

Getting Started with Cinema Everyday

LET'S BRING THE LOOK, FEEL, & MAGIC OF FILM TO YOUR PHOTOS.

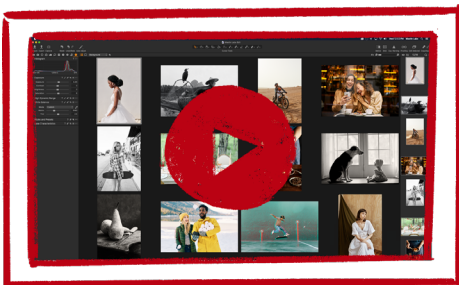
We know you're excited to elevate your work and save hours of editing time – so let's dive right in! In this guide, you'll learn exactly how to get clean, consistent, film-like color in three easy steps. By the time we're through, you'll be a pro at getting a film look in seconds.

INSTALLING YOUR NEW PRESETS

You'll be up and running in just a few minutes. To install your Lightroom desktop presets, double-click the installer file included in your download folder. For additional information, visit our [support hub](#).

EDITING TUTORIAL (VIDEO INCLUDED)

Now that you've installed your presets, it's time to apply them to your images. Your preset download included three RAW image files, and we'll be walking you through how to edit those images to achieve a true film look. To do that, we'll follow the Mastin 3-Step Workflow™.



Watch the video!





The Mastin 3-Step Workflow

Get clean, true-to-color images you and your clients love.

1. APPLY THE PRESET:

This applies a color palette and micro-contrast to your image.

2. ADJUST EXPOSURE:

Exposure often needs to be increased because most cameras try to protect highlights on Auto. Exposure tames the contrast alone with Tone Profiles.

3. ADJUST WHITE BALANCE AND TINT:

This dials in perfect skin tones and fixes white balance/tint biases from the camera. Most cameras don't get this right with Auto White Balance, and learning white balance adjustments fixes this.



Frequently Asked Questions



Now that you're ready to put the Mastin 3-Step Workflow to work, you're bound to have some questions along the way. Here are the most common tips we've shared with our community.

I applied the preset but my photo doesn't look right; what's wrong?

When it comes to editing photos, there's simply no such thing as a one-click solution. Applying the preset is the first step, but to get the look you want, you also need to adjust exposure and adjust white balance and tint. Follow the Mastin 3-Step Workflow™ and you'll be all set!

Why does my photo look so dark and contrasty after I apply the preset?

This is usually a sign that you need to increase your exposure.

Most cameras automatically underexpose images to try to protect highlights, so it's natural to end up with a darker photo. Try moving the exposure slider up until you reach your target adjustment. It gets easier with practice!

Why do my colors look “off” after I apply the preset?

The issue is probably your white balance or tint. No camera can get the white balance accurate 100% every time, so we include white balance settings in each of our preset packs for you to use as a starting point.

From there, you can move each slider forward and backward to find the sweet spot for each image. We recommend investing time and practice into learning white balance in-depth, so you can dial in color and skin tones with your eye and create beautiful photos, faster.

Welcome to the Mastin Labs Community!

This is just the beginning! We're honored to support you wherever you are in your photography journey.

Here's how you can connect with your new crew:

JOIN OUR FACEBOOK GROUP

Catch weekly live edits, get inspired by a community of supportive photographers, and show off your awesome work.

<https://www.facebook.com/groups/mastinlabs>

SIGN UP FOR OUR NEWSLETTER

Be the first to hear about new products, discounts, and updates.

<https://mastinlabs.com/pages/newsletter>

SUBSCRIBE TO OUR YOUTUBE CHANNEL

We have more education and tutorials available to you.

<https://youtube.com/mastinlabs>

ADDITIONAL SUPPORT

Visit our support hub:

<https://support.mastinlabs.com>

Message us for one-on-one help:

<https://m.me/mastinlabs>

