BEFORE PRESETS

Choose the edit direction before choosing the look.

Use this before choosing a look. Decide the image's role, light, contrast, color, and output before letting a preset lead.

01	**Role**	What should this image do?
02	**Light**	What feeling already exists?
03	**Contrast**	Clean, soft, dramatic, or quiet?
04	**Color**	Protect mood before matching a style.
05	**Output**	Feed, story, print, archive, or client?

Quick reminder

The look should follow the image.

Final check

Do not let style replace judgment.