



## The UNIVERSAL Photographic Constant

- *People NOT cameras take pictures;*
- *Cameras are ONLY the tool people use to take pictures;*
- *Good pictures are the result of people controlling how their camera works.*

## Why Are So Many Pictures BAD?

- *Boring;*
- *Confusing;*
- *Technically poor.*

*The vast majority of bad pictures look alike; most people do not think about the picture they are taking; they just aim centre mass, blink, and blast*

*If you want people to think you take good pictures, the easiest way is to just to not show the bad ones!*

## Technical Aspects of Good Photography

- Proper Exposure
- Good Lighting
- Good White/Colour Balance
- In-Focus
- Image is Sharp
- Minimal Technical "Flaws" (flare, distortion, ..)
- *Technical factors support the creative elements of photography*

## Creative Aspects of Good Photography

- Subject
- Background
- Lighting
- Composition
- Perspective
- Action
- *The creative elements of a photograph tell "the story" the photographer is capturing*

## FUNDAMENTALS AND SUGGESTIONS FOR GOOD PICTURES

1. *Show ONE subject clearly*
2. *Simplify the background*
3. *Try a different viewpoint*
4. *Place the subject off centre*
5. *Take charge*
6. *Watch the light*
7. *Get closer*
8. *Take extra pictures*
9. *Vary your subjects*
10. *Experiment*

### #1 - Show ONE Subject Clearly

- Understand what is the subject of your picture
- Do not confuse the viewer
- Use objects in the picture to assist the viewer in understanding the subject
- *Less is MORE!*

### #2 - Simplify the Background

- Clutter confuses the viewer as to what is the subject of the picture
- Clutter can ruin the subject's appearance
- See the whole picture; not just the subject but the subject AND the background

### #3 - Try a Different Viewpoint

- Not all pictures work in a horizontal format; try vertical
- Try different camera angles; try taking pictures from close to the ground
- Look for the unusual camera angle
- Try to shoot animals and children at eye level
- Use the background to draw attention to the subject

### #4 - Place the Subject Off Centre

- "Centre Mass/Bulls Eye" aiming is for shooting guns NOT pictures
- Don't let the camera autofocus control the image; remember focus lock and shift
- Use the Rule of Thirds
- Use the placement of the subject to help tell the picture's story

### #5 - Take charge

- Do not be afraid to take control; not all good pictures are "as is"
- Think about how you can change the scene to improve the picture
- Plan ahead for the photographic conditions you want
- Be prepared for opportunity; do not react to it
- Luck doesn't exist! photographic "luck" is opportunity combined with preparation

### #6 - Watch the Light

- Photography is all about light
- Be alert for conditions that can fool the camera light meter and auto white balance
- Look for unusual lighting
- Use morning and evening light for dramatic lighting
- Mid-day light is bland and one dimensional
- Watch the shadows and highlights and adjust as needed
- Use flash to fill shadows

### #7 - Get Closer

- Consider the size of the subject in relation to the background
- Even fixed focal length lens cameras have a "telephoto setting" (it's called move closer)
- "Digital Zoom" is not the same as a zoom lens
- Know how close your camera will focus
- Always try to "get closer"

## #8 –Take Extra Pictures

- Bracket the exposure to help get a “good” exposure
- It’s easier to take an extra picture than to recreate the picture at a later date
- Do NOT assume the picture is “perfect”; take extra pictures as insurance and to improve the chances that you got the image you wanted

## #9 - Vary Your Subjects

- Do not always take the same pictures
- Do not always take the same subjects
- Give yourself assignments of new picture/subject combinations in order to learn to photograph them
- Try something new even when taking pictures of what you do well

- Improving your skills will improve even those pictures you shoot well!

## #10 – Experiment

- Not every picture is a work of art
- Break the “rules”
- Do not get in a rut; try to do things differently
- Set goals, take notes and use the data capture capability of digital cameras to review your work and make improvements
- Practice DOES NOT make perfect. Practice, critical analysis, and corrective action makes perfect
- Photography is a skill; a skill is KNOWLEDGE reinforced with EXPERIENCE

## FUNDAMENTALS AND SUGGESTIONS FOR GOOD PICTURES- AGAIN

1. *Show ONE subject clearly*
2. *Simplify the background*
3. *Try a different viewpoint*
4. *Place the subject off centre*
5. *Take charge*
6. *Watch the light*
7. *Get closer*
8. *Take extra pictures*
9. *Vary your subjects*
10. *Experiment*

## Summary

- Cameras are tools and the resulting pictures are only as good as the user of the tool;
- These “rules and tips” are guidelines only to avoid the usual “bulls-eye” and “mug shot” format so common in most bad pictures;
- Sorting your pictures, and not showing the bad ones, will help you learn how to take better pictures and make everyone think that all your pictures are good.