

TIFFEN®

Color-Grad®


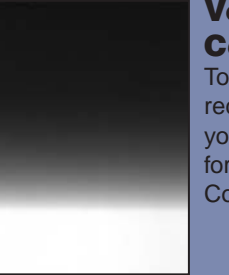
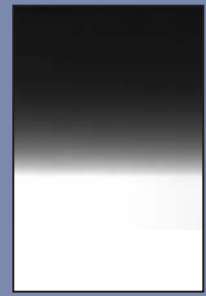

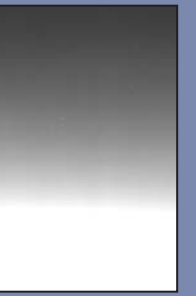
AND SOLID COLOR FILTERS

Tiffen Color-Grad filters are one of the most widely used category of filters in the industry today. They enable the image-maker to create an illusion or enhance reality. Some of the most popular applications are:

- *Adding color excitement to a drab sky*
- *Changing the specific color in a scene to create a desired special effect*
- *Enhancing the existing color or creating subtle color drama*
- *Creating more balanced exposure in uneven lighting situations*

Tiffen Color-Grads are supplied in a wide range of sizes and colors and are made in either **soft**, **hard**, or as a special order, **attenuated** gradients.

When it comes to rectangular-shaped filters, such as the 4x5.650 (Panavision size), the terms **vertical** and **horizontal** are important. For the accurate way to order, see the chart below.

<p>The horizontal or vertical designation refers to the position of the filter in relationship to the camera when the grad line is horizontal.</p>		<p>Horizontal Color-Grad To order this rectangular filter, you would ask for a Horizontal Color-Grad.</p>		<p>Vertical Color-Grad To order this rectangular filter, you would ask for a Vertical Color-Grad.</p>	
	<p>Hard Edge This illustration shows a vertical Color-Grad with a hard edge. Depending on the size of the filter, the transition area is approximately 1/4" to 1/2" wide before reaching full density.</p>		<p>Soft Edge This illustration shows a vertical Color-Grad with a soft edge. Depending on the size of the filter, the transition area is between 1/2" to 2" wide before reaching full density.</p>		<p>Attenuator This illustration shows an attenuated vertical Color-Grad. The transition area takes place throughout the whole filter, starting clear and reaching its maximum density at the opposite end.</p>

Hard Edge - Soft Edge

In addition to subject matter and its surroundings, the type of lens you use will help to determine whether to use a Tiffen Color-Grad with a "hard" edge or "soft" edge.

Telephoto lenses make use of a small portion of the filter. Therefore, we recommend a **hard edge** for long lenses because a soft edge would get lost in the image.

Wide angle lenses make objects smaller. Therefore, we recommend a **soft edge** for short focal lengths because a hard edge gradient would look like a hard straight line. Soft edges and attenuators are for subtle blending with irregular-shaped subjects or unusual lighting.

Custom Made To Suit Your Needs
Sometimes, an unusual requirement demands a special-order Color-Grad. We can provide custom specifications in color, gradient and configuration. Describe a color, or send us a sample - we can match it. Custom densities and gradients are routinely produced for unique situations at an additional cost.

