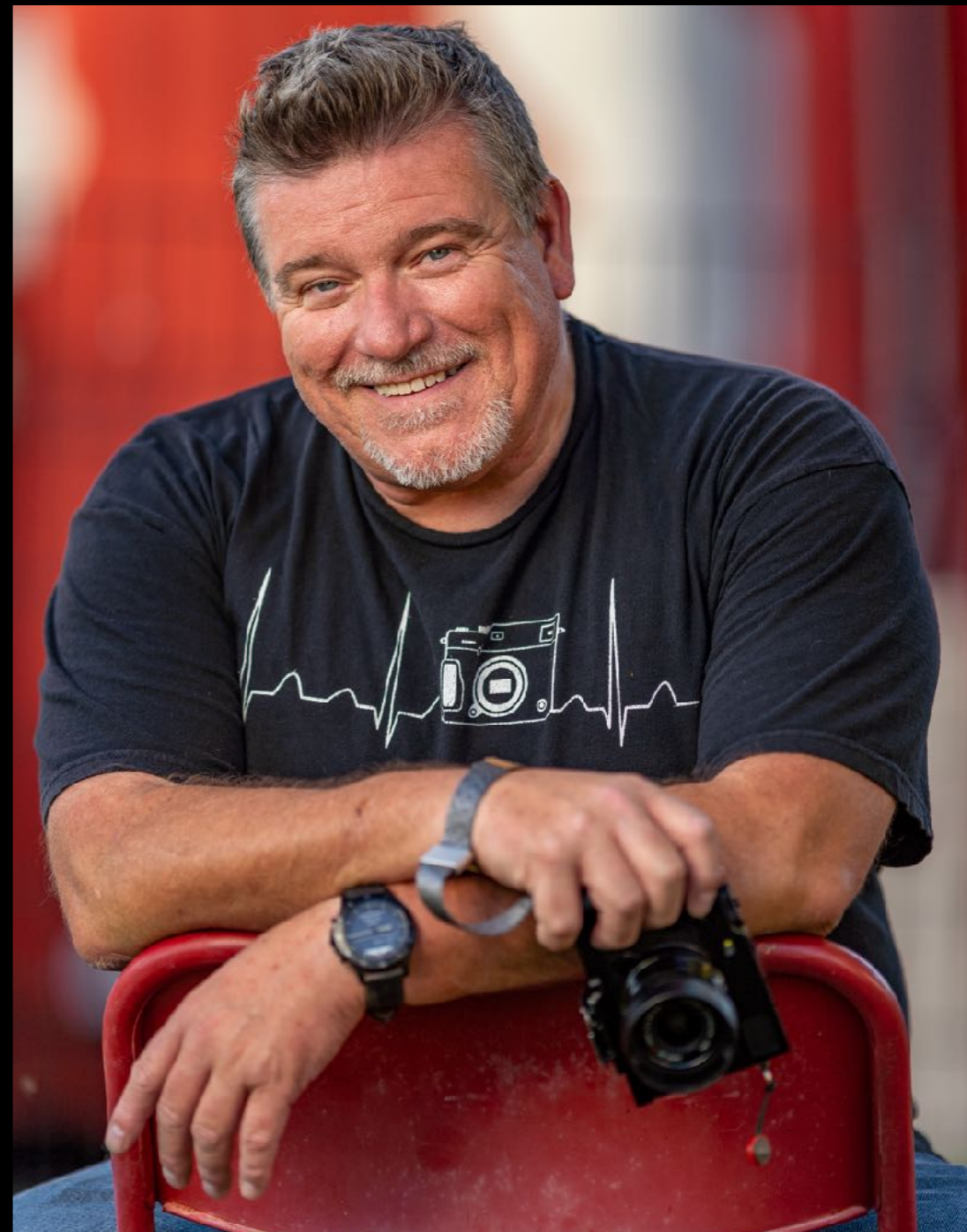




2022 PHOTOCON

KISS WORKFLOW

MEET ROBERT TRAWICK



MEET **ROBERT** TRAWICK



**“EVER ACTION YOU TAKE
IS A VOTE FOR THE PERSON
YOU WISH TO BECOME.”**

**LOOK AT YOUR ACTIONS, NOT YOUR BEST INTENTIONS.
WHAT CAN YOU DO RIGHT NOW THAT WILL MOVE YOU TO A BETTER PLACE?**

JAMES CLEAR

AUTHOR OF “ATOMIC HABITS”, ULTRALIGHT TRAVELER, PHOTOGRAPHER

DEFINE **KISS**

KEEP
IMPROVING
SIMPLE
SOLUTIONS



DEVELOP

**A SIMPLE, REPEATABLE,
AND RELIABLE SYSTEM FOR
STORAGE OR RETRIEVAL**

CAPTURE PROCESS STORAGE RETRIEVAL

61 Studio - Louie's Food Billboard	>	Chad-Jan2018-0001.NEF
61 Studios - Grand Opening generator SuperCenter	>	Chad-Jan2018-0001.xmp
61 Studios - J&R Equip New Trucks August	>	Chad-Jan2018-0002.NEF
61 Studios - Judge Don	>	Chad-Jan2018-0002.xmp
61 Studios - Louie's Selfie Spot BTS	>	Chad-Jan2018-0003.NEF
61 Studios - MJL Studio Group	>	Chad-Jan2018-0003.xmp
61 Studios - OKIE Express REFRESH	>	Chad-Jan2018-0004.NEF
61 Studios - Okie Express RFBO Check	>	Chad-Jan2018-0004.xmp
616 Studios - Dr Ryan NelsonPizza Moore January	>	Chad-Jan2018-0005.NEF
616 Studios - JR Equipment New Trailer	>	Chad-Jan2018-0005.xmp
616 Studios - Louie's Pizza Moore January	>	Chad-Jan2018-0006.NEF
616 Studios - MJ Construction Site	>	Chad-Jan2018-0006.xmp
616 Studios - OKIE AutoWash Yukon Free Wash	>	Chad-Jan2018-0007.NEF
616 Studios - OKIE Yukon Grand Opening	>	Chad-Jan2018-0007.xmp
616 Studios - TOPCO Vanities	>	Chad-Jan2018-0008.NEF
BACKUP-WEDDING - Amanda & Ryon	>	Chad-Jan2018-0008.xmp
BTS - Engagement with Jamie	>	Chad-Jan2018-0009.NEF
CHEER - MHS Homecoming	>	Chad-Jan2018-0009.xmp
CHEER - Regionals in Yukon	>	Chad-Jan2018-0010.NEF
COMMERCIAL - Jaguar Social Media with Jamie	>	Chad-Jan2018-0010.xmp
COMMERCIAL - Nissan Lights for Jamie	>	Chad-Jan2018-0011.NEF
COMMERCIAL - Auto Social Media with Jamie 002	>	Chad-Jan2018-0011.xmp
COMMERCIAL - Hinder in Studio	>	Chad-Jan2018-0012.NEF
COMMERCIAL - Jamie and Eye Care Building	>	Chad-Jan2018-0012.xmp
COMMERCIAL - Jaquar & Rover Jamie Oct 25	>	Chad-Jan2018-0013.NEF
COMMERCIAL - Tulsa trip for Miller-Tippens	>	Chad-Jan2018-0013.xmp
ESESSION - Bob & Ashley	>	Chad-Jan2018-0014.NEF
ESESSION - Braden & Kalie	>	Chad-Jan2018-0014.xmp
ESESSION - Chris & Brittani	>	Chad-Jan2018-0015.NEF
ESESSION - Chris & Brittanie	>	Chad-Jan2018-0015.xmp
ESESSION - Justin & Kristin	>	Chad-Jan2018-0016.NEF
EVENT - Bedford PhotoCon	>	Chad-Jan2018-0016.xmp
EVENT - Bowtie Ball for Jamie	>	Chad-Jan2018-0017.NEF
EVENT - Chef Fabio for Jamie	>	Chad-Jan2018-0017.xmp
EVENT - Chefs Feast	>	Chad-Jan2018-0018.NEF
EVENT - Dress for Success for Vanessa	>	Chad-Jan2018-0018.xmp
EVENT - Eyes Etc Party with Jamie	>	Louies-Pizza-Moore-Jan2018-0001.NEF
EVENT - Fotofacts Crazy Train	>	Louies-Pizza-Moore-Jan2018-0001.xmp
EVENT - Fuji Demo Days OKC	>	Louies-Pizza-Moore-Jan2018-0002.NEF
EVENT - Fuji Demo Days TULSA	>	Louies-Pizza-Moore-Jan2018-0002.xmp
EVENT - Fuji Food Folly	>	Louies-Pizza-Moore-Jan2018-0003.NEF
EVENT - Hinder Band Concert	>	Louies-Pizza-Moore-Jan2018-0003.xmp
EVENT - HubDay OKC	>	Louies-Pizza-Moore-Jan2018-0004.NEF
EVENT - Lake Party for Jamie	>	Louies-Pizza-Moore-Jan2018-0004.xmp
EVENT - Lolipop Ball for Jamie	>	Louies-Pizza-Moore-Jan2018-0005.NEF
EVENT - Military Ball Battalion	>	Louies-Pizza-Moore-Jan2018-0005.xmp
EVENT - Military Ball June	>	Louies-Pizza-Moore-Jan2018-0006.NEF
EVENT - Paul Surprise Kristal	>	Louies-Pizza-Moore-Jan2018-0006.xmp
EVENT - PBX Las Vegas	>	Louies-Pizza-Moore-Jan2018-0007.NEF
EVENT - PhotoExpo Memphis	>	Louies-Pizza-Moore-Jan2018-0007.xmp
EVENT - RFBO with BOK	>	Louies-Pizza-Moore-Jan2018-0008.NEF
EVENT - Santa Barbara Military Ball - Lawton	>	Louies-Pizza-Moore-Jan2018-0008.xmp
EVENT - Seth Wadley Company Picnic for Jamie	>	Louies-Pizza-Moore-Jan2018-0009.NEF
EVENT - Seth Wadley Grand Opening in Perry for Jamie	>	Louies-Pizza-Moore-Jan2018-0009.xmp
EVENT - Subaru Party for Jamie	>	Louies-Pizza-Moore-Jan2018-0010.NEF
EVENT - Transportation Conference	>	Louies-Pizza-Moore-Jan2018-0010.xmp
EVENT - Wall of Fire Class	>	Louies-Pizza-Moore-Jan2018-0011.NEF

CAPTURE

- RAW /JPEG
- CAPTURE STORAGE CARDS
- FORMATTING CARDS





RAW

- PROPRIETARY FORMAT
- INSIDE FILE
 - ALL CAMERA DATA FROM SENSOR
 - FULL SIZE JPG
 - THUMBNAIL JPG
 - CAMERA METADATA
- MUST BE PROCESSED WITH SOFTWARE
- LARGER FILE STORAGE

JPEG

- PROCESSED IN CAMERA
- EASILY SHARED
- UNIVERSALLY ACCEPTED
- CHOICE OF COMPRESSION
- LOWER DYNAMIC RANGE
- SMALLER SIZE



WHICH IS BEST?

RAW

Portraits

Landscapes

Challenging Lighting

Post Process Focused

Can't Share Out of Camera

JPEG

Events

Sports

Simple Lighting

Pre Process Focused

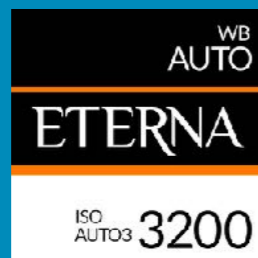
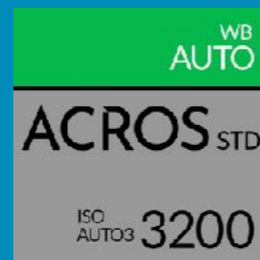
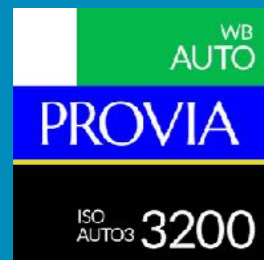
Easily Share from Camera

CAPTURE (PRE-PROCESS)

Adjust Camera Processing Settings for Scene

FUJIFILM

FILM SIMULATIONS



CUSTOM KODACHROME 64

Classic Chrome

Dynamic Range: DR200

Highlight: 0

Shadow: 0

Color: +2

Noise Reduction: -4

Sharpening: +1

Clarity: +3

Grain Effect: Weak, Small

Color Chrome Effect: Strong

Color Chrome Effect Blue: Weak

White Balance: Daylight, +2 Red & -5 Blue

ISO: Auto, up to ISO 6400

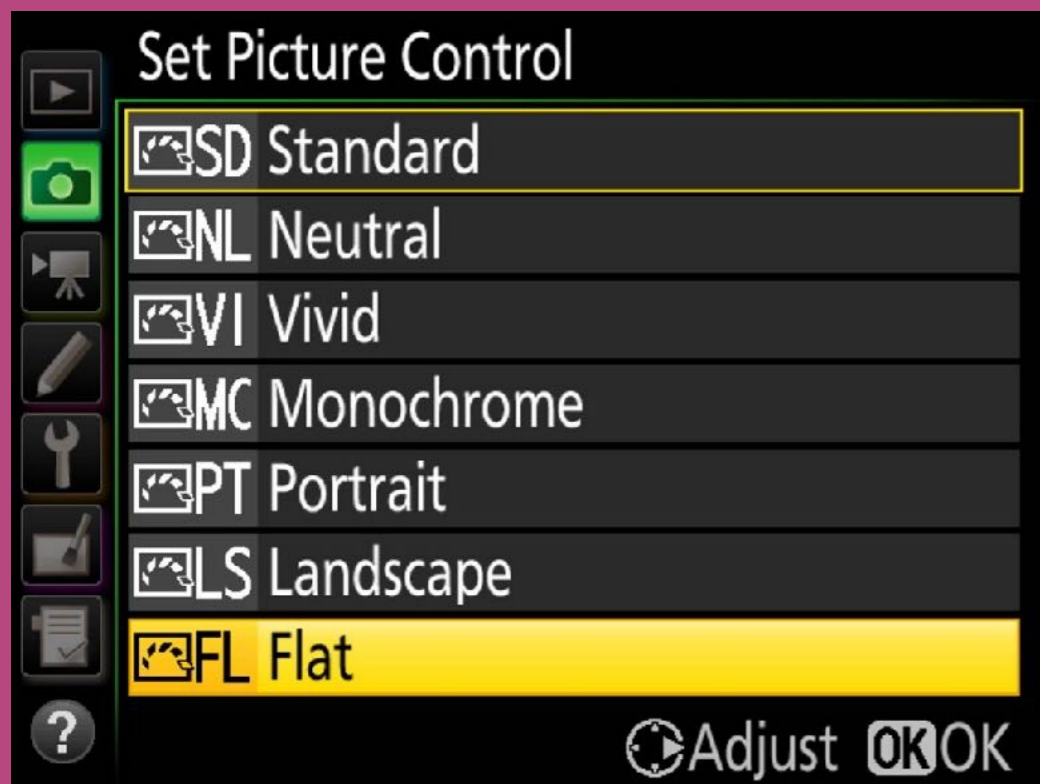
Exposure Compensation: 0 to +2/3 (typically)

CAPTURE (PRE-PROCESS)

Adjust Camera Processing Settings for Scene

NIKON

PICTURE CONTROL



OTHER SETTINGS




CAPTURE (PRE-PROCESS)







Adjust Camera Processing Settings for Scene

CANON


PICTURE STYLE



OTHER SETTINGS



Picture Style 



 Standard	3 , 4 , 4 , 0 , 0 , 0
 Portrait	2 , 4 , 4 , 0 , 0 , 0
 Landscape	4 , 4 , 4 , 0 , 0 , 0
 Fine Detail	4 , 1 , 1 , 0 , 0 , 0
 Neutral	0 , 2 , 2 , 0 , 0 , 0
 Faithful	0 , 2 , 2 , 0 , 0 , 0



INFO. Detail set. **SET** OK



Detail set.  Fine Detail


 Fineness 

 Threshold 

 Contrast 

 **Saturation** 

 Color tone 

Default set. **MENU** 

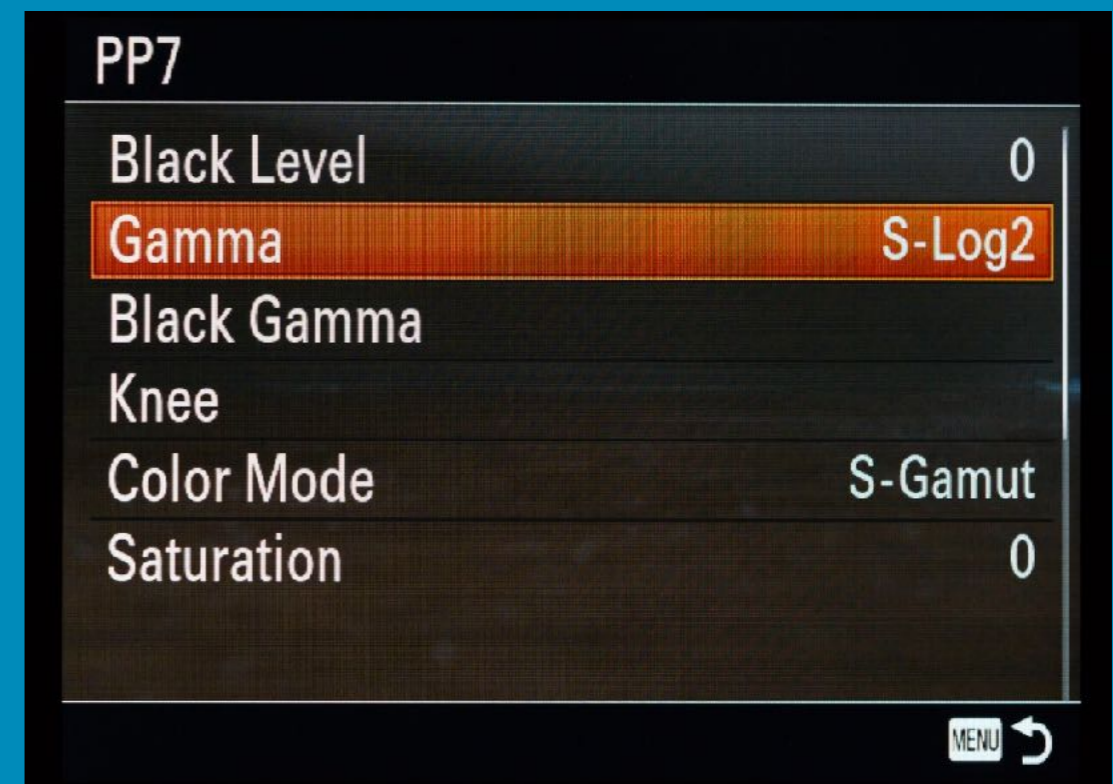
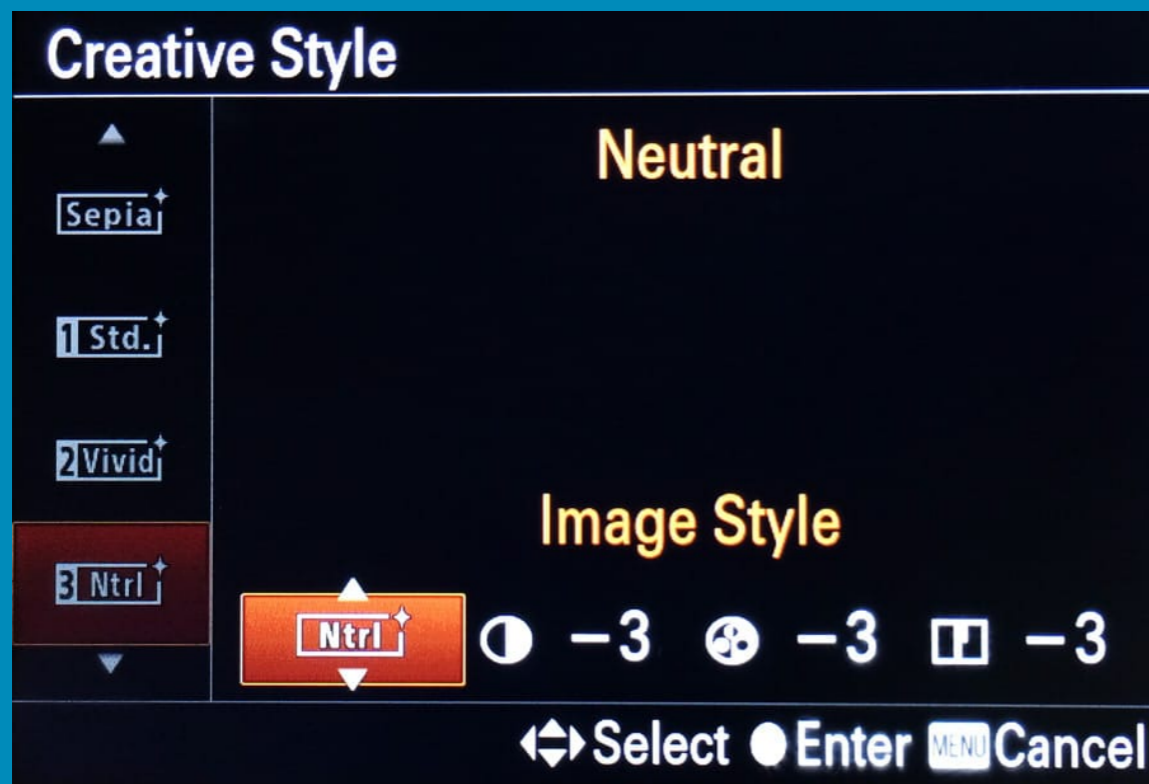
CAPTURE (PRE-PROCESS)

Adjust Camera Processing Settings for Scene

SONY

CREATIVE STYLE

PICTURE PROFILE



CAPTURE (PRE-PROCESS)

FILM SIMULATION

FUJIXWEEKLY.COM APP

W/B FOR STYLE

EXPOSURE

CAPTURE



SHOOT DEMO

FUJIFILM X-T3 W/35MM F1.4

WESTCOTT FJ400 W/ 2X3 SOFT BOX

SEKONIC L-478DR LIGHT METER

WESTCOTT X-DROP PRO WITH CANVAS

POST PROCESS

COPY IMAGES FROM CARD TO DESKTOP

IMPORT INTO CAPTURE ONE

SEPARATE HARD DRIVE THAN CATALOG

BACKUP CARD TO SEPARATE HD

CAPTURE ONE RESPECTS PRE-PROCESS OF CAMERA

IMPORT INTO LIGHTROOM

SEPARATE HARD DRIVE THAN CATALOG

BACKUP CARD TO SEPARATE HD

LIGHTROOM RESETS PRE-PROCESS OF CAMERA

POST PROCESS

IMPORT INTO FOLDER

YEAR, PURPOSE, TYPE, NAME

CULL & EDIT

RENAME SELECTED FILES

EXPORT

JPEG

90% QUALITY

6K PIXELS ON

LONGEST SIDE (24MP FILE)



STORAGE

EXPORT / SAVE TO FOLDER

YEAR (2022, 2023, 2024...)

PURPOSE (CLIENT, PERSONAL, PROJECT...)

TYPE (WEDDING, PORTRAIT, EVENT...)

NAME (SMITH, JONES, COBB, PIEPEREIT...)

1 - EXPORT

2 - ADDITIONAL FOLDERS

STORAGE

BACKUP

ONE LOCAL | ONE OFF-SITE

CLOUD BACKUP

FORMAT CARDS ONLY AFTER DELIVERY

RETRIEVAL

**GIVE ME THE YEAR, TYPE AND NAME TO RETRIEVE
DELIVERABLES IN 10 MINS OR LESS**

**SUGGEST USING A NAS RAID SYSTEM FOR STORAGE
ACCESS ON HOME NETWORK OR WORLDWIDE**

**USING A POOR WORKFLOW WILL CAUSE ISSUES IN THE FUTURE SUCH AS
MULTIPLE PORTABLE HARD DRIVES WHERE YOU HAVE
NO IDEA WHICH FILES ARE LOCATED ON EACH UNIT AND HAVE NOT BEEN
BACKED UP. IT WILL FAIL.**

THE PEARLS

KNOW YOUR CAMERA

SHOOT IN RAW, BUT TREAT IT AS JPEG

PRE-PROCESS IN CAMERA

HAVE A CONSISTANT WORKFLOW

SOFTWARE THAT RESPECTS PRE-PROCESS

MINIMUM POST-PROCESS

HAVE REDUNDANT BACKUPS

LEARN, SHOOT, REPEAT OFTEN

PROJECTS



WWW.FORGOTTENMAINSTREET.COM



WWW.OKLAHOMASTORYTELLERS.COM

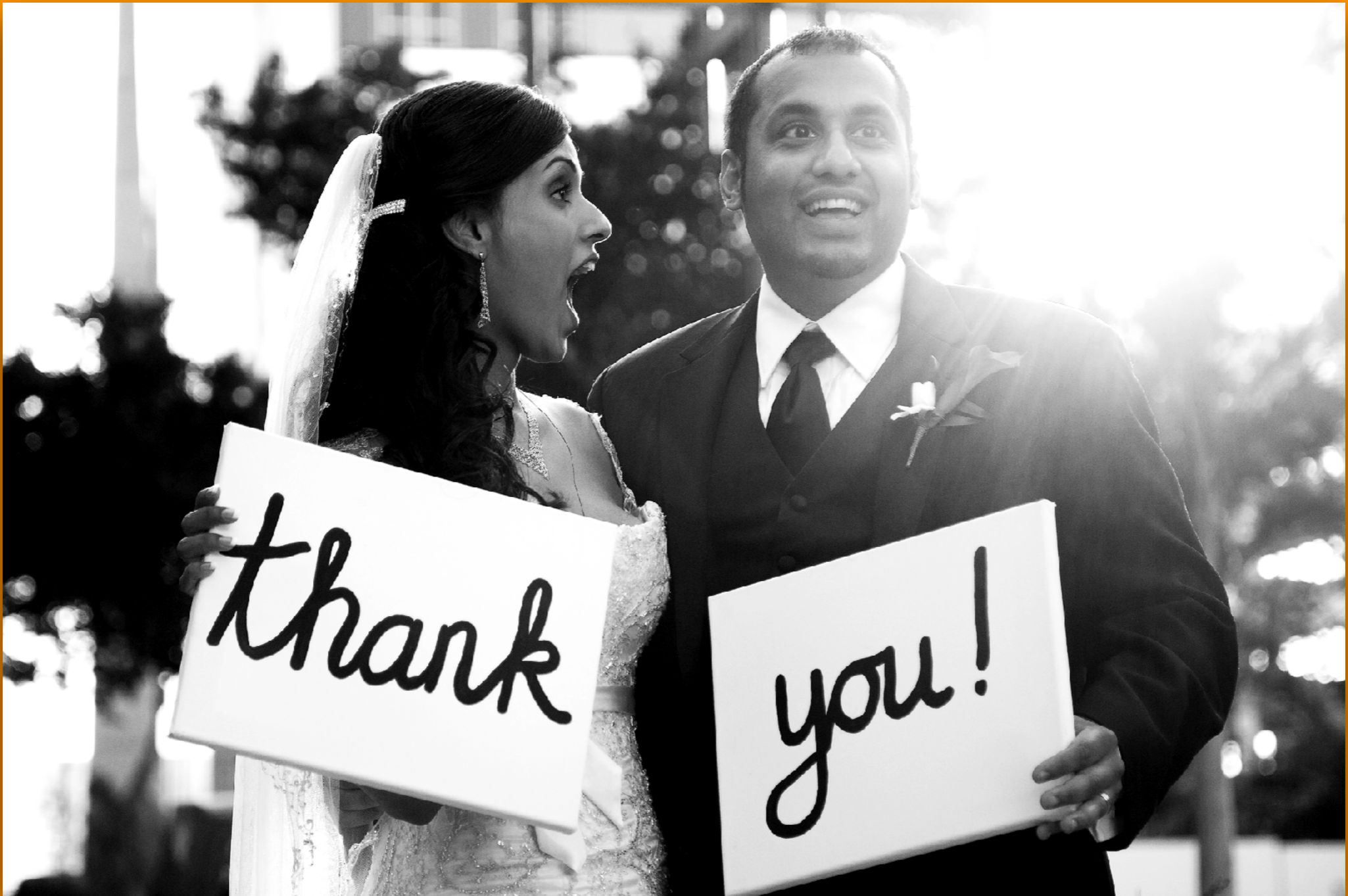
THANKS TO MY PARTNERS



FUJIFILM  **westcott**®

SEKONIC® **CAPTURE**
 **ONE**

VISIT THEIR BOOTH IN TRADESHOW



QUESTIONS?