



PHOTO 101 TIPS

iPhone Tips

- For a single subject use the portrait mode. It will help separate the subject from the background. Portrait mode requires more light than normal photos, so it doesn't work well in low light. You can also use portrait mode to single out a detail photo of something. Make sure you tap on the item to get the focus on it because portrait mode is usually looking for a face.
- HDR mode – go to settings > camera and enable AUTO HDR. In tricky lighting situations the auto HDR will kick in and help out tremendously.
- Zoom - the best zoom is your feet. The more you pinch zoom with your iPhone the worse the image quality. Use your feet!
- Lighting – try and put the main subject of your photo in the best and often brightest light, except for full sun because it makes for squinting subjects. The main thing is you want to avoid having the brighter light behind your subject (backlighting). iPhone cameras usually expose for the brightest portion of your screen.

General Photo tips

- Tell the story with your photos. Aim to shoot wide, medium and tight photos of every situation. Also shoot horizontal and vertical too. It will give variety to your photos and will help your designers and social managers with different layouts and delivery platforms.
- Backgrounds: watch your background for distracting elements. Move the camera (yourself) or your subject to have a more desirable background. When shooting a single subject pull them away from a wall or whatever you are using for the background.
- Details: don't forget to shoot detail photos of whatever the story subject is, details help tell the story.
- Moments: watch your subject and try to anticipate any good moments of interactions and/or emotions.

Simple Headshot Tips

- Use a longer lens to separate the subject from background
- Pull subject several feet away from background
- Find even lighting
- Stay away from direct harsh light
- Shoot across the subject's body - turn hips and shoulders towards light and their head back toward the camera
- Shift weight to one foot
- Make them laugh, loosen up your subject, chat 'em up