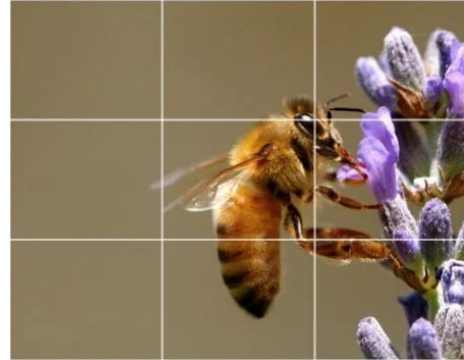


Mobile Photography 101

1. USE GRIDLINES/RULE OF THIRDS

Turning on this feature will superimpose a series of lines on your screen that is based on the “rule of thirds”. The rule of thirds is a principle that says an image should be broken down into thirds, both vertically and horizontally, so that you have 9 equal parts in total.

The goal is to place the points of interest in these intersections or along the lines. This will result in a more balanced image that will allow the viewer to interact with it more naturally.



iPhone: Settings → Photo & Camera → Switch “Grid” on

Android: Launch camera app → Settings → Switch “grid lines” on

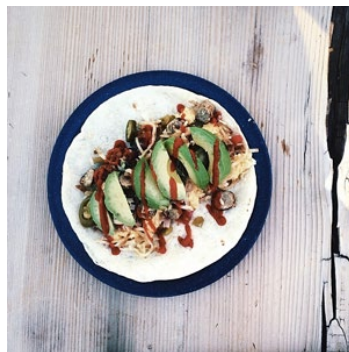
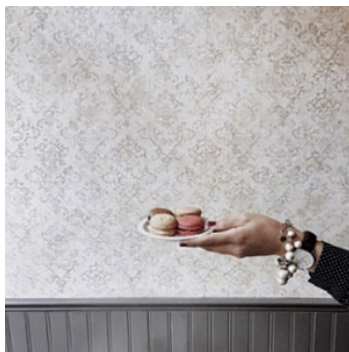
2. SET YOUR FOCUS

The best photos should include one, interesting subject. The subject, however, shouldn't fill the entire frame. Two-thirds of the photo should include negative space, that helps the subject stand out. To focus on the subject, tap your screen. A square or circle should appear, shifting the focus of the image to the contents of the icon. That will ensure the subject is in focus and that lighting is optimized. Once you've taken your photo, you can use filters and apps to further enhance the focus on the subject. Consider cropping the image, adjusting brightness, contrast, and/or saturation.

3. EMBRACE NEGATIVE SPACE

Negative space refers to the areas around and between the subjects of an image. This can take an average picture and make it very aesthetically pleasing. This technique will help your subject stand out more and evoke a stronger reaction from the viewer.

Tip: Take every picture asking yourself “How is this going to make the viewer feel?”



4. LOOK FOR SYMMETRY

Pictures that include symmetry can be incredibly pleasing to the eye. Use the gridlines mentioned in tip #1 to line everything up perfectly. Notice how this can be used to display a product or a location.



5. CAPTURE REPETITIVE PATTERNS

Repetitive patterns are also very pleasing to the eye. They appear whenever strong graphic elements are repeated over and over again, like lines, geometric shapes, form, and colours. Capturing something like a beautiful tiled floor can be enough to create a striking image. It does not have to be overly complex. Products can be placed in a repetitive pattern, this is your chance to get creative.

Alternatively, you can keep an eye out for natural repetitive patterns or unintentionally patterns in your surroundings



6. AVOID ZOOMING IN

When you are at a distance it can be tempting to zoom in on something you are trying to capture. Instead, it is recommended to actually get closer to your subject. This way, you won't compromise quality, and it will be easier to play around with that larger image when you go to edit it.

7. USE NATURAL LIGHT

Natural light is your best friend. Smartphone photos that are taken with flash rarely turn out great. Using flash leads to overexposed images, negatively altered colours, and washed out subjects.

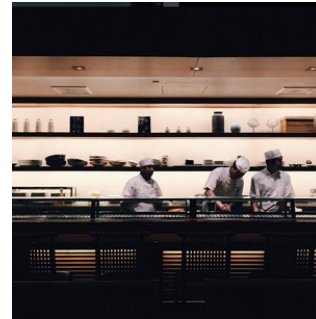
If you do use flash, do so only during the day. It all comes down to contrast. Flash during the day leads to less contrast. In already well-lit spaces, flash can help to soften some dark shadows behind or beneath your main subject. They can also be used to remove unwanted shadows.

Take advantage of natural lighting, even after dark. Natural light does not necessarily mean the sun, light that is already present in your surroundings will lead to a similar effect. Once you've taken the

photo, play with the “exposure” tool in your preferred photo editing app. Tread carefully with the exposure tool. Adjust it in slight increments to avoid the image from becoming too grainy.

8. SET EXPOSURE MANUALLY

When you tap your screen to set the focus, an icon will appear on the screen. You should also see a small sun icon and a vertical scale. Slowly swipe your finger up and down this scale to adjust the light level.



9. TAKE CANDIDS

Candid shots of people doing things, or people with people, can be interesting than staged or posed photos. Candid photos are better to effectively capture the emotion and essence of a moment or an environment. One of the best ways to capture this kind of shot is to take as many photos as possible. You’ll have more to choose from, the best photos often happen when the “stars align” and all the subjects look great. Using burst mode will give you the best chance to capture the perfect moment.

10. CLEAN YOUR LENS

Although smartphone cameras might be more convenient to carry around, it does come at the cost of protection. Your phone is usually in your pocket or your bag. Your lens is collecting all types of dust and lint throughout the day, so be sure to clean your lens with a soft fabric before taking the picture. Most times you cannot tell how dirty your lens is until you’ve begun to edit, and by then, it is too late to remedy the issue. Making sure the lens is crystal clear before taking a shot can keep you from starting from scratch.

11. DON’T BE AFRAID TO EDIT

Editing your photos is a critical step in the photography process. Filters can be a valuable photographic tool, particularly when it comes to two goals:

- 1) removing blemishes from a picture, and
- 2) making food look even more delicious.

Instagram has its own built-in editing capabilities and so should your camera app. There are apps such as Pho.to, Facetune, and Lightroom that allow you to make impressive edits to your photos to make them look even better and more professional. Apps like Foodie come with filters optimized for different types of food.

[This](https://blog.hubspot.com/marketing/best-photo-editing-apps) is a great resource to seek out the best photo editing apps that best suit your needs. (<https://blog.hubspot.com/marketing/best-photo-editing-apps>)

12. USE HDR

HDR helps in taking evenly lit photos with great detail. When taking a photo the camera struggles to capture detail in both the shadows (dark areas) and the highlights (bright areas). The iPhone camera offers the HDR feature as a solution to that problem.

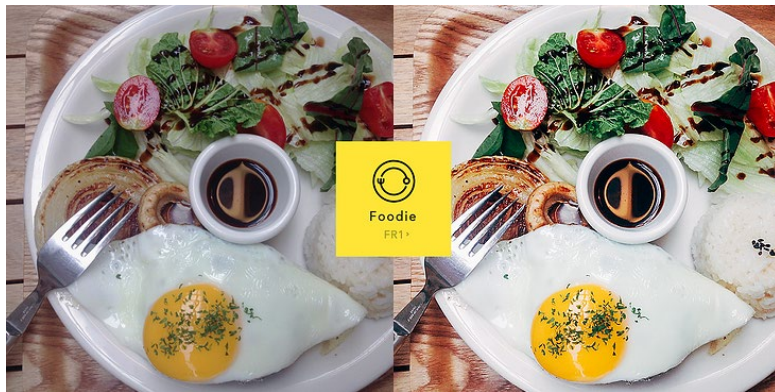
HDR stands for High Dynamic Range. It allows you to capture detail in both the shadows and the highlights.

Turning on HDR: Settings → Camera → Switch on “Smart HDR”

The Smart HDR option allows for your iPhone to automatically shoot HDR photos whenever it needs to. If you would prefer to control the HDR settings manually switch HDR off in the settings. You should now see an HDR icon at the top of the camera app. Tap the icon to switch it on whenever you see the need to use it.

13. SHOOT IN PORTRAIT MODE

Shooting in portrait mode creates professional-looking photos with blurred backgrounds to give a depth effect that will add another layer to your image.



Select the **Portrait** shooting mode at the bottom of the screen. Make sure your subject is between 2-8 feet

away. The depth effect won't work if your subject is too close or too far. When the words “Natural Light” pops up in yellow, you’re ready to take your shot.

If you have an iPhone X or newer, you have a feature called “Depth Control”. This allows you to adjust the strength of the background blur after taking the photo.