

# WEDDING

*Color  
Correction*

## HUMAN TOUCH

*Tone Curve*      *Basic*      *HSL*  
*Color Grading*  
*Detail*      *Lens Correction*  
*Transform*  
*Chromatic Aberrations*      *Effects*  
*Calibration*



Hello Wedding Photographers  
Season is about to drop and it's  
gonna be crazy and tiring as you  
guys will be shooting weddings back  
to back there will be deadlines  
clients are gonna sit on your head  
for pictures all the time because  
#instapost is important for Bride and  
Groom. So with so many weddings  
lined up, there's gonna be lots of  
backlog of images. Enter us we have  
just come here to ease up your  
hectic season by taking care of the  
Post Production Process. We will  
provide you with one-stop Lightroom  
editing solution we will cover all the  
below tools



# Basic

Basic ▼

Treatment :

Color


Black & White

Profile : Adobe Color ▾



WB :

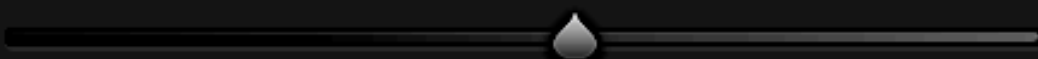
Custom ▾

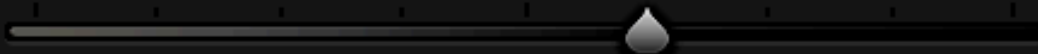
Temp  3,750

Tint  + 7

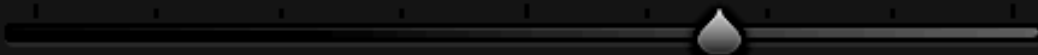
Tone


Auto

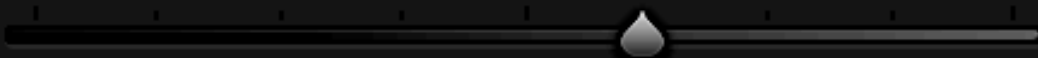
Exposure  + 0.50

Contrast  + 25

Highlights  - 47

Shadows  + 40

Whites  - 5

Blacks  + 24

Presence

Texture  0

Clarity  + 10

Dehaze  0

Vibrance  + 15

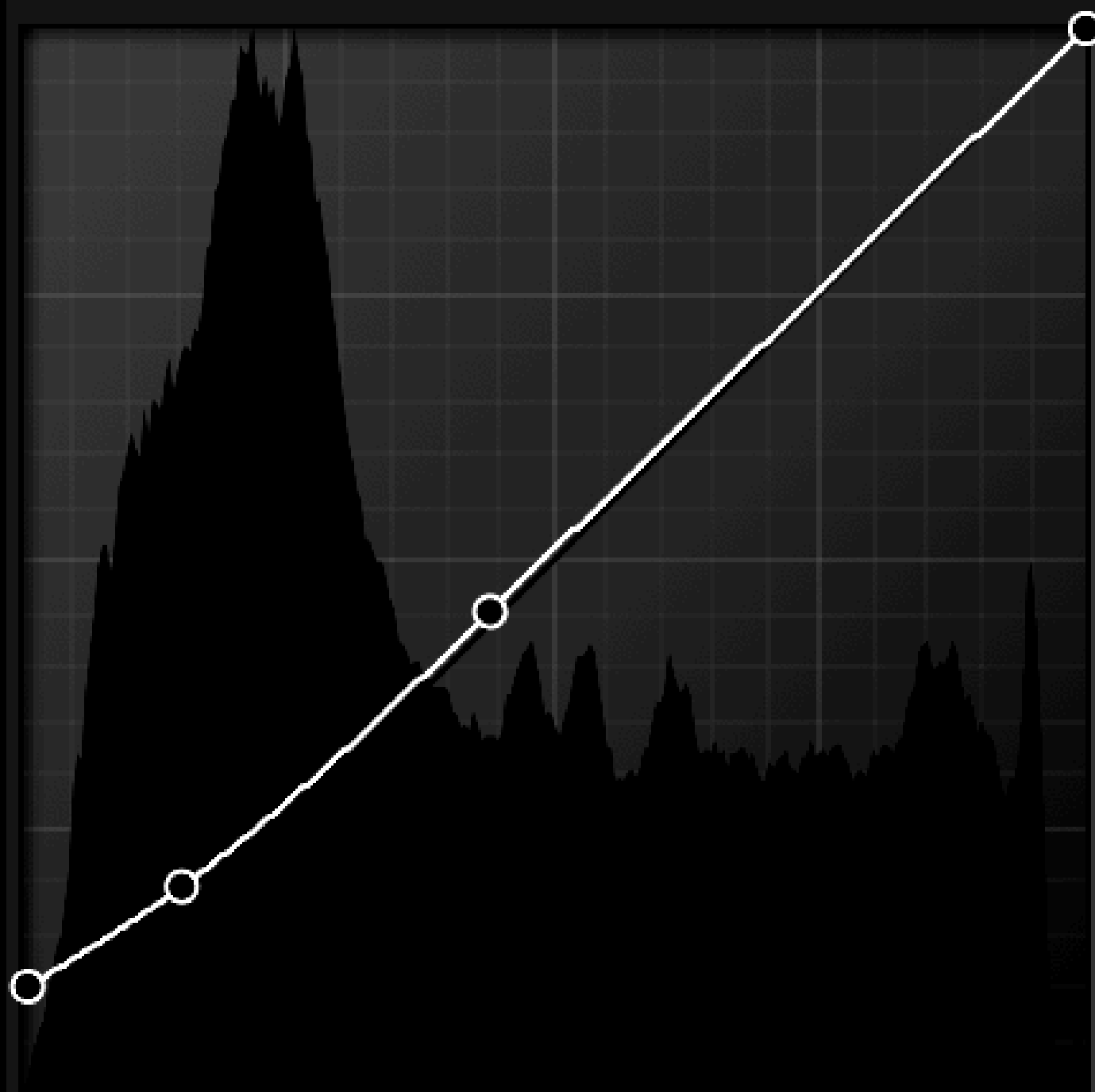
Saturation  + 5



# Tone Curve

Tone Curve

Adjust :



Input :

Output :

Point Curve :







# HSL

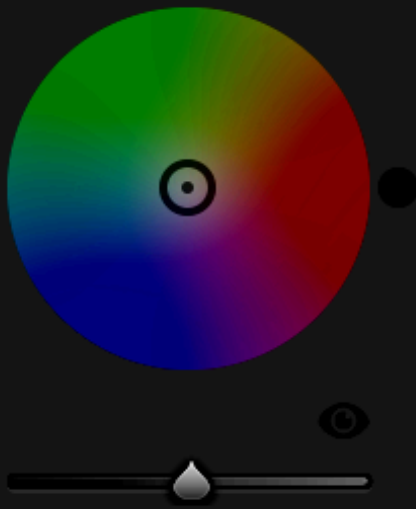


# Color Grading

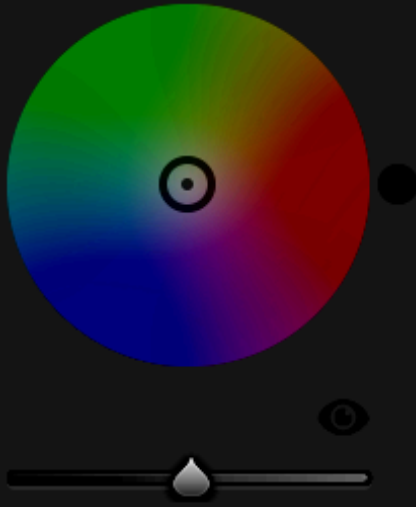
Color Grading ▾


Adjust:     


Midtones



Shadows Highlights



Blending  50

Balance  0

# Detail

Detail ▼



## Sharpening

Amount	<input type="range"/>	40
Radius	<input type="range"/>	1.0
Detail	<input type="range"/>	25
Masking	<input type="range"/>	0

## Noise Reduction

Luminance	<input type="range"/>	30
Detail	<input type="range"/>	50
Contrast	<input type="range"/>	0

Color	<input type="range"/>	25
Detail	<input type="range"/>	50
Smoothness	<input type="range"/>	50



# Lens Correction

## Chromatic Aberrations

Lens Corrections ▼

Profile | Manual

- Remove Chromatic Aberration
- Enable Profile Corrections

Setup Default ⇅

### Lens Profile

Make


Model

Profile

### Amount

Distortion  100

Vignetting  100

 Built-in Lens Profile applied.





# Transform

Transform ▼



Upright

Update

Off

Auto

Guided

Level

Vertical

Full

## Transform

Vertical 0

Horizontal 0

Rotate 0.0

Aspect 0

Scale 100

X Offset 0.0

Y Offset 0.0

Constrain Crop



# Effects

Effects ▼

## Post-Crop Vignetting

Style

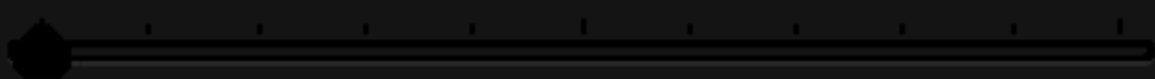
Highlight Priority ⇅

Amount  0

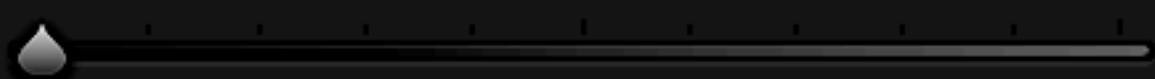
Midpoint  50

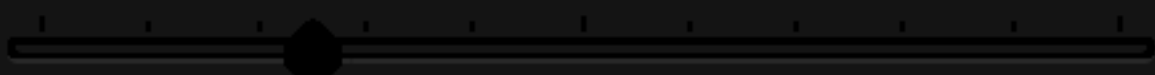
Roundness  0

Feather  50

Highlights  0

## Grain

Amount  0

Size  25

Roughness  50

# Calibration

Calibration ▼

Process : Version 5 (Current) ▾

Shadows

Tint  0

Red Primary

Hue  0

Saturation  0

Green Primary

Hue  0

Saturation  0

Blue Primary

Hue  0

Saturation  0



that too with a very exciting package but before that would like to give you a little idea about our team we have editors with 8 to 10 years of experience. As clients always want to have their styles and have specific presets to work with, e.g., "Dramatic, Romantics, Vintage, Warm, Cool and Neutral, and pastels." Then they easily adapt that kind of style and work according to the client's requirements. We are creative, fast, and very deadline oriented. We look forward to helping you with your graphic needs!



# Work Links

(USA WEDDING)

<https://www.dropbox.com/sh/sm4e499tl45th4f/AAC-3m0qL1e-WYMAjUIUHpwWwa?dl=0>

(CANADA WEDDING)

<https://www.dropbox.com/sh/nkvw1r0d8oqp1xr/AAAN92DRq7gg8W7OVepOQhoVa?dl=0>

(MALTA WEDDING)

[https://www.dropbox.com/sh/7cok6pliuzx7v33/AA\\_DgO7f1FZ9TrpHyqVJU8sEwa?dl=0](https://www.dropbox.com/sh/7cok6pliuzx7v33/AA_DgO7f1FZ9TrpHyqVJU8sEwa?dl=0)

(Isha & Anand)

[https://www.dropbox.com/sh/bw3iaa2lqwrwfc4/AADFR\\_1mRbOGBMTY4Q64\\_g\\_fa?dl=0](https://www.dropbox.com/sh/bw3iaa2lqwrwfc4/AADFR_1mRbOGBMTY4Q64_g_fa?dl=0)

(Made in Mono)

<https://www.vogue.in/weddings/gallery/inside-aditi-shah-and-aman-kirpalanis-intimate-home-wedding>



# WEDDINGSUTRA LINK

<https://www.weddingsutra.com/realweddings/featured-weddings/jinal-and-rahul-mumbai/>

<https://www.weddingsutra.com/realweddings/featured-weddings/kanika-and-ritik-hyderabad/>

<https://www.weddingsutra.com/realweddings/featured-weddings/rupanshi-and-raghav-go/>

<https://www.weddingsutra.com/realweddings/featured-weddings/sabah-and-zaid-udaipur/>

<https://www.weddingsutra.com/realweddings/destination-weddings/palak-and-pranal-rajasthan>

<https://www.weddingsutra.com/realweddings/featured-weddings/saachi-and-nikhil-taj-lands-end-mumbai>

<https://www.weddingsutra.com/realweddings/featured-weddings/rubah-and-siddharth-taj-bekal-resort-spa-kerala>



# WEDDINGSUTRA LINK

<https://www.weddingsutra.com/real-weddings/featured-weddings/natasha-and-nishit-jw-marriott-mussoorie-walnut-grove-resort-spa>

<https://www.weddingsutra.com/bride/on-location/behind-the-scenes-trident-bandra-kurla>

<https://www.weddingsutra.com/bride/on-location/drishti-trident-bandra-kurla-mumbai>



## FAQ

1) What's the turnaround time?

Ans . 4 Days (96 hours) from the time we receive the catalog client will receive the status message of each day.

Breakdown of 4 Days

1) Day 1 (REVIEWING)

a) Profile missing

b) Preset Missing

c) Smart Preview Files Missing

d) Files not Loading

e) Image / File / Catalog Received Corrupt

f) Less No. of Files Received

g) More No. of Files Received

h) Instruction received is not Clear

l) others

If there's any issue raised by an editor and if client resolves it in the same day then catalog will be delivered within 96 hours if client resolves the issues the next day after raising the issue then automatically 24 hours will be increased for ETA

Day 2 (Post Processing)

After everything is clear editor will start with the catalog editing.

Day 3 (Quality Check)

A full Quality check done by Ashish

Day 4 (Order Delivered)





2) What if the client assign order a single catalog size of the package images in a day?

Ans. The same procedure will be same only the total turnaround time will be of 7 to 14 days. An editor will start editing the project by 2nd day when the catalog is cleared and will take 4 days for post-processing after post-process it will go under the QC process for the next 3 days after the QC is done client will receive the catalog on the 7th or 14th day.

3) Redos

i) If any changes required, It will be taken care of within 24 to 48 hours according to the client's requirements.

ii) Client can ask for a Double redo if the redo is still not satisfying then we will be deducting 50% of the cost of the whole catalog and will make changes and send it in within 24 to 48 hours. Still, after the double redo client is not happy then will cancel the order and ask the client to do it in-house and will refund the whole amount of that particular catalog to the client.

iii) Once the order is Delivered it will be valid for next 10 day for any correction or Redo



5) We have Express delivery services (Optional)

72 Hours : 25% Extra Charge

48 Hours : 50% Extra Charge

24 Hours : 100% Extra Charge

(For example catalog size is 100 images so for. )

i) 72 hours  $100 + 25\% = 125$  images

(charged/consumed)

i) 48 hours  $100 + 50\% = 150$  images

(charged/consumed)

ii) 24 hours  $100 + 100\% = 200$  images

(charged/consumed)

6) Sample edits up to 20 to 50 images are free before assigning the actual order (optional)



## 7. Assigning order

i) We provide a Google Form link with Basic Questionary regarding edits

ii) Form also includes to share the data/Catalog which directly uploads to our Google drive Servers

iii) Client need to Share the Reference/Sample images link or upload the images for the Catalog in the form

iii) Client can also share us the links of Uploaded data on any servers like, Dropbox, WeTransfer, Sendgb, Smash, etc any file transfers or Cloud service which can help us to get Clients Data/Catalog to process

iii) We accept only Lightroom catalogs. We request clients to not send in jpegs or raw images. In case client doesn't know how to make a Lightroom catalog then client can let us know we will provide them with guidelines for creating Lightroom catalogs.

If you have any doubt or question please feel free to call us



#### 4. Delayed

If order is not delivered on given TAT the following percentage will be compensated

Hours	Percentage
First 12 hours	10%
Next 24 hours	15%
Next 36 hours	20%
Next 48 Hours	50%
3rd day	Full Refund



# 2,000 Images PACKAGE

**\$ 360** + GST

DURATION: 1 MONTHS

PER IMAGE PRICE **\$0.18**



## FAQ for packages

i) Client can break up the payments in the following way

Signing amount : \$ 180

15 days : \$ 90

30 days: \$ 90

ii) Suppose clients have consumed 2000 images as per the package before the validity expired Client needs to top-up with a minimum \$50 before the next order/catalog is assigned till validity

\*Without package per image price is \$0.20

# 4,000 Images PACKAGE

**\$ 640** + GST

DURATION: 2 MONTHS

PER IMAGE PRICE **\$0.16**



## FAQ for packages

i) Client can break up the payments in the following way

Signing amount : \$ 200

month end: \$220/-

2nd mid month: \$220/-

ii) Suppose clients have consumed 4000 images as per the package before the validity expired Client needs to top-up with a min \$ 100 before the next order/catalog is assigned till validity

\*Without package per image price is \$0.20

# 6,000 Images PACKAGE

**\$ 840** +GST

DURATION: 3 MONTHS

PER IMAGE PRICE \$ 0.14



FAQ for packages

i) Client can break up the payments in the following way

Signing amount : \$400

Installments

1st month end : \$220/-

2nd month: \$220/-

ii) Suppose clients have consumed 24000 images as per the package within a day/month/before the validity expired

than Client to top-up with min \$200 before the next order/catalog is assigned till validity

\*Without package per image price is \$0.20

# 8,000 Images PACKAGE

**\$ 960** + GST

DURATION: 4 MONTHS

PER IMAGE PRICE \$ 0.12



FAQ for packages

i) Client can break up the payments in the following way

Signing amount : \$400

Installments

2st month: \$420/-

3rd month: \$220/-

ii) Suppose clients have consumed 50000 images as per the package within a day/month/before the validity expired than Client to top-up with a min \$ 1000 before the next order/catalog is assigned

\*Without package per image price is \$0.20



# 10,000 Images PACKAGE

**\$ 1000** + GST

DURATION: 6 MONTHS

PER IMAGE PRICE \$ 0.10



FAQ for packages

i) Client can break up the payments in the following way

Signing amount : \$400

2st month: \$400/-

4rd month: \$200/-

ii) Suppose clients have consumed 50000 images as per the package within a day/month/before the validity expired than Client to top-up with a min \$200 before the next order/catalog is assigned

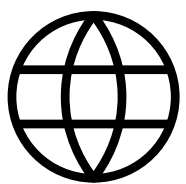
\*Without package per image price is \$0.20



# Contact



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[www.picgrades.com](http://www.picgrades.com)



[ashish@adcmediaa.com](mailto:ashish@adcmediaa.com)

*Thank  
you!*