PHOTO TIPS
Think beyond a snapshot.
• A short presentation on how to enhance your basic skills using simple techniques and preparations to achieve a better photo.

• What it’s not? An explanation of how cameras and lenses work, best equipment available, advanced flash techniques, or how elements of art and composition work.
• What’s the goal of the picture?
• What are you trying to communicate?
Let’s look at the food drive pictures I found online.
What are they saying?
Keep the goal in mind

Compare to these photos of food drives. What do these photos communicate to us?
Keep the goal in mind

How about these online photos of meetings?
What do these say to you?
Keep the goal in mind

And these?
Keep the goal in mind

Now what do these pictures say about their meeting or club?
Keep the goal in mind

What are you trying to say with your picture?

OR
• Do you know your camera?
• Is your camera ready for action?
• Imagine what you are going to see.
• Are the subjects prepared and know what you want from them?
• Be on the look out for portrait and action opportunities.
Be prepared

Do you know your camera?

Be prepared

Is your camera ready?
Be prepared

Imagine what you are going to see.
Be prepared

Imagine what you are going to see.
Be prepared

Are the subjects prepared and know what you want from them?
Get close to the subject

- Fill the frame.
- No digital zooming.
- Vary your shots – Easy as 1, 2, 3.
Get close to the subject

No digital zooming

10x Optical Zoom  10x Digital Zoom
Get close to the subject

Get down to eye view perspective.
Get close to the subject

Vary your shots

- 1 wide
- 2 medium
- 3 close up
Get close to the subject

Vary your shots
GET CLOSE TO SUBJECT

Vary your shots

1 wide  
2 medium  
3 close up

[Images of various visual elements related to photography and subjects]
Get close to the subject
All about the light

• Seek out nice light.
• Put yourself between subject and light source.
• Flash only when faced with poor lighting conditions and can’t move to better light.
• WB – white balance is important.
• Look for reflected light.
All about the light

Fill the frame.
All about the light

Seek out nice light. Bring the subjects to large windows.
All about the light

Put yourself between light and subject.
All about the light

Flash only when poor lighting conditions or fill in dark shadows.
White balancing is important.

- **Daylight at Midday**: 5000K
  - The white light of all measures approximately 5,000 degrees Kelvin.
- **Candle Light**: 2900K
  - The warmest light source of all measures around 2,900 degrees Kelvin.
- **Sunlight at Midday**: 5000K
  - The white light of all measures approximately 5,000 degrees Kelvin.
- **Cloudy Day**: 5000K
  - An overcast sky casts a brack light measuring approximately 6,500 to 7,500 degrees Kelvin.
- **Fluorescent**: 3000K - 6500K
- **Incandescent**: 2700K

**Color Temperature Chart**

<table>
<thead>
<tr>
<th>Color Temperature</th>
<th>Kelvin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloudy Day</td>
<td>6000K</td>
</tr>
<tr>
<td>Midday</td>
<td>5000K</td>
</tr>
<tr>
<td>Candle Light</td>
<td>2900K</td>
</tr>
<tr>
<td>Sunlight Midday</td>
<td>5000K</td>
</tr>
<tr>
<td>Overcast Day</td>
<td>6500K</td>
</tr>
</tbody>
</table>

**Color Scales**

- **Hue Scales**
- **Saturation Scales**
Connect with subjects

- Avoid backs and butts.
- Make eye contact and ask for permission if it is a portrait shot.
- Talk with subjects if taking portraits.
- Avoid “chimping” and taking too long.
Connect with subjects

Online picture examples of events that don’t connect with viewers
Connect with subjects

Move to a position for a better shot. Don’t settle.
Connect with subjects

Engage with participants
Connect with subjects
Connect with subjects

Anticipate the situation and imagine the shot.
Connect with subjects

Lighten the mood, joke around, be ready to snap the photo.
Connect with subjects

Avoid “chimping” if you can.
Mind your background

• Keep it simple and clean.
• Have your subjects stand away from background.
• Be careful with shapes and lines running through heads.
Mind your background

Anticipate the situation and imagine the shot.
Mind your background
Mind your background
Mind your background

Keep the shot simple and easy to understand.
Mind your background
Minimal post processing

- Small to medium amounts of processing is fine.
- Avoid squashing or stretching picture to fit a different dimension.
- Avoid extreme photo filters or super saturation.
Minimal post processing

Online examples of over processing photos

From http://photodoto.com/bad-edits/
Minimal post processing

Examples of over processing photos
Practice and review

• Work with what you have. Avoid gear acquisition syndrome.
• Practice, practice, practice.
• Review camera settings for good and bad shots.
• Ask yourself, “Did I accomplish my goal for the shoot?”
Practice and review

Avoid Gear Acquisition Syndrome and work with what you have.
Practice and review

Practice doing the type of photos you want to take.

“Practice isn’t the thing you do once you’re good. It’s the thing you do that makes you good.” - Malcolm Gladwell
Practice and review

Review bad shots to learn from mistakes.

f1.4  1/40s
ISO 800  50mm
Result blurry.