

7 Simple Photography

Tips to Elevate Your Shots

You don't need fancy cameras to capture content for your small business. You can simply shoot from your smart phone. Here's how to do it properly so that you grab your audiences attention.



Tip 1 Familiarise yourself with your smart phone's camera functions before taking any photos.

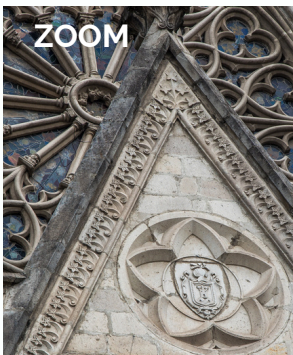
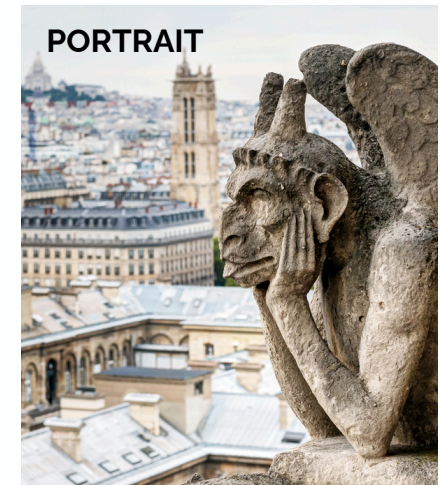
For example, iPhones have the ability to take:

Wide angle - where it can capture your whole view point. This can have some warping in the photos edges.

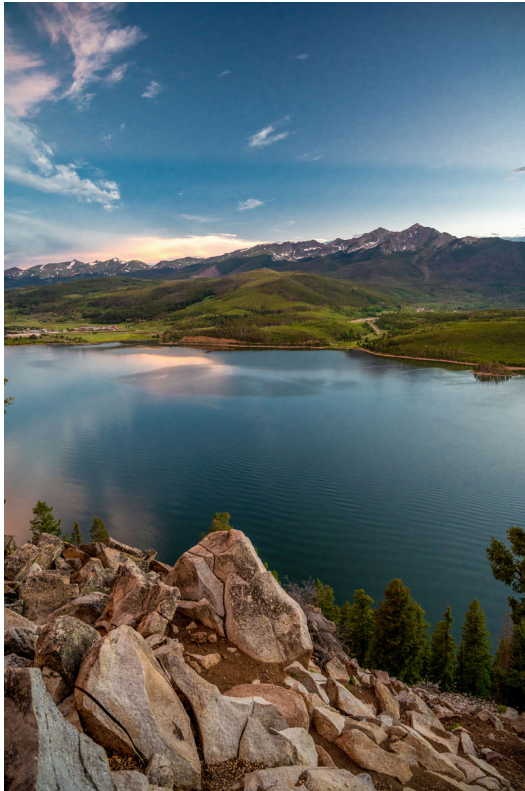
Zoom - going closer to the subject. Be careful your photo doesn't reduce in quality.

Portrait style - where it creates depth of field by blurring the background.

Panorama - where the picture is a long landscape view.



There could be other functions like turning your flash on or off; changing the exposure & having a slow shutter speed; using a timer to take the shot; coloured filters; and the option to take photos in high definition if you choose (please note this last option will use more memory on your phone, but it gives the photos a higher quality).



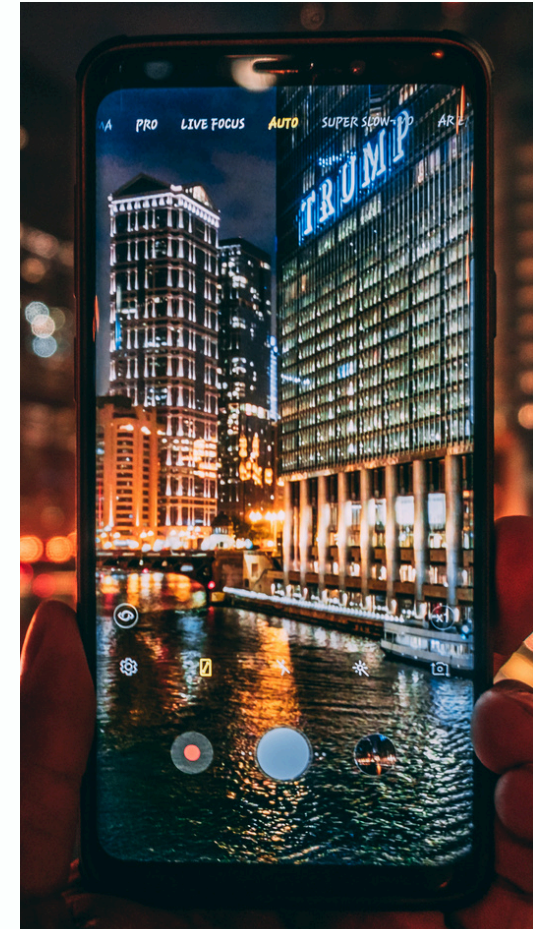
High definition - Very clear and high quality images.



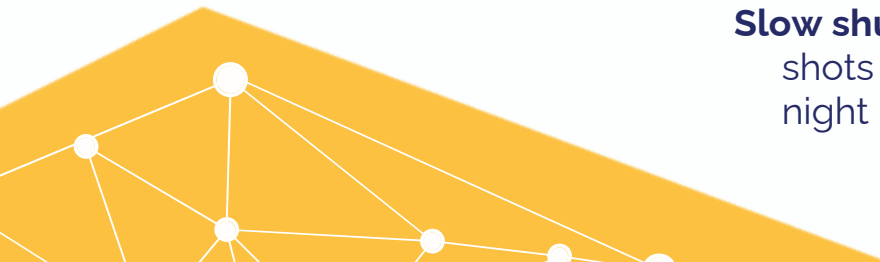
Timer - To capture your shot with you in it.



Slow shutter/exposure - To take shots in low light, like sunset or night photographs.

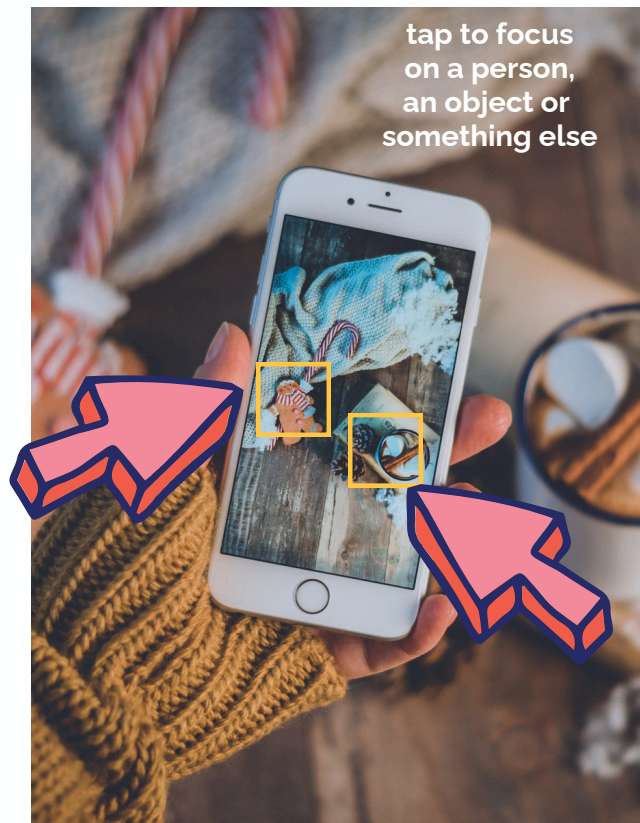


Filters - To make your image stand out.



Tip 2 Make sure you tap the screen before you take the shot.
Two important things will happen.

1: The camera will focus on the section you tapped. So if you tap on a person it will be in focus, but if you tap on a subject in the foreground the background may be blurred depending on the depth of field.



2: The camera will adjust the light. You can override this by sliding your finger up or down the frame to get more or less light in the exposure if you feel it needs it.



Tip 3

When you are taking a photograph think about if you can use the picture multiple ways. Consider these examples of using the whole photograph and then using parts of it.

However to do this, you need to make sure your shot is in focus. The only exception would be in example C, if you use the shot as a background for an advertisement.



Example A:

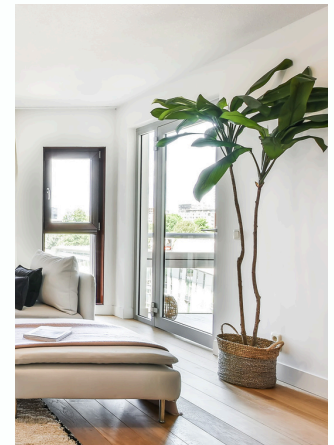
#1



#2



#3





Different text in social posts

Topic 1: Welcome to my store.

Topic 2: This is Maggie my amazing employee.

Topic 3: Some new products have arrived.

Example B:

#1



#2



#3





Example C:

#1



#2



#3

The exception to the rule of a focused photograph would be if it features as a background to an advertisement or article.

5 tips for the perfect weekend away

1. Book Early

Secure your accommodation in advance.

2. Pack Smart

Bring versatile clothing considering your activities and weather.

3. Local Food

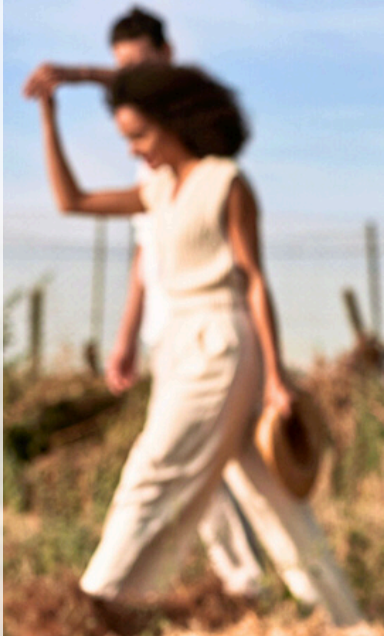
Support small businesses and explore the regions flavours.

4. Flexible Itinerary

Plan key activities but leave some free time to explore.

5. Disconnect

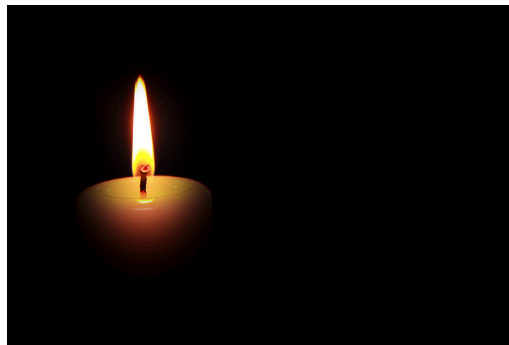
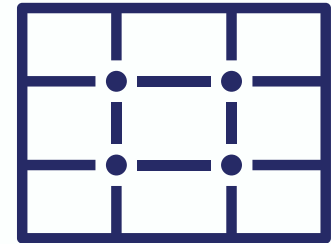
Minimise screen time to immerse yourself in your getaway.



Tip 4 Remember to compose your photograph, by leading the viewers eye around the image.

A lot of people default to centring their subject which is ok, but to get a more interesting shot don't be afraid to play around and capture your subject in a rule of thirds.

Place your product/subject in the left or right third of the image. See the box and where the dots are.

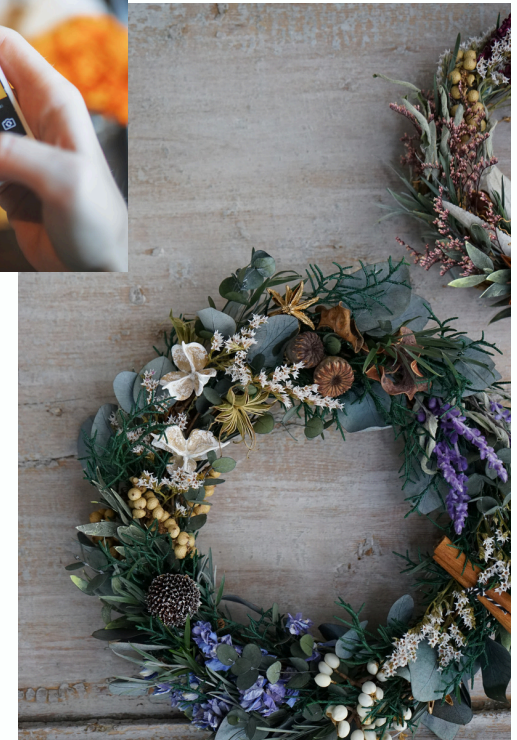


Tip 5 Explore depth of field to make your image interesting and look professional.

You can frame the subject in the foreground or the background depending on what you want to highlight within your shot.



Tip 6 Cropping photos - don't be afraid to do it.
Be mindful of what is in your camera's frame.



Tip 7 After taking your photo, remember you can make slight adjustments to make your photo pop using filters and colour correction.



A warm filter called Capri was added to this photo. It changes the colour to make the produce and tractor stand out.



This image was lightened and a yellow tone was used to enhance the fruit colour.



A rustic filter was used to create a cozy feel to the room, encouraging the customer to feel attracted to the scene and book the accommodation



Happy snapping!!! And remember to experiment & have some fun.