

10 Tips for Taking Smartphone Photos

Insight
BRAND &
MARKETING
STUDIO

TIPS & TRICKS

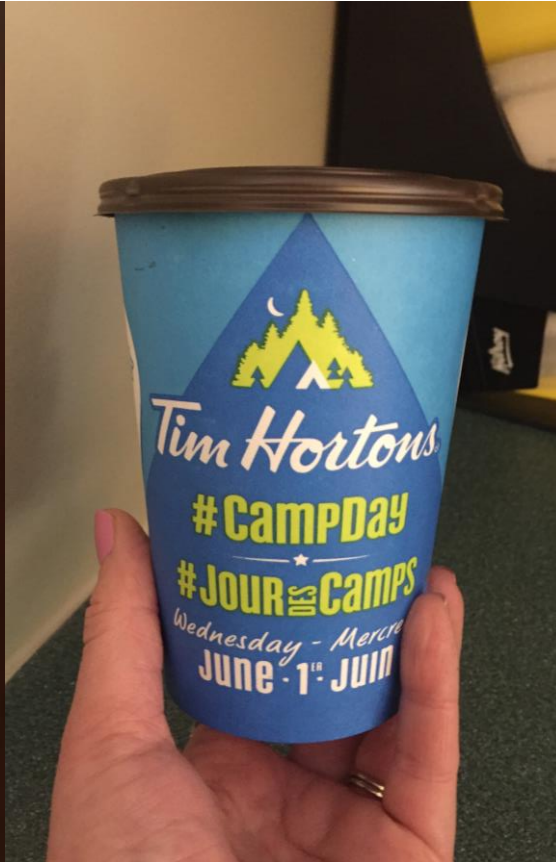
Find Natural Light: Find the nearest window and have the person(s) stand facing the window so that the natural light is illuminating their face. (This is also a great tactic for selfies!)

Protip: Avoid having your subject's back to the window. This will make the background blown out and your subject will be very dark.

NATURAL LIGHT

INDOOR LIGHT

BACK TO WINDOW



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No Flash Photography: In relation to the former tip, avoid using your camera's on-board flash. The flash can make the photo overexposed and doesn't always give the best colour. Instead of using your flash, find the natural light we previously talked about.

NATURAL LIGHT – NO FLASH



FLASH



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Ditch Overhead Lights: Turn off overhead lights if possible but make sure to have a natural light source to compensate – this helps the colours be more natural and less warm (yellow/orange).

NO OVERHEAD LIGHT



INDOOR LIGHT



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Depth Perception: Instead of standing your subject in front of a blank wall, have their back facing into a room – this will help to create depth and interest behind them.

Protip: If you must have them standing in front of a wall, be sure to have them step a few paces away from the wall to help eliminate shadows.

INTO ROOM



AGAINST WALL



AWAY FROM WALL



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Snap Away: Don't be afraid to take lots of shots of the same thing and try different angles. You'll thank yourself when you see that someone had their eyes closed in 9 out of 10 photos!

TIPS & TRICKS

Turn on Your Gridlines: Turn on your camera's gridlines to better line up your shots. This will help you ensure a shot is straight and balanced or that your subject is centered.

iPhone: Go to Settings > Photos & Camera > Grid on

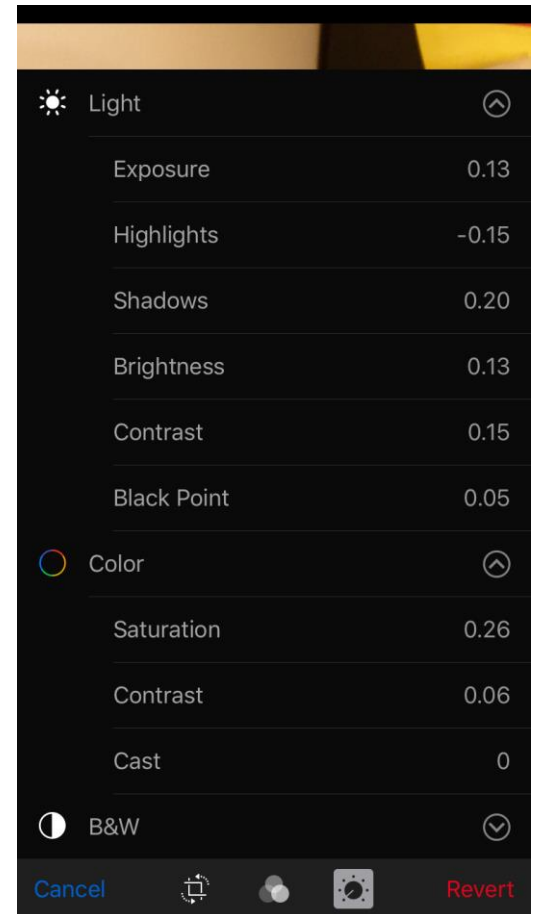
Samsung Galaxy S5: Open camera app > Settings > Gridlines On



TIPS & TRICKS

Be Colourful: It's good to take a few minutes and do some subtle colour correction. iPhones have this feature built-in however, apps like VSCO can help if your phone does not have this feature.

Protip: This isn't about just applying a filter – it's about enhancing the natural colours of the photo. A few go-to's include increasing the exposure, dropping the shadows, enhancing the saturation and upping the contrast – it all depends on the photo.



EDITED



UNEDITED



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Get Focused: Ensure your photo is in focus by tapping the screen to focus the camera on your subject. A photo can be enhanced in lots of different ways, but a blurry photo can't be fixed.

Protip: If you hold the screen for a few seconds after you've focused your image, you are able to lock the focus (AF locked) and it will stay even if you move your phone around.

IN FOCUS



BLURRY



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Keep Steady: Similar to ensuring your photo is in-focus, it's important to keep steady when taking your photo. Especially in low-light situations, your camera will need to use a slower shutter speed to let more light in and any movement will result in a blurry photo.

TIPS & TRICKS

Avoid the Zoom: While you may be tempted to zoom-in, try to avoid this. It's better to get closer to your subject than it is to zoom in. Zooming decreases the quality of the image and can make it blurrier/grainy.

Protip: Crop the image later on once it has already been captured as an alternative to zooming.

Closing

REMEMBER:

- ✦ Natural Light
- ✦ No Flash Photography
- ✦ Ditch Overhead Lighting
 - ✦ Depth Perception
 - ✦ Snap Away
- ✦ Turn On Your Gridlines
 - ✦ Be Colourful
 - ✦ Get Focused
 - ✦ Keep Steady
- ✦ Avoid the Zoom