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Gavin Seim's Power Workflow 3. LR Presets For Everything.
Sampler Pack. Includes 6 presets.

Getting Help: www.seimeffects.com/help

If you need help installing or updating your presets visit the help page for common answers. If you need further assistance don't hesitate to contact us.

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Installing the presets:

Start by unzipping the file you downloaded. Save it to your desktop or other location thats easy for you to find. Next you need to install the presets into LR. Rather then explain here, I'll refer you to this illustrated article I wrote. It should make it simple for you. You can find it here...

<http://www.prophotoshow.net/blog/2008/03/21/lightroom-tip-manage-your-presets-like-a-fanatic>. Also don't forget to back up our presets and settings once you get things organized the way you like. More on that in the above mentioned article.

Lightroom 1, 2 and 3:

Power Workflow 3 is compatible with Lighroom 1, 2 and 3. Some presets do take advantage of features only in LR2 or LR3. These presets will still work, but features referenced that are not in your version of LR will be ignored.

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PW3 Usage TIPS (some of this is only applicable to full collection)

These are general usage tips for Power Workflow. For Gavin's overall workflow approach read the article on Seim Effects... http://prophotoshow.net/seim_effects/2010/07/09/photography-editing-speed-tips-super-workflow/

PW3 is filled with subtleties. If you understand the basics you'll be able to do amazing things with it. Lets look at a few things to keep in mind to make your experience as awesome as possible and make your image look great.

Category Headings: You'll find 5 categories on PW3. This helps keep them organized, but served a higher purpose than that. You'll note that the category names also say Reset Image. Clicking on ANY of the category settings will reset the image to it's default develop settings, while leaving any crops or local correction (such as brushes, spot removal etc) alone. Bottom line if an image looks bad, click a category heading and start over. It's makes life easier.

Start with Essentials: The Essentials category leads the charge. If you have a batch of unedited images you need to make beautiful, you should probably start with one of the super series. As you use them you'll learn your favorites. Some like Super Simple as it's just a subtle general correction to get the ball rolling. Some love Super Hero for a full auto correction in all their images. Read the effect descriptions and then try them yourself to see what works for you.

Xi Presets: Xi (Cross Independent) presets are new to PW. Now many of the effects leave certain settings alone. For example, a color tone will assume that your exposure is correct, or you have already corrected it using one of the Super Presets. Xi presets take this further. Their simple and very powerful. Anything in the develop panel above clarity is left alone. That means you can (manually or with a preset) have done all kinds of basic corrections, yet you can apply an Xi series preset with altering them at all. Xi presets use other settings to achieve their goal which makes them more versatile.

In general you don't have to worry about any of this. Xi or now, the presets will just work. Don't be afraid to experiment. Just know what the Xi means and as you master your workflow you'll find that it can be useful to have that insight on what's being done to your images. Also keep in mind that since Xi presets leave those settings alone, they will mix with previous settings giving varied results. This can go really good, but if you happen to apply a preset, then apply an Xi series preset and it looks bad. Just reset (using headers) and apply the preset again. The effect will be different.

Full Collection Preset Details.

Header Presets: There are five header presets in PW3 that are not listed below. See info on "Category Headings" above to learn more about them.

Super Simple2: V2 of this effective batch correction. Not fully automatic, but gives a balanced snap and some basic corrections. This is a lightweight batch correction. One of my favorites for getting a workflow started.

Super Hero2: Full auto correction. Exposure, brightness, WB, the works. Uses the LR algorithms for basic auto settings, then goes a step beyond. No auto correction is perfect, but Super Hero is rock solid.

Super Natural2: Just like Super Hero, but without Auto White Balance. Super natural leaves your WB as it is while auto adjusting the rest.

Super Powers2: Another auto preset, but with some extra magic in the color tones and a built in vignette. Just try it.

Super Satin2: A fully automatic black and white effect. A great way to batch conversion from the grid mode.

Super Vintage2: The last of the Super series. An automatic vintage tone.

Dark Vignette I: Gentle edge darkening effect.

Dark Vignette II: Medium edge darkening effect.

Dark Vignette III: Bold edge darkening effect.

Bright Vignette: A general edge lightening effect.

Clear Vignettes: Removes all vignette settings.

Lens Correct Auto: Applies Automatic lens specific corrections.

Instant White Balance: Applies Auto White Balance.

Fix the Flat Xi: An Cross Independent preset for adding a general snap while leaving essential settings contrast and above entirely alone.

Naturally Mild: A general tone effect. Fairly low contrast. Not for every scene, but easy on the eyes.

Heritage: A classy color tone. Uses a very light split process that also casts a nice color hue on the scene.

Simply Classic: A classy gently warm tone effect. Good general use preset, especially for outdoor portraits.

Nature Dust: Designed for nature scenes. Adds vibrant color and snap, but not over the top. Also works well on some other scenes.

Portrait Power Xi: A gentle portrait effect with a slight softening a portrait color.

DreamScape Xi: A soft smoothing effect great for skin. About as soft and smooth as you can get without heading into PS for actions.

Classical Fashion Xi: An Xi effect in a bold appealing color tone. Give it a try.

LOTR: Can you guess what it stands for? This is a great fantasy effect. Easy and gentle.

Ultra Color: A quick general effect for bold vibrant colors on just about any scene.

Intensity: A bold snappy effect for making scenes POP. This can be very effective on the right image

Intensity Bright: A bright version. May blow some highlights, but can be great for high key. Just use with caution.

Simple Polarizer Xi: Make your skies richer and your scene more vibrant. This Xi effect leaves essential settings be.

Polarizer X: Takes polarizer a step further with dynamic range and vibrant colors. Great for landscapes and more.

Hawaiian: Based on my early classic, but refined and more versatile. Hawaiian is snappy faded fantasy effect.

Island Fantasy: Another fantasy effect. A bit more subdued than Hawaiian, but still bold and seductive.

Sultry Passion: A vibrant key effect with a delightful color tone. This one is gushing with passion.

Velvius: Inspired by film, Velvius is a subtle yet powerful tone. It's great for nature scenes, but try it elsewhere too.

Faded Classic: A gentle vintage faded effect. Low saturation and contrast make this a great vintage. Just don't overdo it.

Bleached: This snappy bleached effect is vintage with a bit of modern thrown in.

Ultra Sport: Vivid clarity and dynamic range. Ultra Sport is great for action scenes and beyond.

Hyper Active: Vivid clear but with a twist. Bring out dynamic range. Bold and vibrant. Use with caution.

Reception Light Magic Xi: Magic series is all about balance. This is perfect for smoothing that ugly yellow light we often get at receptions.

Flash Light Magic Xi: Flash can be great, but sometimes that deer in the headlights look sneaks in. This can help balance things out.

Harsh Sun Magic: Harsh sun is generally the worst light to shoot in. Sometimes you have no choice however. This will make it look better.

Equalize I: An intense EQ effect for balancing out contrasts and tones that are too much.

Equalize II: A slightly milder EQ effect for balancing out tones and dynamic range.

Black & White Xi: A simple effective B&W conversion.

Snapped B&W Xi: Nice and contrasty, this monochrome will give you some POP.

Angels Kiss: A slightly soft black and white effect. Great for babies, romance & more.

Black Pearls: A vivid black and white with dark rich shadows.

Pushed B&W: A very high contrast B&W effect. Gives a nice bold tone.

Mono Light: An easy everyday B&W effect for most scenes.

Faded Film: A low contrast faded look monochrome effect.

Essential Infrared: Great general use IR effect. Bold and contrasty.

Shadowed Infrared: A darker more moody IR effect. Very effective.

Subdued Infrared: A slightly milder IR effect for when you want a little less.

Golden Sepia Xi: Apply to any B&W conversion for a nice golden brown tone.

Bronzed Sepia Xi: Apply to any B&W conversion for a milder classy sepia.

Silver Dust Xi: A unique soft tone. Apply to any B&W conversion for a gentle silvered warmth.

Passions: A warm process with a purple hued split tone.

Sunday Picnic: An warm cross process that's really compelling.

Golden Sun: A very warm split tone process. Turn up the heat.

Cross Light I: A high key hue bending effect. Snappy yet subdued.

Cross Light II: A cool morning feeling cross processed tone.

Forest Magic: Like a cool sea breeze. A gentle cross process.

Autumn Color: A very warm effect with a bit of grunge . Can be very neat, but don't overuse it.

Summer Daze: A gentle warm tone. Think summer evenings and Apple Cobbler.

Mermaids: A cooling effect designed to balance underwater scenes. May fit some above water.

Fallen Petals: A unique faded look with some interesting color twists under the surface.

Weeping Moon: Cool tones and bluish hues will make you think of a moonlight walk.

Night Shade: Shadowed and mysterious. A hearkening to the call of the night.

Olde Worlde: This bold cool tone vintage stands alone. Use it as a spice on special scenes.

The 400: An early effect remastered. Shadowy faded tone with a bit of grunge.

Vintage Fashion: This vintage tone is bright and alive with a feel of times gone by.

Clean & Sharp: General use noise reduction and sharpening.

Razor Smooth: A smoothing effect using noise reduction and sharpening.

Sharpen Basic: General sharpening.

Sharpen Heavy: Heavy sharpening.

Noise Basic: General noise reduction.

Noise Basic: General noise reduction.

Film Magic: A blend of NR, sharpening & grain for a subtle organic film effect. Add it last after other effects. Can be applied in batch.

Happy editing. let me know if you have questions or feedback... Gav

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