

Hello and thank you for your support!

The Profiles contained in this bundle were handmade by me to ensure you start your images in the absolute best way possible. Since Adobe released the revamped profiles, there have been a lot of question about how to use them, where to use them, and more importantly, how to make them.

I certainly hope you enjoy these Profiles. If you have any questions, please email me:

blake@f64academy.com

Thanks again!

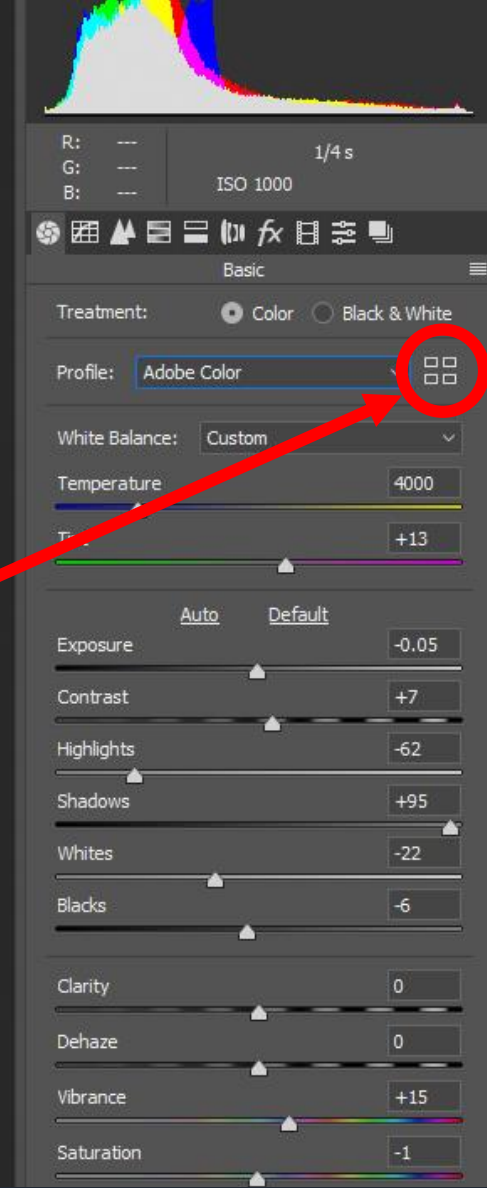
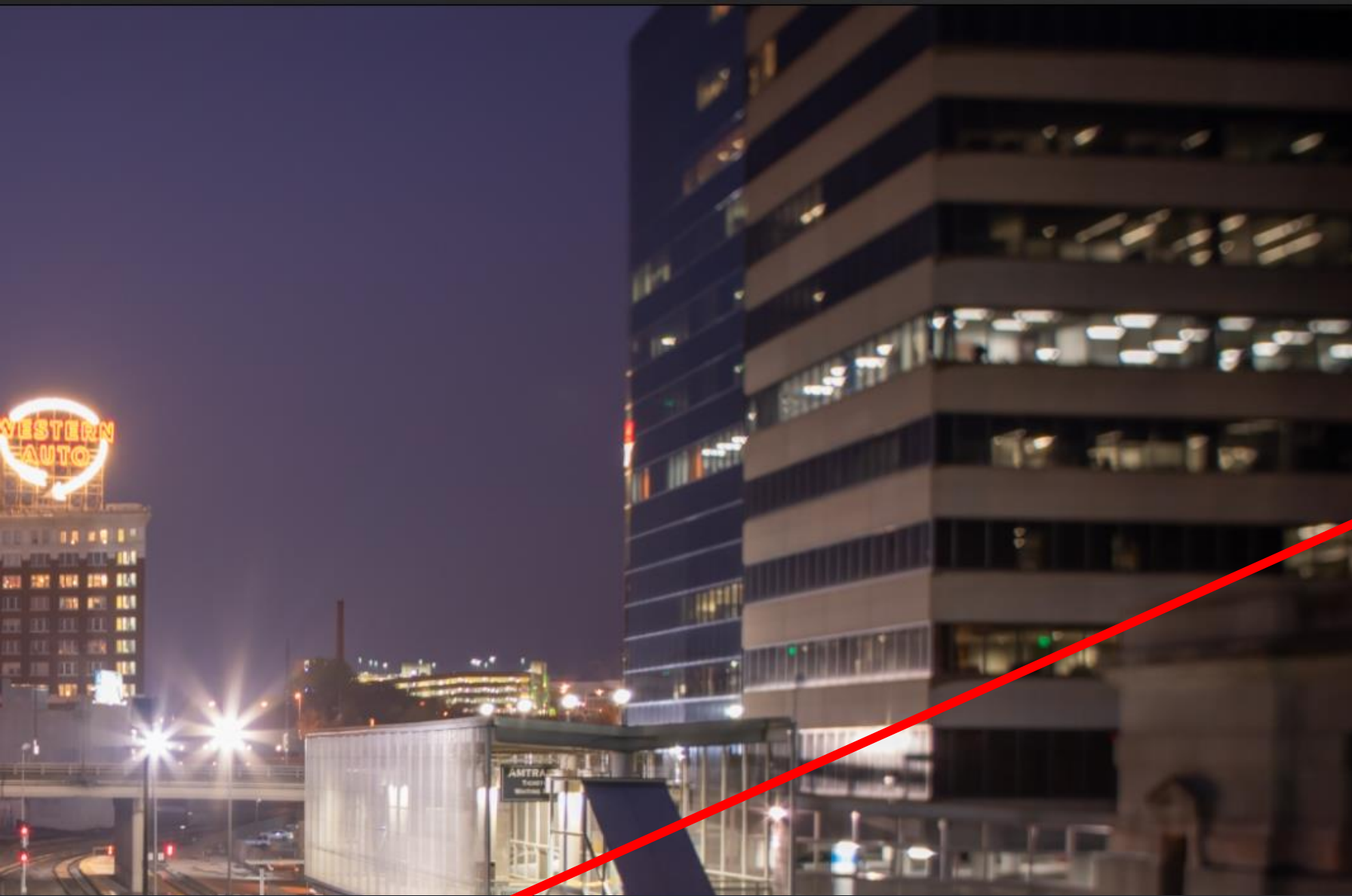
A handwritten signature in black ink, appearing to be 'BR' followed by a stylized flourish.

Blake Rudis

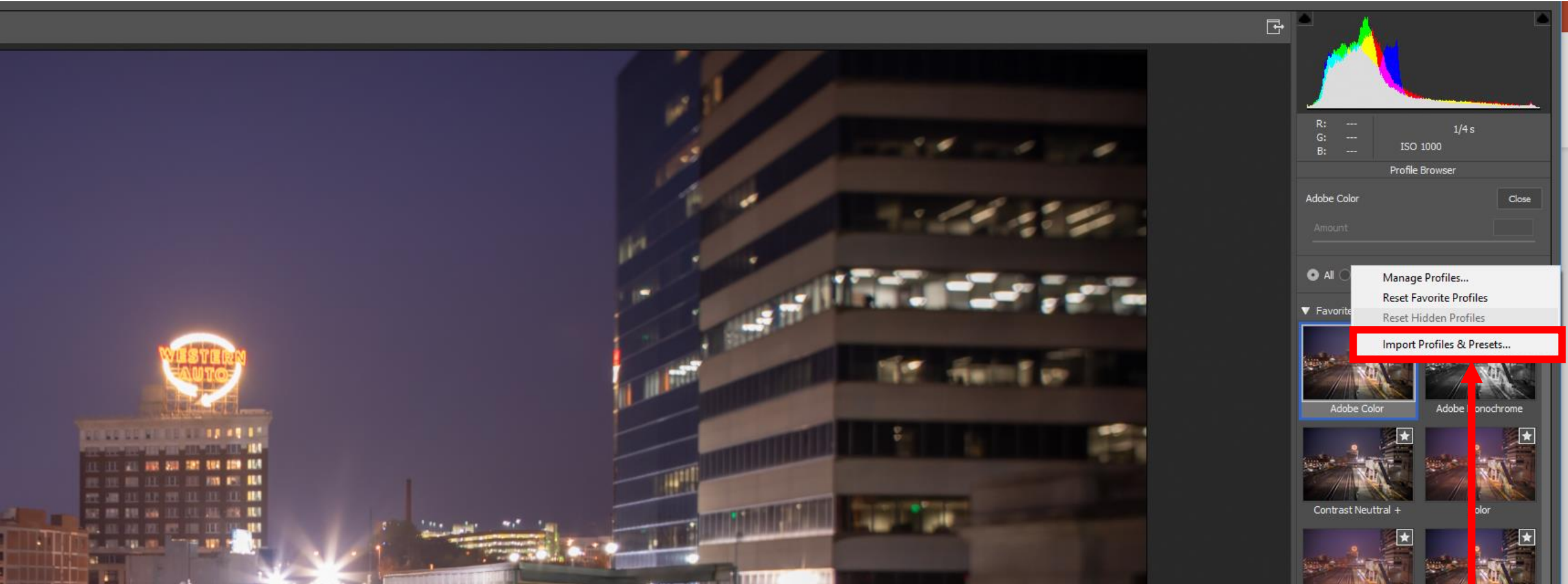
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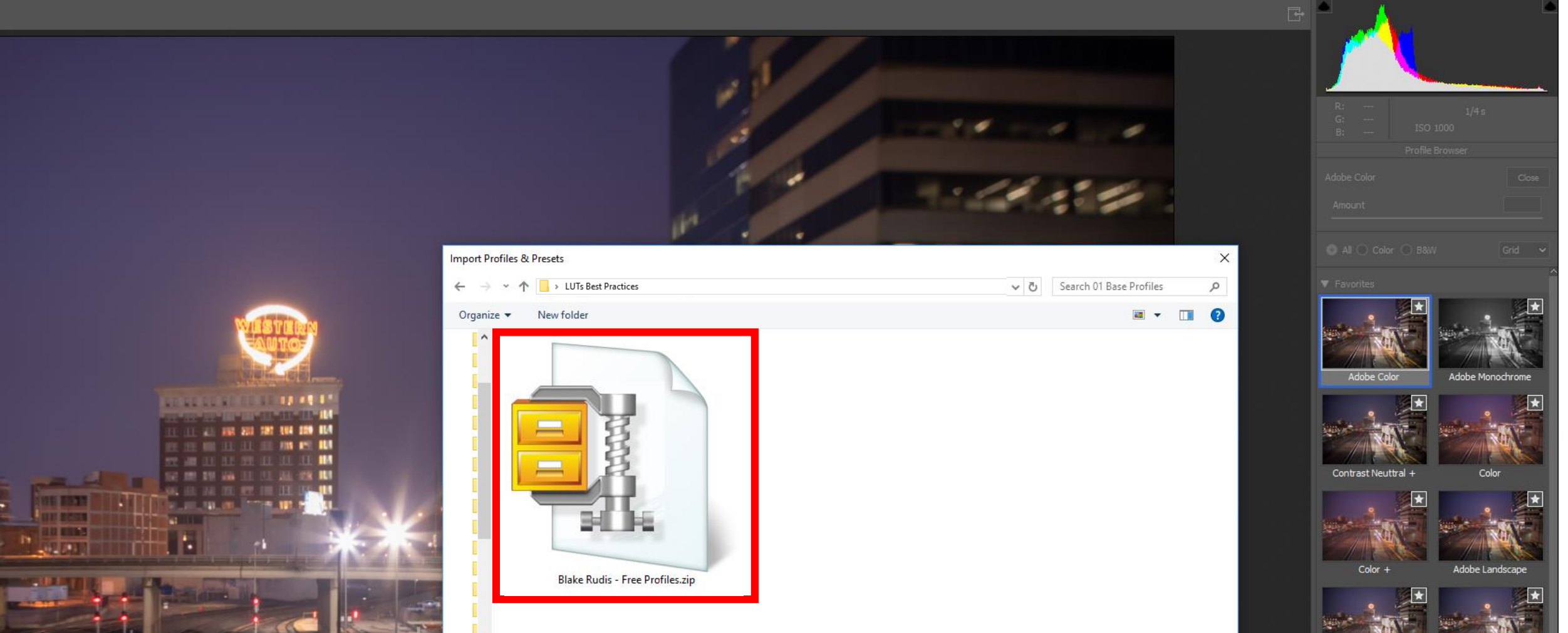
INSTALLING PROFILES



- Navigate to the Profiles Section in Adobe Camera Raw



- Place your cursor in the Profiles Section to the right.
- Press and hold ALT (Option on Mac) and Right Click in the Profiles section.
- Click on “Import Profiles & Presets”



- Navigate to the place where you placed the Base Profiles Download.
- In that folder should be a Zip folder titled “Blake Rudis - Free Profiles.zip”
- Select it and press Open and your new Base Profiles will be installed.

Installing Profiles on a PC

1. Open **File Explorer**
2. Copy and Paste this path in the search bar:
C:\ProgramData\Adobe\CameraRaw\Settings
3. Copy the unzipped contents of the “*Blake Rudis - Free Profiles.zip*” folder and paste them into the above location
4. Restart Lightroom or Adobe Camera Raw to access the Profiles

Manually Installing Profiles on a Mac

Macs have two libraries (User and Root), the information below will ensure you are placing the Profiles in the Root Library.

1. Open the Finder and click on **GO**
2. Select: **Go to Folder**
3. Copy and Paste this path:
/Library/Application Support/Adobe/CameraRaw/Settings/
4. Copy the unzipped contents of the “*Blake Rudis - Free Profiles.zip*” folder and paste them into the above location.
5. Restart Lightroom or Adobe Camera Raw to access the Profiles

BEST PRACTICES

Best Practices with Profiles

Profiles are an awesome way to start the workflow on your images. They have been a part of ACR and Lightroom for years, but they have not been readily accessible or widely understood.

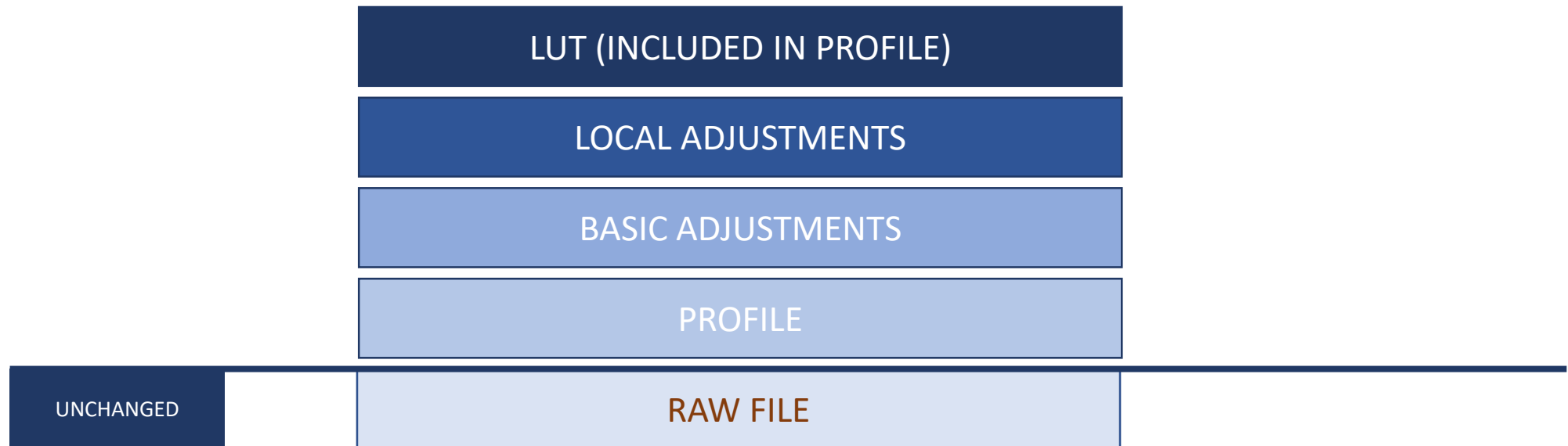
The newest version of ACR and Lightroom make profiles a prominent piece to the workflow. However, they also bring on many questions about where they fit in the workflow puzzle.

There are many things to consider when using profiles.

How Profiles Work: The Stack

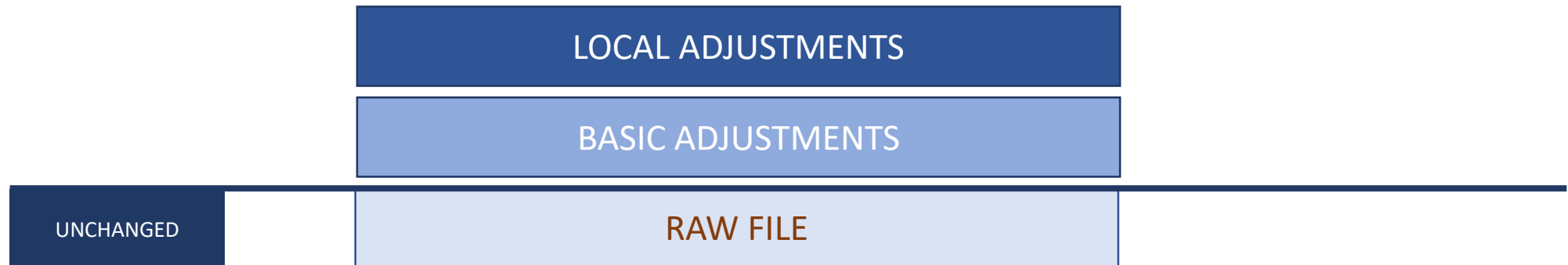
Before we begin with the best practices, we have to look at where in the RAW stack profiles apply.

In the Raw Stack, the profile is applied before any local or basic adjustments. My preference is to use Profiles as a base starting point while not trying to achieve a creative effect.



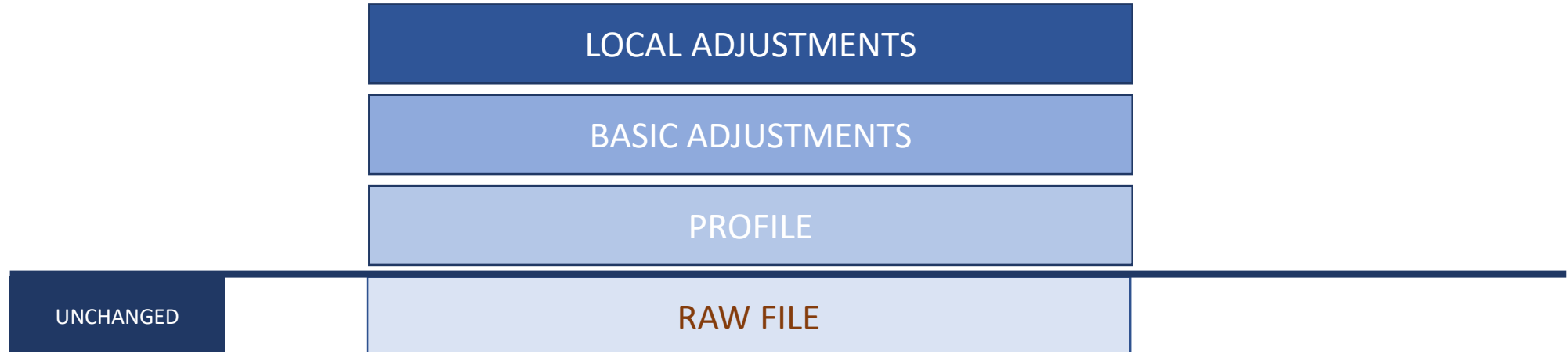
How Profiles Work: The Stack

Editing with a **Raw Image with no specific profile** (or Adobe Standard):



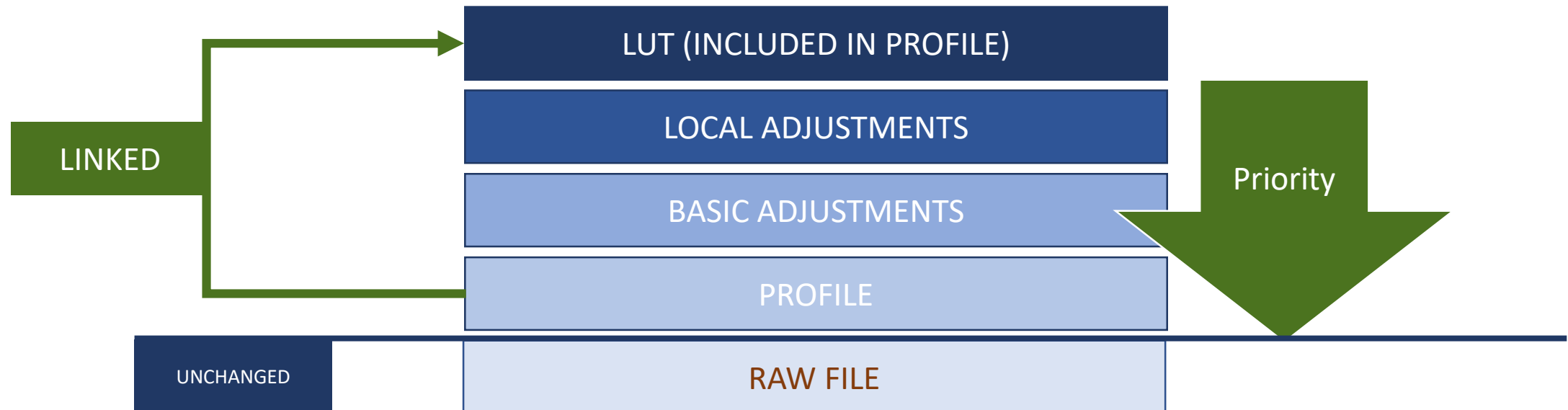
How Profiles Work: The Stack

Editing with a **Raw Image with a settings based profile:**



How Profiles Work: The Stack

Editing with a **Raw Image** with a settings and Lookup Table based profile:



Best Practices with Profiles

Here are some actionable best practices for Profiles in ACR or Lightroom.

- Profiles are most effectively used as starting points, rather than final effects.
- Profiles by their nature are image genre specific. One profile for landscape may not work for a portrait.
- Profiles, while they can be used for creative purposes, will be most effective as a base starting point for the editing process.
- Experiment with Profiles, you may find you like creative profiles and there is nothing wrong with that. My best practices are not the only way to use them, have fun!

CREATE YOUR OWN PROFILES

You can create your own Profiles from your settings

Consider the best practices before creating a Profile.

Try making adjustments to one image, then apply them to multiple similar images.

If it looks good on 10 photos, chances are it will look good on 10 more.

That would be a great Profile.

Step 1: Make Adjustments in ACR or Lightroom



Step 2: Go to the Preset Window, Press and hold Alt (option on Mac) and click on the new preset icon



Step 3: Select which settings you want saved in your Profile

1. Name your Profile
2. Determine what Profile Set It will belong to. You may select a set that is already in your list or create a new set.
3. Choose which settings will be incorporated in your Profile.
4. Choose how intense you want the strength of the profile to be. Low is ideal for most images while High would be recommended for HDR style effects.
5. Here you can choose whether to use the current selected profile as a base for the profile you are creating. You may have “Adobe Color” as the base for the settings of your current profile. If you do not want to apply a look table, uncheck the box.
6. You may select a Lookup Table to include into your Profile. This is for advanced users. Refer to the [Video on YouTube](#)
7. Press OK and your Profile is ready to use.

The screenshot shows the 'New Profile' dialog box with the following elements and numbered callouts:

- 1**: Name field containing 'Untitled 1'.
- 2**: Set dropdown menu showing 'User Profiles'.
- 3**: 'Current Image Settings to Include' section with a list of checkboxes: Basic (checked), Parametric Curve, Point Curve, Black & White Mix, HSL Adjustments, Split Toning, Post Crop Vignetting, Graduated Filters, and Radial Filters.
- 4**: 'Advanced Settings' section with 'Tone Map Strength' dropdown set to 'Low (Normal)'.
- 5**: 'Look Table' section with an unchecked checkbox, a 'Table' dropdown set to 'Load ".csv" File...', and 'Min', 'Amount', and 'Max' percentage fields.
- 6**: 'Color Lookup Table' section with an unchecked checkbox, a 'Table' dropdown set to 'Load ".cube" File...', a 'Space' dropdown set to 'sRGB', a 'Gamut' dropdown set to 'Clip', and 'Samples', 'Min', 'Amount', and 'Max' percentage fields.
- 7**: 'OK' and 'Cancel' buttons.

Step 4: Go to the Basic Settings and choose your Profile

1

R: 188
G: 186
B: 187

f/5.6 1/500 s
ISO 200 16-35@23 mm

2

Basic

Treatment: ☒ Color ☐ B&W ☐ White

Profile: Adobe Standard

White Balance: Custom

Temperature 6250

Tint +11

Exposure 0.00

Contrast +20

Highlights -75

Shadows +75

Whites 0

Blacks 0

3

Profile Browser

Adobe Standard

Amount

☒ All ☐ Color ☐ B&W

Grid

Favorites

Adobe Color

Adobe Monochrome

Adobe Landscape

Adobe Portrait

Adobe Standard

Adobe Vivid

Adobe Raw

Camera Matching

Legacy

Artistic

B&W

Modern

Vintage

Blake Ruds - Creative Start

Blake Ruds - Foliage

Blake Ruds - Interior

Blake Ruds - Landscape

Blake Ruds - Night Skies

Blake Ruds - Portrait

Blake Ruds - Sunrise

User Profiles

Untitled

Untitled 1

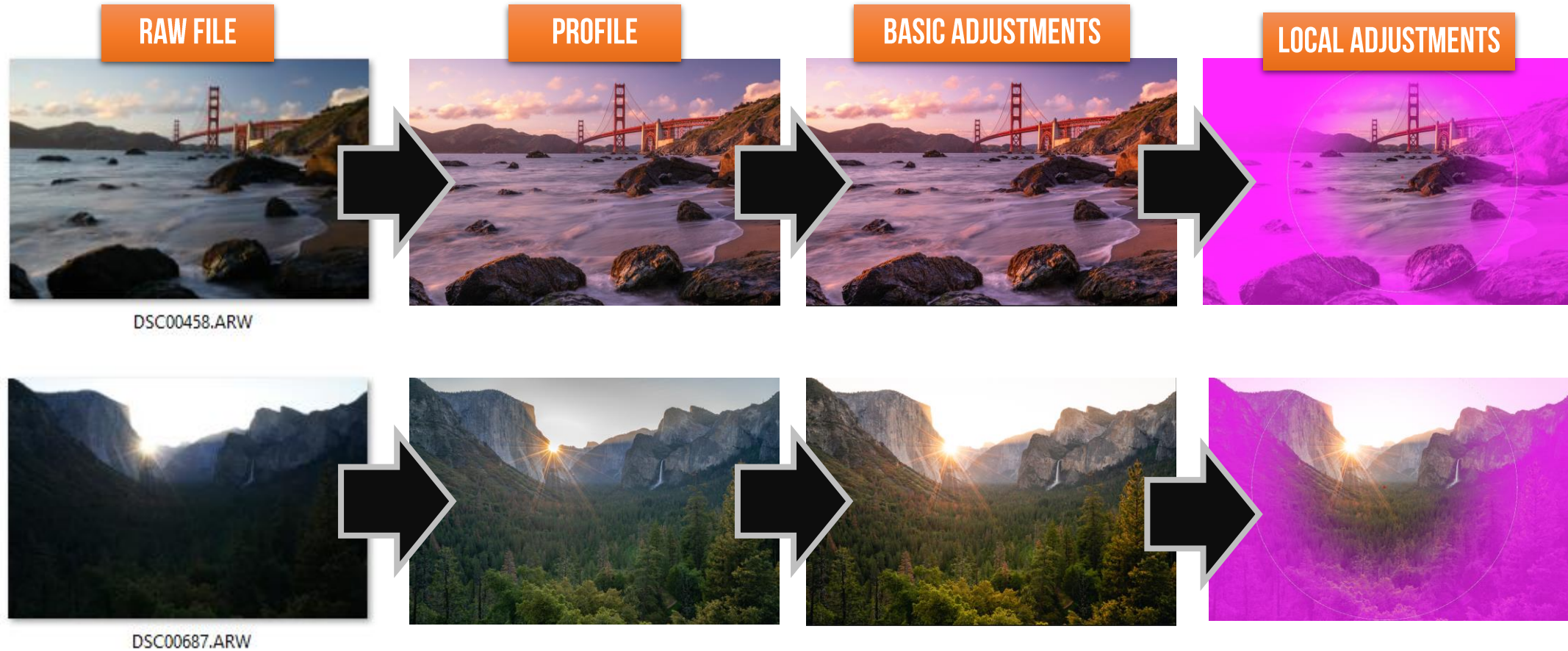
3

3

WORKFLOW IDEAS WITH PROFILES

Workflow Ideas with Profiles

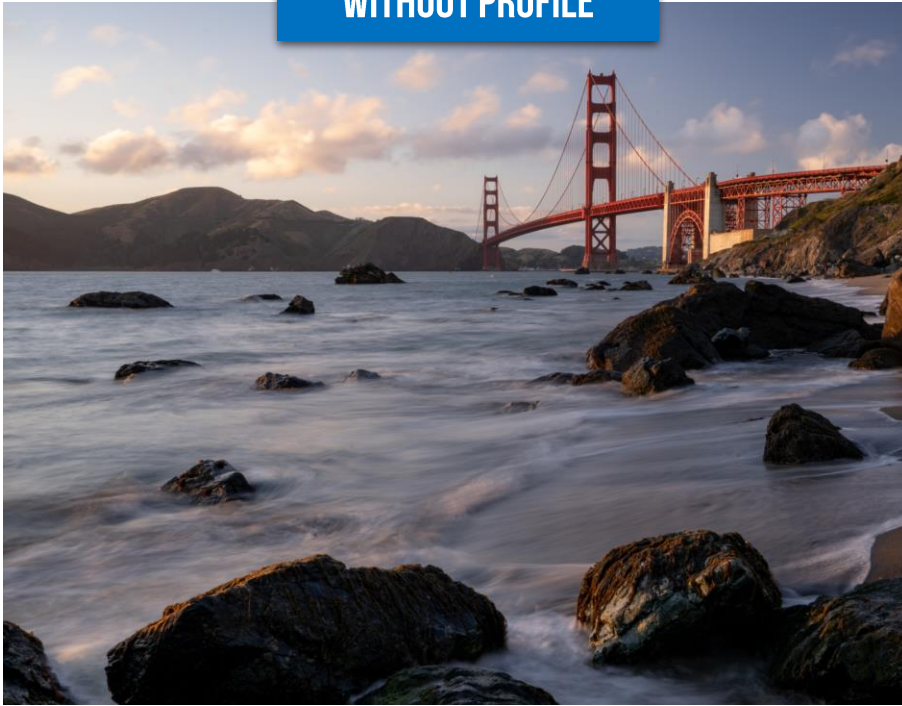
Think of a Profile as the first step in the editing process.



Does the Profile Make a Difference?

Here we took the profile out of the question from the previous examples. All basic and Local Adjustments remained the same. The variable removed was the chosen Profile.

WITHOUT PROFILE

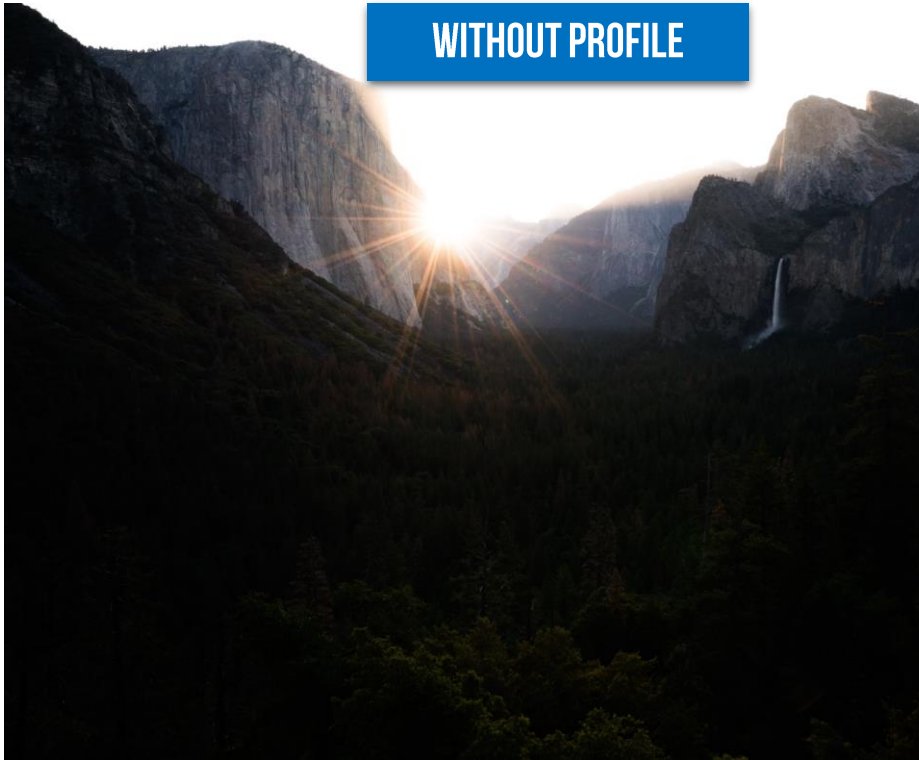


WITH PROFILE

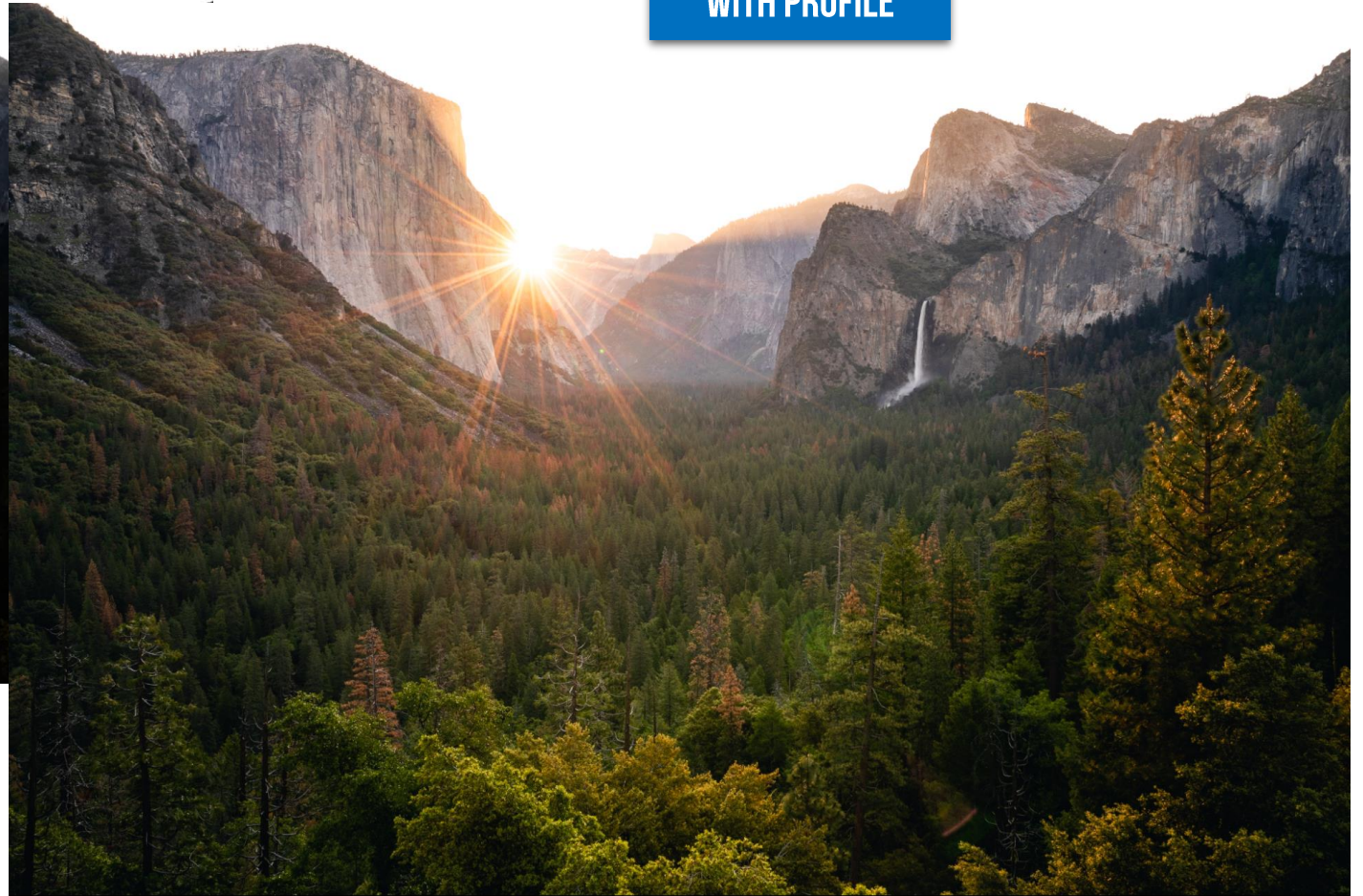


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WITHOUT PROFILE

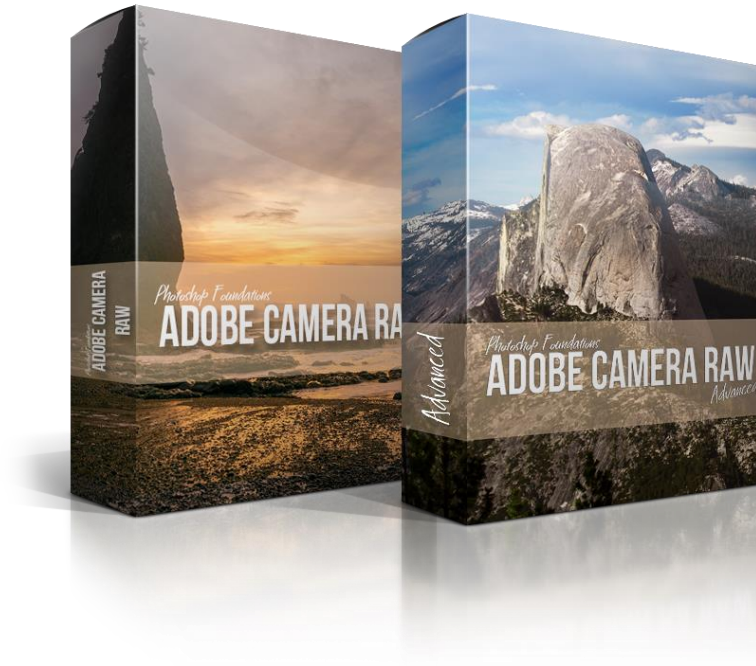


WITH PROFILE

WATCH MY ENTIRE ADOBE CAMERA RAW COURSE

You will learn how to:

- leverage ACR for your workflow needs
- make Profiles from ACR Settings
- make Lookup Tables in Photoshop
- turn Lookup Tables into enhanced Profiles in ACR
- make profiles that embed settings, and Lookup Tables
- understand the inner workings of Black and White processing
- make your own unique and advanced Local Adjustment Brushes
- incorporate profiles into your workflow
- manage your profiles



LEARN MORE, CLICK HERE