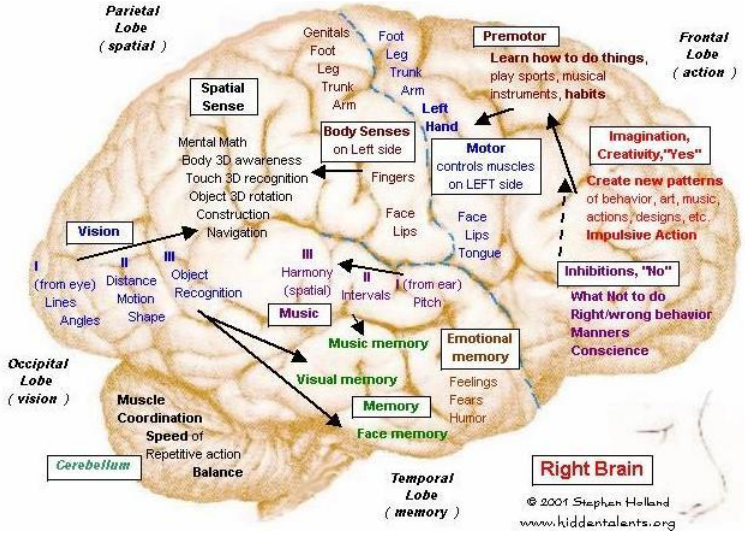
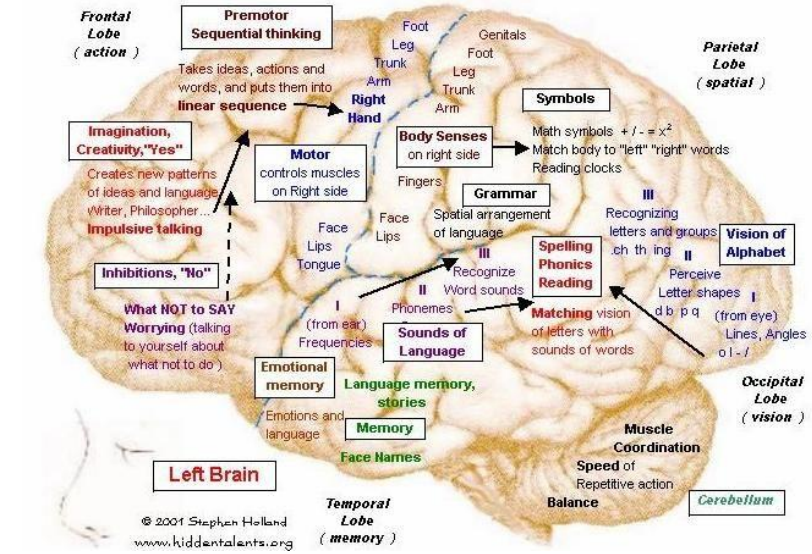
Taking/Making Better Photos

Using superior software to feed awesome firmware

Awesome Firmware





Software

- Knowledge of art and design

Taking/Making Better Photos

- I am Jim Eustace
- Sub for Ms Jackie Youngblood
- Photographic Rules

Photographic Rules

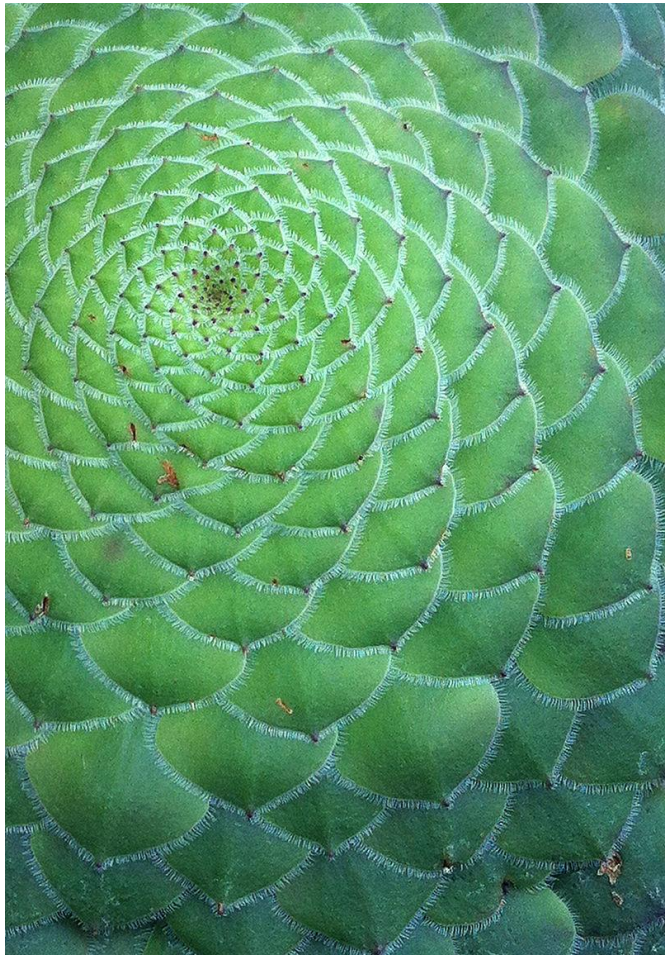
- Why photography?
  - Most popular tool (most abused tool)
  - Digital so we can get immediate gratification
  - Easy to manipulate
- The Best Camera?
  - The one you have with you and know how to use!

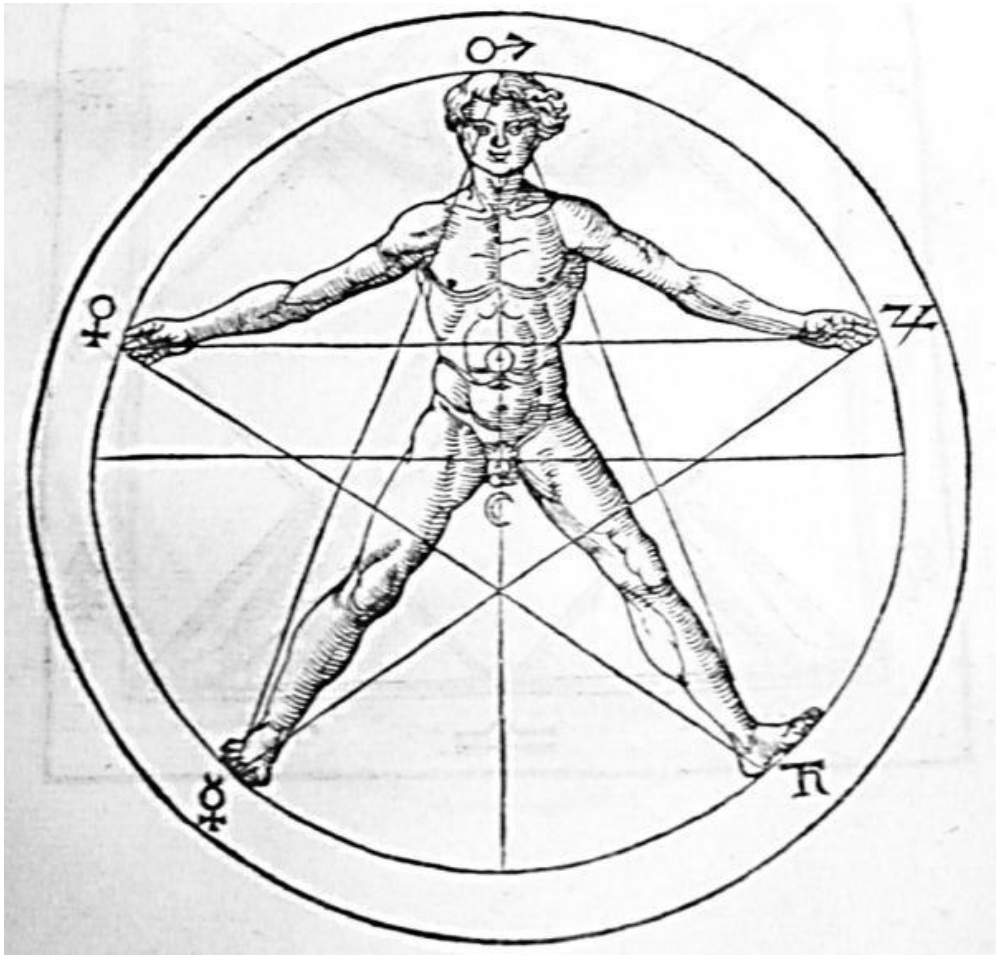
Photographic Rules

- Rule of thirds
- Choose your color
  - Hue should know this
  - Fake news; Value your picture
- That's deep
- Use the golden hour
- Ins and Outs
- 1/3 : 2/3 rule, warm to cool, cool to warm
- The eyes have it
- Keep from being nosey
- Cut them in all the right places
- No growths of extraordinary nature
- Fill your holes

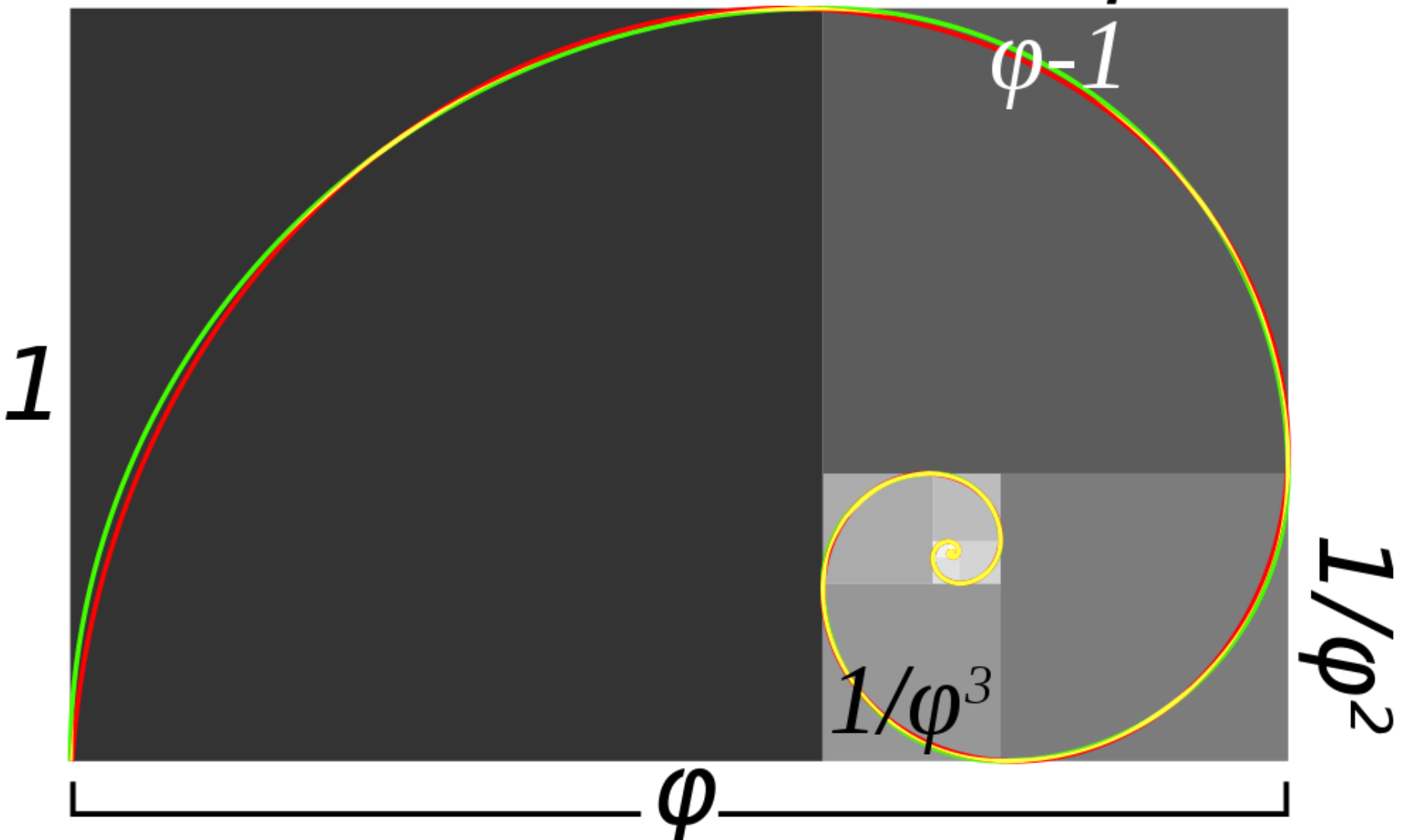
Golden Ratio

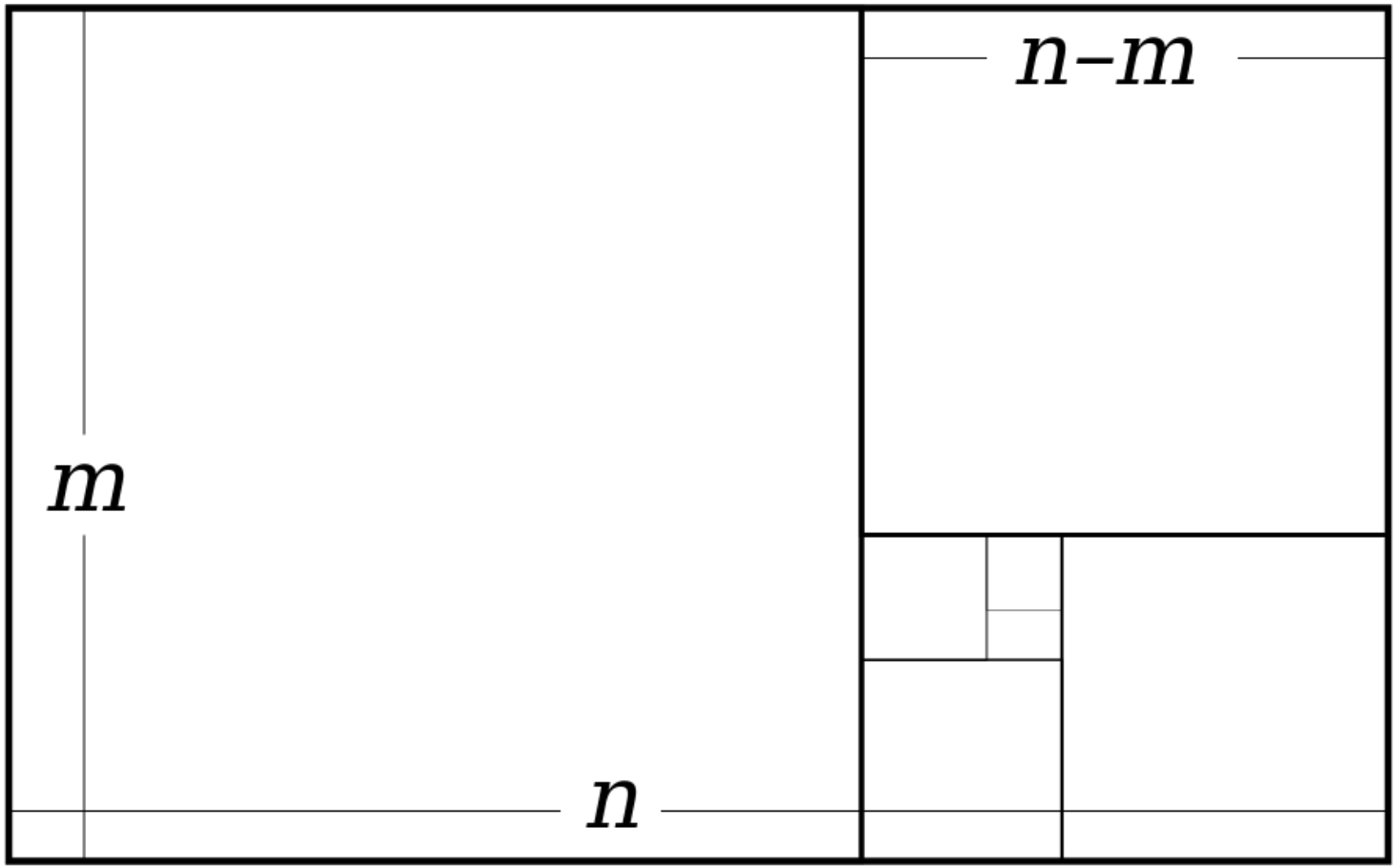
- Golden ratio, has guided classical artists for centuries.
- It is derived from nature and is said to be universal
- We have adapted to nature and our mind likes to view things using this principle





Golden ratio

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Color

- To a photographer, what is the overall hue and value of light?
- How do we control the hue of the light?
  - Keep it in Auto (AWB)
- What is the value of light?
  - Keep in in Auto ISO
- There should be a setting on your camera that does all this for you

Hue should know this

- Colors to create realism?
- Colors to relax?
- Colors to cause other emotions?
- Correcting the overall hue; keep it in AWB

That’s deep

- Keep your primary focus in focus
  - What if they’re at 3rds?
  - What if there are more than one?
  - How do I emphasize focus, as in a Bokeh of flowers
- A camera auto mode may look for faces/eyes

Fake news; Value your picture

- What if it's too dark out? Too light?
  - Change ISO; 100 in bright light
  - Maybe 6400 at dusk
- Leave it in Auto?

Use the Golden Hour, or not

- What is the golden hour?
- What does it give us?
  - Directional light
  - Softer light
  - Hue variation
  - Value variation
- What if you can’t get up early and go to be early?

Ins and Outs

- Fill in the blanks:
  - _____ In
  - _____ Out

In and Outs

- Look in/out
- Walk in/out
- Stay in/out
- Come in/get out
- Fall in/out
- Fit in
- Belong in

1/3 : 2/3 rule

- Warm to cool, cool to warm
- Complementary hues to Contrasting
- Similar values to extreme
- Positive to negative, negative to positive
- Line?
- Shape?
- Texture?

The eyes have it
Primary focal point

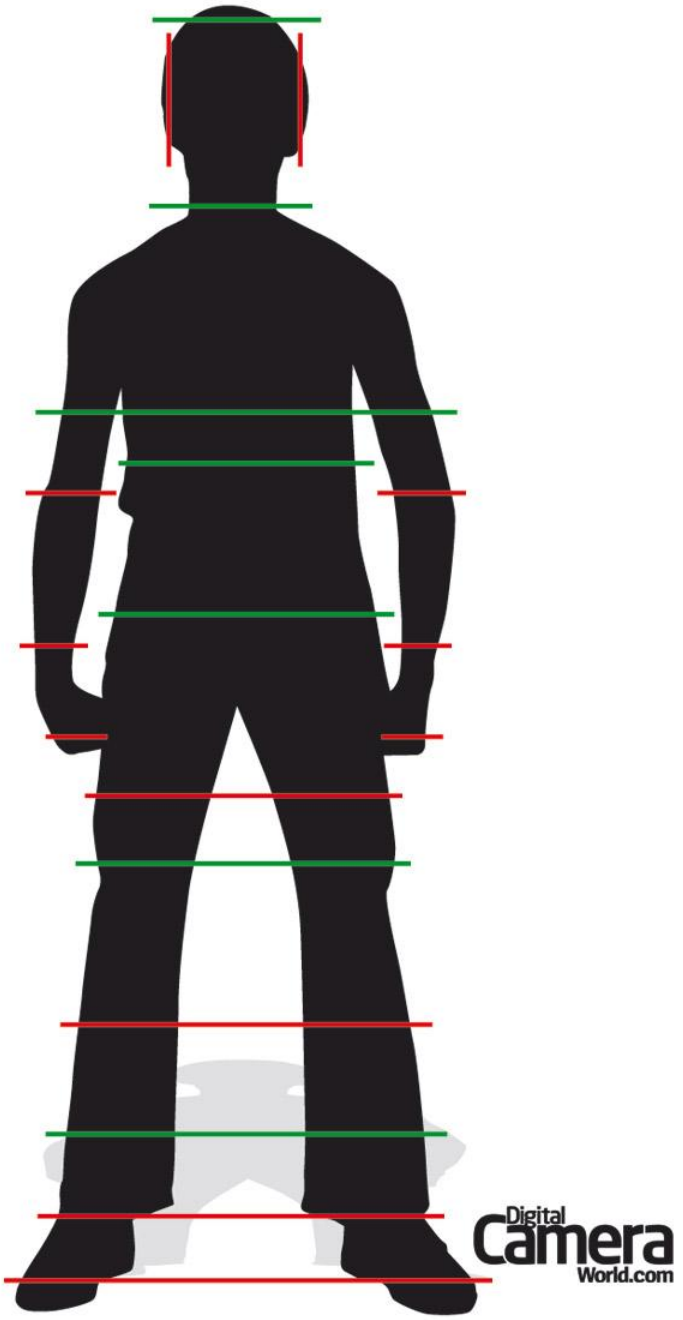
- Even eyes
  - Looking directly at each other
    - Straight on face
    - Tilted head, looking under
  - Looking away
  - Looking down, up
- Looking down at subject
- Looking up at subject
- Redeye

Keep from being nosey

- Keeping the nose inside the profile is more comforting than placing your subject in perfect profile

Cut’em up

- OK to get a haircut
- Don’t stop listening
- Off with their heads
- Stay away from joints (except knees?)
- Keep all your fingers and toes



No growths of extraordinary nature

- Check your background
  - No trees or poles out of the subjects head
  - No cars driving into their ears
  - No sharp horizons cutting their throats
  - No distractions that pull the viewer away from focus

Fill your holes

- Remember you are recording light
  - No contrast to interrupt shape and form; use fill
    - Flash
    - Reflectors
    - Scrims
    - Shade