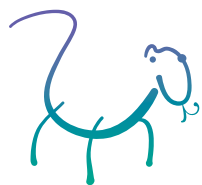


# f/8

**[AND BE THERE]**

## IN-HOUSE PHOTOGRAPHY TIPS

Back in the days of film, f/8 was a camera lens 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

---

## Find your angle

- How will you communicate your idea?
- Tell a story.
- 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

- Decide what you do/do not want in the frame.
- Look for obstacles like telephone poles coming 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 up 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 several photos both vertical and horizontal if using in publications.

## Camera vs. cell phone

The majority of nonprofessional photographers use their cell phones because they now have vastly better quality and they're really convenient. Be aware of these limitations:

- If you're using an older mobile phone, it may have a wide-angle lens, therefore, things are not as close as they appear. Images may also be flattened and distorted around the edges.
- Only zoom in on your phone if your camera has the lens to do so (scaling with your fingers doesn't count).

Depending on the nature of your photographic needs, use a camera when you can. And if you have the budget, always hire a professional!

## 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.

“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 up 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

---

Let us help you deliver your message through compelling design. Book a free consultation with us.

📞 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.



- ▼ Learn more about branding and visual identity with the [Lizzardbranding presentation](#).



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