

Your in camera light meter is designed to measure 18% gray as the perfect exposure.

If your composition is mostly white or black, your camera will "lie" to you. If your composition is white, your camera will try to underexpose to make "18% gray." If your composition is black, your camera will try to overexpose to make "18% gray."

You can override the camera's settings by guessing how much to compensate. Or, you can print this 18% Gray Card on a high quality printer and use it to fool your camera.

1. Place the printout near a critical part of your composition (i.e. the face) facing the camera
2. Meter the gray card
3. Expose based on the meter reading