**Using White Balance Presets on your Camera**

Nikon, Canon and other camera manufactures offer several white balance options, which will enable you to create a different look to your images simply by adjusting to a different pre-set. My favourite settings that I like to use are Shade and Cloudy, set with the EV at minus 1 stop, as I know that the exposure is slightly darker (under exposed) and I will get richer warm colour tones. It is easier to alter for the shadows, but if you over expose you cannot get back the over exposed information as it is showing as burnt out; as I use jpeg not raw, that’s my choice.

If you leave the camera's white balance on auto, then it will determine what it thinks to be the best white balance for the situation; the only way to get a true light balance is to use a grey or white card in situ, using the card in present lighting conditions also there are now white balance lens caps that fit over your lens. But, if you're looking to get a bit more creative with your images, or simply want to experiment, then the built in white balance pre-sets are a great place to start.

**Here are the white balance settings available on the majority of cameras.**

**Incandescent**: - Incandescent gives the image a blue, cold feel. It can work well for intensifying the blue of the sky, or for photos taken in the rain or snow. It is a white balance mode that helps to enhance the colour that's already there in the shot, and can give a slightly abstract feel to portrait shots.

**Fluorescents**: - (7 types) - The fluorescent pre-sets are designed for shooting under different types of fluorescent lighting, which can cause the image to have a green or yellow tinge, depending on the types of lighting used. The fluorescent setting helps you achieve a more natural looking image under artificial light. It can make images taken in sunlight or in cloudy conditions appear a bit dull and lacklustre, so it might work well when trying to achieve a spooky or foreboding look to a landscape image.

**Direct Sunlight:** - This mode exposes for sunny conditions. It gives a yellow, warm glow, which can be ideal for shooting indoors, too, it will add extra colour to a roaring fire, for example.

**Cloudy:** - The cloudy white balance setting gives colours a richer edge; accounting for the fact the cloud cover is diffusing the sunlight. In the same way as the sunlight pre-set, it can also be used in indoor situations and to give a warmer cast to scenes that might often look a little cool.

**Shade:** - The shade setting provides a really warm, orange colour cast as light in the shade is bluer compared to that of direct sunlight. It can also be used when shooting in backlight, when most of the light on the subject is not coming directly from the sun. It's good for making things look inviting and warm.

**Pre-set manual**: - If none of the above pre-sets produce the effect you're looking for, then you can set your own by using the pre-set manual option. This lets you set the white balance in degrees kelvin (colour temperature), or by using the 'PRE' setting, where you photograph a piece of white card and the camera then tells you the colour temperature of the light reflecting off the card.

Simplyphil productions. 23/04/2014