SET-UP, FOTO, EDITING:
Compelling MOC Presentation

- Good photos catch attention
- Bad photos distract from the subject
- Details are only visible on a highquality photo

Structure

- Preparation/Basics
- Clean Backgrounds
  - Setup/Light/Photo
  - Photo-Development/Editing
  - Important details
  - Common mistakes
- Immersive Scenes
- Lifestyle Photos

1. Preparation/Basics

Preparation: While Building

- Come up with a photo concept early
- Use reference photos
- MOC and Photo have to be coordinated with each other
- Less is more: Invest your time in one good photo instead of many bad ones

Basics: Types of Presentation

clean background

immersive Scenes

Lifestyle photos

2. Clean Backgrounds

Clean Backgrounds - Why?

- Doesn't distract
- "natural" presentation of the MOC
- Close to reality colors
- Techniques/details clearly visible

Real backdrop

Digital backdrop

2.1 Setup/Light/Photo

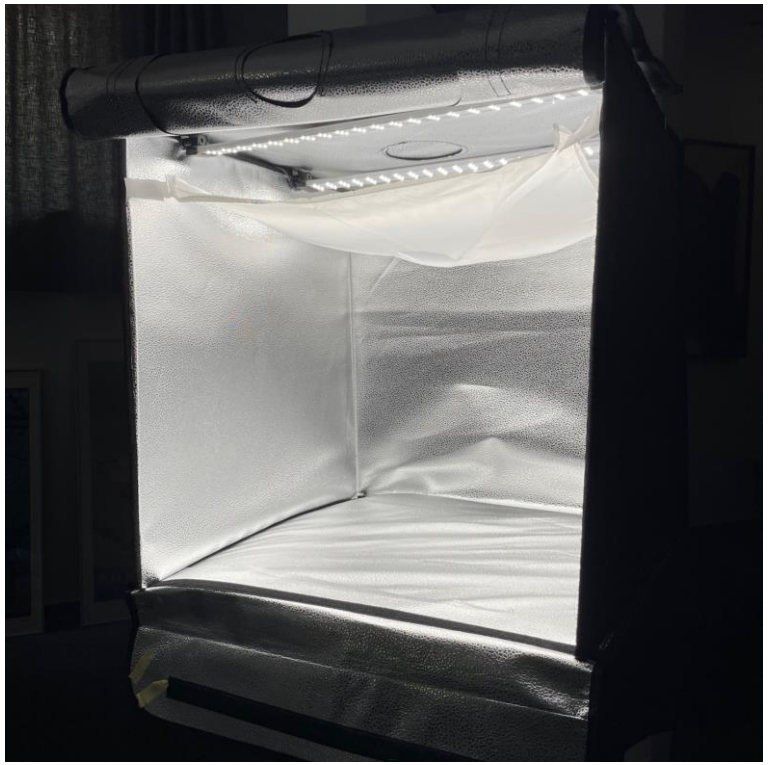
Setup

- Concave throat
- Classic: cardboard in color of choice
- Position MOC with enough distance to the backdrop

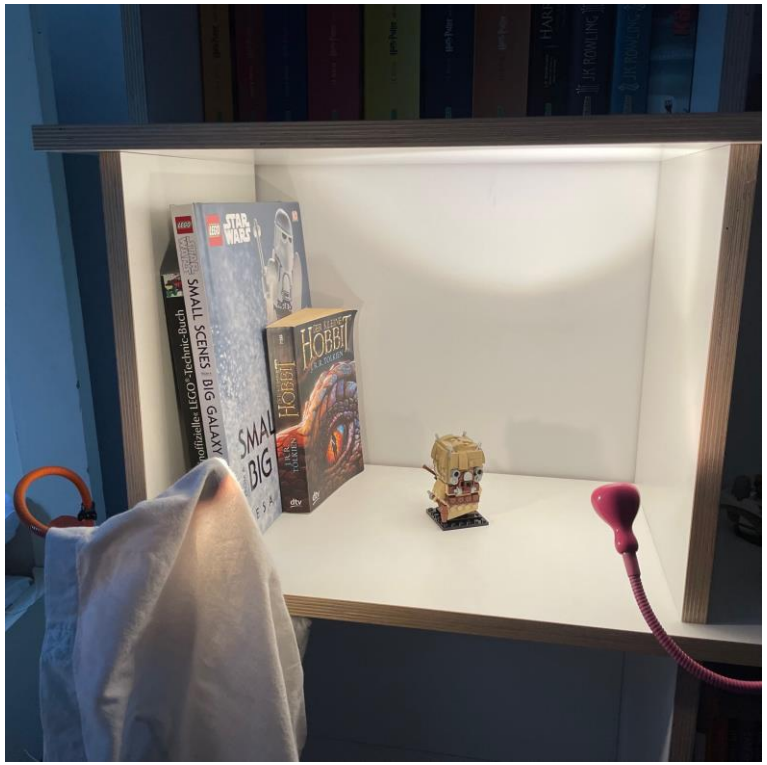
Licht

- Uniform lighting from all sides
- No direct, “hard” light: soft light e.g. through translucent fabrics
- Neutral/cold light color
- Never use very different light sources

Photo-Tent



Photobox (integrated light)



Mac-Gyver-Style

Perspektive

- Usually: oblique position of the MOC
- Camera at “eye level” of the MOC
- As many visible details as possible

Camera

- Optimal: full-fledged camera with high-quality lens
- Using a smartphone: RAW-Photo App
- Important: use a tripod
- RAW-Format and choose manual settings
- Self-timer photos to avoid blurred picture

Low ISO

High ISO

High ISO & Denoise

Low exposure

Perfect exposure

High exposure

Closed aperture

Open aperture

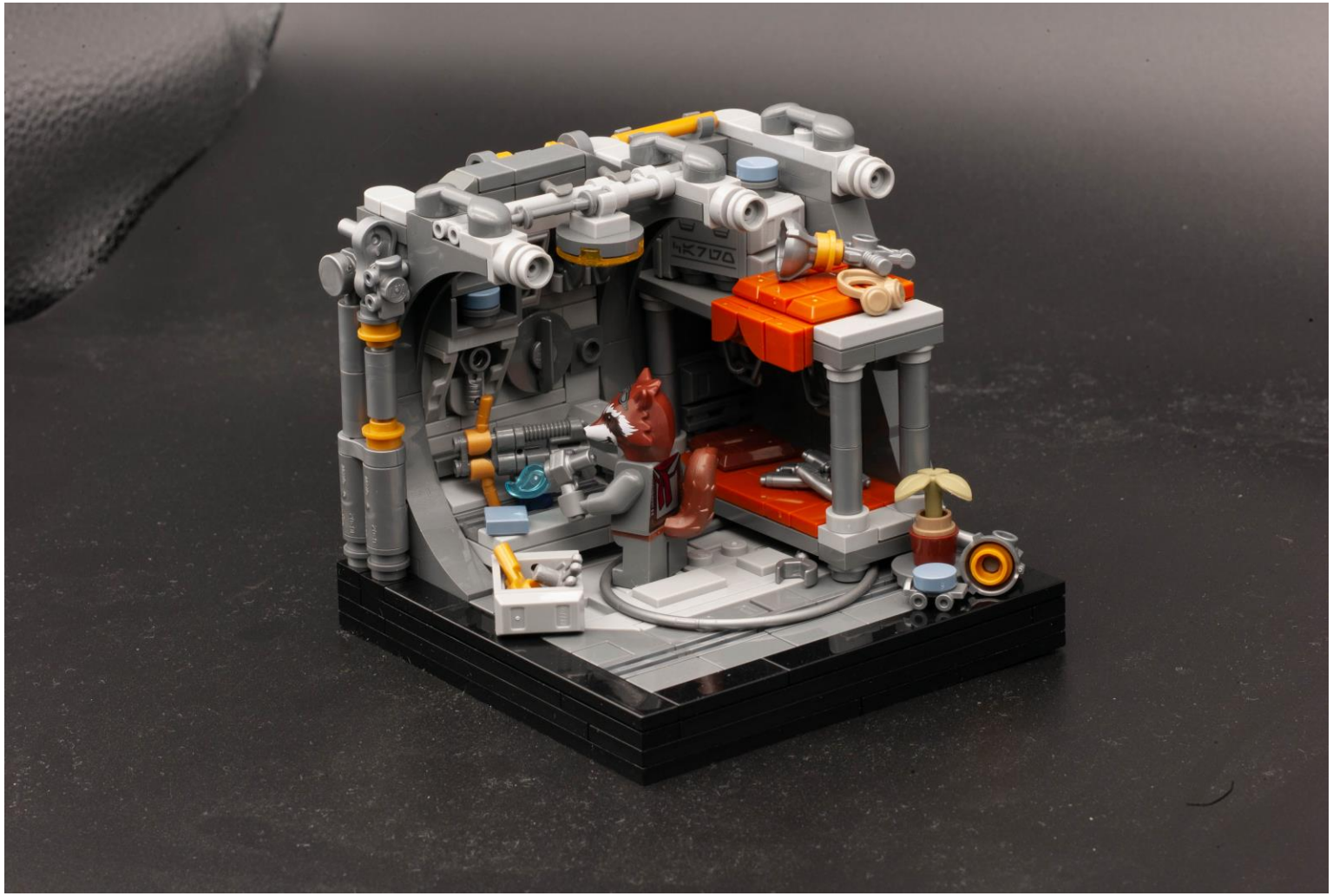
High focal length

Smartphone-cam

2.2 Photo-Development & Editing

Development of the RAW-File

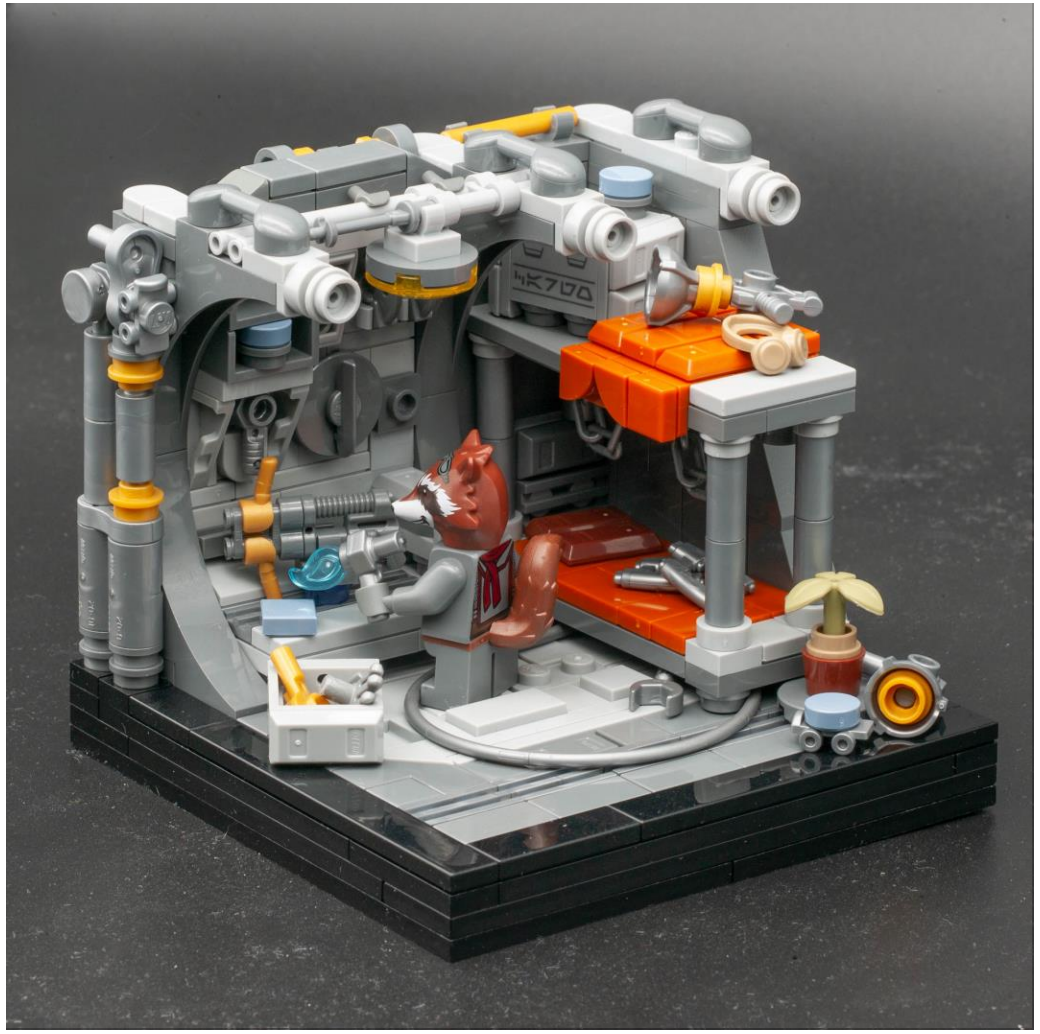
- Using an image editing software
- E.g. Lightroom, Affinity Photo, Gimp, …



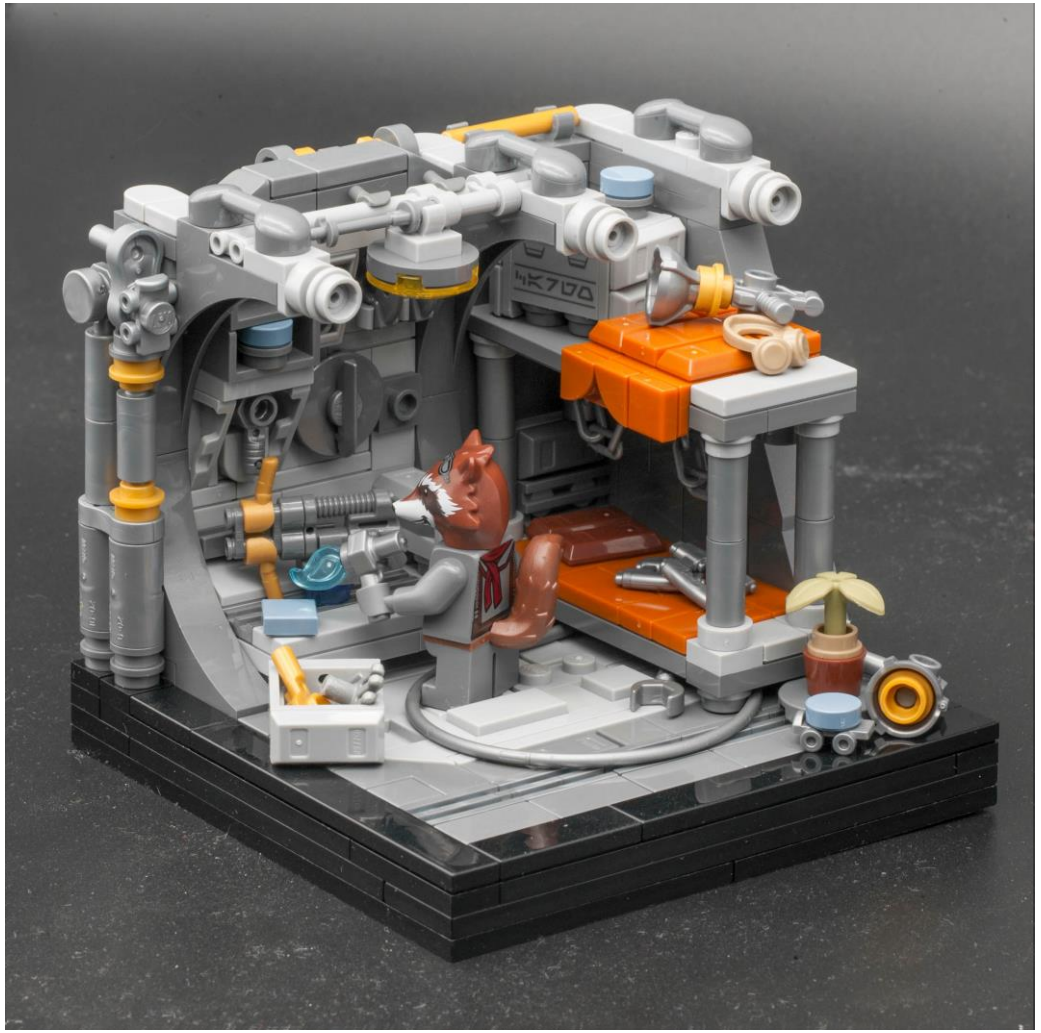
original image…

…crop…

…white balance



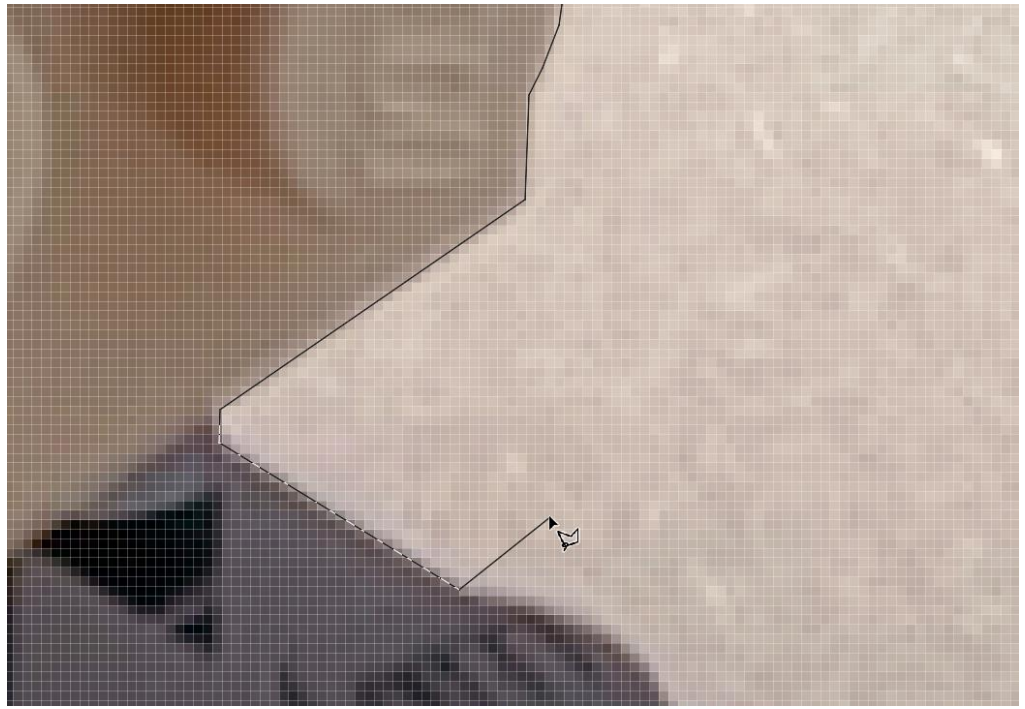
brightness & contrast



color correction

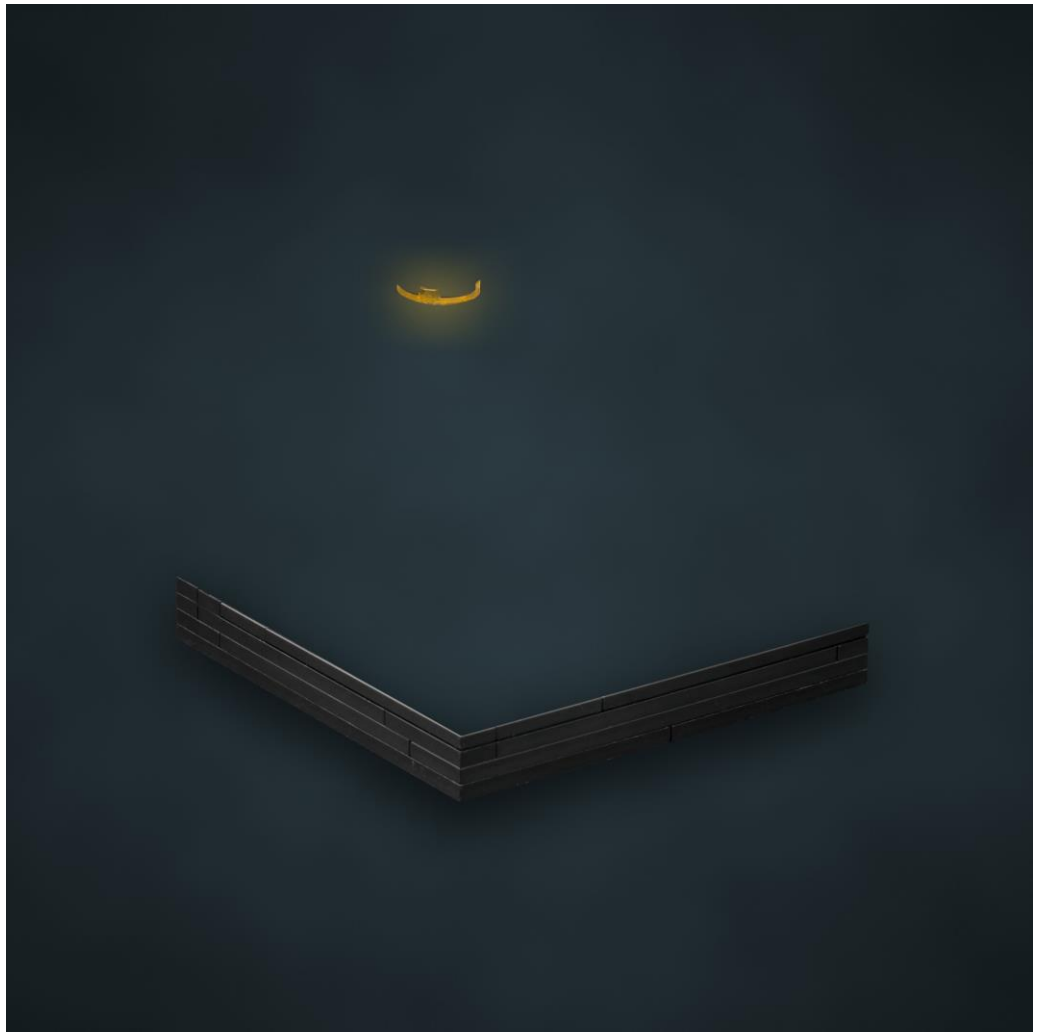
With everything done: Photoshop

- Export the JPG from the RAW editing software
- Editing in Photoshop, Gimp, …



manual cropping

digital backgrounds



- lights
- shadow effects
- color manipulation
- motion blur

shadows & effects

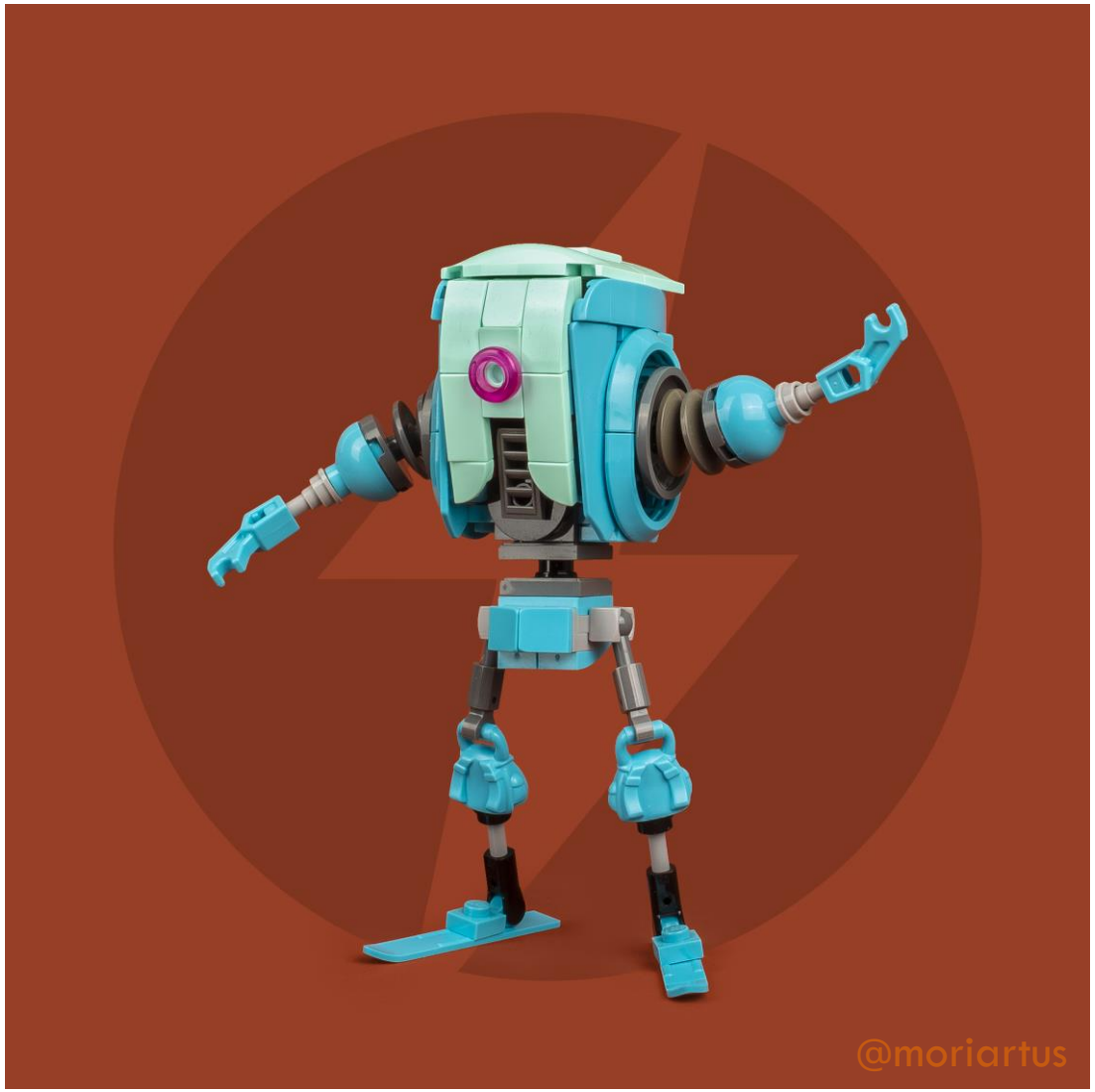
…mix it…

…and add some text

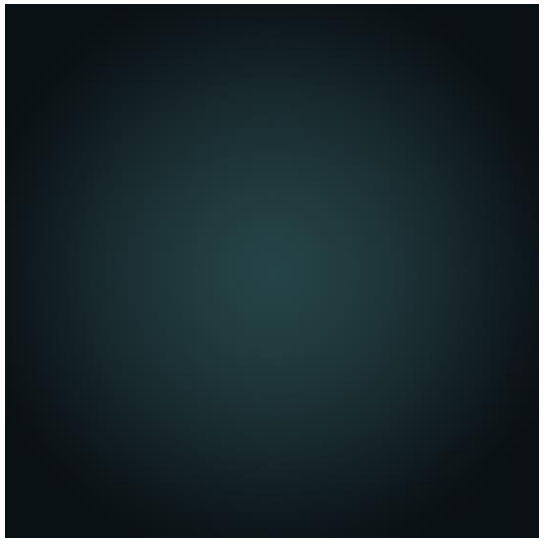
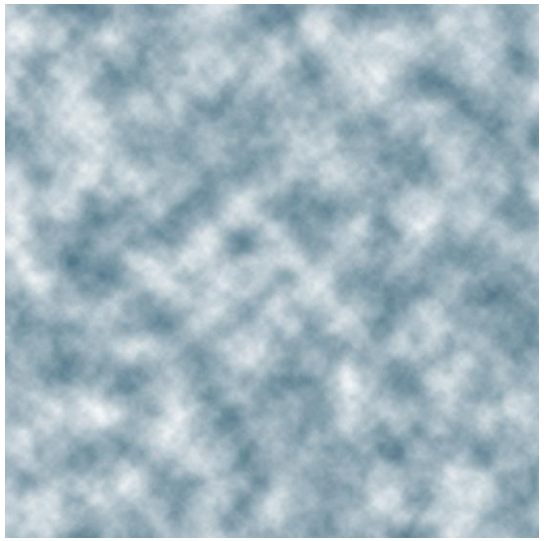
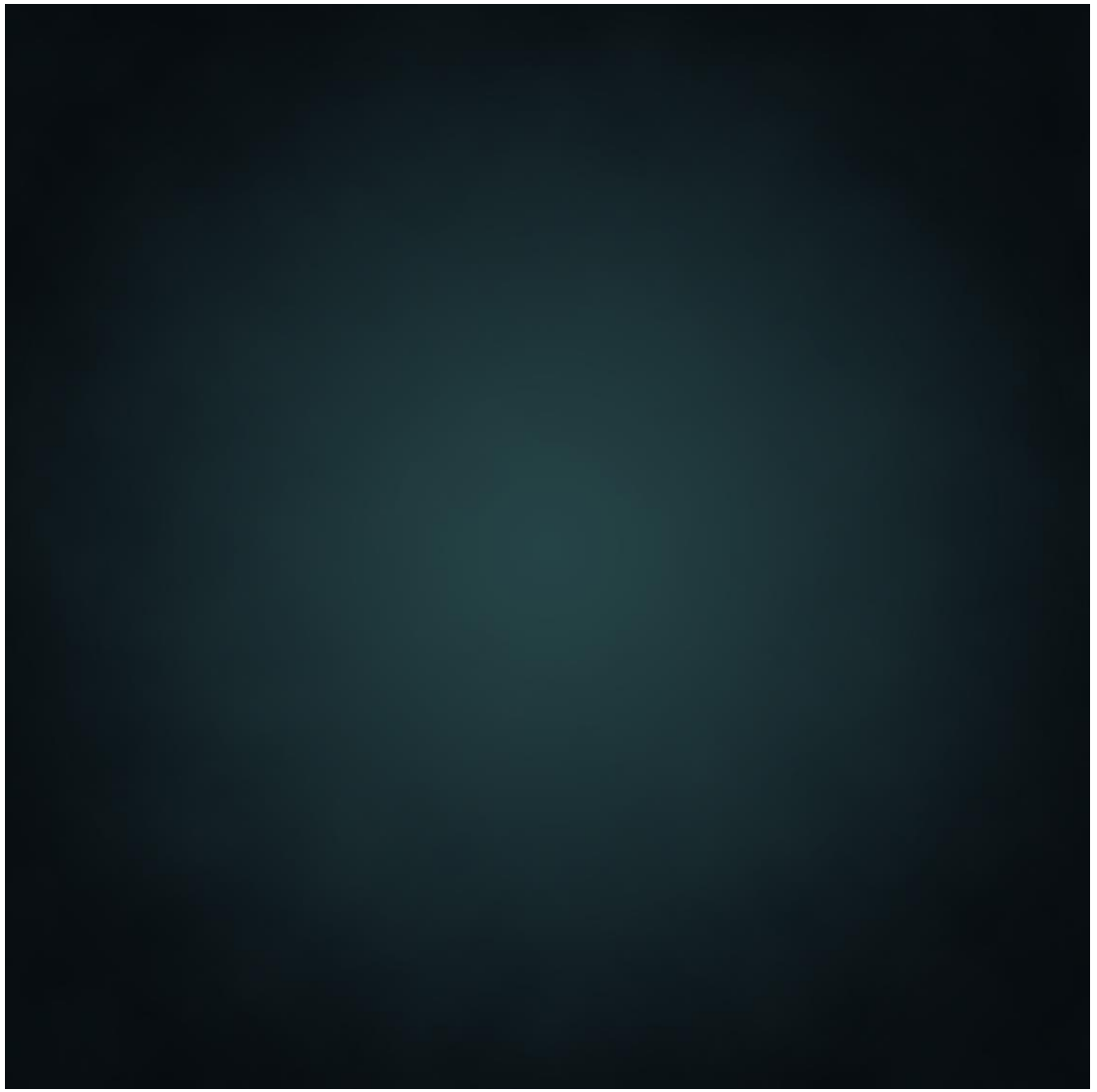
2.3 Small details

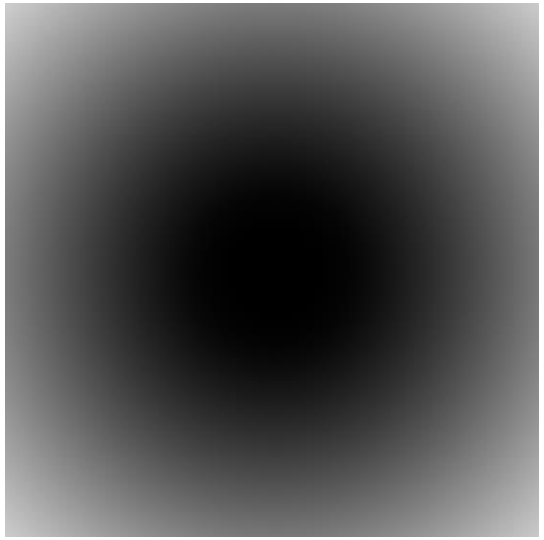
The ideal digital background

- Similar color as photo backdrop
- Avoid plain color backgrounds
- Mix texture, gradients, vignettes, patterns, etc.


@moriartus

32. Dead Marshes
@jonaskramm



Selfmade Backdrop

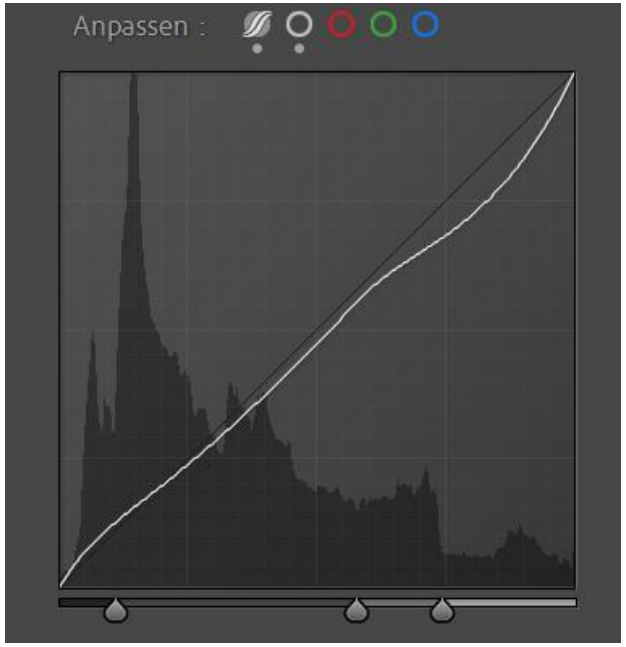
- 1. Circular gradient on layer 1
- 2. cloud-texture layer 2 (in Photoshop: filter – render filter - clouds)
- 3. blend option for layer 2: “multiply”
- 4. Mask layer 2
- 5. Backdrop with subtle mist effect

Der perfekte (reale) Hintergrund

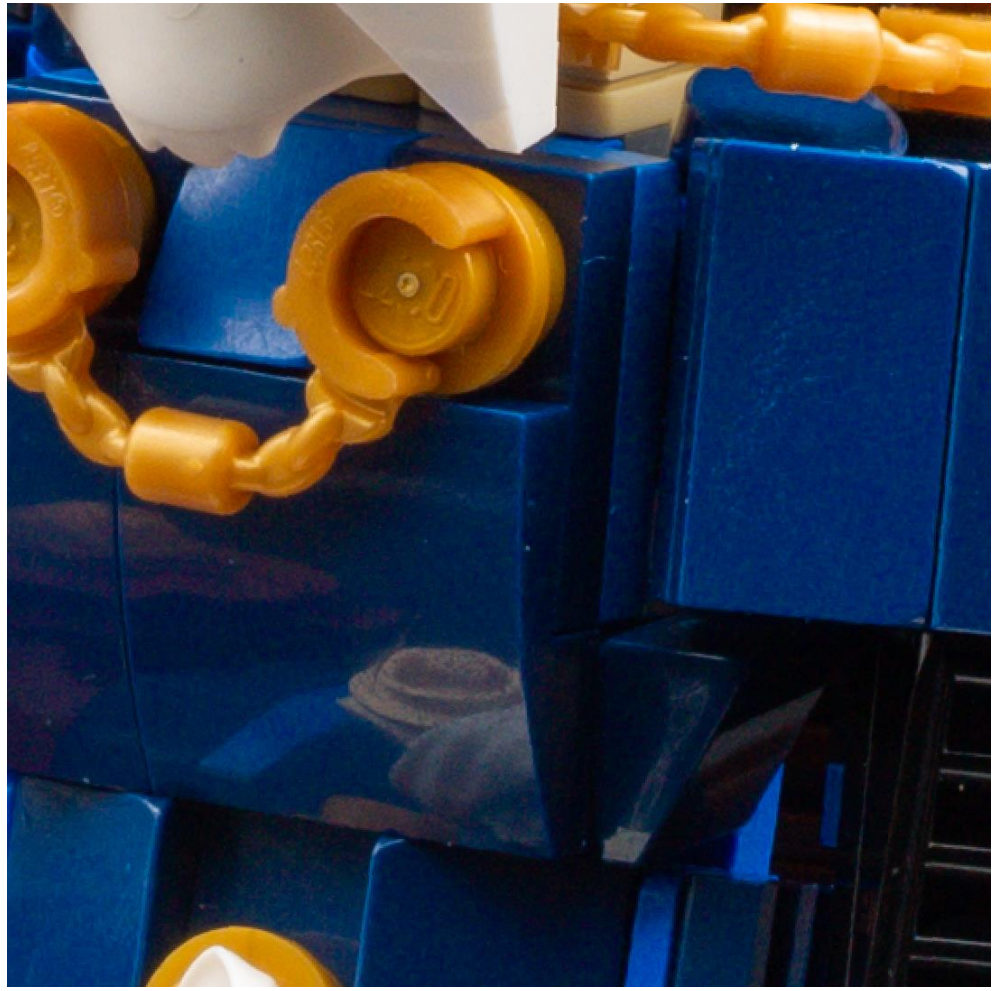
- Card-board backdrops can be upgraded with texture
- Less elaborated cropping needed

Selfmade background texture

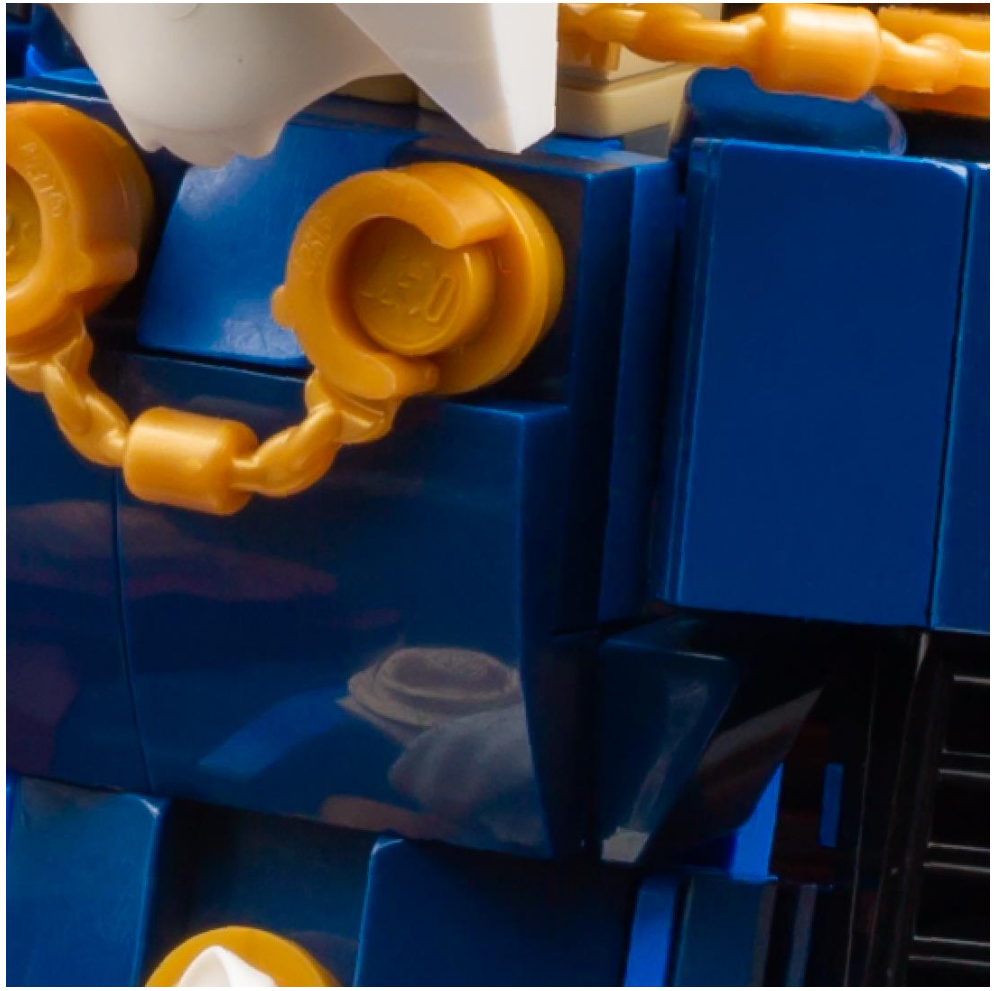
- 1. original image on layer 1
- 2. cropped motive on layer 3
- 3. Texture on layer 2 (source: internet/Firefly-AI)
- 4. Layer 2 semi transparent and blend option “overlay”
- 5. backdrop with texture

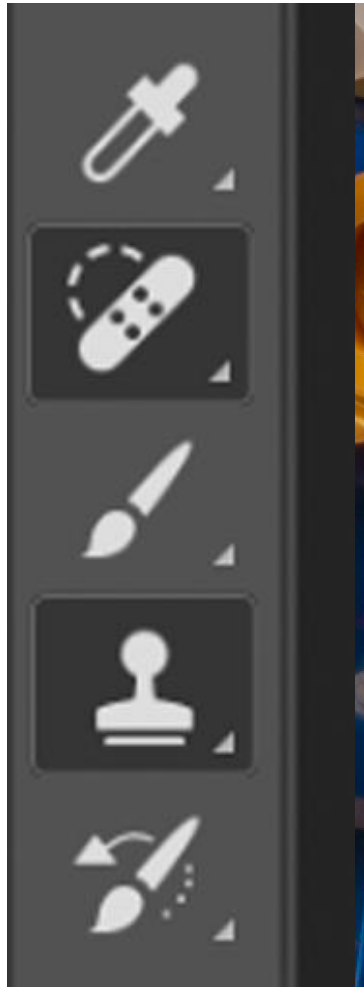


- Use gradiation curves to make all parts of your MOC visible
- In some software it's sliders instead
- RAW file needed!



denoise tools make parts look more polished





Fix dust with copy and repair tools

2.4 Common Mistakes

A wrong cardboard color (right) can hardly be fixed with Photoshop (left)

Backdrops should not be too photorealistic

never use a bad JPG, because you think you could fix it in Photoshop

Take time for good lighting

3 Immersive Scenes

Immersive Scenes: Pro

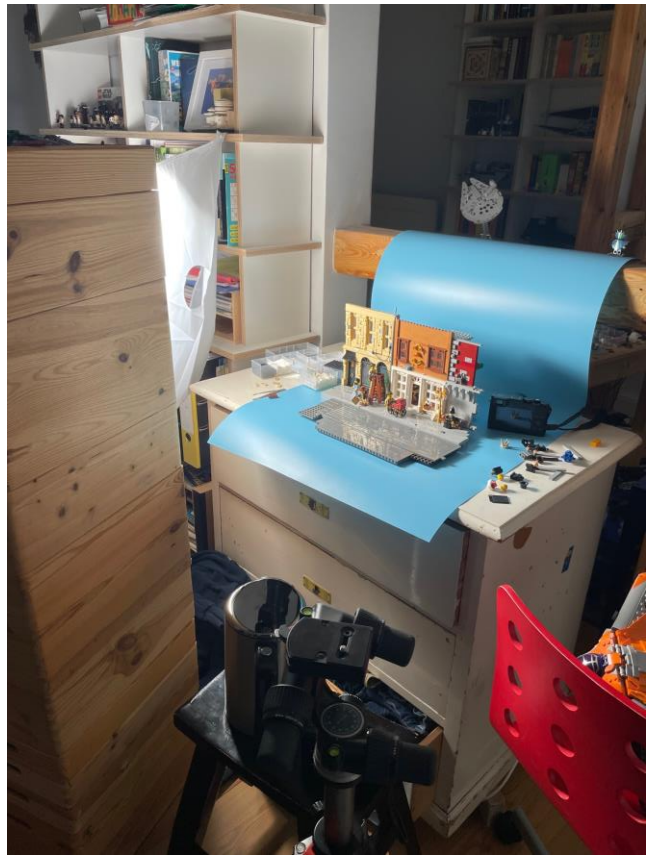
- Emphasizes the atmosphere of a MOC
- Many people enjoy immersive scenes
- Perspective/format can be used more consciously

Immersive Scenes: Contra

- Emphasizes the atmosphere of a MOC
- Many people enjoy immersive scenes
- Perspective/format can be used more consciously

Immersive Scenes: Setup

- Strong light from one direction
- “Rim-Light”
- Mist, smoke, fog for atmosphere
- Film-Style perspective



The Illusion of Scale

The LEGO Movie Style:

- Dispersion as a product of macro lenses
- Open aperture for shallow depth of field
- “Micro”-effects can be emphasized or avoided

4 Lifestyle-Photos

STAR WARS
Venator-class Star Destroyer
Manufacturer: Kuat Drive Yards
Affiliation: The Galactic Republic
Length: 1,137 m
Crew: 7,400
Hyperdrive: Class 1.0
Max Acceleration: 3,000 G
Weapons: 8 heavy turbolaser turrets, 7 medium dual turbolaser cannons, 52 point-defense laser cannons, 4 proton torpedo tubes, 4 tractor beam projectors
CLONE WARS
20
© LEGO

@jonaskramm

Lifestyle-Photos: Pro & Contra

- Underlines the context of a MOC
- visually interesting

- More elaborate
- Lighting can be tricky
- Requires more camera work