

Assessment area: Exposure

AW BV shoot assessment

Technical assessment areas

1. Lighting
- 2. Exposure**
3. White Balance
4. Close-ups
5. Focus and DoF
6. Framing and composition
7. Audio
8. Grooming
9. Shoot length for posing level
10. Must-Have shots captured
11. Posing level pie-chart & go-hard
12. Additional
13. Clothing selection
14. Environment selection

-
- ISO, aperture, shutter-speed
 - Primary and secondary effects
 - ---
 - Balanced BGD and FGD is preferred



Common mistakes

- _____
- _____ in high-contrast environment
- STILLS: INT window light not balanced
- Secondary effects mistakes
 - STILLS: _____
 - VIDEO: Live iris adjustment
 - ISO/Gain too high.



Selecting high contrast environments

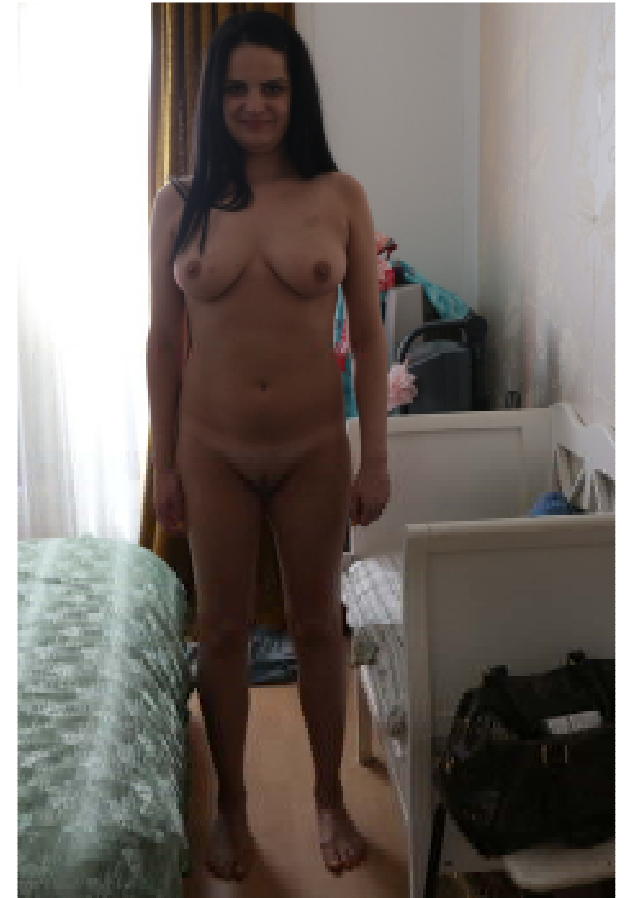
- Full sun _____



Poor compromise in high-contrast environment

- Never rely on light meter!

- _____



STILLS: INT window light not balanced



STILLS: Shutter speed too low

- Look blurry, but it's motion while shutter is open
- And / or camera movement
- Aim for 1 / lens-length
- Flash only, _____



VIDEO: Live iris adjustment

- Adjusting iris while footage intended for final edit is being recorded
- Instead

1. _____
2. _____
3. _____
4. _____
5. _____



Do not adjust iris!



Assessment

1	2	3
Unacceptable	Poor	Acceptable
Significant parts of model are incorrectly exposed; high-contrast poorly-managed; motion blur; live iris pulls; ISO / Gain too high	Some parts of model have imperfect exposure; occasional motion blur; window light not balanced.	

Recap

- _____
- _____





Assignment

- Browse the abbywinters.com website, and find 10 different shoots (5 stills, 5 video) with poor exposure management (that is, would be assessed as a 1 or 2). Describe what practical steps the shooter should have taken to meet the exposure requirements and be assessed as a 3.
- In the submitted report to your Trainer, include a link directly to the media (the streaming video page, or the thumbnail gallery page for stills).