Save the Date!
Sept. 2
4-6PM

www.designandpromote.com

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Thinking Visually

How To Take Better Photos: From Snap To Share

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Who We Are

OUR BUSINESS
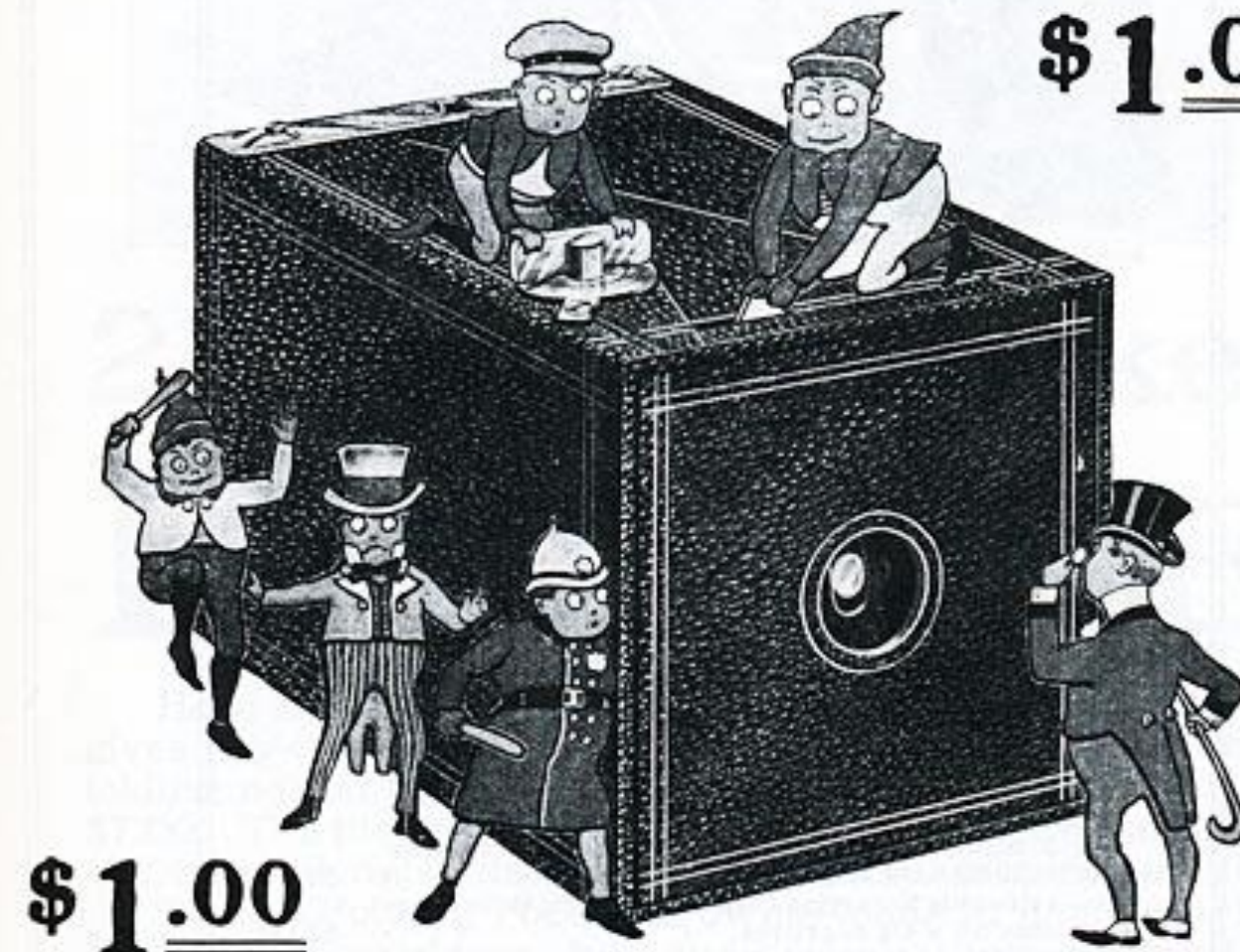IS TO GET
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Topics Covered

o How a Camera Works

o Common photography mistakes

o Composition

o Smartphone Photos

o Selfies

o Pocket Cameras

o DSLR Cameras

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Kodak Brownie Camera

One of the first cameras
the Kodak Brownie
February 1900
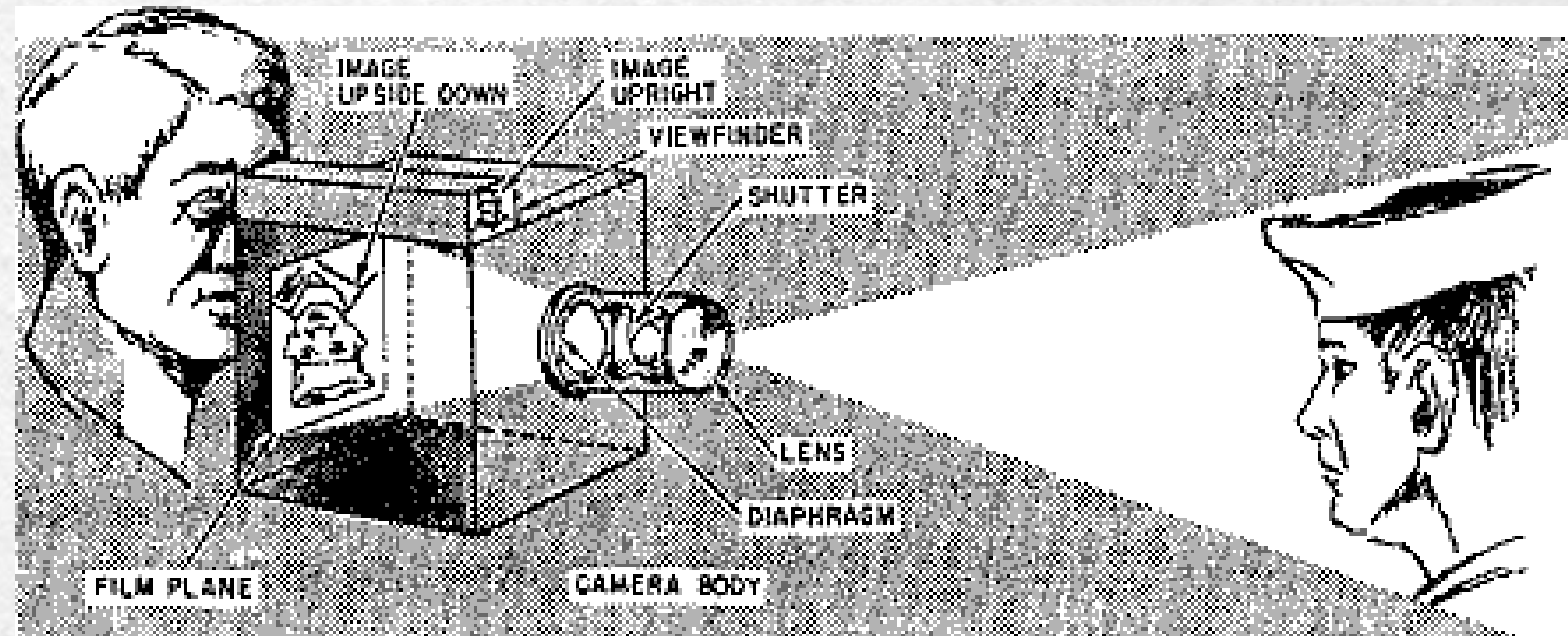
How A Camera Works
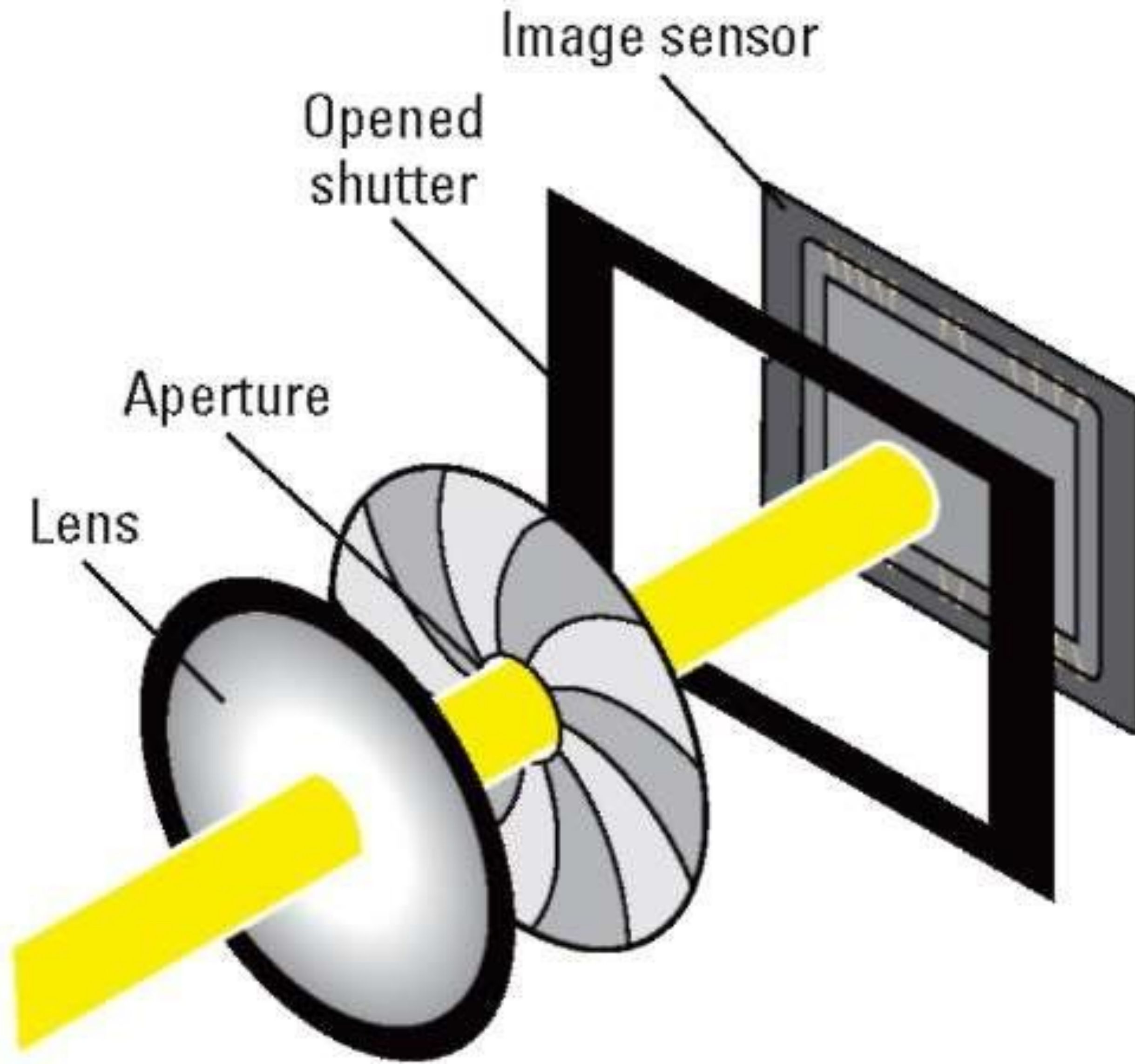
Exposure Triangle

Camera Auto Modes

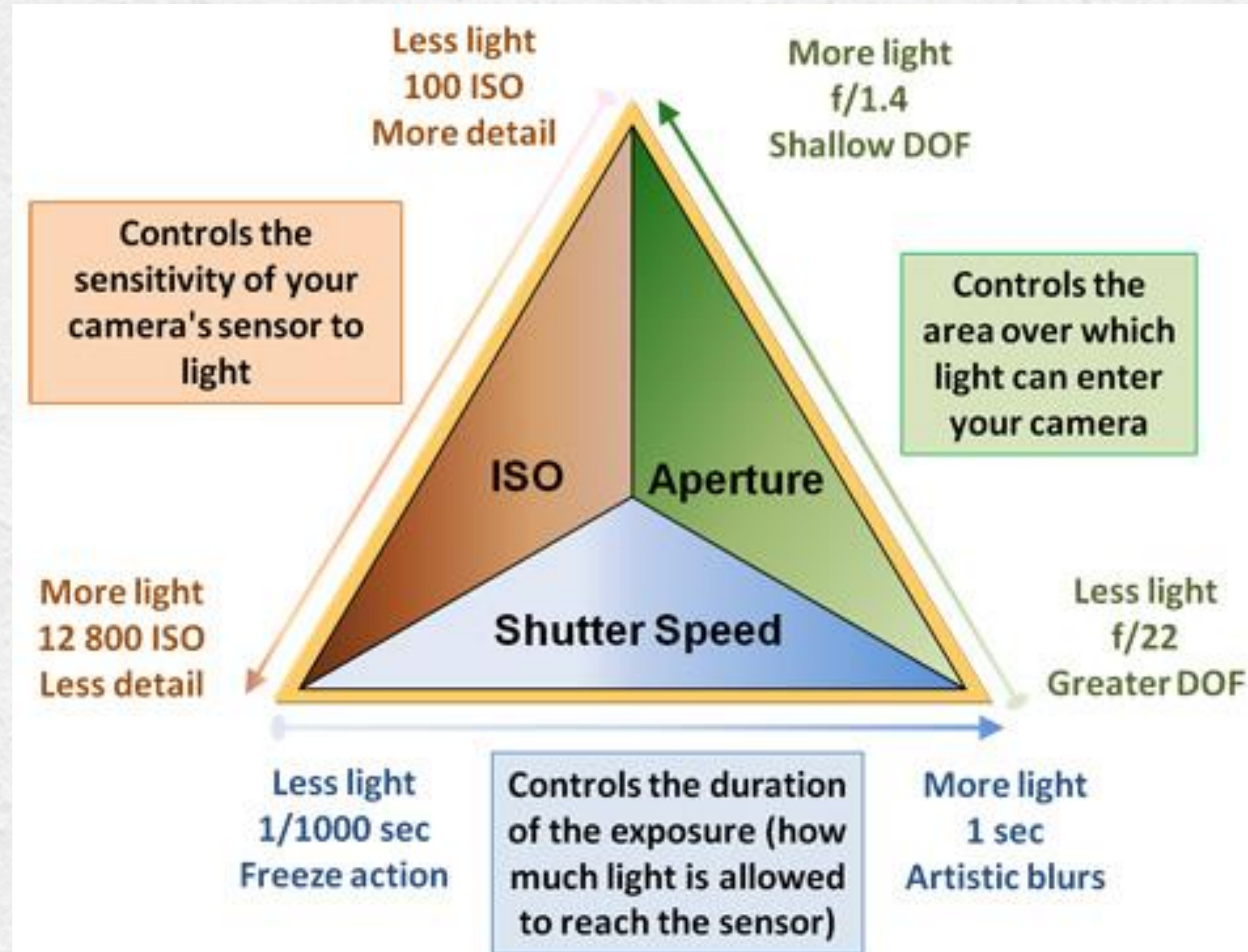| Symbol	Exposure Mode	Description
AUTO	Auto	Completely automatic photography; the camera analyzes the scene and tries to choose settings that produce the best results.
(No Flash icon)	No Flash	Same as Full Auto, but with flash disabled.
(Portrait icon)	Portrait	Designed to produce softly focused backgrounds for flattering portraits.
(Landscape icon)	Landscape	Designed to keep both near and distant subjects in sharp focus.
(Child icon)	Child	Similar to Portrait mode, but intensifies colors of clothing and background.
(Sports icon)	Sports	Selects faster shutter speed to capture moving subjects without blur.
(Close Up icon)	Close Up	Produces softly focused backgrounds especially suitable for close-ups of flowers and other nature subjects.
(Night Portrait icon)	Night Portrait	Same as Portrait, but with flash mode set to Slow-Sync, resulting in a slower shutter speed to produce softer lighting and brighter backgrounds.
SCENE	Scene	Provides access to an additional assortment of scene-specific automatic modes.

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Other Camera Auto Modes

- Face detection mode – waits for you to smile

- Burst mode - takes multiple shots, you pick the best

- Panoramic mode – takes wide angled shots as you move the camera.

- HDR – takes multiple exposures and combines them

Pictures With Your Phone

- Change settings to highest photo quality

- Set the right "camera mode"

- Use the front lens if possible not the back

- Compose the shot and hold your phone steady

- Tap the screen to set focus and exposure

- Take the shot

Take Better Selfies

- Use a tripod or Selfie Stick – Available here today for $15

- Bluetooth remote shutter release

- Apps: Camera timer, Whistle Camera, Blow Photo, Smart Selfie

- Some apps don't take the shot until the camera is steady, all eyes are open and everyone is smiling

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Use A Selfie Stick

www.SelfieCameraStick.com

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After The Shot

- Check to make sure everything looks great – re-take if needed

- Use image editing apps like Perfectly Clear, After Light, Photo Shop Express or Instagram

- Make sure your photos are automatically backed up to the cloud

- Is your phone GPS turned on? location of photo could be saved

- Share on social media or email/text to friends

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Smart Phone Resources

- Perfectly Clear - http://www.athentech.com/proof/

- Whistle Cam - https://play.google.com/store/apps/details?id=com.dreambit.whistlecamera&hl=en

- Smart Selfie - https://play.google.com/store/apps/details?id=com.aidedesk.smartselfie&hl=en

- Blow Camera - https://itunes.apple.com/us/app/blow-photo-self-timer-camera/id472653185?mt=8

- Timer Cam - https://itunes.apple.com/us/app/timercam-self-timer-camera/id494952699?mt=8

Pocket Cameras

- Advantages: easy to carry, has a viewfinder, higher megapixel, more camera modes, some are waterproof and shockproof.

- Cons: have to connect to computer to download pictures, have to remember to bring it

- The quality of camera phones are surpassing pocket cameras quickly

Pocket Cameras

- Is camera in the right mode?

- Make sure lens is clean

- Standing closer is better than digital zoom

- Make sure camera is steady, use viewfinder instead of back screen

Common Photo Mistakes

4 Reasons Photos Are Blurry

- Out of focus – try FocusMagic or Refocus

- Motion blur in people – faster shutter, more light or use flash

- Motion blur whole photo – hold steadier, lean against a wall or use a tripod. Needs more light and faster shutter or use flash

- Depth of field – change aperture to higher f-stop (smaller hole)

Common Photo Mistakes

Exposure – Too Dark or Too Light

- Make sure camera is in correct mode

- Don't have subjects stand in front of windows or bright sky

- Change metering from area metering to spot metering

- Try using a flash even in bright areas

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Photo Composition

- Photos need a subject and a background

- Lines can help us find the subject better

- Think in thirds not halves

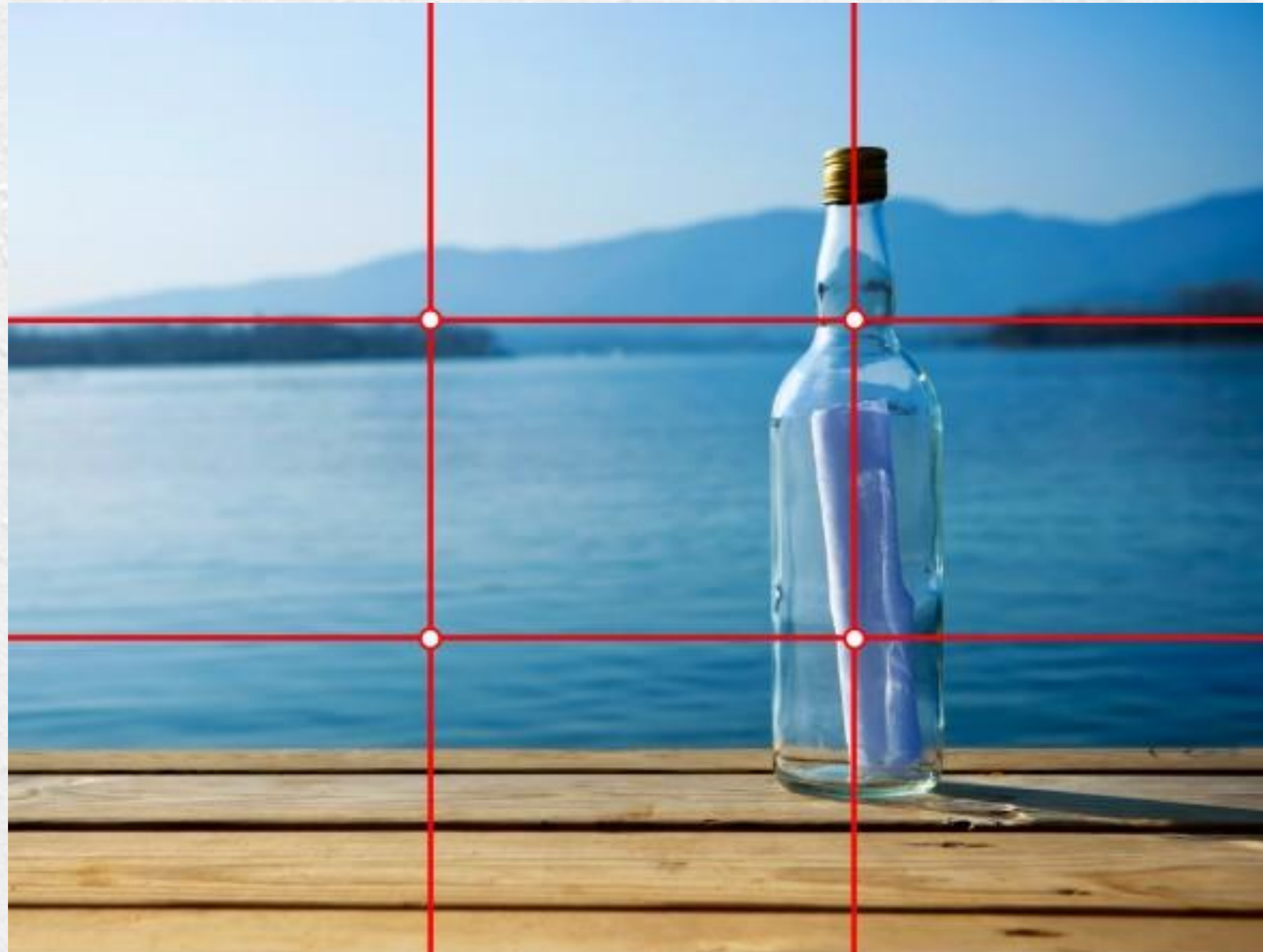- For landscapes 2/3 sky 1/3 foreground or vice versa

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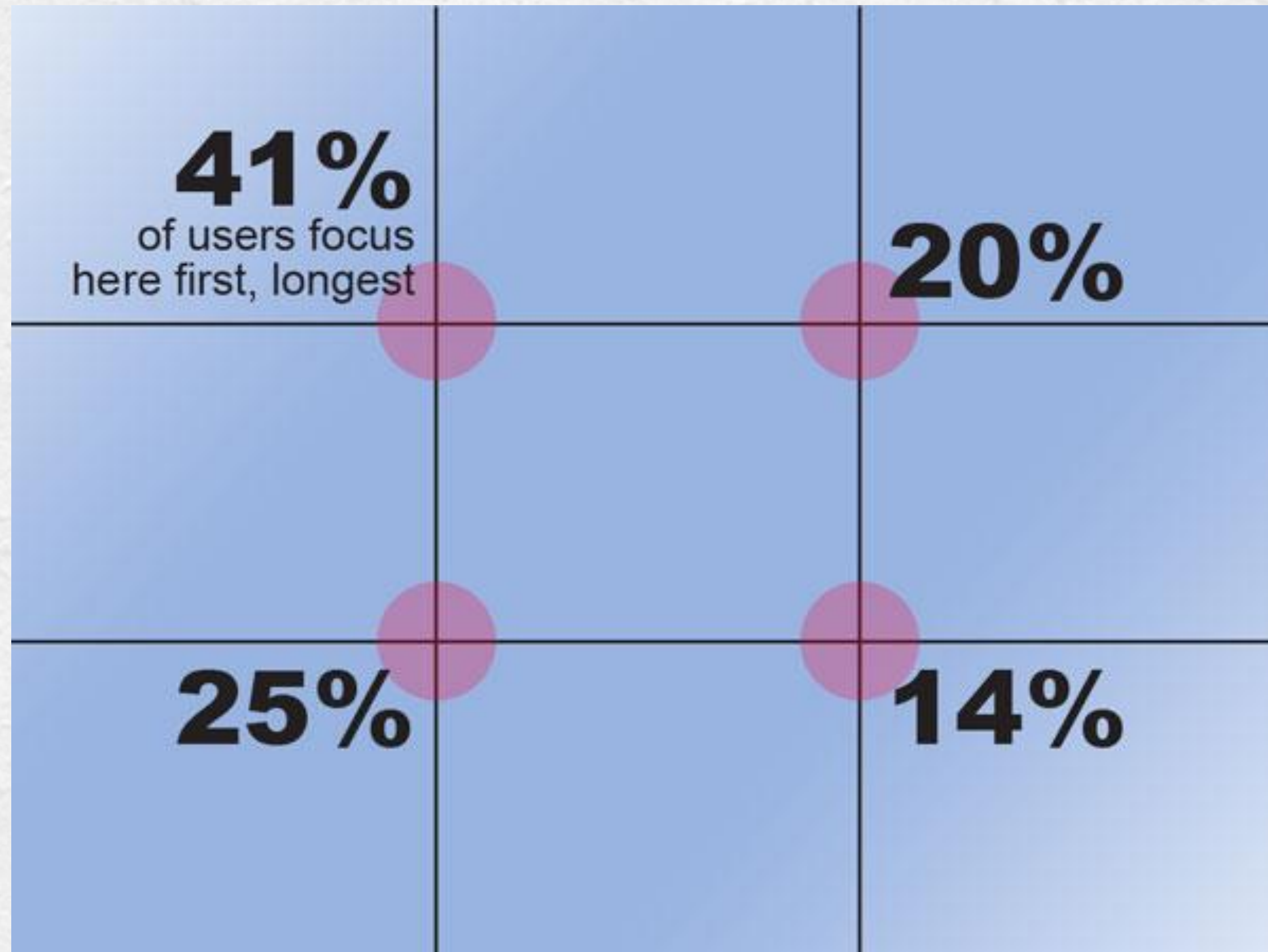# Landscape Composition

Not 50%-50%

Rule Of Thirds

Rule Of Thirds

Rule Of Thirds

Rule Of Thirds

Rule Of Thirds

Shutter Speed Cheat Sheet

** Hand Held **
1/4000 Freezing REALLY fast motion, balloon popping
1/2000 Birds in flight
1/1000 Sports photography & fast vehicles
1/500 Slower sports, runners, mountain bikes
1/250 Children or slow moving animals
1/125 Panning vehicles, standard portraits
1/60 Panning runners and athletes

** Tripod Needed **
1/30 Panning slower moving objects
1/15 Capturing a little movement (people walking, slow cars, etc.)
1/8 Blur fast moving water
¼ Blur people walking
½ Blur slow moving water
1" Milky water affect
1"+ Long exposure shots, night photography, star trails

HDR Photography

- HDR = High Dynamic Range

- Take 3 photos from a tripod with different exposures

- One normal, one dark and one light

- Use bracket mode with f2-f3 stops of light between shots

- Run 3 photos through HDR software

HDR Photography

- I use Nik's HDR Efex Pro and Photomatix Pro

- Some free HDR Software to try - http://www.techsupportalert.com/best-free-high-dynamic-range-hdr-software.htm

Social Media Profile Dimensions

- Instagram—square photos
- Facebook cover photo 851 X 315 px
- Twitter header: 1500 X 500 px
- Twitter post: 1024 x 512 px
- Google Cover: 1240 x 700 px
- Facebook Ad: 1200 x 627 px
- Facebook post 940 x 788 px
- Pinterest 735 x 1102 px

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Google 360 Photography

- http://bit.ly/360-office-tour

- http://bit.ly/Players-Sports

- http://kfrenchphoto.com/google-360-virtual-tours/
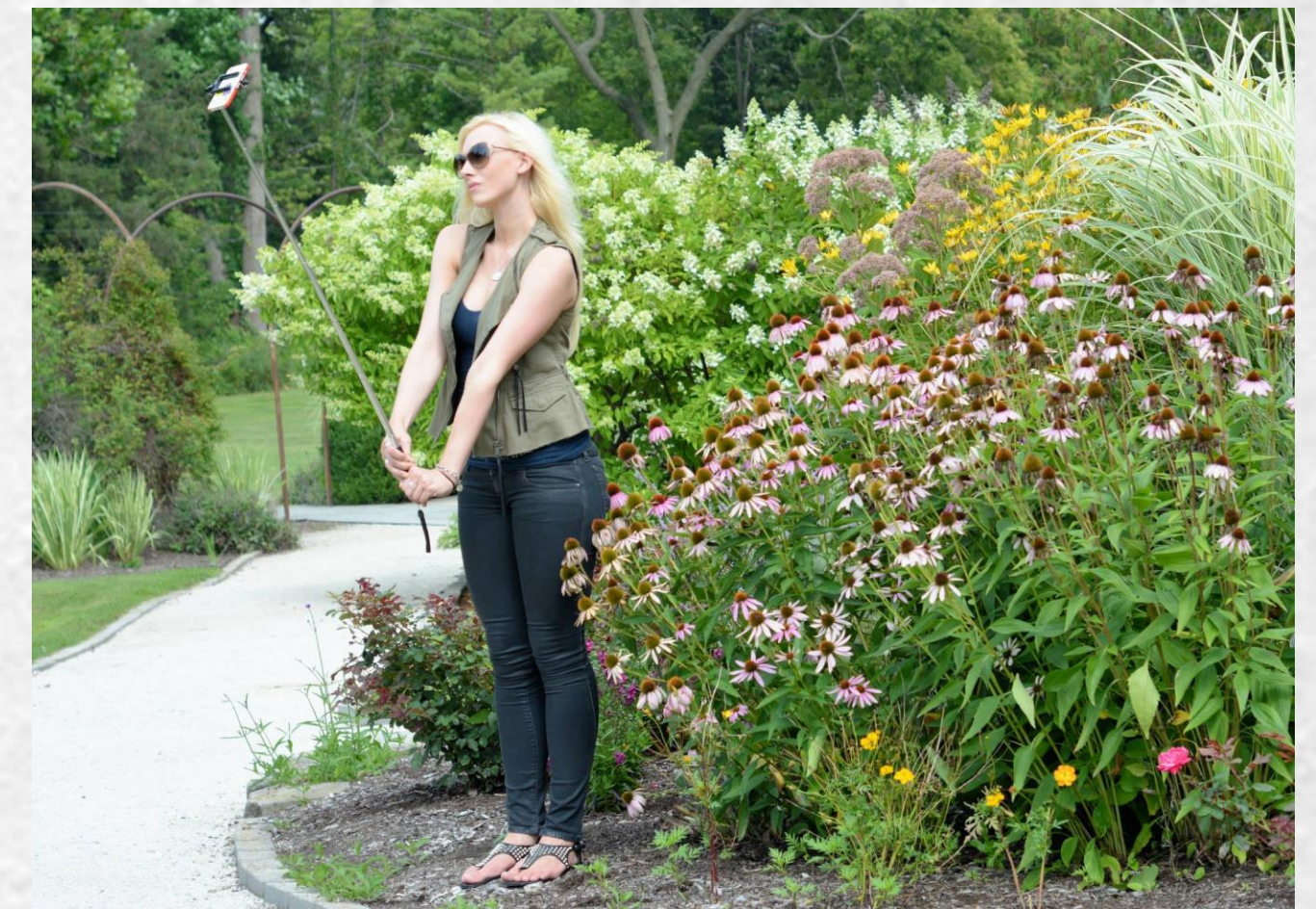
Photography Walkabout

When: This Saturday the 6th at 1:00pm
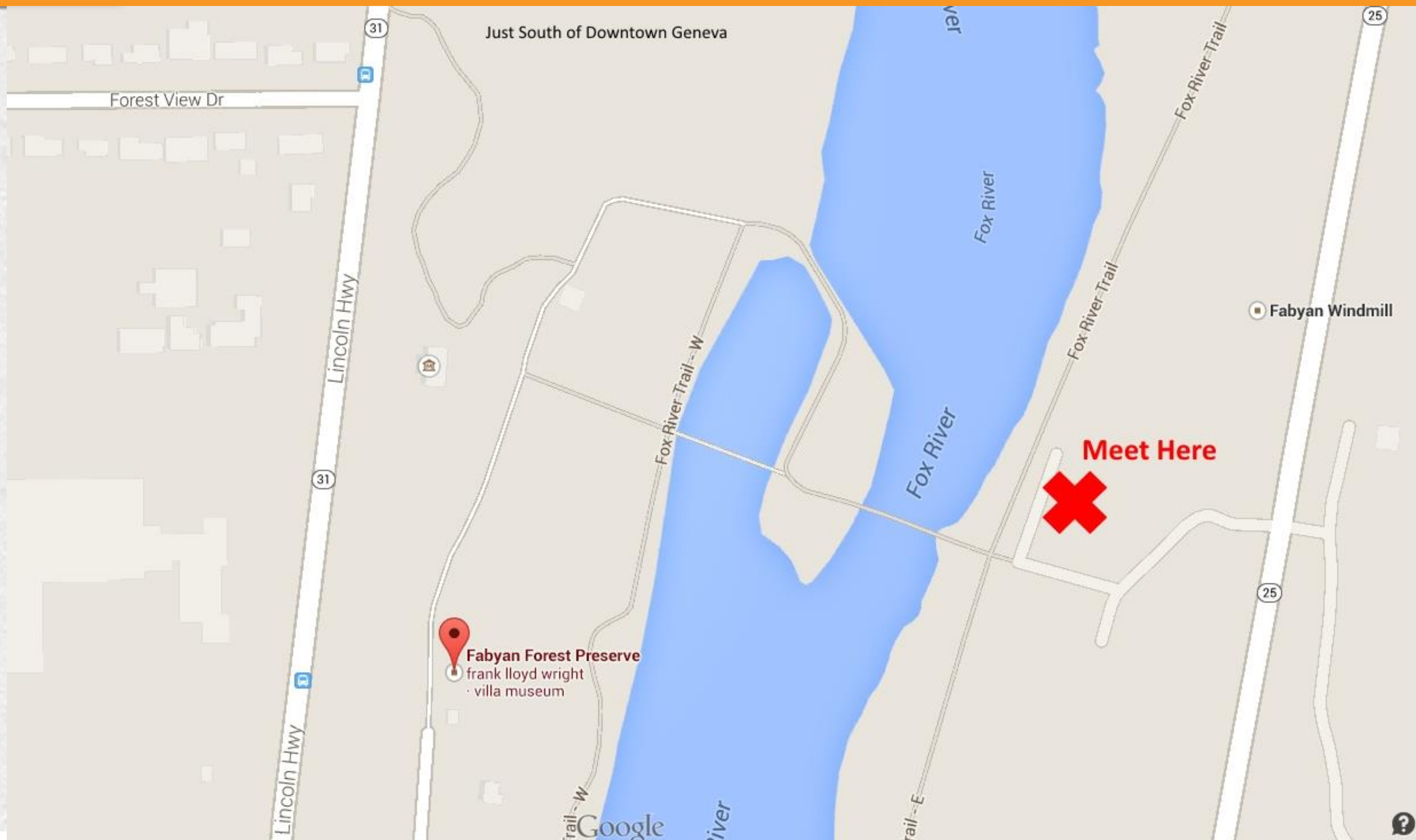Where: Fabyan Forest Preserve, Geneva IL.
Just South of Downtown Geneva on Rt. 25
Windmill parking lot on the East side of the Fox river.
Bring your camera and lots of questions.

Fabyan Forest Preserve

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Our Seminars