

5

The Retro Look

I have a bunch of junky old cameras inside my iPhone, and I love every one of them. Consider this one of the curious by-products of technological progress. Even though we love our techie gadgets and their shiny innovations, we yearn for the outdated, glitch-prone tools of yesteryear: Typewriters and their smudgy ribbons. Turntables with their clicks and pops. The vintage cameras, obsolete photographic films, and darkroom processes from a time when either you dropped your skinny cartridge of 110 film in a mailer and hoped for the best or you experimented with a do-it-yourself darkroom in a closet. The results were often mixed, with plenty of chances for botched results (messed-up processing from the dude at the Fotomat, fixer stains on your black-and-white

prints). And now, strange as it may seem, we miss all of those mistakes, and we're doing everything possible to bring them back.

Through a sleight of hand made possible with hyper-creative apps (and what seems, frankly, like a miraculous mix of coding prowess and creative mojo), you're actually able to replicate the plastic cameras and darkroom foul-ups of earlier decades on your iPhone. It may seem like a weird way to take photography into the future, but you can use your iPhone, this marvel of electronic circuitry and software code, to blast into photographic history and produce botched photos, streaked with darkroom chemicals and looking like they just popped out of a shoe box your eccentric, photography-obsessed grandfather kept on a shelf for decades. You can turn your photos into Polaroids from the 1970s, Depression-era prints with wonderfully sloppy borders, or just about any look you want from photographic history. And the results? Your photos will be the most enchanting images you've ever captured from any camera you've ever owned.

Step into the iPhone's Photographic Time Machine

The iPhone camera is chameleon-like in its ability to turn itself into a seemingly infinite variety of cameras and film formats. One moment it's a Polaroid SX-70, the next it's a Lomo LC-A, and soon it's a junky yet decidedly hip instant camera conjured out of the wild dreams of a hipster dude from Brooklyn. This is all part of the historical fantasyland that's iPhone photography. By gazing back into photographic history, iPhone apps like PictureShow, Hipstamatic, and CameraBag have invented their own cameras, films, and flash types, with names like Lolo and Williamsburg, to mimic the look of old-time film stocks and vintage—and sometimes malfunctioning—cameras. The wonderful Hipstamatic camera (really, an app) is essentially a vast and ever-evolving fictional world—a nostalgic fantasy about what it was like to own a lousy plastic camera and try to make the most of the sometimes random effects you got from it. A more genuinely historical approach is taken by other apps, such as Film Lab, with its attempt to reproduce the look of photographic films of the past. You can even have a faux darkroom, with the chance to mix chemicals and see the results, courtesy of SwankoLab. Hundreds or thousands of films and chemicals have been used over the past 100 years, and the iPhone is now bringing them back, one by one, via apps designed to resurrect the tools used by photographers decades ago. Sometimes this is real, sometimes it's fantasy, and most of the time you won't really know the difference, but you'll love the results anyhow.

To 1974—and Beyond

iPhone apps take a variety of approaches to producing images with a retro look. For quick, easy-to-implement results, you'll want an app that's all about applying a filter to your images. With these apps, you load your photo (or snap a new one) and then review the ways the app is able to transform it into styles from the past.



CameraBag

CameraBag (Nevercenter Ltd. Co.; \$1.99) evokes a mix of cameras and films from recent decades. The app produces eye-popping results with filters such as Helga, Colorcross, Lolo, and 1974. To view your options, follow these steps:

1. Tap the **Load Photo** icon to select a photo, as shown in Figure 5-1.
2. Flick across your iPhone screen to review the filters. You can also tap the current filter name to view the other available filters (see Figure 5-2).
3. Once you find a filter you like, tap **Save** to save your photo to the Camera Roll. That's it!

CameraBag gives you several useful options, which are available by tapping the **i** icon:

- ▶ **Use Borders** Switch this to **Off** if you don't want borders applied.
- ▶ **Use Cropping** Some of CameraBag's filters automatically crop your image to replicate the look of earlier photo styles. Set this to **Off** to preserve your image proportions.
- ▶ **Favorite Filters** Don't like a few of CameraBag's filters? Turn them to **Off**, and you won't see them displayed when flicking from one image to the next (see Figure 5-3). These filters will still be available from the list of filters available by tapping the name of the current filter.

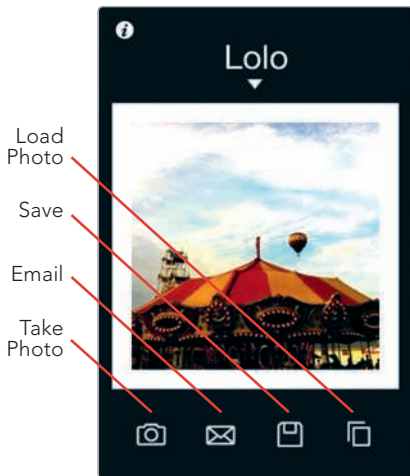


FIGURE 5-1: An image in CameraBag, with the Lolo filter



FIGURE 5-2: Tap the name of the current filter to view (and select) other filters.

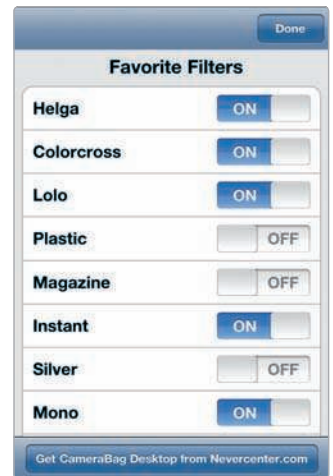


FIGURE 5-3: Select favorite filters to view when flicking through image previews.



Lo-Mob

Lo-Mob (aestesis; \$1.99) takes you on a fun photographic nostalgia trip, with a strong bent in the direction of experimental techniques used by 20th-century photographers (see Figure 5-4). You can happily apply these effects without knowing anything whatsoever about the terminology (film emulsions, TtV, and so forth), or you can see this as your chance to learn something about the techniques and tools behind these wonderful effects. Here's a quick primer on Lo-Mob's categories of effects:

- ▶ **Classic Vintage** Get square images with an assortment of retro looks.
- ▶ **35mm Film Experimentation** Experimentation, indeed. Here's an assortment of effects achieved by placing 35mm film inside cameras meant for medium-format films, placing one film type atop another, and exploring other photographic techniques.
- ▶ **Through the Viewfinder** Also known as TtV, the through the viewfinder technique involves capturing an image with one camera by shooting through the viewfinder of another camera, often a vintage one.
- ▶ **Emulsions** A long time ago in a galaxy far, far way, photographers used various techniques to have prints with ragged-edged borders. Now, you can have these types of borders with your iPhone photos.
- ▶ **Instant Matic** These effects bring back the look of Polaroids and other instant photos.
- ▶ **Contact Mask Photocards** Get the look of old-fashioned photo postcards.



FIGURE 5-4: Images with Lo-Mob's 6x6 TTV Virage (left) and Vintage Instant (Black) filters (right)

Now, how do you get these effects? Like this:

1. Load a photo, or snap a new one.
2. Lo-Mob displays the available filters, with thumbnail previews and helpful labels describing the effects and their historical provenance, if any (as shown in Figure 5-5), such as "Contact Print of a Negative Glass Master from the 30s" (for the 30s Contact filter).
3. Tap a thumbnail to view the effect with your image.
4. Tap the image to enter Lo-Mob's Edit Mode and display mini-icons for the filter, blur, vignetting, and frame, as shown in Figure 5-6. (Not all images have all four as options.) You're able to toggle these options on or off by tapping each one—a terrific way to experiment with your image to get just the right mix of effects; an option is set On when its icon is green.
5. To adjust the framing of an image, touch and hold the screen to move the image, or use the pinch-and-spread technique to zoom.



FIGURE 5-5: The app displays thumbnail previews and descriptions of its filters.

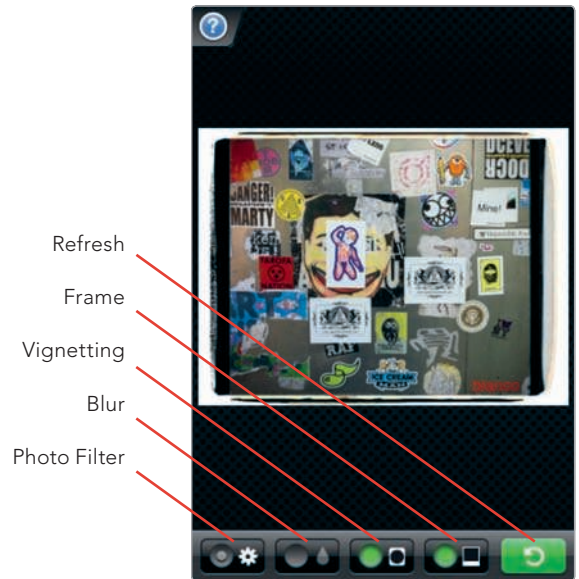


FIGURE 5-6: The News Emulsion effect in Lo-Mob

6. Once you've completed editing, tap the Refresh button (see Figure 5-6) to apply your changes and exit Edit Mode. If you want to explore other filter options, tap the filter name at the bottom of the screen, as shown in Figure 5-7, to return to the list of descriptions and thumbnails.
7. Tap the disk icon (see Figure 5-7) to save your image.

Lo-Mob includes lots of options for sharing via social media websites. To enter your information for these sites, tap the **i** icon after opening the app, then tap **Settings**, and finally enter your login details. The app's settings also allow you set the app's effects to **Off**. If you know you don't want to use the app's blur and vignetting effects, you can turn them to **Off** to avoid having them applied to your images.

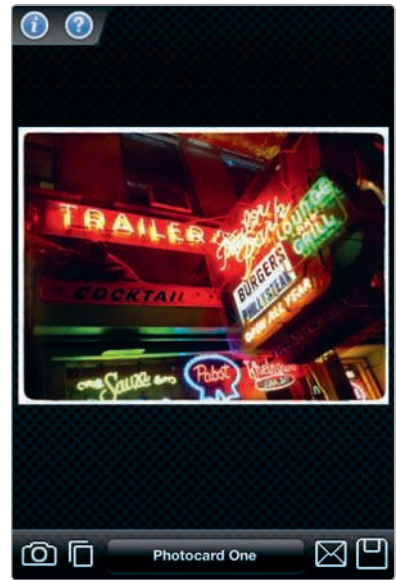


FIGURE 5-7: Tap the name of the filter to return to the thumbnail preview images.



PictureShow

With 27 styles of effects (28, if you include Original, for your raw, unfiltered image) as well as 21 borders and frames, PictureShow (graf; \$0.99) makes it possible to experiment with nearly 600 combinations of ready-made effect-and-frame combos. Beyond those ready-made effects, the app offers additional controls in the form of color, brightness, and contrast adjustments, as well as the chance to add text to your images and experiment with vignettes and light effects. All of this adds up to an app that's appropriate for those times when you want to say "Give me a quick effect" and also when you want sit down and take the time to fine-tune an image.

Here's how to apply PictureShow's filters:

1. Open the app, and then load an image.
2. Flick up and down vertically to view your image with the different filters, as shown in Figure 5-8.
3. Tap **View All Effects** to scroll through a list of effects and select one from the list, as shown in Figure 5-9.
4. To save an image to your Camera Roll or to share it, tap **Share**.

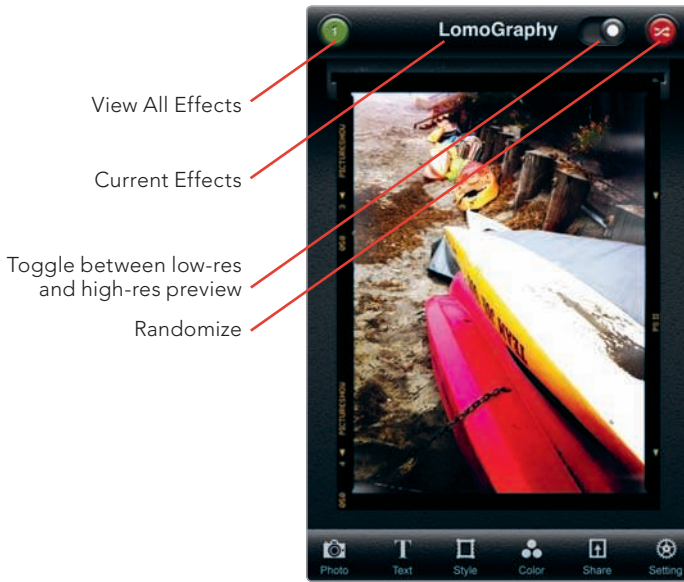


FIGURE 5-8: Flick vertically to view different filters and effects.

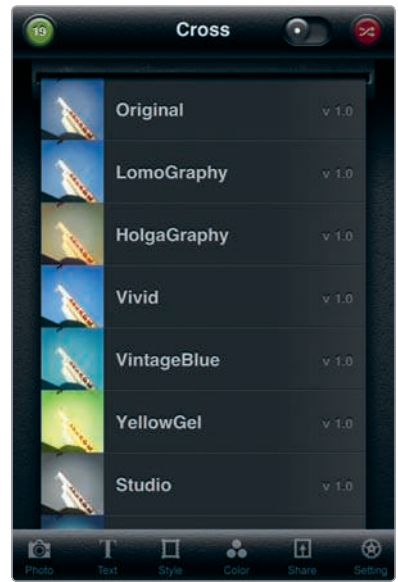


FIGURE 5-9: You can tap the View All Effects icon to scroll through a list of effects.

As described in Chapter 4, PictureShow is a terrific app for adding frames to photos. After you apply a frame, you also have a chance to add a vignette, light leaks, and noise. Here's how:

1. Load your photo, and then tap **Style**. A new series of icons will appear at the bottom of the screen, as shown in Figure 5-10.
2. To view the available frames, tap **Frame**, and then flick among PictureShow's frame options. Tap one to select it.
3. After selecting a frame, tap **Vignet** to set the amount of vignetting. Adjust the slider to the left for minimum (or no) vignetting, and swipe to the right for maximum vignetting.
4. For various light effects, tap **Light**, and then flick among the light effects to view them, as shown in



FIGURE 5-10: You can add light effects to produce an ethereal quality in your images.

Figure 5-10. The effects include light leaks and halation. Light leaks sometimes occur with cheap or malfunctioning cameras, when light enters the chamber where the negative is exposed. Halation refers to halo-like effects in bright areas of an image. Tap an effect to select it.

5. Tap **Noise** for additional effects approximating prints (or negatives) damaged by scratches or suffering from excessive graininess and other problems (see Figure 5-11).
6. Tap **Done** to complete your adjustments (see Figure 5-12).
7. Tap **Share** to save or share your photo.

PictureShow includes several other fun and useful ways to work with your photos:

- ▶ **Randomize** If you want to let the app generate random combinations of effects and frames, tap **Randomize**—a fun, quick way to get a sense of the variety of looks you can get out of PictureShow.
- ▶ **Add text** Tap **Text**, and you're able to add a message to your image. The app lets you adjust your font, font size, alignment, and text color.
- ▶ **Image editing** To enter Color Edit mode and modify your image's colors, as well as brightness and contrast, tap the **Color** button to bring up image editing controls.

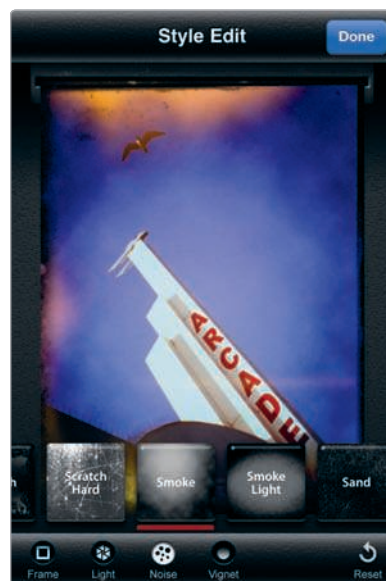


FIGURE 5-11: The noise effects in PictureShow can give your photos an aged or damaged look.



FIGURE 5-12: A photo processed with PictureShow and using the 135 Reversal frame, maximum vignetting, Light Leak 4, and the GrungeSoft noise effect

Polaroids and Instant Cameras

The images from Polaroid and other instant cameras have a distinctive look. They're also something of a precursor to digital cameras in the way they provide instant gratification. With the Polaroid SX-70, for instance, you would snap an image, the print would slide out of the camera with a lovely whirring sound, and you would watch as the image materialized before your eyes. The iPhone's Polaroid-like instant camera apps don't exactly replicate that experience—they don't magically print images from your iPhone—but they do attempt to re-create the wonder of seeing an image develop as you wait and watch.



ShakeltPhoto


Here's an easy-to-use app for you. You open ShakeltPhoto (Nick Campbell; \$0.99), tap , and watch as the image appears before your eyes (see Figure 5-13). If you want your image to “develop” faster, you just shake your iPhone. You're also able to process photos you've already taken with the app. Just tap **Cancel**, and then tap the **Load Photos** icon—the overlapping rectangles—to select an image from your iPhone photos. It's a wonderful, no-frills experience.



FIGURE 5-13: Photos from ShakeltPhoto (PHOTO CREDITS: Sean Kaufman)



Polarize

Polarize (Christopher Comair; free) generates images with a border resembling those produced by Polaroid's SX-70 cameras. As for the look, the app gives your images vibrant, high-contrast colors. Just open the app, tap **Load from Photo Album** or **Take a Photo**, and you've got your image. Tap the screen, and then tap **Tag** to add a label for the image (as shown in Figure 5-14). Tap the image again, and then tap **Save** (see Figure 5-15).

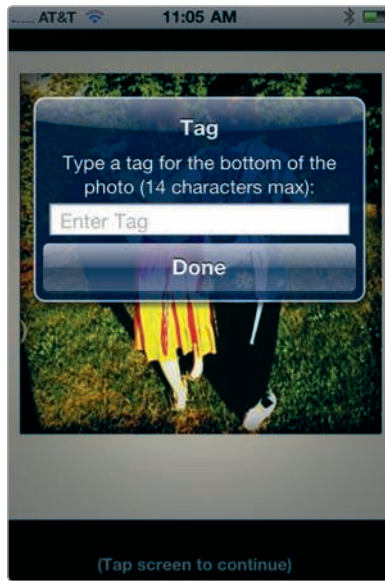


FIGURE 5-14: Adding a label with Polarize



FIGURE 5-15: An image created with Polarize



ClassicINSTA

This instant app is loads of fun and versatile, too—though not quite as instant as its name might imply. With ClassicINSTA (misskiwi; \$0.99), you're able to select from several "cartridges" with helpfully descriptive names, such as Vintage Sepia, Retro B/W, Damaged, and Rainbow. A certain amount of experimentation is required to uncover the results of these cartridges, and you may need to do a retake in order to get just the effect you want.

Here's how:

1. Open the app, and then tap **Camera** or **Photo Library** to snap or load an image.
2. After the image is loaded, flick among the available cartridges, as shown in Figure 5-16.



FIGURE 5-16: Choosing a cartridge with ClassicINSTA

3. Tap the shutter button to develop your image, which slides out of the print slot.
4. Tap **Recent Prints** to view the recent images processed with the app (see Figure 5-17). If you like, you can tap **Remove** to remove prints from ClassicINSTA's Recent Prints storage area.
5. Images are automatically saved to your Camera Roll, even if removed from ClassicINSTA (see Figure 5-18).



FIGURE 5-17: You can tap *Recent Prints* to view the images you've taken with the app.



FIGURE 5-18: An image created with the *Damaged* cartridge



The Wonderful World of Hipstamatic

There are many cameras inside your iPhone but none as consistently popular with iPhone photographers as Hipstamatic (Synthetic Corp.; \$1.99). Hipstamatic is a phenomenon—an iPhone camera known for the idiosyncratic, retro look of the photos generated by its selection of fake lenses and films. The app turns iPhone photography into an activity that's partly a game and partly a hipster's fantasy about the cameras of yesteryear. When you open the Hipstamatic app, you're not just taking a photo; you're making a statement about what's cool and wonderful about the world. It's something like slipping an old-fashioned camera out of your camera bag and seeing what sort of images you'll get from it.

As for the photos, Hipstamatic gives you the stunningly messy and off-the-wall look of cameras from the past—in particular, inexpensive plastic cameras. But there's not really one signature Hipstamatic look. By using various combinations of Hipstamatic's lenses (with names such as Helga Viking and Jimmy), flash types (Cadet Blue Gel, Berry Pop, and so on), and films (Alfred Infrared, Pistil, and so on), you have hundreds of combinations of effects you're able to produce.

Quick Start with Hipstamatic

Hipstamatic has a lot of options to select, but you can get started fast by following these steps:

1. Open the app, and then shake your iPhone to generate a random combination of film, lens, and flash.
2. To use the flash of your iPhone camera (or to simulate a flash effect), drag the Flash switch to the left to activate the flash. The Flash Ready light will turn green.
3. Compose your photo in the Hipstamatic viewfinder (see Figure 5-19), and then tap the shutter button.

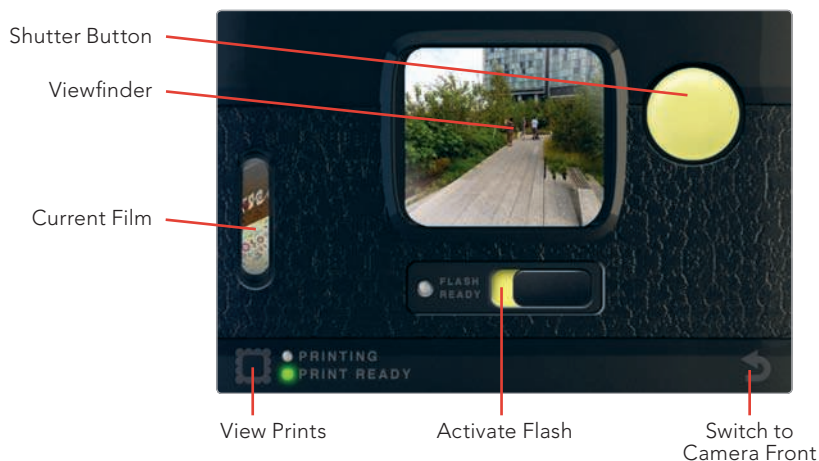



FIGURE 5-19: The back of the Hipstamatic camera provides access to the shutter button, viewfinder, and other controls.

4. Wait for your print to develop. A green light will appear next to the View Prints icon when it's ready. Tap the **View Prints** icon, and you will have access to your image, as well as others from Hipstamatic (see Figure 5-20).
5. Tap your print to view the details about its lens, film, and flash, as shown in Figure 5-21.
6. To save your print (or share it), tap  and then **Save to Photo Library**.

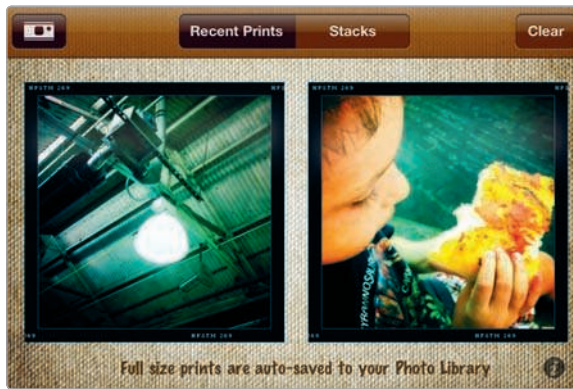


FIGURE 5-20: Viewing your prints



FIGURE 5-21: Tap your print, and you can view details about the Hipstamatic settings used to capture it.

Selecting Your Lens, Flash, and Film

You could produce a lot of fun photos by shaking your Hipstamatic camera to randomize the results, but that wouldn't actually be diving wholesale into the Hipstamatic experience. For that, you want to choose—and explore—the offbeat details of Hipstamatic's lenses, flash types, and films. In fact, a lot of the fun of Hipstamatic comes from mulling over your lens, flash, and film selections. These are wholly imaginary, but you can easily start exploring them and lose your sense of reality as the line between a real film or flash and Hipstamatic's versions starts to blur.

Just be sure to keep the following in mind (see Figure 5-22):

- ▶ **Lens** The lens is where a lot of the Hipstamatic action is. It's essentially a filter applied to your image.

- ▶ **Film** Some Hipstamatic films affect only what your frame (or image border) looks like, while others also apply a filter to your image, along with a frame.
- ▶ **Flash** The app's flashes typically add a burst of light or color tone to an image.



FIGURE 5-22: Note the different frames to these images, resulting from the film selection. The image on the left uses the John S lens, the BlackKeys B+W film, and the Dreampop flash. The image on the right uses the Lucifer VI lens and the Pistil film, with no flash.

Here's how to select the lens, flash, and film:

1. Switch to the Hipstamatic camera front, which is where you select your lens, flash, and film (see Figure 5-23).
2. To switch your lens, swipe across your screen horizontally, and a new lens will appear.

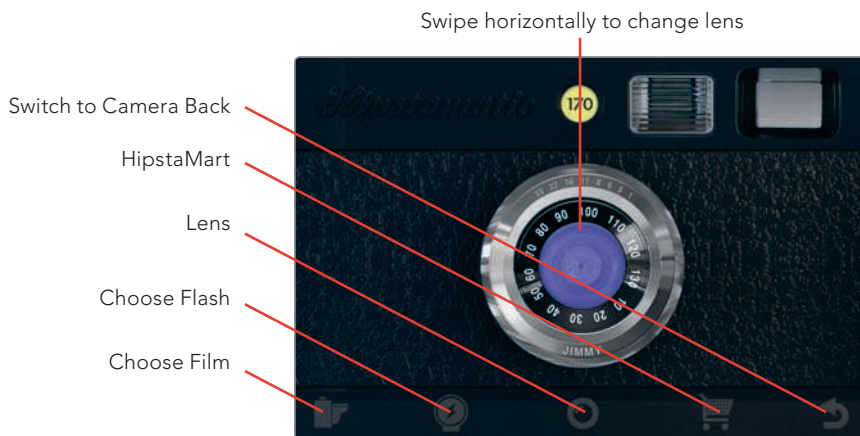


FIGURE 5-23: The front of the Hipstamatic camera includes access to controls for choosing your film, flash, and lens.

- To view the details about a lens, tap the lens, and information about the lens will be displayed (as shown in Figure 5-24). Some lenses are included as “standard equipment” with the Hipstamatic camera; others must be purchased. The same goes for flash types and films.



FIGURE 5-24: Information on the currently selected lens

- Next tap the **Choose Film** icon. Your currently selected film will appear, as shown in Figure 5-25. As with the lens, you can tap the film to view details about it (see Figure 5-26).

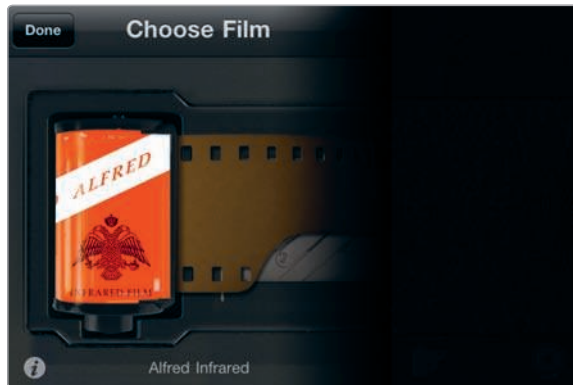


FIGURE 5-25: The current film

- To switch films, flick vertically to view other film options.
- To select a flash, tap the **Choose Flash** icon. Choosing a flash works the same way as choosing your film and lens. Review the options by flicking across the screen; tap a flash to view the details.
- After making your selections, you're ready to take a photo. Tap the **Switch to Camera Back** icon; then compose your photo, activate the flash (if you like), and snap away.

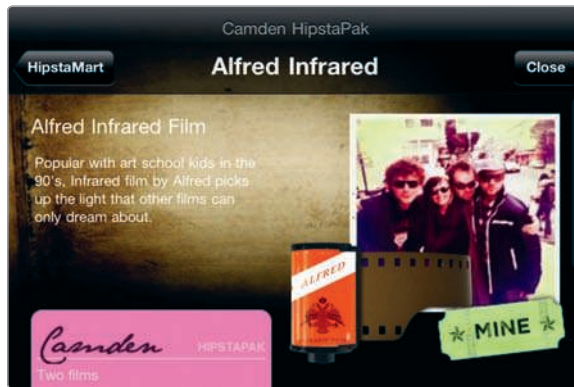



FIGURE 5-26: Details about the current film

Taking Things to the Next Level

You're able to take things a lot further with Hipstamatic by creating stacks of prints, buying new Hipstamatic equipment and supplies, and developing favorite lens/flash/film combos.

Stacks for Sharing—and Printing

Hipstamatic's Stacks option lets you create stacks of Hipstamatic images to share or have printed. Here's how:

1. Tap the **View Prints** icon from the camera back, and then tap **Stacks**.
2. Tap **+** to create a new stack.
3. To add photos, drag your prints onto the stack, as shown in Figure 5-27.
4. Enter a title for your stack and tap **Done**.
5. From your stack, tap , as shown in Figure 5-28, to share or send the stack via email. You can also add an image to an existing stack when viewing the print; just tap the **Add to Stack** icon (see Figure 5-21).

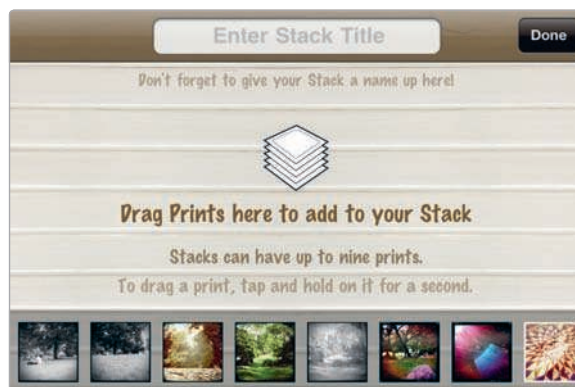


FIGURE 5-27: Creating a print stack

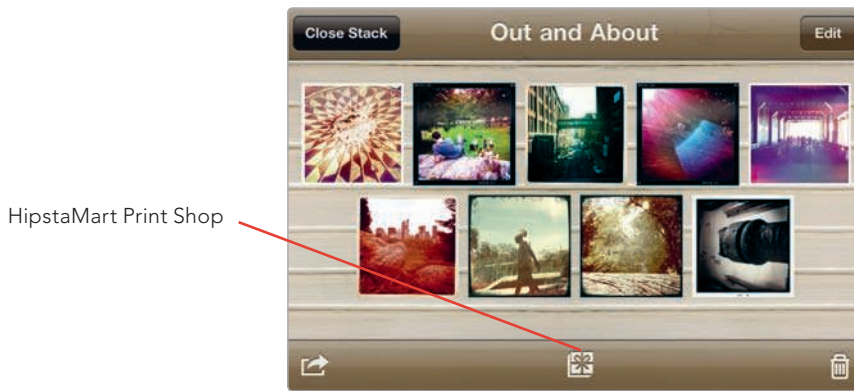


FIGURE 5-28: You're able to share images or enter the HipstaMart Print Shop from your print stacks.

- To buy a stack of prints, tap **HipstaMart Print Shop** (see Figure 5-28), and then choose from the selections (see Figure 5-29). Prices vary, depending on the print size and the number of prints.



FIGURE 5-29: The HipstaMart Print Shop lets you buy prints of your Hipstamatic photos and have them delivered.

HipstaMart

Though Hipstamatic includes adequate supplies and equipment, you may want to buy new lenses, film, and flash types—essentially a way to expand your personal collection of Hipstamatic filter effects and frames. With additional Hipstamatic tools in your arsenal, you'll have even more options when snapping Hipstamatic photos.

Here's how to make purchases from the HipstaMart:

1. From the camera front, tap the **HipstaMart** icon.
2. Flick across your screen to view the items on sale (see Figure 5-30).
3. To view additional details, tap an item.
4. Tap **Buy HipstaPak** to make a purchase (see Figure 5-31).

Now your items, whatever they may be, will be available to you in Hipstamatic.

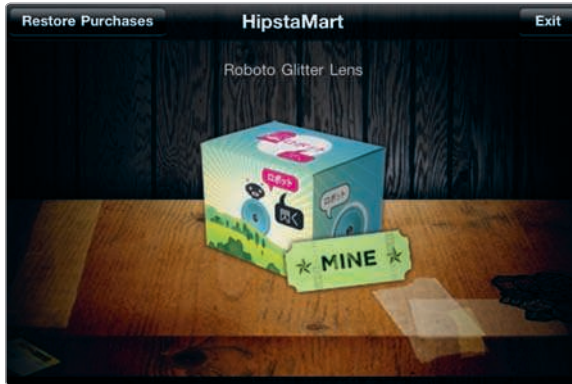


FIGURE 5-30: Viewing items at the HipstaMart

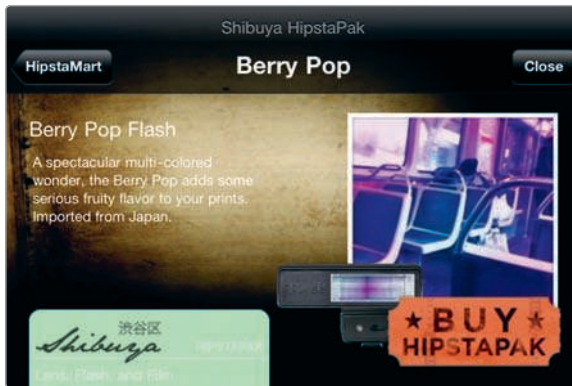


FIGURE 5-31: Tap Buy HipstaPak to make a purchase.

Camera Back or Camera Front?

You're able to decide whether Hipstamatic starts up with the camera front or camera back. Just tap your iPhone's Settings app, scroll down to Hipstamatic, and, under the Shooting section of Hipstamatic's settings, choose whether to activate Camera Back or Camera Front on startup. Starting up with Camera Front is useful if you're always adjusting the app's lens, film, and flash options.

Turning Off Your Flash

Got an iPhone 4? Then you may be wondering what happens when you activate the Hipstamatic flash. Does your iPhone's LED flash fire off, or not? In fact, Hipstamatic lets you decide whether to fire off your flash or not. In many cases, with Hipstamatic, you'll want one of the app's flash effects, but you won't really want your iPhone's flash to fire off. After all, Hipstamatic flash effects often add an idiosyncratic light burst to your image—even if it's an image snapped in bright daylight. To prevent the iPhone's LED flash from firing with Hipstamatic, tap the iPhone's Settings app, navigate to Hipstamatic, and turn the Disable LED Flash setting to **On**.

Creating Favorite Combos

You can have a lot of fun by experimenting with Hipstamatic and seeing what sort of effects you can achieve with different combinations of lenses, films, and flashes. But sometimes you'll stumble on one you really love, and what do you do then, other than just commit it to memory (not a bad idea, of course)? If you keep an image produced with that combo in Hipstamatic (under Recent Prints), you can apply the combo without selecting your lens, flash, and film one by one. Here's how:

1. From the camera back, tap the **View Prints** icon.
2. Tap the print with the desired combo.
3. Tap the **Change Camera Settings** icon (see Figure 5-21). The settings for that image will be activated for use with the camera.
4. Return to the camera back, and snap your image.
5. Over time, you may find you have a bunch of Hipstamatic combos you want to preserve (see Figure 5-32).



FIGURE 5-32: The grunge frame and off-kilter colors of the image on the left were produced with the Lucifer VI lens and the Kodot Verichrome film. In the center image, the saturated colors and vintage frame were created by choosing the John S Lens and Pistil film. The somewhat muted colors of the image on the right were produced with the Kaimal Mark II Lens, the Float film, and the Cadet Blue Gel flash.

Re-creating the Darkroom Experience

Serious photographers, both pros and amateurs, once took enormous pride in printing their own images. The darkroom was where photos came alive, and to have the chops to call yourself a bona fide photographer, you needed to spend hours upon hours in the darkroom, perfecting your craft. That was then, this is now, and now the darkroom is about as much a relic of a bygone era as eight-track tapes and dial telephones.

Of course, its status as a relic certainly constitutes a big part of the darkroom's allure and fascination, often among people who never set foot in a darkroom (and never will). So, what is a darkroom, and what did people do in there? Here's a quick rundown to help you understand the tools and terminology used by apps meant to reproduce the darkroom experience:

- ▶ **Film processing** Film needs to be processed with chemicals in order to convert it into negatives (or, in the case of slides, positive images). The negative images would then be ready for printing.
- ▶ **Enlarger** An enlarger is a device with a lens to project a negative image onto photographic paper, which is placed in an easel to hold the paper.
- ▶ **Paper** Photographic paper is specially coated, light-sensitive paper.
- ▶ **Chemicals** To process the paper, a series of chemical solutions would be laid out in trays. A typical process included four trays, for developer, stop bath, fixer, and wash.

All of this could be rather messy, especially if it were your own darkroom and you had to mix your own chemicals. That's the fun of these darkroom apps. They're something of a game. You get to play darkroom, as it were, without ever having to do the cleanup.



The Fantasy Darkroom World of SwankoLab

Hipstamatic is terrific fun, but it has a downside: You can't use it to process photos you've already taken with your iPhone camera. For that, there's another app, SwankoLab (Synthetic Corp.; \$1.99), from the company behind Hipstamatic, and it's a joy-inducing ride into photographic nostalgia. Like Hipstamatic, SwankoLab is an app that's lots of fun, with a premium on style. In fact, as you enter the world of SwankoLab, you might feel like you're playing a game rather than processing photos. That's because SwankoLab essentially turns the darkroom experience into a funhouse world in the form of an iPhone app. It's wildly fun, it's strange, and it's beautiful, and it produces wonderful images with a tool whose game-like qualities mask a lot of image-editing brawn and potential (see Figure 5-33).

To get started, follow these steps:

1. Open the app, and then load an image, as instructed.
2. After an image is loaded, you will be transported, funhouse-style, into the wholesale darkroom experience, courtesy of SwankoLab, as shown in Figure 5-34. If you've been in a darkroom, SwankoLab's version of a darkroom will seem strangely and amusingly familiar (and just slightly

askew)—the chemicals on the shelf, the beaker, the trays, the timer, the safe-light. You can just about smell the fixer stinging your nostrils. If you've never set foot in a darkroom, then here's your chance to pretend you're reliving an experience you never had.



FIGURE 5-33: An image processed with SwankoLab

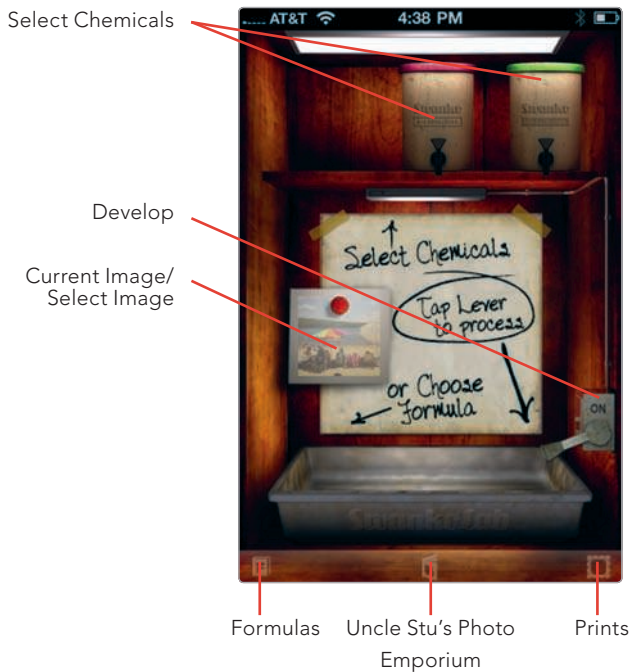


FIGURE 5-34: The fantasy dark-room look of SwankoLab

3. See those chemicals arrayed on the shelf? You'll use those to process your image. Flick among them to check them out. SwankoLab helpfully displays a description of each one. Grizzle Fix, for instance, will produce "ultra-aged" prints, while Swanko A19 Developer will produce prints with a "warm burn and oversaturation." Each chemical is assigned a number of units; you can add up to eight units of chemicals for each print.
4. When you want to add a chemical, tap it, and you will see it descend and spill the chemicals into a tray, as shown in Figure 5-35. Add more chemicals.
5. Tap **On** to process your image. Your image will slide into a tray, and you'll see a darkroom timer count down the seconds.
6. You will then see your image hanging up to dry (see Figure 5-36).
7. Tap **Save** to save your image.



FIGURE 5-35: Adding chemicals to the darkroom tray before processing an image

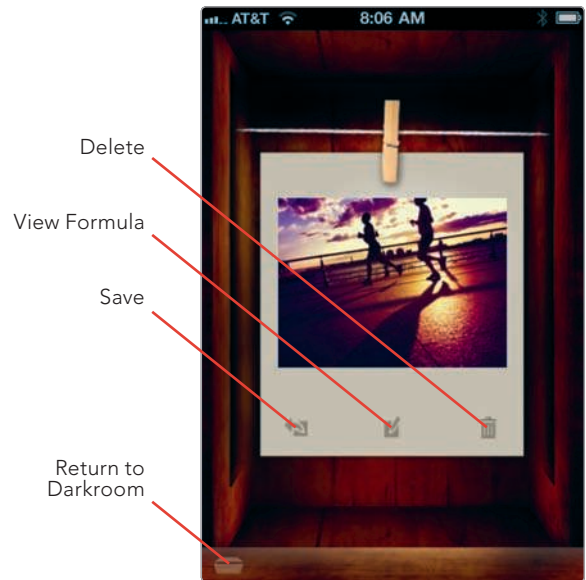


FIGURE 5-36: An image hanging up to dry in SwankoLab

All of this would make for an amusing darkroom experience, but there's more. SwankoLab allows you to use ready-made "formulas" of chemicals available when you purchase the app. In addition, you can create your own formulas and even preserve notes about what those formulas do. These features turn SwankoLab into a tool with advanced capabilities for creating your own custom effects.

Here's how:

1. From the print drying screen (see Figure 5-36), tap the **View Formula** icon.

2. SwankoLab displays the chemicals used. It also includes fields to name your formula and jot down notes about it, as shown in Figure 5-37. If you want to preserve a formula for future use, enter that information, and then tap **Save**.
3. The Saved Formulas screen appears. You can now use your formula by tapping it.

To use formulas in the future, including the ready-made formulas you get with the app, follow these steps:

1. Tap the **Formulas** icon from the darkroom screen. The list of available formulas appears, as shown in Figure 5-38.
2. Tap the formula, and then tap **Use Formula** when prompted. You can also tap the blue arrow (see Figure 5-38) to inspect the chemicals used in the formula.
3. Proceed to print by tapping the **On** button.

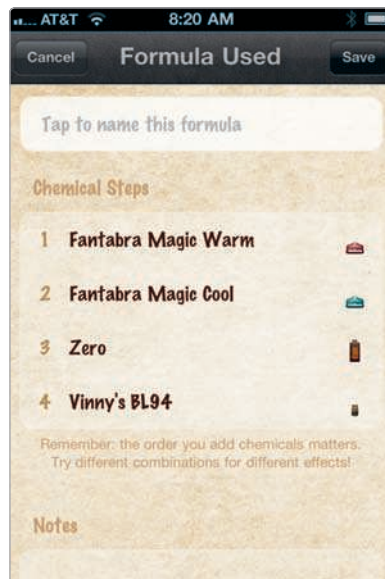


FIGURE 5-37: Creating a custom formula in SwankoLab

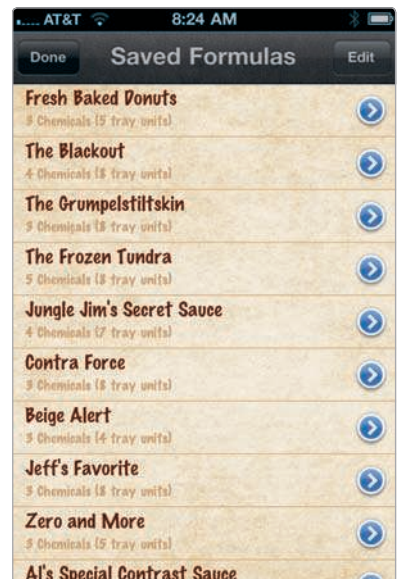


FIGURE 5-38: The formulas available in SwankoLab, including custom formulas

Just as with Hipstamatic, you're able to make additional purchases within the app. For \$1.99, you can subscribe to the darkroom supply catalog for Uncle Stu's Photo Emporium. That gives you a lifetime subscription, which means you get additional chemicals—the ones in the current catalog—as well as any chemicals introduced in the future. It's a bargain and certainly worth it for such a wonderful app.



CameraKit

With CameraKit (Tetsuya Chiba; \$1.99), you “develop” your photos by adjusting settings from the Develop button. You can make the following adjustments by opening the app and then tapping **Develop** before you have loaded or snapped a photo (as shown in Figure 5-39):

- ▶ **Film** These will “print” your image as a color photo, black-and-white, sepia, or classic (with a high-contrast color look).
- ▶ **Soft Focus** Add a soft focus look by setting this to Lv.1 (minimal) to Lv.3 (strong).
- ▶ **Cross Processing** This gives your image a cross-processed look, similar to those available with the Cross Process app.
- ▶ **Push/Pull Processing** When developing film, photographers would sometimes expose the film to chemicals for less (or more) time and at a different temperature in order to generate a certain effect or compensate for a camera’s exposure problems (or a photographer’s mistakes in adjusting camera settings). In this app, the negative numbers will generate an overexposed (lighter) image, while the positive number will produce an underexposed (darker) image.
- ▶ **Flash and Vignette** You’re also able to add a vignette effect or reproduce the look of flash lighting by turning those settings to **On**.

Once you have your settings, just tap the camera icon to snap a photo or the load photo icon to load an image from your iPhone photos. Tap **Save** to save your image (see Figure 5-40).

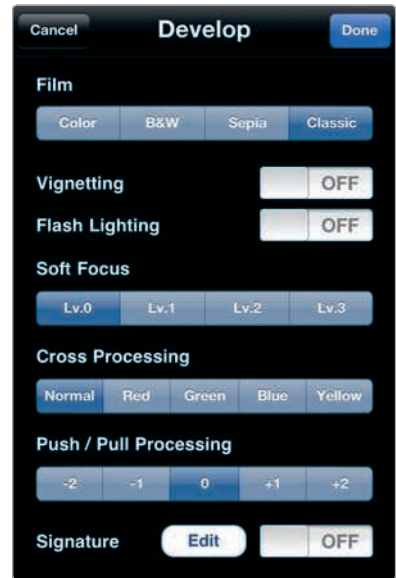


FIGURE 5-39: You can tap **Develop** to view CameraKit’s settings to “develop” your image.



FIGURE 5-40: An image processed with CameraKit, using the **Classic** setting, vignetting set to **On**, and push/pull processing set to **+1**



Use Cross Process to Create Beautiful Mistakes

You know the look when you see it—strangely unnatural colors, lots of contrast, and sometimes an otherworldly bluish tint. That's the look (well, really just one of the looks) typical of *cross processing*, which is the photographic technique of processing one type of film in chemicals meant for another type of film. Photographers likely stumbled on this technique when using the wrong chemicals during a sleep-deprived (or otherwise impaired) state. Yes, you got it right: Here's an app that mimics mistakes, though these are mistakes loved by photographers.

To use Cross Process (Nick Campbell; \$0.99), follow these steps:


1. Open the app, and then tap **Cancel** (yes, this isn't quite the most intuitive process, but this is an app about doing things the wrong way).
2. Tap the **i** button to decide how you want to cross process your image. You'll need to experiment with different effects, but setting Blue to **On** produces lovely images (see Figure 5-41). Tap **Done**.
3. Tap  to snap a new image, or tap **Cancel** and then load an image by tapping the overlapping rectangles. Now you get to watch in awe as your image is processed before your eyes. It is saved automatically in your Camera Roll. The resulting image may look like a mistake, but it may be a beautiful mistake (see Figure 5-42).



FIGURE 5-41: Setting the type of process with Cross Process



FIGURE 5-42: An image produced with the Blue process set to On



Messing Up Your Pristine Images with Pic Grunger

As its name suggests, Pic Grunger (Stephen Spring; \$0.99) doesn't mess around with fancy language. You want grunge, and you want it now. Well, with Pic Grunger, you've got all of those grunge photo effects you've come to know and love. To use the app, follow these steps:

1. After you open the app, tap **Resolution**—a welcome touch, because many apps hide this—to set your resolution, and then tap **Start** to select a grunge-worthy photo (see Figure 5-43).
2. Scroll through the thumbnails displaying effects, as shown in Figure 5-44, which include Acid, Aged, Blotched, Creased, Sponged, and Weathered. Select an effect.



FIGURE 5-43: *Pic Grunger puts its resolution settings front and center.*

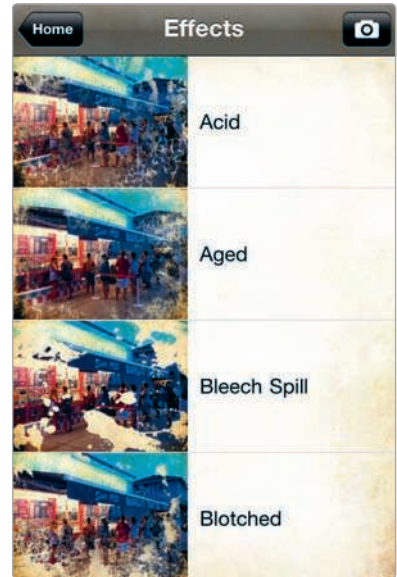


FIGURE 5-44: *You can view thumbnails of Pic Grunger's effects.*

3. From the preview screen (see Figure 5-45), tap **Style** to experiment with different styles with fun-sounding names, such as Gig, Studio, Palooza, Back Stage, and After Hours.
4. Tap **Strength**, and use the slider to adjust the strength of the effect.
5. Tap **Border** to turn the border to On or Off.
6. Tap **Save** to save your image, which should be suitably grunged up, as shown in Figure 5-46.



FIGURE 5-45: Tap Style to try different styles of the effect.



FIGURE 5-46: An image with the Weathered effect and the Gig style

Black-and-White Images

Transform an image from color to black-and-white, and you have an instant work of art, right? Well, it's not quite that easy, but black-and-white photography certainly conjures a certain mood, whether that's the look of noir films, the feel of 1960s fashion photography, or the work of Ansel Adams or Henri Cartier-Bresson. Many apps are able to generate black-and-white images. The monochrome effects in the following apps are particularly notable and worth exploring:

- ▶ **CameraBag** Use the Mono and 1962 filters.
- ▶ **Photo fx** Navigate to Grads/Tints ▶ Old Photo for one batch of effects, or use Image ▶ Black and White for another batch.
- ▶ **PictureShow** View the app's Noir and DuoTone effects.


Other apps specialize in black-and-white images. These apps let you explore the variety of monochrome styles used by photographers over the years, such as sepia tones and high-contrast black-and-white images.



OldCamera

OldCamera (Art & Mobile; \$0.99) lets you experiment with several different black-and-white looks, though it only lets you snap images, rather than process ones you've already taken. Here's how it works:

1. To choose what effect you want, open the app, and then tap **Cancel**.
2. Tap the gear icon to view the app's settings.

3. Tap **Mode**, and then select from the options (see Figure 5-47).
4. Tap **Setting** and then **Done** to preserve your changes.
5. Tap the camera icon, and you're ready to snap your image by tapping . The image will be saved to the Camera Roll (see Figure 5-48).

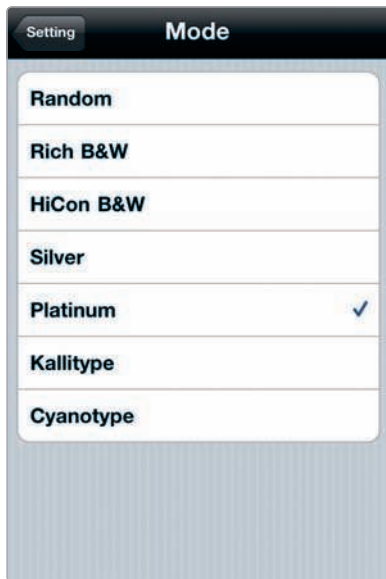


FIGURE 5-47: The monochrome effects available with OldCamera

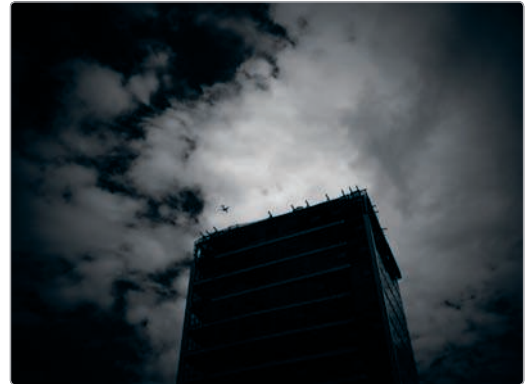



FIGURE 5-48: An image captured with OldCamera



Spica

Spica (Daisuke Nogami; \$0.99) produces what it calls “super-monochrome” images—high-contrast shots with the midtones blown out into black and white (see Figure 5-49). To use the app, just open it, and then tap  to take a shot. If you prefer to grab an image from your Camera Roll or Photo Library, tap **Cancel**, and then tap the overlapping photo icons to load an image. Tap the disk icon to save the image.



MonoPhix

MonoPhix (UIC Phoenixsoftware; \$0.99) gives you three looks for processing your



FIGURE 5-49: A high-contrast photo from Spica

photos: Sepia (for a sepia tone), Mono (traditional black-and-white), and Antique (a rich monochrome look), as shown in Figure 5-50. It also lets you make adjustments to the default filters for each of these. Here's how:

1. After you load the app, tap **Open** to select an image.
2. Next select Sepia, Mono, or Antique (see Figure 5-51). Here we have selected Antique. Use the sliders to adjust the intensity for the light or dark shades in your image, as shown in Figure 5-52. Tap **Maximum** or **Minimum** to view the maximum or minimum effects from the filter. You can also tap **Default** to return to the default settings or **No Depth** to view the effect without a lot of contrast added or reduced.
3. Tap **Apply** to apply the filter. To undo, tap **Return**.
4. Tap **Save** to save your image to the Camera Roll.



FIGURE 5-50: An image with the Antique filter applied



FIGURE 5-51: Choosing a filter in MonoPhix



FIGURE 5-52: Adjusting an image with MonoPhix's controls



Vint B&W


Apps don't get much simpler than this. You open Vint B&W (Erik Pettersson; free), tap , and you've got your black-and-white photo (see Figure 5-53).



FIGURE 5-53: A photo snapped with Vint B&W



Resurrecting Films of the Past with Film Lab

When buying film, photographers once could choose from among a staggering number of options. These options included not only numerous brands, such as Agfa, Fuji, and Kodak, but also the varied mix of films made by those companies. Each film was known for particular characteristics—a high-contrast look for this one, lots of graininess for that one, and on and on. Film Lab (CLBITZ Ubiquitous Communications; \$0.99) resurrects these films in the form of an iPhone app that lets you apply filters to summon the look of scores of photographic films.

To use Film Lab, follow these steps:

1. Open the app, and then tap the **Load/Save** icon to load your image, as shown in Figure 5-54.
2. Tap the **Film Simulation** icon, which is your route to the app's filters. The app provides options for sorting through and viewing these filters (as shown in Figure 5-55):
 - ▶ **Film Brand** The app's simulated films separated into film brands, such as Kodak, Polaroid, and others (see Figure 5-56)
 - ▶ **Vintage** Films with a vintage look
 - ▶ **Sepia** Films providing a sepia tone

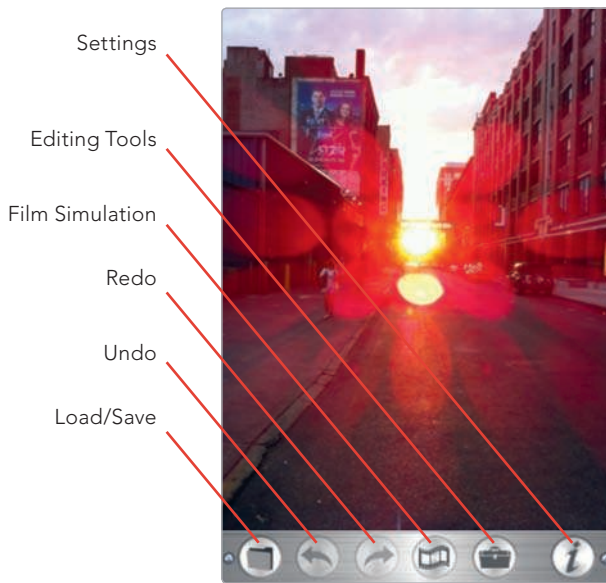


FIGURE 5-54: Film Lab's controls

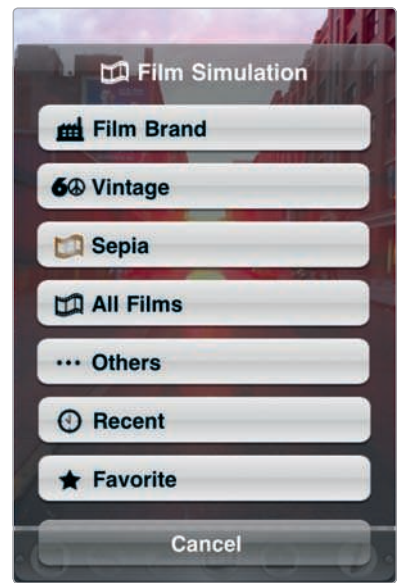


FIGURE 5-55: The options available from the Film Simulation icon

- ▶ **All Films** A list of all available films in Film Lab
 - ▶ **Others** Films separated into categories such as B&W, Color, Cross Processing, Fade, and Warm
 - ▶ **Recent** Filters you have recently applied
 - ▶ **Favorite** Any films marked as your favorites
3. From any of those options, tap a particular company, era, or look, and the app will display thumbnails of the available films. Tap each of these to see a preview, with the film's name and details displayed on your image temporarily (as shown in Figure 5-57). If you want to label a particular film as a favorite, for easy access later, tap the star icon.
 4. To apply a filter, tap **OK**.
 5. To make additional image adjustments for brightness/contrast, hue/saturation, color, and sharpness, tap **Editing Tools**.
 6. To save your image, tap **Load/Save**, and then tap **Save**.

Are the results from Film Lab truly authentic? That's debatable. It's certainly a fun journey into photographic history, if not an entirely reliable one.



FIGURE 5-56: Reviewing the Film Brand options

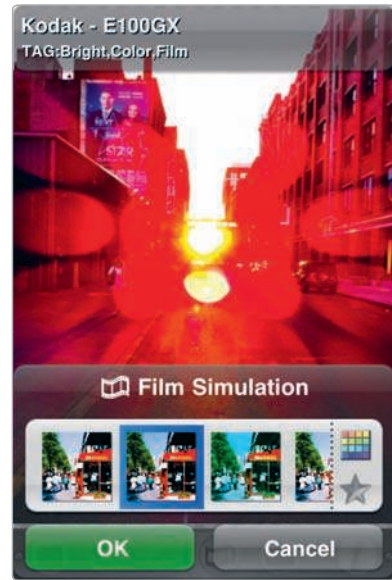


FIGURE 5-57: You can review the effects from various film filters.

From App to the Desktop

Once you use a streamlined, wonderfully intuitive tool like CameraBag or Pic Grunger to re-create the beautiful look of old-time photos, you may not want to go back to the laborious work required to edit your photos in Photoshop or similarly complex desktop photo-editing tools. Couldn't you just have those tools on your laptop or desktop computer, too? In fact, you can—sort of. Consider this one more way the popularity of Apple's apps is influencing the software world. Rather than a program (or brand) starting out as desktop software (as in the case of Photoshop) and then making its way onto the iPhone as an app, now software is going in the opposite direction, too, from an app available in the App Store to a program available for your computer. That's just what's happened with CameraBag. The app is now available as desktop software for Macintosh and Windows, with its creator marketing the app for its simplicity: "CameraBag recreates the magic of film in a fast, intuitive, minimal interface: choose a photo, choose a filter, and you're done." Expect more app-like features in your photo-editing software in the future. Photoshop has its place, no doubt, but for much of our image editing, we don't want lots of menus and palettes cramming our screen. We want simplicity, fun, and the chance to experiment, and CameraBag delivers just that. That retro look you love? You can have it on your desktop, too.