

# 20 Questions

## *Post-Processing, Start-to-Finish*

When it comes down to it, there isn't one sure-fire recipe to post-process every single image. After all every moment, every photograph, and every story within a photograph is unique in some way. In the end, it's really about the decisions we make based upon our intention, vision, and preferences for the image.

When we're equipped with the right set of questions leading us to a good set of decisions, we are more able to customize our efforts for every image, revealing the best in all of our photographs.

### Exposure | The Camera Raw Tool

1. Is there an exposure point I'd prefer over the original?
2. Would I prefer a bit more contrast to convey depth?
3. Are image whites as bright as I'd like?
4. Are image blacks as dark as I'd like?

### Lighting | Levels and Masking

5. Does the image look hazy?
6. Looking at how the shadows, highlights, and mid-tones interact with each other, would an adjustment give more impact to the image?
7. Would a selective adjustment in levels illuminate the subject better?

### Color | Hue/Saturation, Levels, Gradient Maps, and Masking

8. Do current color saturation levels and the color (in general) contribute or detract from the subject of the image?
9. Would I prefer the image if the tone shifted a little towards yellow or blue?
10. Would I prefer the image if the tone shifted a little towards green or magenta/red?
11. Would a color treatment—a specific combination of colors or a black-and-white treatment—enhance the image?
12. Would more contrast between the lighter and darker colors enhance the image?

### Structure | Straighten, Move/Skew, Spot Healing Brush, and Cropping

13. If there is an obvious horizon line within the image, would I prefer that it was level?
14. If there are obvious vertical lines within the image, would I prefer that they were straight or divergent?
15. Is there anything I find distracting that should be removed to make the image stronger?
16. Are there any distracting blemishes/light spots to remove from the subject?
17. Do I need to crop this image—for aesthetic or practical reasons (like printing size)?

### Finish | High Pass Filter, Unsharp Mask, and History Panel

18. Do the edges of my subject have enough depth and is the overall image as sharp as I'd like?
19. Would selective sharpening or blurring give change the focus of the subject in a way that would strengthen the theme of the image?
20. Are all the changes I've made subtle contributions to the whole, or have I overdone it anywhere?

***Treating unique images, uniquely—to bring out the best in every image.***