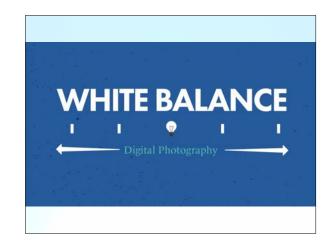


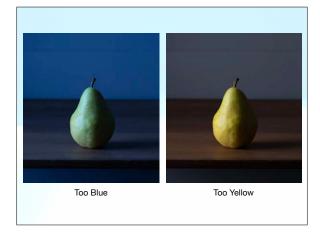
### White Balance - what it is

- White balance is a **camera setting** that establishes the true color of white.
- •This produces a baseline from which all other colors are measured.
- White may not appear "white" under all lighting conditions, so this helps correct it.



## White Balance - Why

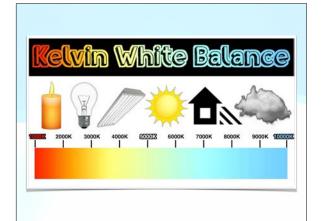
- White balance refers to the process
  of removing or neutralizing color casts in your
  images –because at its core, white balance is
  about ensuring the colors in your photograph
  appear as they do in real life\*.
  - •\*Unless you're going for a stylized photo.





# Understanding Color Temperature

To fully grasp this concept of photography, you need to understand color temperature, which is a characteristic of visible light.



### **White Balance Methods:**

#### ·BEFORE:

In camera, before taking a shot. Either manually or using a Preset.

OR

#### ·AFTER:

In post-processing. For example, in Photoshop.

