



# THE STORYTELLERS

*Masterclass - Editing edition*

*Style and Lighting Guide*

Kaylon Jones Photography



Hello friends! My name is Kaylon Jones and I am so excited you are here! I found my interest in photography back in 2017, shortly after having my son. From 2017 to 2020 I really honed in my skills and nailed down exactly where I wanted this amazing photography journey to take me. Through trial and error I kind of formed my own way of shooting. I figured out what I needed to produce in camera so that I would be able to transform my image into exactly what I'd envisioned in post. And now that's exactly what I want to teach you!

I chose to create this online masterclass because I know all too well how hard it can be. How overwhelming it can be. I also know that it doesn't have to be that way. I have no secrets, I am leaving nothing out. At the end of this everything will just click! And you will be creating the art you've been dreaming of. The art that is going to make you stand out among your community and leave your clients in awe every single time!

*Kaylon Jones*



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Here I will go over the way I style story telling images.

## 2. LIGHTING

Here I will go over camera settings, the type of lighting I like to shoot in, and how and where to find it.

## 3. EDITING

All edit tutorials are demonstrated in photoshop. I will talk you through my workflow teaching you exactly how I artistically edit my images.





# The Introduction to Storytelling

A storytelling image is something that evokes feeling and emotion. It grabs the attention of the viewer immediately, it stops their scroll - so to say.

In this guide we are going to discuss all of the elements that will help us to accomplish that. And it starts with, you guessed it - styling. As crazy as it may sound, attire can absolutely *make* or *break* an image. The colors actually do matter. And some of them work better than others! Let's jump into this. And after, we will move on to camera settings and lighting, because those are even more important!





# How to style your storytelling image

First things first - before we can jump right into styling we have to have a plan. Planning your scene is a vital component of storytelling photography. What message are you hoping to deliver? What feeling would you like to convey? We must consider our location, colors, and even props. Lighting can also play a key part in delivering the message we hope to get across. Once we have planned the overall look of our image, we can move on to styling that image as we envisioned.

Colors. Lets talk about colors. An image that has the right colors in all the right places will be an image that stands out. What do I mean by that? Repetitive colors. Repeat your colors, whatever they may be, repeat them. For example, red shirt, brown pants, red boots. I repeat the red and broke it up by a less vibrant more neutral color with the brown pants. The same goes with a dress. Maybe you have a pretty pink dress. Lets add a brown hat and brown boots. While you aren't repeating the more vibrant color here, you are still repeating color. It does not have to be the more vibrant color on repeat to do its job. Styling does not have to be overly complicated. It's much less about the type of attire and more so about the color. Of course you will want your attire to flow with your theme but the colors that you choose to put into your scene are what will matter most.

## 2 Examples of Repetitive Color



### Example 1

Here you can see that I repeat the yellow with the yellow bonnet and the yellow pants. I break it up by a red cardigan. But you will also see that the booties also have red and yellow in them. Which in turn is creating 2 flows of repetitive color.



### Example 2

The shirt and the boots are the repetitive color here. Its a bit more subtle but as you can see still does the trick.





# How to style your storytelling image

I'm sure your next question is - but how do I choose the right colors? There is really no right or wrong with this. You follow wherever your creative mind and heart leads you. One thing I would like to mention is make sure your attire does not have large words, large branding, and preferably not have any of that at all. Unless it is a part of the story you are trying to tell. I only say this because, if it is not a part of the story, it will only be a distraction to the viewer and most times causes the message or feeling you are trying to deliver to get lost. Now, to add a little science into our art, let's briefly discuss color theory.

## Color Theory

If you are not familiar with color theory it is basically a guideline that helps you determine what colors will be most appealing paired together. This is accomplished by using a color wheel. You can find the color wheel by searching color theory on google and it will go much more in depth than I am here. There are many color harmonies that help evoke emotion and following them can really help your art stand out. You can choose complimentary colors, which will be located directly opposite of each other on the color wheel, such as blue and orange or red and green. This is what I base most of my color choices off of. As I said, it does go a bit more in depth than I am here but once you use it a few times, you'll know it like the back of your hand!



## Camera Settings

It's very important to remember that camera settings will be different for everyone based on location, lighting, time of day, etc. Lots of factors go into your camera settings. Here I just kind of want to talk about my starting point. First we must understand the type of lighting I choose to shoot in. And that is very early morning or golden hour, typically 1-2 hours before sunset. This gives us a lower more filtered and softer light. And of course if you are shooting within the true hours of golden hour then your light is more golden. When shooting at these times of day, while the lighting is ideal in my personal opinion, its important to remember that your light is changing almost constantly as the sun is either rising higher in the sky or setting. The settings I always start at are ISO 160, SS 250, Aperture 2.8. By starting point I mean I set my settings to this and adjust where is needed.

Let's do a quick crash course on ISO, shutter speed, and f-stop - Remember, your ISO is what tells your camera how much light to let in. The higher the number the more light that will be allowed in, lower the number the lesser amount of light will be let in. So if your natural light is minimal then your ISO will need to be higher. if you are shooting at the beginning of golden our or even 3 hours before sunset then the lower your ISO will need to be.

Now, with shutter speed, the higher the number the faster your shutter therefore a lesser amount of light is let in. The smaller the number the slower your shutter therefore more light is allowed in. With Aperture, the smaller the f-stop (such as 1.4, 1.8, 2. 2.8) the more light that is let in. The larger the f-stop (f8, f11, f16) the lesser amount of light that is let in.





## Lighting

The key to lighting is knowing when and where the sun will be at certain times of day at the location you are planning to shoot at. I think one of the biggest mistakes we can make is to not know our lighting where we are shooting. Sometimes this means making a trip out there prior to the shoot. Sometimes it means getting there extra early so that you can get a feel of your light. I only shoot early morning or evening. I do not budge on that. It is entirely up to you as to whether or not you are willing to shoot at all times of day or not. For me, it's not negotiable. My clients come to me for a specific look. I will not be able to give them that look if we shoot at 1pm. So just keep that in mind when scheduling shoots, especially if you are wanting the more storytelling fine art look to your images - which I believe you do because you are here :)

Cloudy days - these can also be wonderful times to shoot, even mid day! Cloudy days are where the power of editing can really shine because you can control your light more in photoshop by adding light flares or a soft golden glow to the background.

IF you have no choice but to shoot mid day, look for shade. A lot of shade, the more the better. Avoid dapple lighting - unless that is something you are specifically going for. Dappled lighting creates spots of light and shadow. Shadows are typically something you want to avoid as they can create an "eye sore" on your image and pull the viewers attention only to that.



## Lighting cont.

You also want to avoid an over exposed background. If you are shooting mid day and find shade, but the direction you are shooting in is in full sun you will most likely end up with a blown out background and a darker subject which is not ideal. Try to shoot against a darker background, such as trees, or along a shaded tree line, just for example. It's so often that we see natural light images where the background is blown out. Shooting against a darker background is how you can avoid that. This will also give you better control of the light. The goal is to make your subject stand out. Its hard to do that if the background is over powering them.

Before we jump into editing, I want to talk about underexposing. If you've followed me for a while, you know by now that I shoot underexposed. I want to talk about why I do that. When you underexpose your images you have much better control of color and highlights. Its much harder to bring a blown out image down than it is to properly expose an underexposed image in photoshop. But more than that, I like rich, deep, jewel toned colors. By underexposing I am allowing myself to achieve those colors. Also with skin tones, for example, my son has a very light complexion. It would be very easy for me to blow his skin out even shooting properly exposed. Long story short - underexposed you have all the control. This type of photography is very much so an art, therefore your in camera result is only a portion of your final image. It is your canvas and you are the artist, photoshop is where you make it what you want. Let's go edit!



