

# “By the Numbers” Pre-flight Checklist v1

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## Audience

- Where – and by who – will the image be seen
- Why are they looking at the image?

## Areas of Importance

- Depends upon audience – why they are looking at the image will determine which aspects of it they deem important.
- Are the areas of importance prominent enough?

## Known Colors

*\*Remember to sweep the Hue Clock sample point around to ensure that the numbers you are looking at are representative.*

- Highlight
  - Does the image contain spectral highlights?
  - Is the brightest significant area of the image neutral?
    - Should it be?
  - Should this area be brighter?
    - Is the image ‘Low Key’?
      - No
      - Yes
- Neutrals
  - Shadow
    - What are the numeric values (RGB) of the darkest significant area in the image?
      - Are these values equal?
    - Should this area be darker?
      - Is the image ‘High Key’?
        - No
        - Yes
  - Are there any objects in the image that should be neutral (gray hair, etc.)?
    - Are you certain that the object(s) should be neutral?
    - What are their RGB values?
      - Are these values equal?
- Are any of the following colors present in the image? What hue are they (currently)?
  - Skin
  - Hair
  - Foliage
  - Sky
  - Sand
- Assumptions
  - Are you making an assumption about a color that isn’t based upon personal experience? (Bryce Canyon Syndrome)