



# Mobile photography workshop by K2 Photography & Marketing

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# Get to know you

Share your name and an instance in your life where you were touched through photography.



# Understanding your Phone camera



All those buttons!

Use them to make awesome images!

# Photo Composition

There are 28 styles of composition.

We will cover three:

- Rule of Thirds
- Leading Lines
- Golden Ratio



# Photo Composition

## Rule of Thirds

The idea is to place the important element(s) of the scene along one or more of the lines or where the lines intersect. We have a natural tendency to want to place the main subject in the middle. Placing it off-center using the rule of thirds will, more often than not, lead to a more attractive composition.



# Center Composition



# Lazy Composition





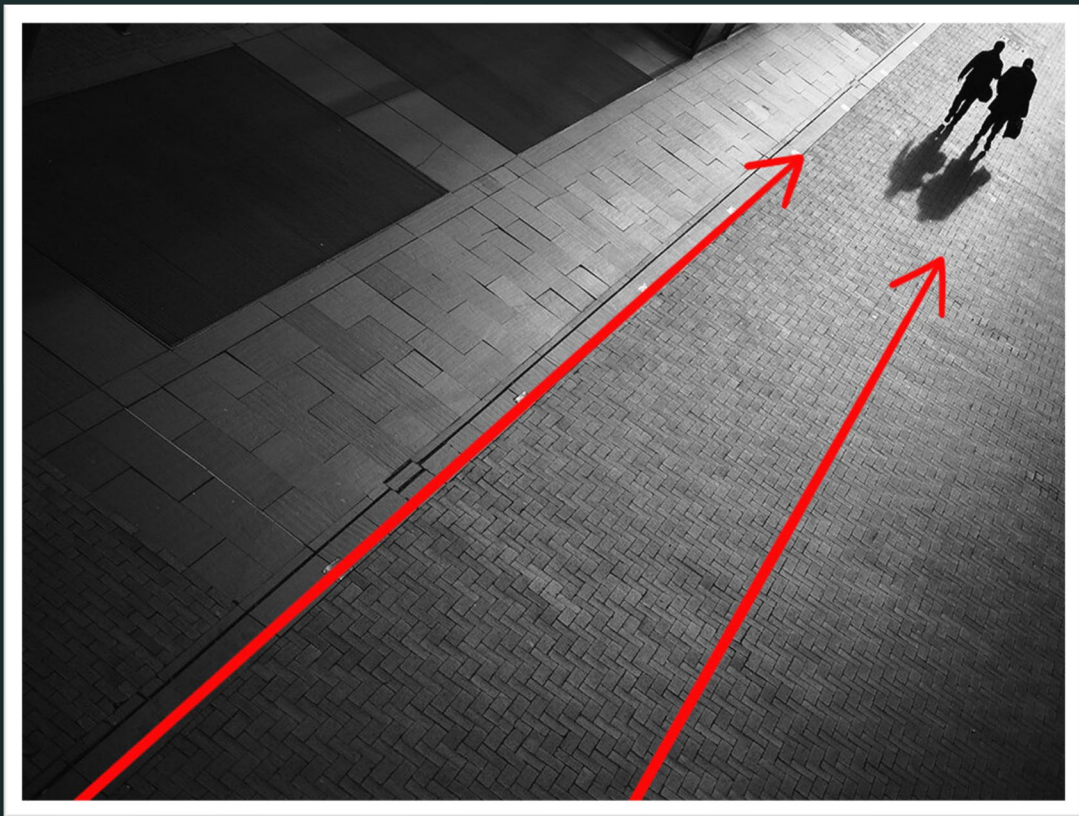
# Photo Composition

## Leading Lines

Leading lines help lead the viewer through the image and focus attention on important elements. Anything from paths, walls, or patterns can be used as leading lines.



# Leading Lines



# Leading Lines



# Photo Composition

## Frame Within the Frame

Including a 'frame within the frame' is another effective way of portraying depth in a scene. Look for elements such as windows, arches, or overhanging branches to frame the scene.



# Frame Within the Frame



# Lighting & Exposure



- Natural light vs. artificial light
- Managing exposure and focus
- Using the exposure slider effectively
- Avoiding harsh shadows and blown-out highlights



# Managing exposure and focus

Tap To Set iPhone Camera Focus

Tap & Hold To Lock iPhone Focus

Don't Change Distance After Focusing

Avoid Getting Too Close To Your Subject

Use A Macro Lens For Extreme Close-Ups

Use Manual Focus For More Precise Focusing

Get Closer To Your Subject For Incredible Background Blur

# Using the exposure value slider effectively

Tap the subject on your screen to make it as sharp as possible



# What's an Ev?







# Managing exposure and focus

Tap To Set iPhone Camera Focus

Tap & Hold To Lock iPhone Focus

Don't Change Your Distance After Focusing

Avoid Getting Too Close To Your Subject

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Use Manual Focus For More Precise Focusing

How To Blur Background On iPhone Using Portrait

Get Closer To Your Subject For Incredible Background Blur

# Using the exposure slider effectively

Tap the subject on your screen to make it as sharp as possible





Avoiding harsh shadows  
and blown-out highlights

Re-compose your image to eliminate  
the harsh areas of the image

# Editing Basics

Overview of built-in editing tools  
Enhancing color and contrast  
Cropping and straightening  
Applying filters and effects tastefully





## Built-in editing tools

Exposure

Vibrance

Brilliance

Warmth

Highlights

Tint

Shadows

Sharpness

Contrast

Definition

Brightness

Noise

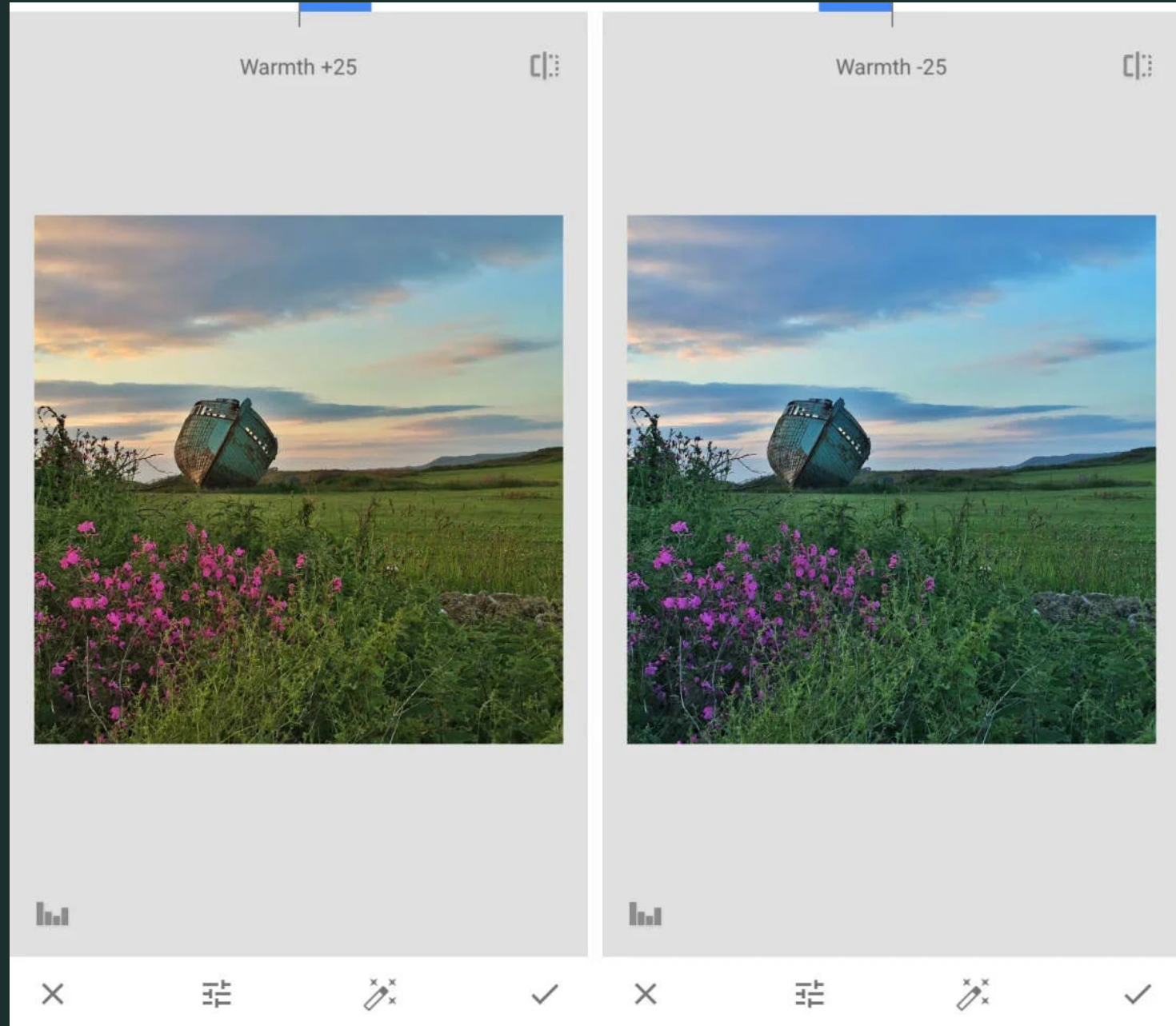
Black Point

Reduction

Saturation

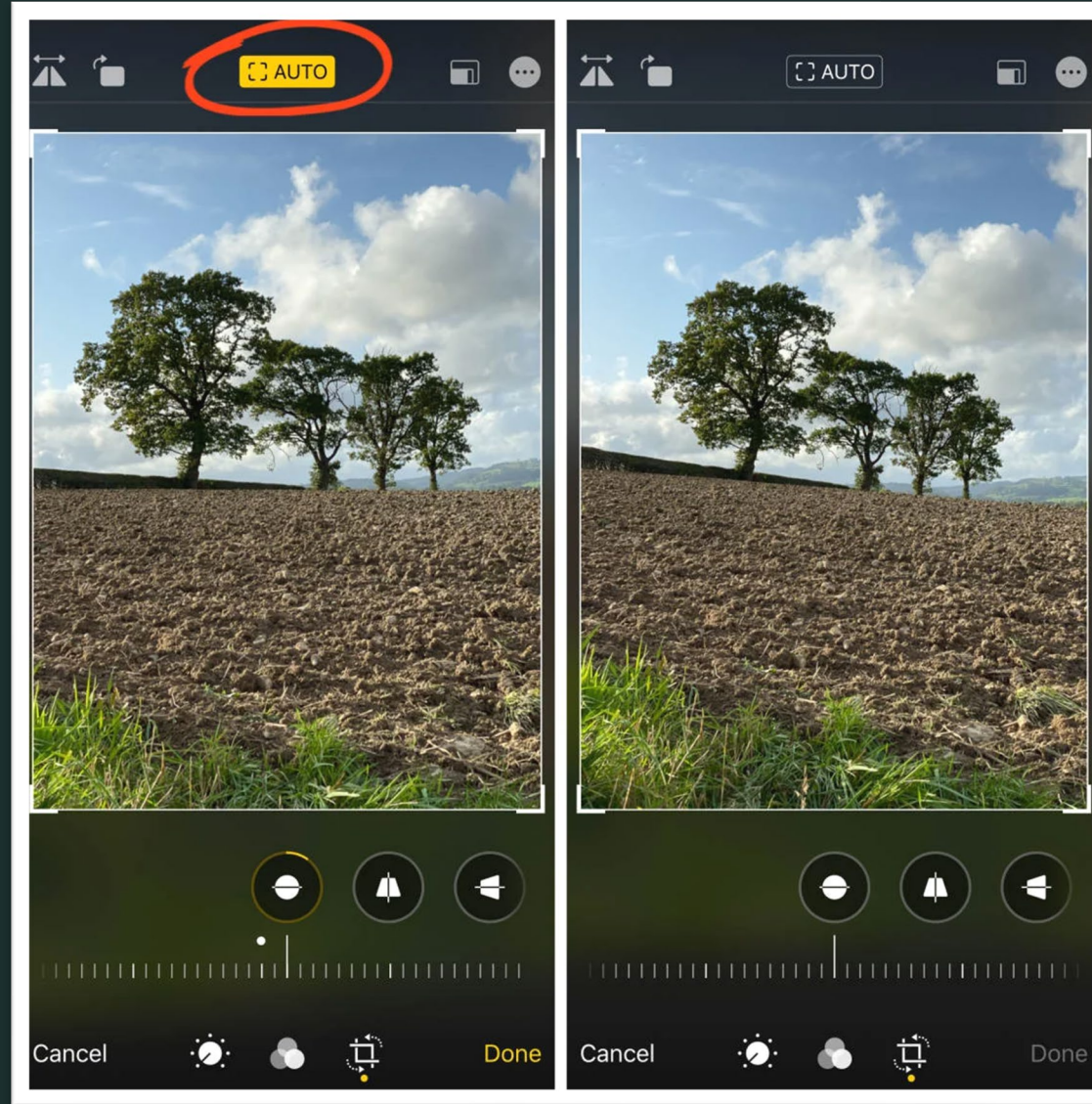
Vignette

# Snapseed for Editing



Straighten  
your  
Images...

Please



# Portrait Mode

How Portrait mode works

Creating bokeh (background blur) for a professional look

Adjusting portrait lighting effects



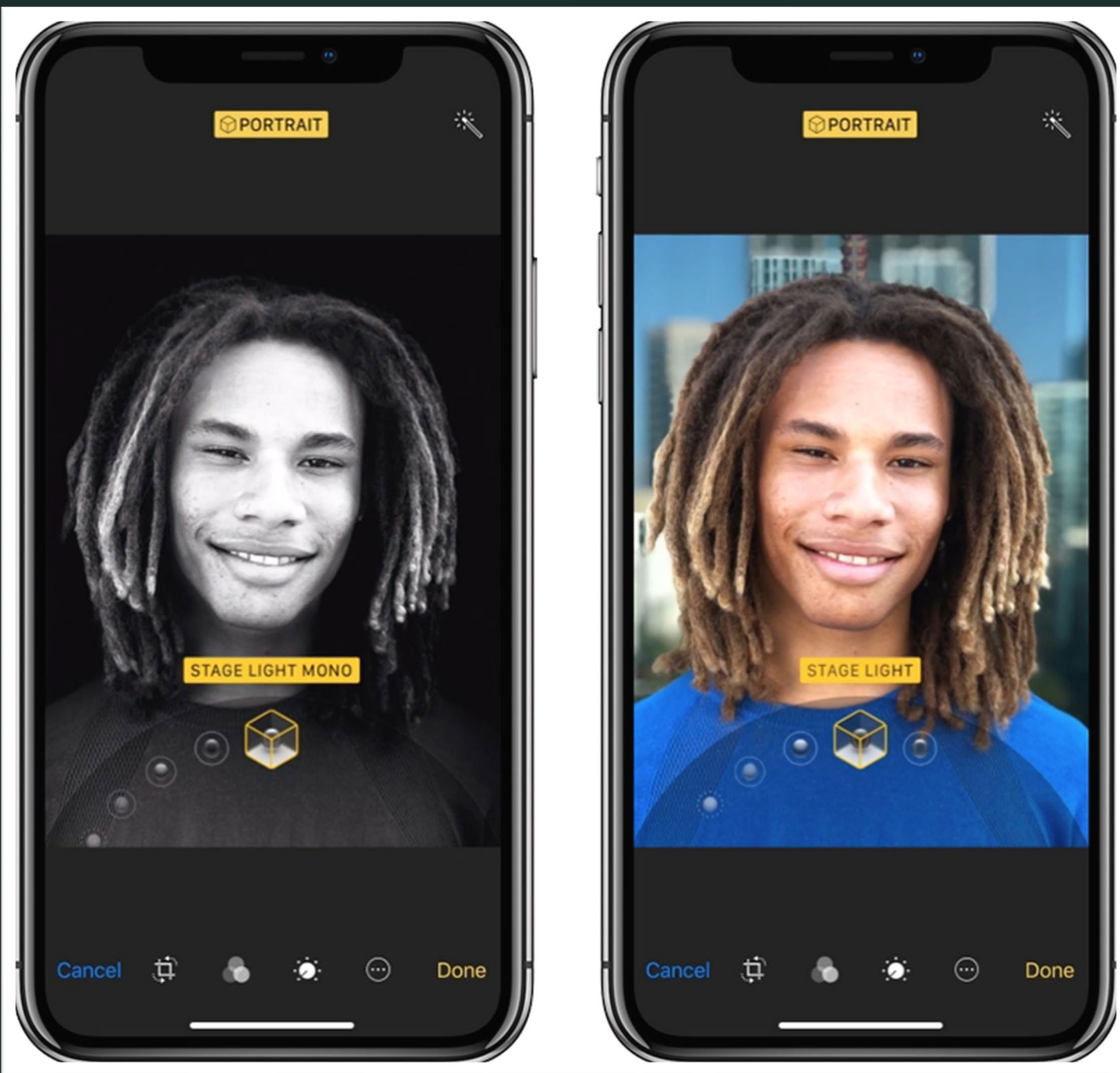


# Portrait Mode



**Bokeh** - *the visual quality of the out-of-focus areas of a photographic image, especially as rendered by a particular lens (Telephoto in this case)*





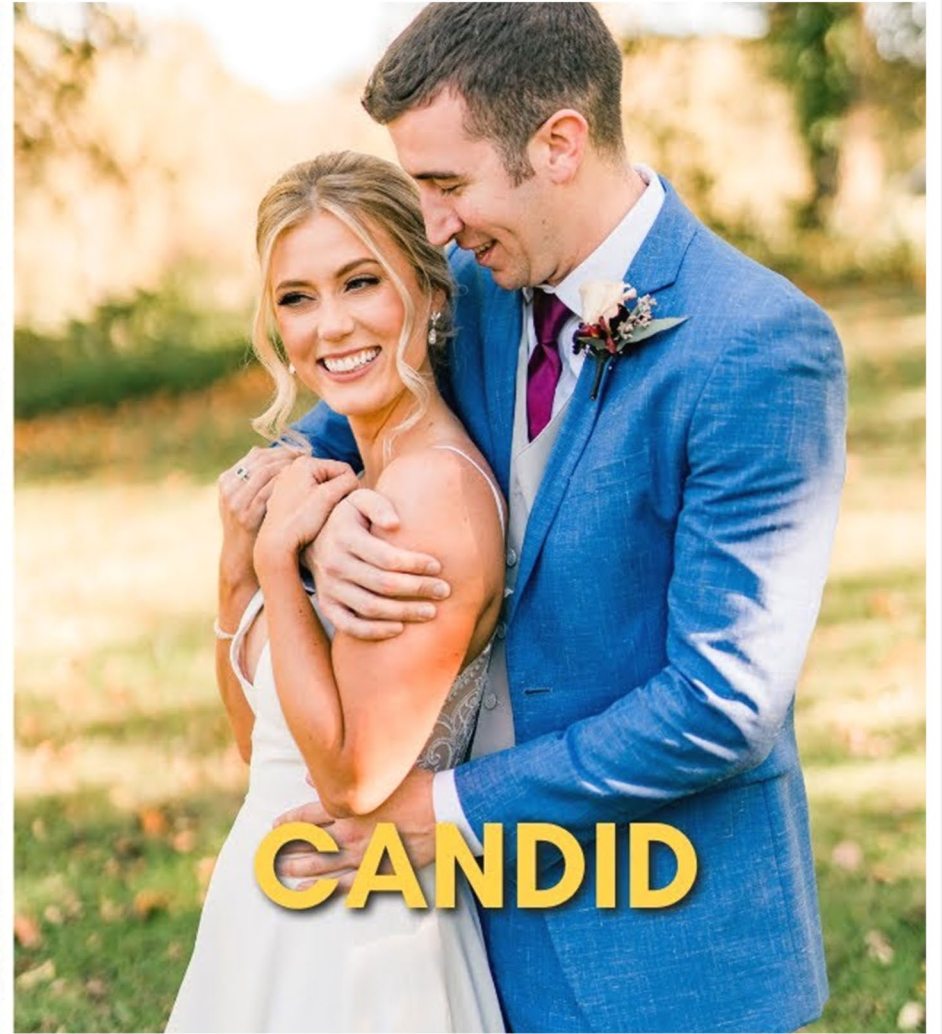
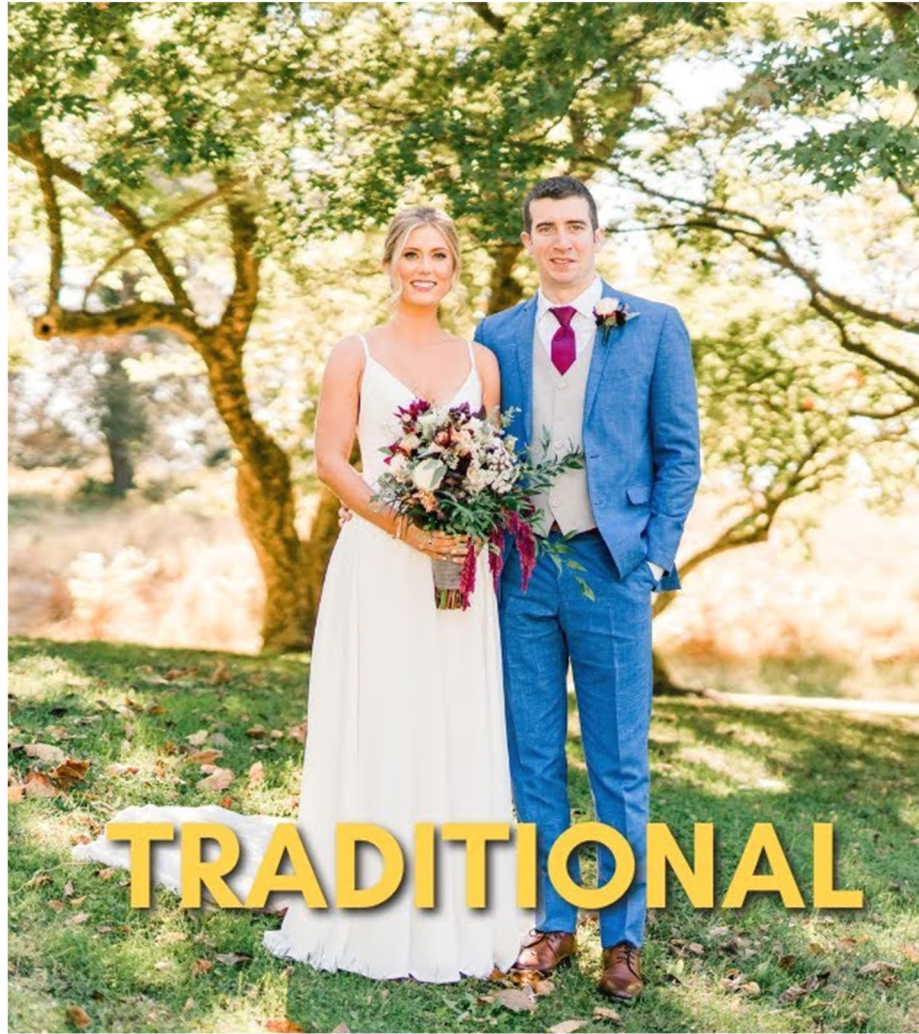
# Portrait Modes

# Tips for Images in Your Workflow

Candid or pre-arranged?  
Watch your backgrounds  
Sell the message with no text



# Posed vs Candid



# Mind Your Background



**Join us for a  
delicious pizza  
fundraiser for  
Lilly Smith**



No words  
needed –  
Make images that  
will be remembered



No words  
needed –  
Make images that  
will be remembered





No words  
needed -  
Make images  
that will be  
remembered



# Let's Play!

Your assignment:

Take 10 completely different photos of the same object we assign to you.



# Optimizing your images for social media



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Jennifer Sideregts  
(866) 482-4473 ext. 202



Consider if the images will be used in non-photo format shapes such as circles or triangles

# Optimizing your images for social media

Watermark your images to:

- Keep awareness of where the images are from
- It prevents theft (or it used to until this year)



# Optimizing your images for social media

## Copyright Rules to Remember



- 1 Just because you found it online, doesn't mean it's free to use (even if you're a teacher or student).
- 2 There are a lot of resources you can use freely including work that has a Creative Commons license or is in the public domain.
- 3 You have a right as a creator to have your work protected from copying and you can also give your own content a Creative Commons license.
- 4 If in doubt about using content, ask the creator for permission, find a free alternative, purchase an alternative, or make your own material.
- 5 Instead of looking for loopholes, consider whether you're being the most responsible and ethical digital citizen you can be.



Learn more: [theedublogger.com/copyright-fair-use-and-creative-commons](https://theedublogger.com/copyright-fair-use-and-creative-commons)

# Q&A – Comments –Wrap Up



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