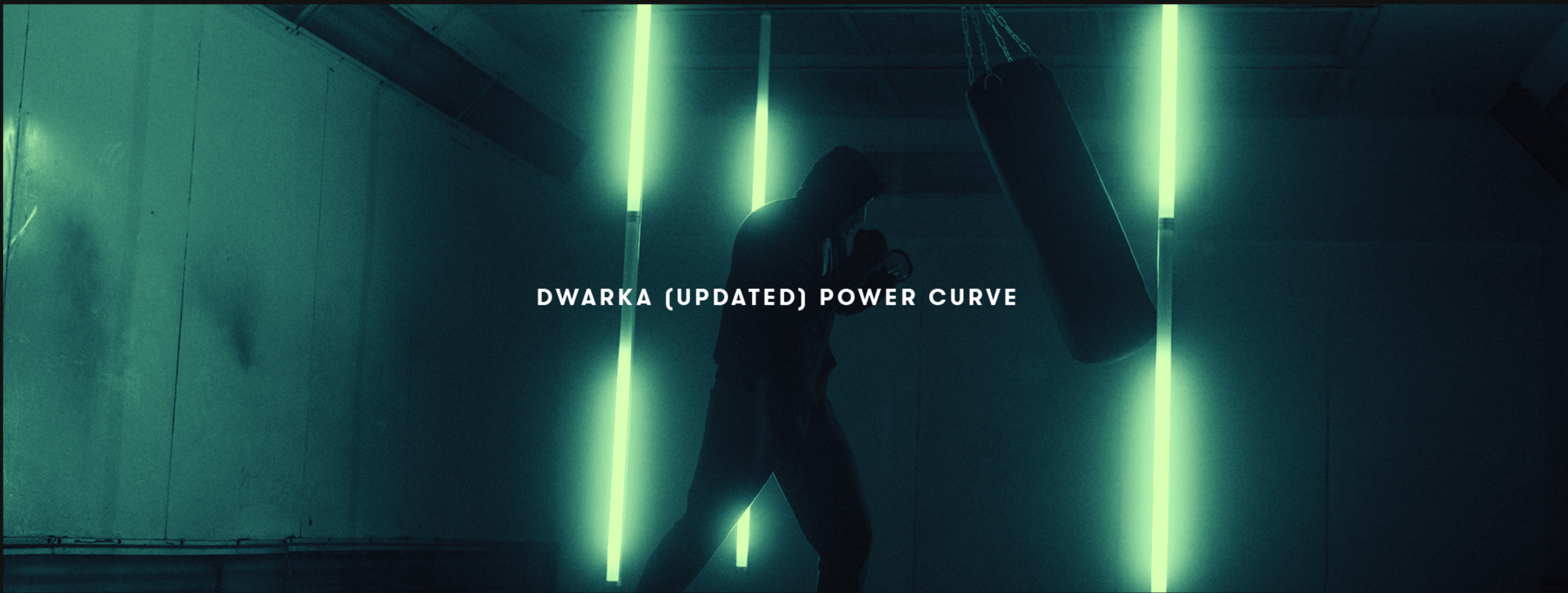


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Power **Curves** - User Manual

Hello! Thank you for your interest in our new product! This manual is part of our Power Curves Package file. It presents a brief overview of our product, as well as an in-depth look at one of our most interesting power curves till now. While all the Power Curves are really simple to use, a couple of power curves are a bit different when it comes to their application. Out of 12 Power Curves, 3 are based on Abstract Color Palette, while the rest 9 are based on cinematic Color Palette. Following power Curves are based on the abstract color palette:



Till now, our most interesting and intriguing Abstract Power Curve has been “**Vayu**”. Vayu Power Curve is inspired by recent cinematography trends in Hollywood and Worldwide cinema. First of all, we have to understand that it’s an Abstract Grade. It’s not based on your usual “Cinematic” color palette. The color tones of Vayu resemble the following color palette.



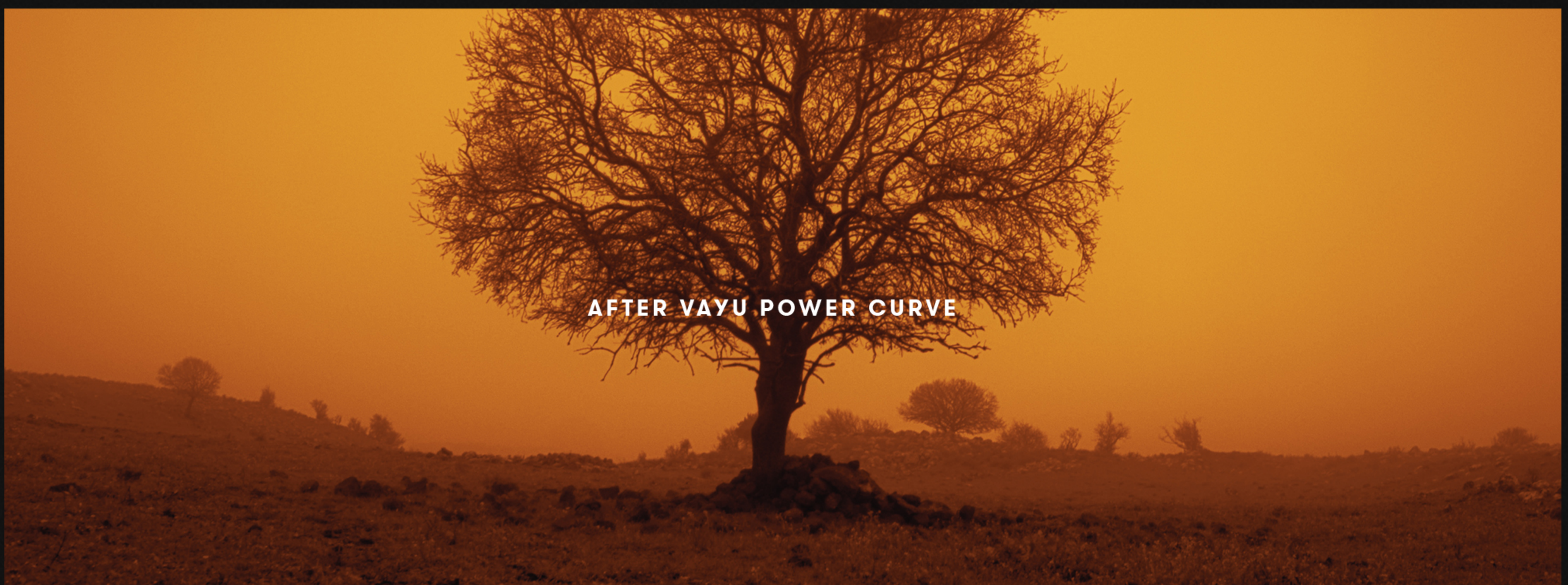
When to use **Abstract** Power Curves?

Before we move ahead onto a few examples of the Vayu Power Curve, you have to understand that there are limited types of shots on which Abstract Power Curves should be used on, as per our recommendation. This said we want to establish that the end, entire creative control still lies in your hand. You can modify Power Curves to fit in the perspective of your storytelling, i.e you can experiment with curves, and set color wheels, play around with exposure settings and even decrease the overall intensity of a Power Curve (by applying it on an adjustment layer and reducing the opacity of adjustment layer).

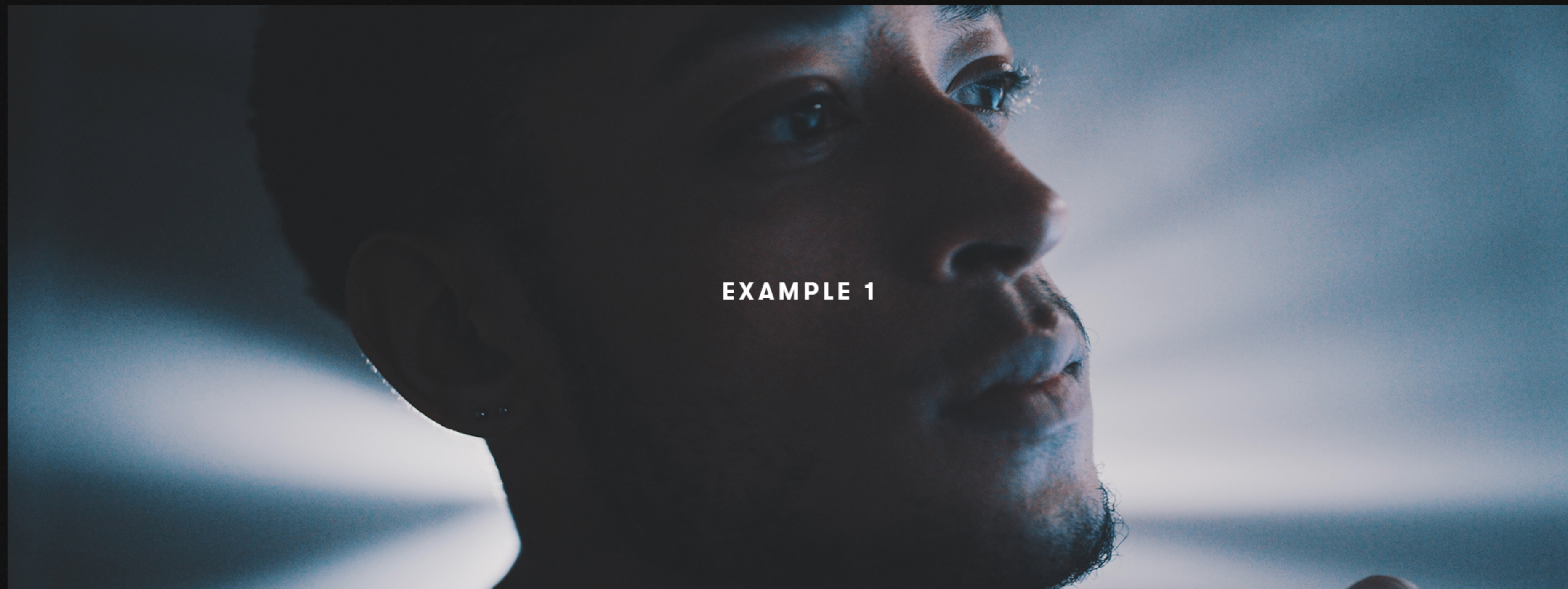
While applying Abstract Grade, try to look for a shot with atmospheric elements in it. Elements like fog, mist. Vayu works best with shots showcasing beautiful volumetric aesthetics. Let's take a look at the following examples.



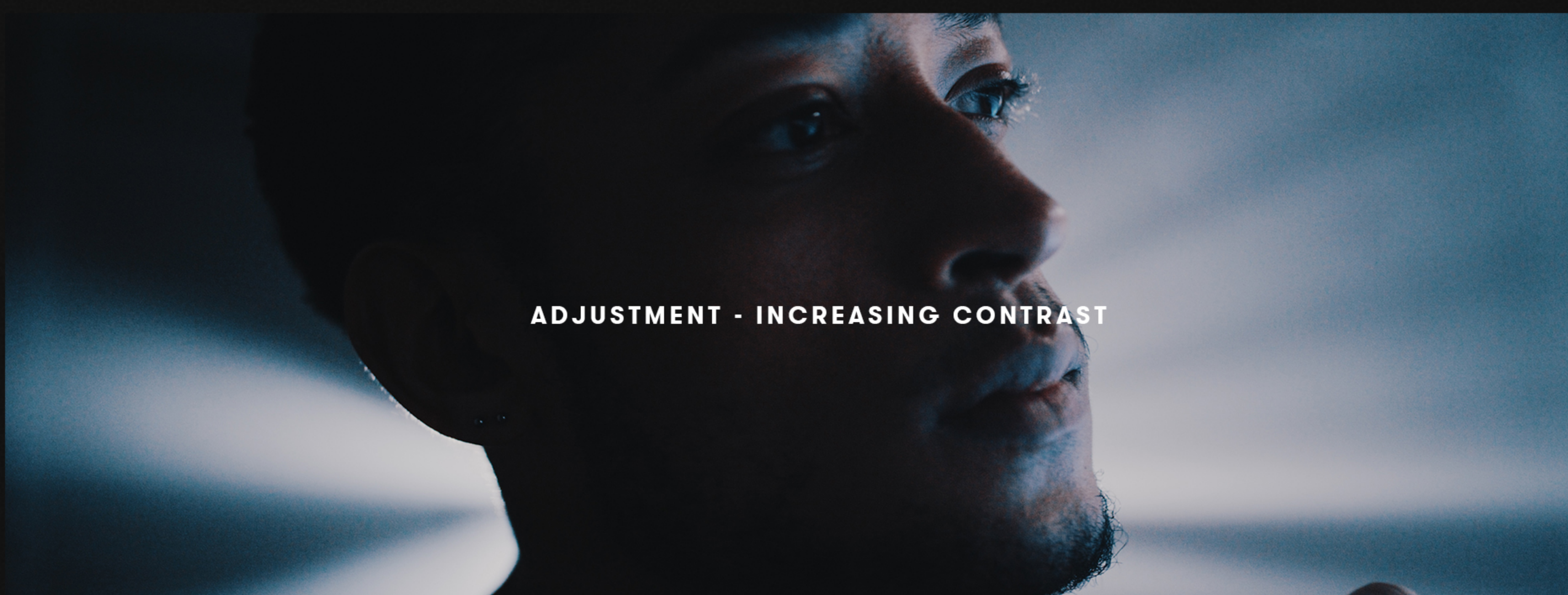
Mist element in the background, makes it a perfect candidate for Vayu Power Curve.



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EXAMPLE 1



ADJUSTMENT - INCREASING CONTRAST



AFTER VAYU POWER CURVE

Volumetric lighting behind our subject plays a major role in creating a look overall. You can see, how after applying Vayu Power Curve, a smooth gradient can be seen from Golden-Yellow to red-orangish tone in mid-tones. This is complemented with minor magenta tones in shadows. Vayu makes sure that the magenta tones in shadows are not overdone, and black areas remain true black.



EXAMPLE 1



ADJUSTMENT - INCREASING CONTRAST

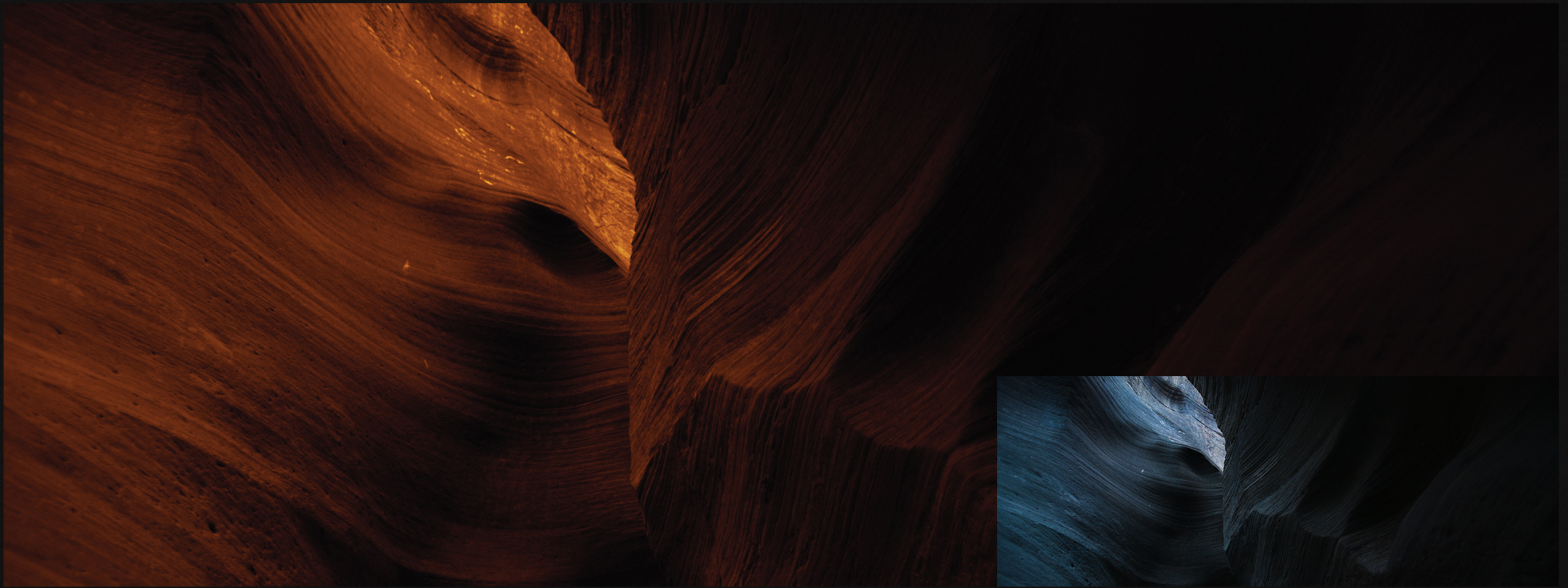


AFTER VAYU POWER CURVE

The beauty of the Vayu Color Palette can be seen in this shot. As you noticed, it showcases one of the essential elements for Vayu to work: Mist. Do understand that the more you pull up your highlights, the more your highlights will shift towards a yellow-golden tone.



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