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<http://enktesis.com>
v22/Jan 2019



Basic
Photo
Principles

MAKE MAGIC



Our goal is to
make magic. Tell
a story. Capture
the action. Freeze
the moment of
success, failure,
and learning.



Basic Photo Principles

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FROM 36 EXPOSURES TO 3600:

RULES FOR SHOOTING

Know how to use your equipment...

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- Read the manuals
- Test all functions
- Connect all equipment
- Know every control

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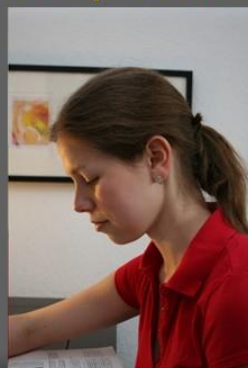


FROM 36 EXPOSURES TO 3600:

RULES FOR SHOOTING

Avoid flash if at all possible....

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- A single flash will rarely (never) produce good results.
- It will always produce hotspots, shadows, and unflattering results.
- If you need to, set the ISO to the highest level for dark rooms.
- Creates odd white balance.

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FROM 36 EXPOSURES TO 3600:

RULES FOR SHOOTING

Know how to pre-focus...

- Make sure your subject is in focus.
- Typically press half-way and hold.
- Then move and shoot.

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While modern cameras are smart, the focus often gets confused at events due to the wide range of color and shapes. Make SURE your subject is in focus.



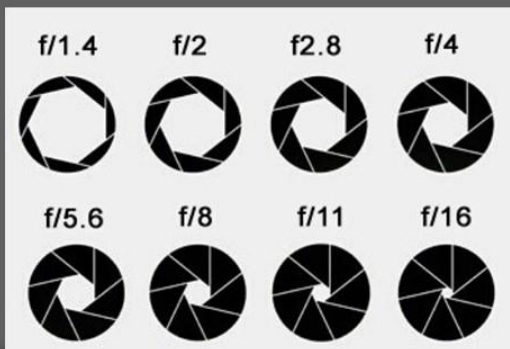
FROM 36 EXPOSURES TO 3600:

RULES FOR SHOOTING

Understand aperture...

- F-stop is the amount of light allowed through the lense.
- This has two results
 - Controls the exposure in bright or dark situations.
 - Creates the effect of more or less of the photo in focus.

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FROM 36 EXPOSURES TO 3600:

RULES FOR SHOOTING

Understand aperture...



50mm/f-1.8

50mm/f-20

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If your camera is on AUTO you don't need to worry about this. But if you want an icon shot you have go manual and force the F-Stop to the lowest setting.

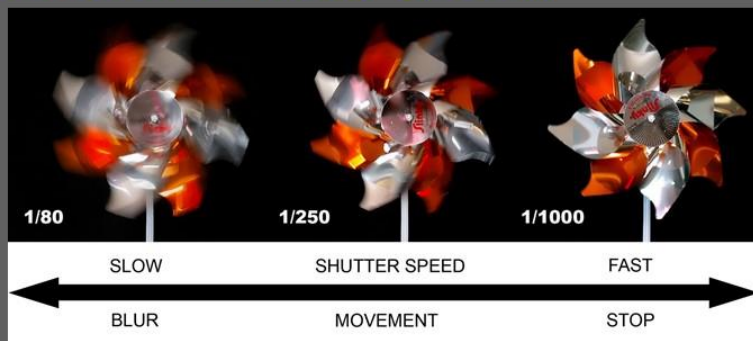


FROM 36 EXPOSURES TO 3600:

RULES FOR SHOOTING

Understand shutter speed...

- Shutter speed is the time the lense allows light to enter the camera.
- It affects motion capture.



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Make sure your shutter speed is above 125 of a second (if you can). If not, force the camera to a higher ISO setting.



FROM 36 EXPOSURES TO 3600: RULES FOR SHOOTING

Understand focal length...



Focal Length: 300mm



Focal Length: 14mm

- Longer (higher) focal lengths look more natural and focus on a subject.
- Shorter (lower) focal lengths show more information but often distort the subject.

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FROM 36 EXPOSURES TO 3600: RULES FOR SHOOTING

Simple setup...

If you have a camera..

- Set your camera to full auto with no flash.



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FROM 36 EXPOSURES TO 3600:

USING YOUR PHONE

Simple setup...

If you have a phone..

- Understand the controls.
- Set it the highest resolution.
- Turn off the flash.
- Turn HDR off.
- Use optical zoom.
- Never use digital zoom (hardly ever).
- Use advanced features (esp iPhones).



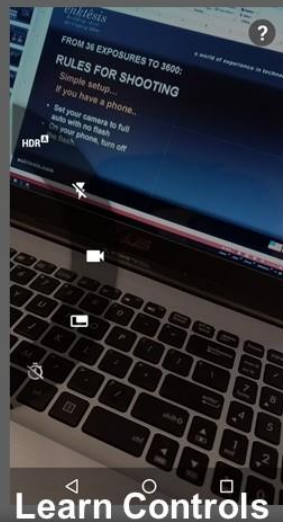
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FROM 36 EXPOSURES TO 3600: Using Your Phone



Focus/Adjust



Learn Controls



Zoom if needed



Advanced features

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Don't forget to shoot horizontally!



FROM 36 EXPOSURES TO 3600:

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SAVING IMAGES

Never modify original images.

If you do edit. Save as a new name.

Send the source images to HQ.

Regularly download and clear images.



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FROM 36 EXPOSURES TO 3600:

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RULES FOR YOU: BONUS

Use the camera strap...

Or, have a good case on your phone.

Bring only what you need...

Anchor yourself...

Breathe slowly...

Don't chew gum (really)...



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Really, don't chew gum. It will blur your pictures from movement in your face.



FROM 36 EXPOSURES TO 3600:

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RULES FOR GOOD IMAGES

- Use wide angle correctly...
- Get uncomfortably close...
- Follow the rule of thirds...
- Generally shoot landscape...
- Shoot full frame. Sort of...
- Watch horizons...
- Get down to the level of the subject...
- Make sure you show the context...
- Make sure you show the space...
- Watch backgrounds...



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FROM 36 EXPOSURES TO 3600:

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RULES FOR GOOD IMAGES

- Use wide angle correctly...



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Be careful unless you want to be comedic. Use wide angle for rooms, large spaces, etc.



FROM 36 EXPOSURES TO 3600:

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RULES FOR GOOD IMAGES

Get uncomfortably close...



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Most people don't like to be closer to strangers than four or five feet.. Photographers typically translate this into standing farther away from their subjects because the lense brings the subject close to them. Get over it.

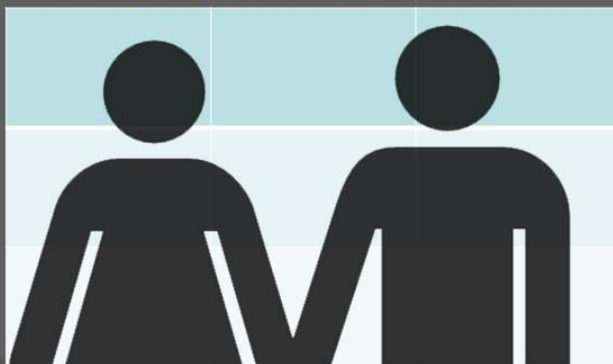


FROM 36 EXPOSURES TO 3600

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RULES FOR GOOD IMAGES

Follow the rule of thirds: Fill the frame.



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FROM 36 EXPOSURES TO 3600:

RULES FOR GOOD IMAGES

Shoot full frame. Sort of...

Avoid post-shoot editing. But do leave some margin (about 10%).

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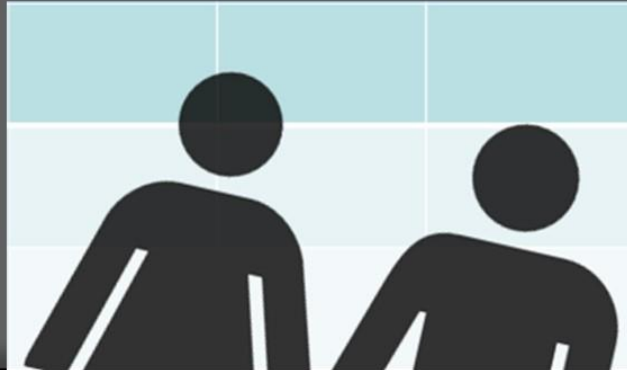


FROM 36 EXPOSURES TO 3600:

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WATCH HORIZONS

Generally straight unless necessary.



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Unless you need an off-angle photo, keep the camera straight.

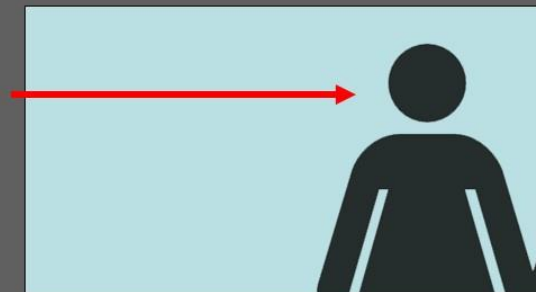
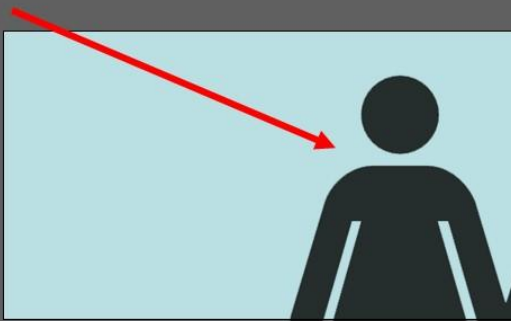


FROM 36 EXPOSURES TO 3600:

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BE YOUR SUBJECT

Get down to the level of your subject...



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Biggest mistake made by the average photog.



FROM 36 EXPOSURES TO 3600:

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SHOW ALL IMPORTANT INFORMATION

Make sure you show the context...



- Where they are
- What they are doing
- What they are using

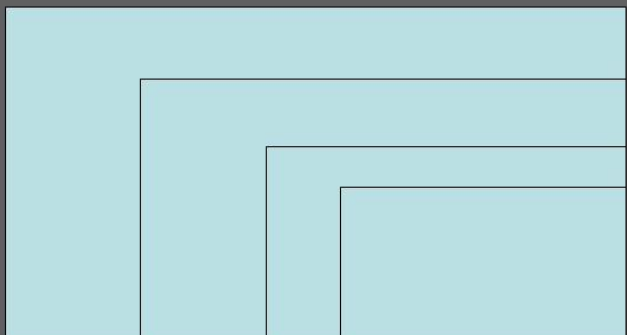


FROM 36 EXPOSURES TO 3600:

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SHOW ALL IMPORTANT INFORMATION

Make sure you show the space...



- Show the room
- Show the activity
- Show the groups
- Show the individuals



Make sure you get some shots of the entire facility, signs, tables, the floor, and more.



FROM 36 EXPOSURES TO 3600:

36

SHOW ALL IMPORTANT INFORMATION

Watch backgrounds...



- Poles
- Lines
- Signs
- People
- Places

