

Four Ways to develop

Goal

To take a single image and develop it differently four times. The goal is to have each image tell a different story based on the development choices you make.

Example



Original Image



The images above each tell a different story.

Steps

Step One.

Pick an image. It can really be anything, but people are better.

Step Two.

Play with the develop options on the right side. To start, you can limit it to just the basic setting and then move to the more advanced options. You can also look at changing clarity, colour, curves and noise.

Don't change composition. This includes cropping, lens correction and distortions.

Step Three.

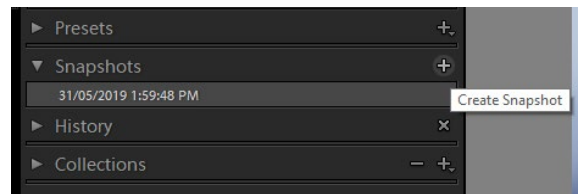
Once you have a look you like, save it as a snapshot on the left side.

What is a Snapshot?

A snapshot contains all the edits you have made to an image at the moment you create it. This is different from creating a Lightroom preset from your current image edits. When you create a preset, it can be used on other images. A snapshot is only available for the image on which it was created.

How to make a snapshot?

Create by clicking the + sign on the Snapshots panel on the left hand. You will be presented with the New Snapshot pop-up dialog where you can give that snapshot a name that makes sense to you. Note that snapshots are arranged in the Snapshots panel in alpha-numerical order.



Step Four.

Repeat Steps Two and Three, three more times. Once you finish and have four snapshots you will be able to click between them.

Step Five.

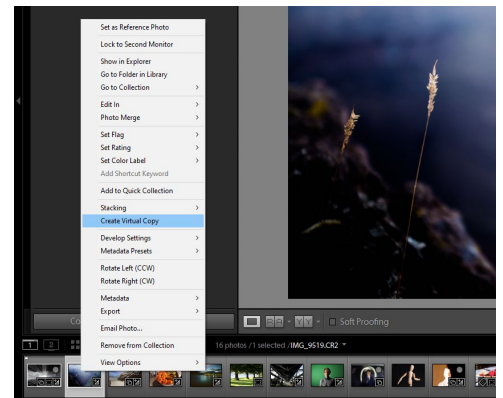
Create Virtual copies.

What is a Virtual Copy?

A Virtual Copy is an exact replica of the original photo, including all edits made in Lightroom. Once you have made a Virtual Copy you can process it any way you like without affecting the original.

How to make a Virtual Copy?

In Lightroom, select any image, Right Click (Option-Click on Mac), and select the Create Virtual Copy option. In the filmstrip, the virtual copy will appear next to the original file.



Make four virtual copies of the original image. Select the first one and click the first snapshot you made. Click the second one and select the second snapshot. Click the third and click the third snapshot. Click the fourth and click the fourth snapshot.

Output

Now that you have four variations of your image, you can print or export them, then present your image and discuss the choices you made and how they help to tell the image's story.

Conclusion

Sometimes small changes can have a big impact on the message an image is trying to convey. Understanding the choices that you can make in post, allows you to consider if a photo you take can be developed to communicate what you want it to. Don't forget to ask your audience what they see to get feedback and help you develop a better understanding on non-verbal communication.