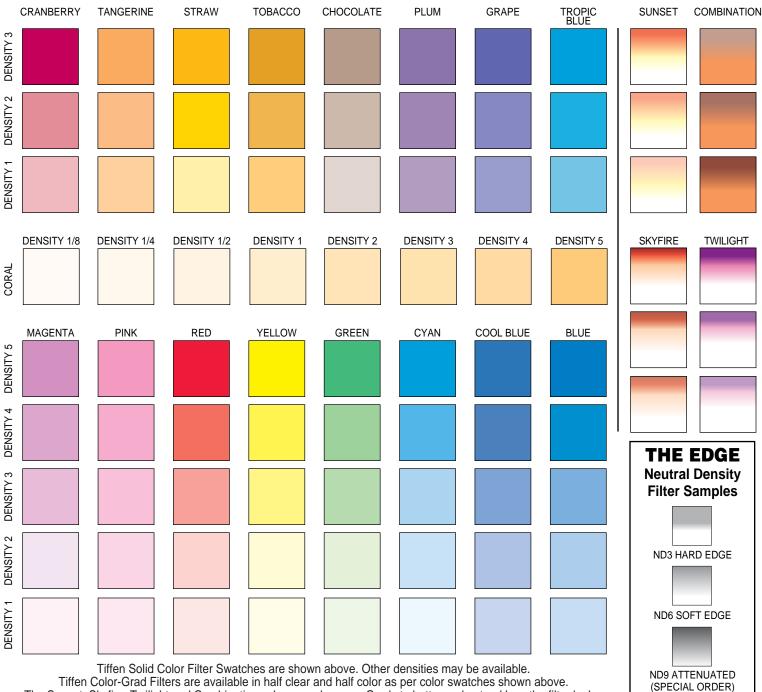
# TYFEN R



Tiffen Color-Grad Filters are available in half clear and half color as per color swatches shown above. The Sunset, Skyfire, Twilight and Combination colors are shown as Grads to better understand how the filter looks.



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.

The **horizontal** or vertical designation refers to the position of the filter in relationship to the camera when the grad line is horizontal.



### Horizontal **Color-Grad** To order this rectangular filter, you would ask for a Horizontal Color-Grad.



**Color-Grad** To order this rectangular filter, you would ask for a Vertical Color-Grad.

### **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.



### 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.



**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.

# 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.

