

Portfolio to Profit

WITH JENA CARLIN
INSIDER LOOK!



RETOUCHING WORKFLOW

Get to know Portfolio to Profit with one of Jena's tried and true, commercial photography workflows. Take control of post-production, culling, retouching, and delivery.

PORTFOLIO TO PROFIT

INSTRUCTOR



JENA CARLIN

Commercial Food Photographer

Jena is a Midwest-based commercial food and lifestyle photographer, and videographer.. Over the past 13 years, Jena has been known for her elevated earthy, artistic photography style focused on appetite appeal and brand storytelling. Her clients include Ghirardelli, Martha Stewart, Kohl's, Sam's Club, The Buckle, and Press.

She prides herself on building the community and knowledge of commercial food photography through the Little Rusted Ladle blog, the Master the Art of Food Photography online summit, and her mentorship program Portfolio to Profit.

RETOUCHING WORKFLOW

01

CULL AND RATE

Narrow down your images after the shoot to see what you want to use. Give them a star rating in Lightroom to organize them.

I start with a 1 star and go up from there. All 4 stars I will be editing. All 5 stars are edited and exported.

02

LIGHTROOM EDITS

Lightroom edits faster than Photoshop, so I do what I can in there first.

Lightroom: color, clarity, density, curves, vignettes, minimal spot removal, alignment, dodge and burn with the brush tool, and change your settings accordingly.

03

PHOTOSHOP EDITS

Photoshop: Liquify shapes, lots of dust work, merges using masks and brushes, sharpening using "highpass" and "soft light"

Save back into Lightroom and save 300 dpi for print.

Save the correct file size for your website template at 72 or 96dpi.

PORTFOLIO TO PROFIT



TAKE THE FIRST STEP TO GROW YOUR BUSINESS!

Advanced Training: How to turn your Food Photography from an expensive hobby to a sustainable and profitable business

Sneak Peek: Take a look at a replay of one of our bi-weekly live coaching calls where we see HUGE lightbulb moments!

**APPLY
NOW!**