

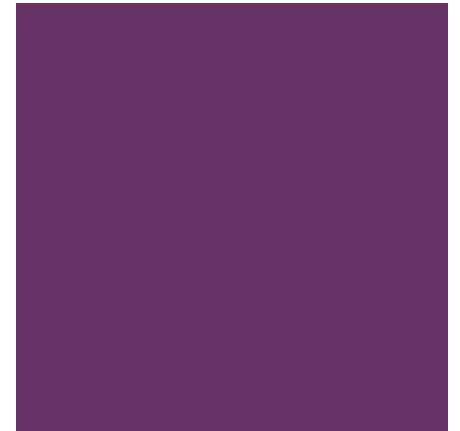


# 1. Fill your frame



Ask yourself: “Would this look better if I were closer?”

- Start further away and move closer to your subject
- Fill your frame with elements that “fit”

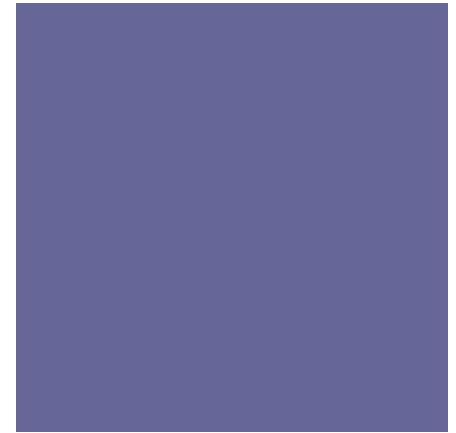


## + Don't be afraid to get close

-If you're not slightly uncomfortable and feeling like you are invading your subject's personal space, you're probably not close enough.



## 2. Look for clean backgrounds



## Be aware of the environment around your subject

- You can adjust your angles and your perspective to eliminate or include details from your photos
- Don't be afraid to move around and take lots of pictures to get the kind of background that you want
- You can't –always– control your background, but you can do things to keep it from being distracting



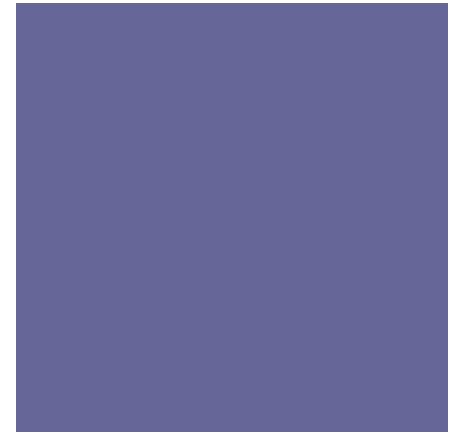
# Adjust your focus to erase a distracting background

-Changing the settings on your camera can help you blur out things behind or in front of your subject that could distract your viewer





## 3. Find good light



Good light can create depth, shape, perspective and texture in photos

- The right lighting can make just about anyone look good
- Bad lighting can just as easily make very attractive things... not so attractive
- Be aware of your light and what it is doing to your subject





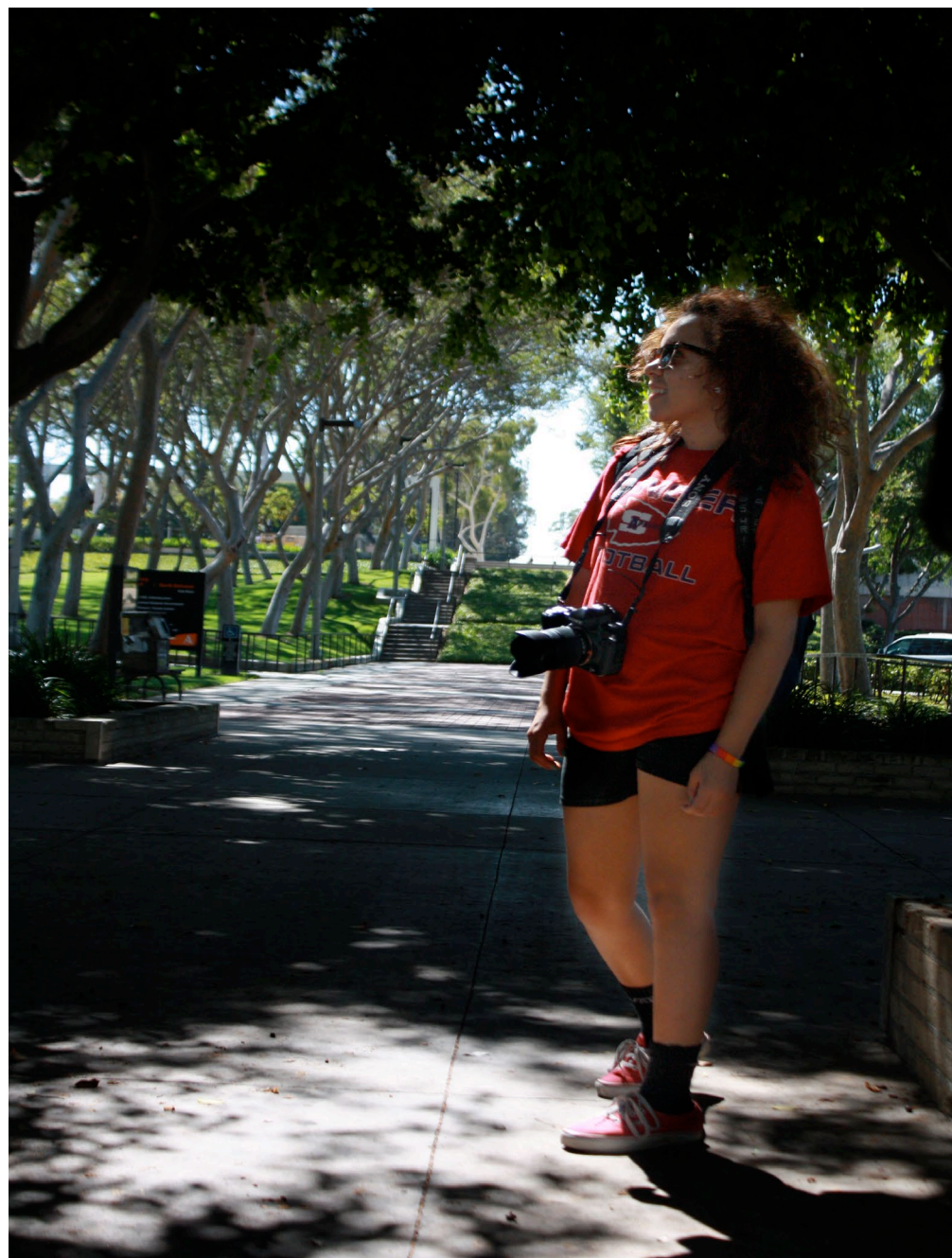
## You can use natural light to highlight your subject

-Once you start noticing how the light can impact your pictures, you will start to notice it everywhere

-Natural light is the most flattering light

-The worst light is what we deal with everyday—the kinds of lights that are in buildings and classrooms

-In most cases, the FLASH is NOT YOUR FRIEND. The camera flash unnaturally illuminates your focal point and can make people look pasty, diseased, etc. If at all possible, shoot without a flash!





## 4. KISS

(Keep It Simple,  
Stupid)

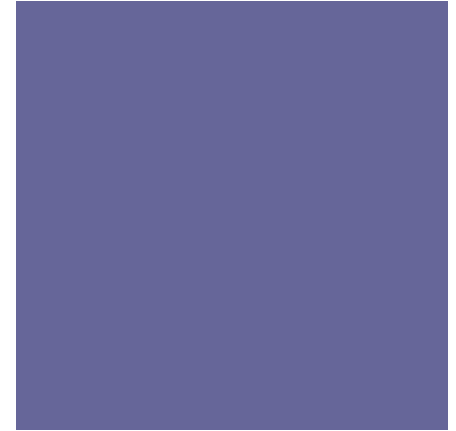


Your photos don't have to be amazing action shots or high definition macro images to be interesting

- You don't have to have a \$900 lens to be able to take gorgeous, interesting and creative photos
- Simple things can tell amazing stories
- Don't complicate your pictures by trying to do too much



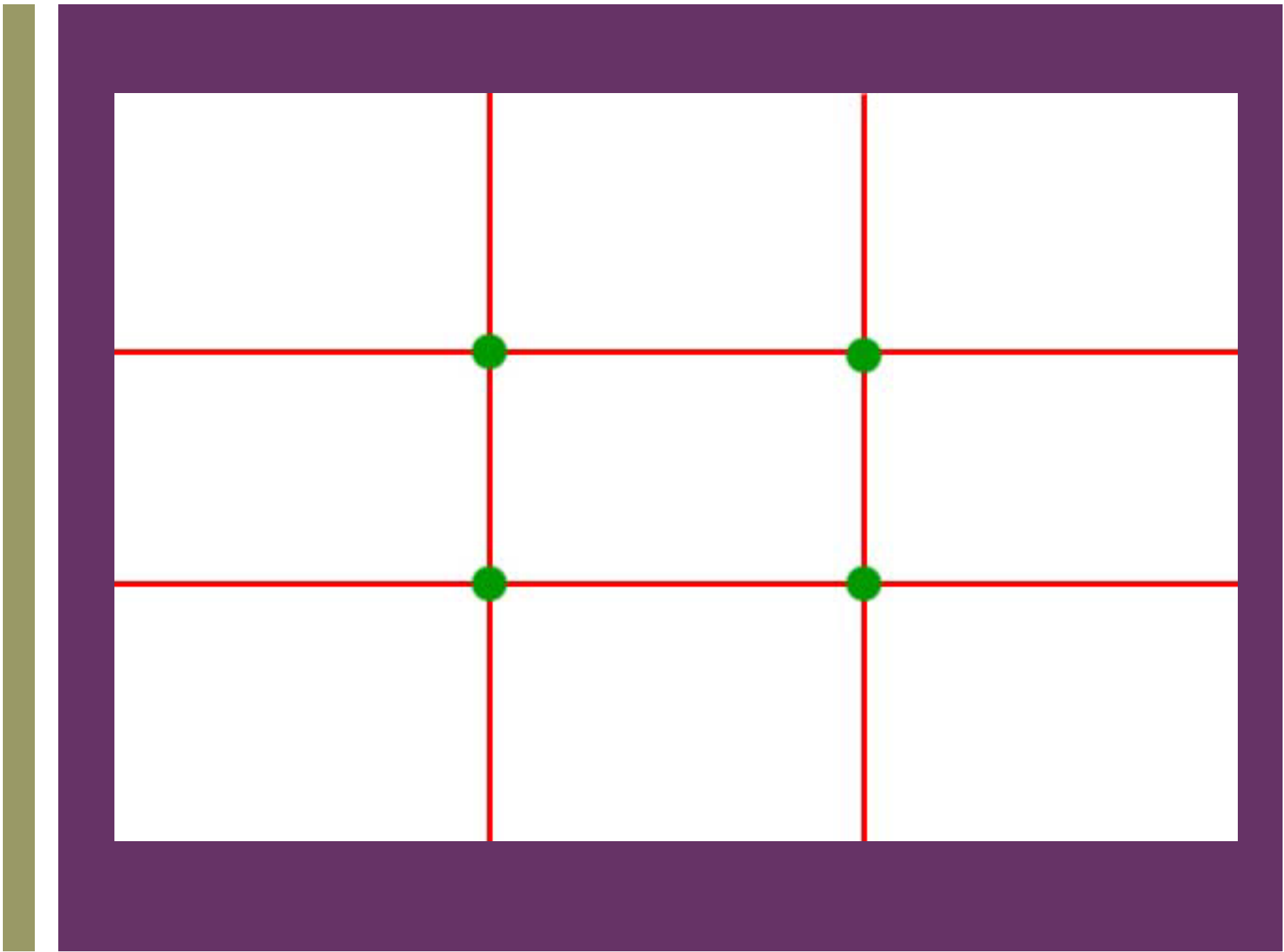
# 5. Use the Rule of Thirds



You focal point should not be in the exact center of your picture

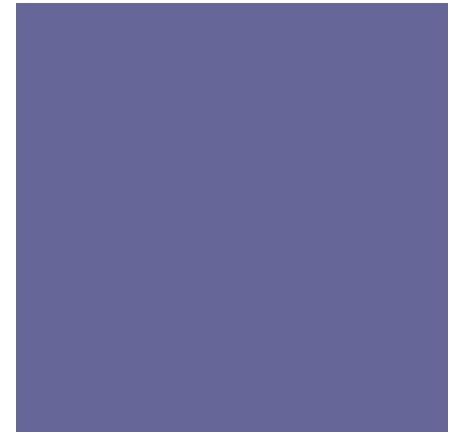
- Photos are divided into thirds, both horizontal and vertically
- The most interesting composition places the subject in the cross sections of the thirds







## 6. Find Frames



Being aware of your environment can help you find natural frames for your pictures

- Schools are filled with frames—windows, doors, lockers, the arch of a tree branch, etc.
- Absorb your surroundings and take note of how simple things can lend frames to your subjects



## Frames add dimension to your photo

-Framing your subject with natural elements of the environment help you tell your story

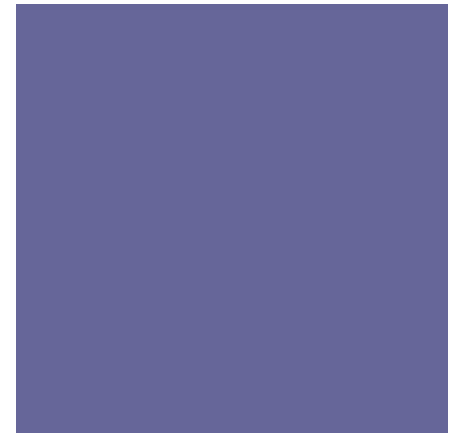
-In portraits, you can use props to help frame your subject

-Framing can add details to your story and help you convey your message





# 7. Achieve Balance



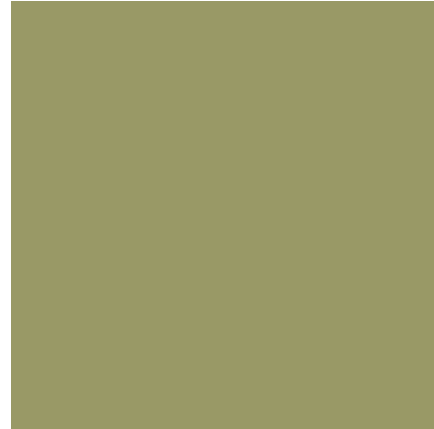
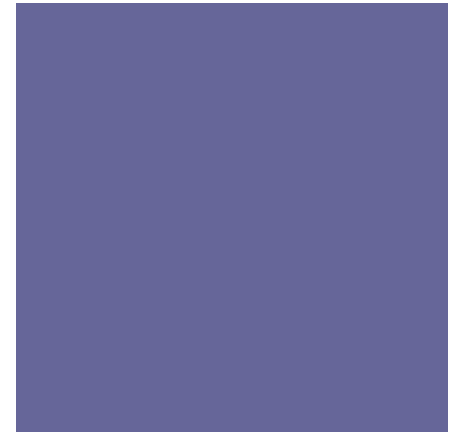
**Color, size, symmetry and focus can impact the balance in photos**

-Pictures don't have to be perfectly symmetrical, but if they are wildly out of balance it confuses the viewer and the picture is not as effective





## 8. Use Lines & Shapes



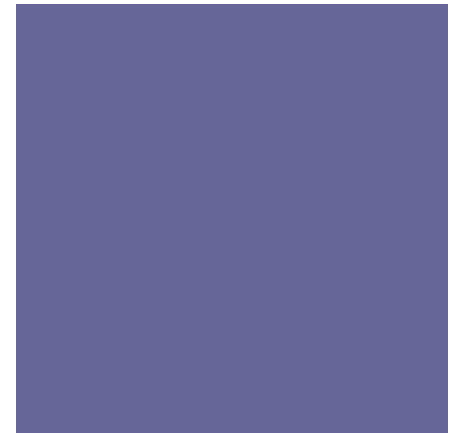
**Geometry is your friend! Lines, shapes, curves and angles can all make your photos more interesting**

- An interesting shape or line in a photo will help your viewer know where to look
- Shapes and lines can add impact and dimension to your pictures



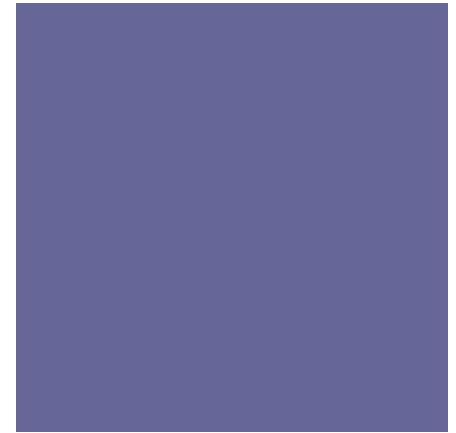
# Lines do many things in photos

- Create shapes
- Create patterns
- Create depth
- Create moods/feelings
- Guide the eye





# 9. Avoid Mergers



Mergers occur when elements from the environment, the cropping of the photo or the balance of color detracts from the impact of the photo

-The best way to avoid mergers is to be very observant about what is going on in and around your subject in a photo

# + Mergers are bad and look awkward!

Notice the tree growing out of his head?



Cropping body parts/portions of people=bad





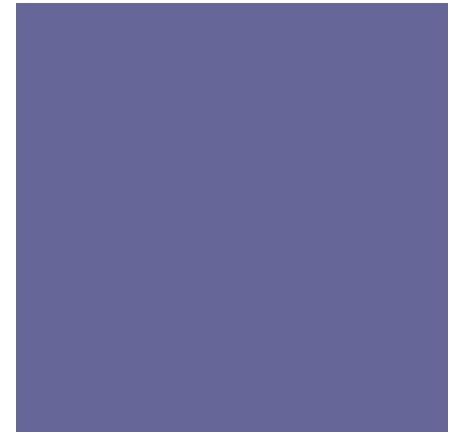


## How do you avoid mergers?

- Never crop a person at their joints; instead, crop mid-limb if you cannot get all of them in the picture
- Whenever possible, always include entire bodies
- Watch your background for things that may sprout out of people's heads
- Don't shoot with poor color balance; look for contrasting colors



# 10. Look for patterns and repetition



Not every photo will have these things, but when they do the level of interest is amplified

-Colors, shapes, actions, expressions, etc. can all offer pattern and repetition in photos

+ Patterns and colors don't have to repeat perfectly to be interesting



# + Disruption in Repetition

A break in expected repetition can also be visually interesting





# Recap: Guidelines for Photography

1. Fill your frame
2. Look for clean backgrounds
3. Find good light
4. KISS
- + 5. Use the Rule of Thirds
6. Find frames
7. Achieve Balance
8. Use lines & shapes
9. Avoid mergers
10. Find repeating patterns and colors

Once you master these guidelines, you can start breaking them!