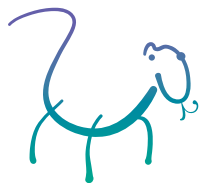


# f/8

**[AND BE THERE]**

## IN-HOUSE PHOTOGRAPHY TIPS

Back in the days of film, f/8 was a camera lense aperture setting that would ensure crisp photography in most locations. It was less important to have technique than it was to be where the photograph might happen — to capture the unforeseen opportunities that presented themselves.



Lizzardbrand

# Tips for good pix

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## Find your angle

- How will you communicate your idea?
- Tell a story. (Why should we care?)
- Convey emotion.
- Surprise and compel.

## Study lighting

### When shooting outdoors:

- Look for interesting lighting.
- Avoid shooting at high noon (pun intended) when shadows and light are the harshest and unflattering. Shoot photos in the early morning and late afternoon.
- When shooting in the shade, be aware of the lighting behind your subjects.

### When shooting indoors:

- Try using available light such as a north-facing window. Avoid direct sunlight.
- Avoid fluorescent and incandescent lighting because they are tinted with color, not white.
- Don't get too close with the flash — it casts harsh shadows and “blows out” details.
- Make sure there's plenty of lighting and that it is soft enough to not create heavy shadows on the subjects' faces.

### Avoid these situations:

- Avoid backlighting unless you want a silhouette.
- Avoid shooting dark and light objects in the same frame. The lens will try to compensate and the photo may have less contrast.

## Prepare in advance

- Know in advance what you want to shoot. Find your shot, then be open to all other possibilities.
- Stake out the location and be aware of lighting.
- Look at background opportunities/limitations.
- Use props.

## Control your frame

- See through the camera lens.
- Decide what you do/do not want in the frame.
- Look for obstacles like telephone poles out of people's heads and cut-off body parts.
- Avoid ugly backgrounds and objects that are in the way.
- When composing, leave space around the edges for more cropping opportunities.

## Snap your photo

- Foreground: Shoot close in and be intimate with your subjects. Be aware of details.
- Background: Use it to further the idea. Don't let it be whatever happens to be there.
- Explore different angles (from above, from below, from the hip).
- Shoot with a poetic brain, as in illustrating your favorite book.

## Use a camera when you can

The majority nonprofessional photographers use their mobile phones because they have vastly better quality now and they're really convenient. Depending on the nature of your photo needs, use a camera when you can. If you're using an older mobile phone, be aware of these things:

- They have wide angle lenses. Things are not as close as they appear.
- Images are flattened and distorted around the edges. Be aware when photographing people.
- Get closer to your subject matter.

## Stay focused

- Hold the camera still! Hold your breath in when you click.
- Make sure your photos are in critical focus. Otherwise, they will look unprofessional.
- Shoot LOTS and LOTS of photos both vertical and horizontal if using in publications.

“Luck is what happens when preparation meets opportunity.”

— Roman philosopher Seneca

# Improve your photography

## Portraits



Avoid centering your subject matter. The eye stops there.



Compose asymmetrically for eye movement. Utilize the background.

## Duos



Avoid large, empty spaces between people.



Get people closer together.

## Group shots



For group shots, avoid staging horizontally.



Seat (or stand) people in rows.



# Create a striking image

## Volunteers



Avoid scattered groups of people.



Talk to your subjects to get them to interact with you. Get them to smile!

## Events



Show people's faces and avoid harsh lighting.



Shoot close in and personal with your subjects.

## Meetings and presentations



Avoid backs of people and boring composition.



Find a better angle. Get people to interact with each other.

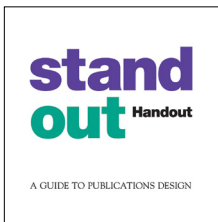
## Contact us

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Give us a ring or shoot us a message and let's chat about what we can do for you:

- 📞 913-669-3244
- ✉ [elizabeth@lizzardbrand.com](mailto:elizabeth@lizzardbrand.com)
- 🌐 [lizzardbrand.com](http://lizzardbrand.com)
- 📷 [@lizzardbrand](https://www.instagram.com/lizzardbrand)
- 📘 [/lizzardbrand](https://www.facebook.com/lizzardbrand)
- 📍 [1221 Lawton Lane, Rosedale, KS 66103](#)

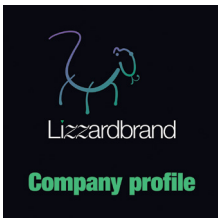
### Learn more online:



- ▼ [Stand out handout](#) provides an understanding of design criteria, content development, and the design process. It's a guide you can go back to again and again.



- ▼ The [f/8 \[and Be There\]](#) handout provides helpful tips for nonprofessional photographers. Ask for a copy before your next photo assignment.



- ▼ Our [Company profile](#) will tell you everything you need to know about Lizzardbrand.