



# Smarter photography on your smart phone

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# About me

- 32 years marketing/communications experience
- Started Catena Creations in August 2008
- Web design, graphic design, writing, photography
- Started as a reporter: photojournalism
- Partner with  
The Gage Team



# How smart is your phone?

- Most of us have one for work or personal use.
- Probably have camera and video.
- Is it the camera? Or the photographer?



# Use your phone, enhance your business

Getting the best photos and video



# Is it good enough? YES!

- Company website.
- Social media.
- Print publications.



# Is it good enough? YES!

*The best camera is the one that's with you.*

*Chase Jarvis*

"And today, the cameras in our phones are only getting better. Don't be afraid to take pictures with your phone. Instead, learn how to take better pictures by treating it like the camera it is."

*Contrastly.com*



# How do I know if it's good enough?

- **Photos:** Megapixels. The more megapixels, the higher the quality.
- **Video:** Frames per second and resolution. The higher, the better.



# iPhone specs

## iPhone 5c, 5S, 6, 6S

- 5c: f 2.4
- 5S, 6, 6S: f 2.2
- All have 8 megapixels. Newer ones have 12.
- 30 FPS for video; can change to 60 FPS.





# Galaxy specs

## Galaxy S5, S5 Sport, S6, S6 Edge

- S5 & S5 Sport: f 2.2
- S6 & S6 Edge: f 1.9
- All have 16 megapixels.
- 30 FPS for video.



# Is this good enough for print?

- Nikon D80: 10 megapixels.
- Galaxy: Definitely.
- iPhone: Yes, if close up, scenic or panorama.



# Is this good enough for print?



# What makes a good picture?

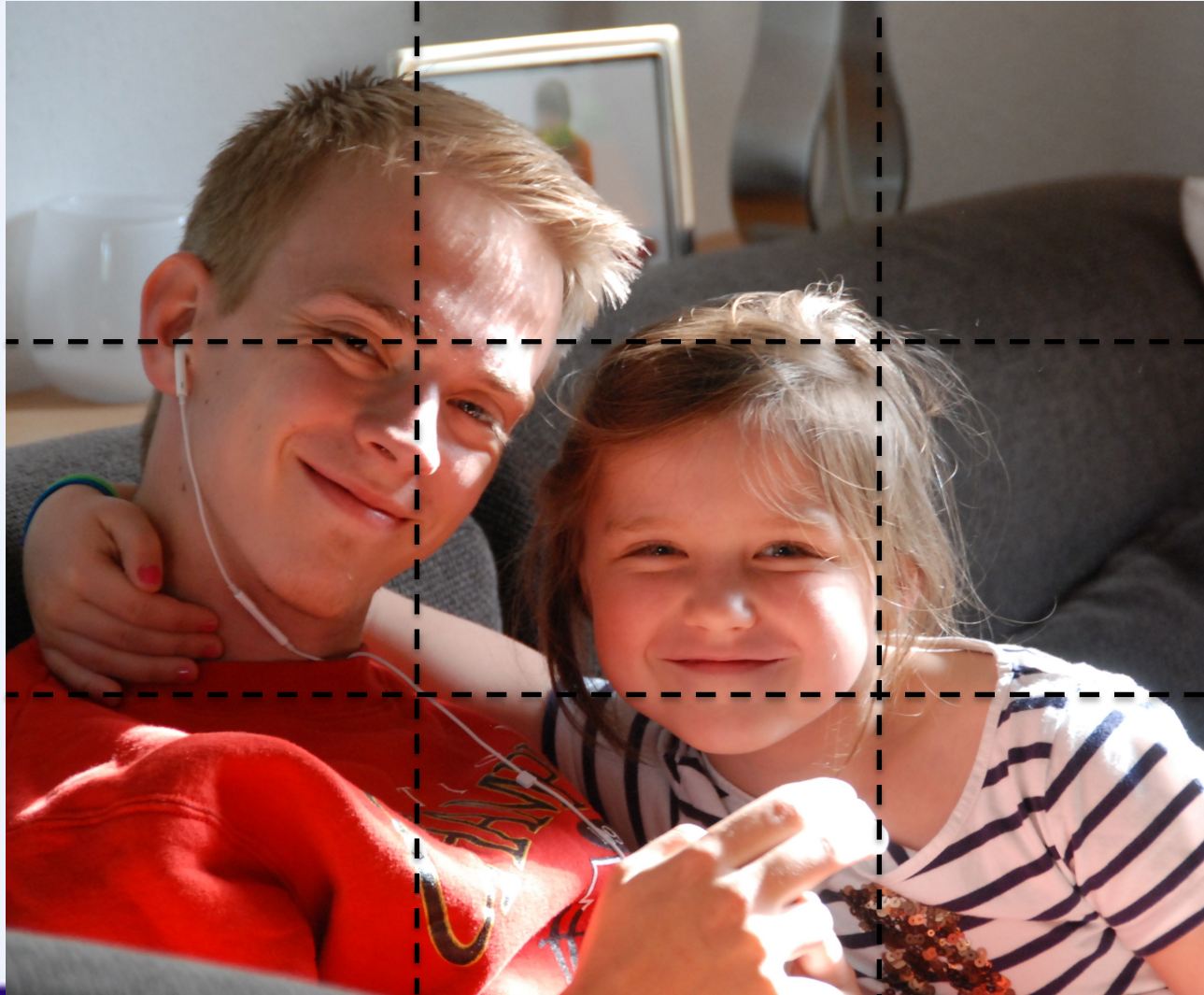
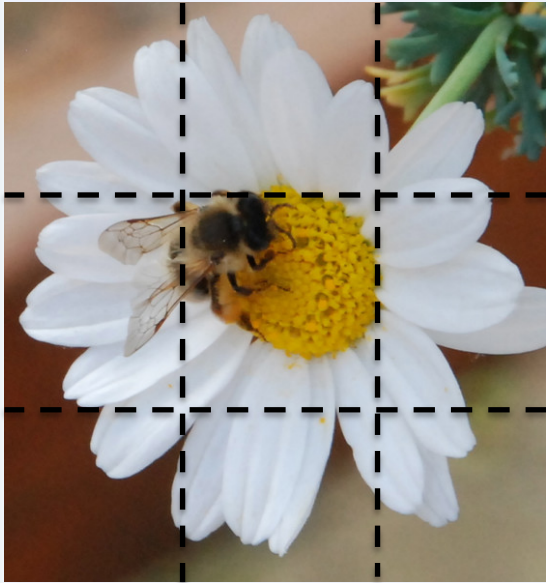
- Basic rules no matter what device you use.
- Apply to both photos and video.



# Rule of thirds

- Imagine lines across your screen at 1/3 and 2/3 points, horizontally and vertically.
- These points are the best places to position your subject.
- Pleasant and balanced composition.





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# Turn on the grid

- You can turn on gridlines on both phones.
- Guide to help you frame your image and won't show up in your final picture.
- Use it until it becomes second nature.



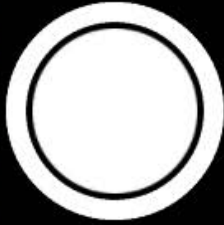
⚡ Off

HDR Off



10-MO VIDEO PHÔTO SQUARE PAN

STATUS  
10:00 AM  
Signal strength  
Wi-Fi  
Cellular  
Battery  
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Recent Video of 30 FPS  
1080p 30 FPS (REMOVED) PHOTOS  
1080p 30 FPS (REMOVED) PHOTOS  
1080p 30 FPS (REMOVED) PHOTOS  
1080p 30 FPS (REMOVED) PHOTOS





# Leading lines

- Good for buildings or other strong linear subjects.
- Lead the viewer's eye through the photograph.
- Can be the main subjects of the image.
- Can lead your viewer to important focal point.
- Curves also work.







# Patterns & textures

- Repetitive patterns can make for interesting photographs.







# Watch the background

- A good background can make or break a photo.
- Move away or change your angle.
- Head shots: Take one step out from the wall.









# Add your own frame

- Help draw a viewer's eye into an image and towards the subject.
- An archway is a perfect example of this.







# Fill the frame

- Can crop, but might lose quality.
- Get as close as you can.
- Don't zoom.







# Nose room or lead room

- Put space in front of the motion.
- Lets motion follow through.









# Lighting

- Have to work with what you've got.
- Use a flash when possible.
- Move subject into better light.
- Pay attention to background patterns and colors of walls.
- Near windows: watch for silhouettes.

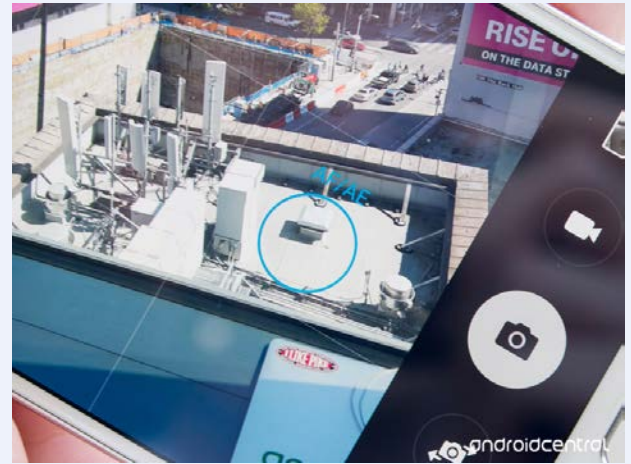






# Focus lock: avoid silhouettes

- Focus lock on the person.
- Adjust exposure to fit the person.
- Also use this to focus on main subject.



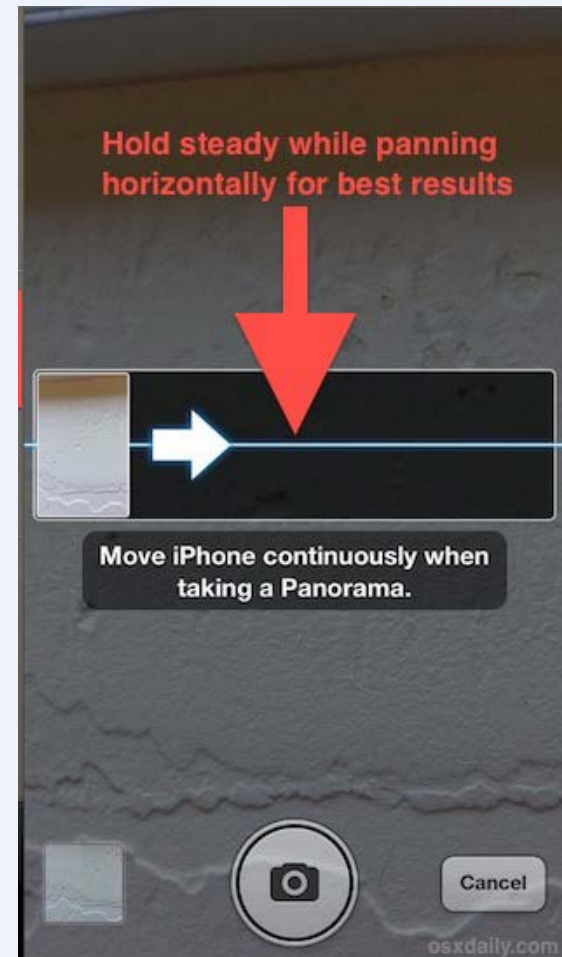
# Use HDR setting

- Takes 3 photos at different exposures, then blends into one.
- Great for scenes and still photos.
- Not good for close-ups or motion.



# Panorama shots

- Great way to capture overall views.
- Software stitches together photos.
- Keep camera steady.
- Follow the guide line.
- Watch curves.
- Keep out moving objects.













# Avoid blurry photos

- Keep the camera close to you.
- Keep your elbows by your sides.
- Hold your breath.
- Make sure everyone is still!



# You can set your camera manually

- Yeah, there's an app for that.
- Need to understand relationship between:
  - F stop.
  - Shutter speed.
  - ISO/ASA setting.



# What are these things?

- F stop: Opening of the lens.
  - Smaller: More focused.
  - Larger: Softer, unfocused background.
- Shutter speed: How long the shutter stays open.
  - Minimum: 1/60 of a second. 1/125 for flash.
  - Need higher speed to stop action.



# What are these things?

- ISO or ASA: Determines the light needed to expose a photo.
  - Higher ISO gives you grainier photos.
  - May need it in low-light situations.
  - Can edit out afterwards.



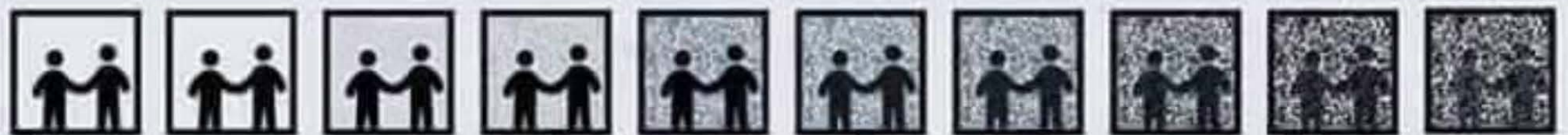




F1,4 F2 F2,8 F4 F5,6 F8 F11 F16 F22 F32



1/1000 1/500 1/250 1/125 1/60 1/30 1/15 1/8 1/4 1/2



ISO 50 ISO 100 ISO 200 ISO 400 ISO 800 ISO 1600 ISO 3200 ISO 6400 ISO 12800 ISO 25600

# It's math: One changes the other

- Increase your shutter speed, open your f stop.
- Increase your ISO/ASA, decrease your shutter speed.
- Decrease your f stop, increase your shutter speed.
- f 5.6 at 125. For sports, change to f 4 at 250. For landscape, f 8 at 60.



# Check your color settings

- Picture looks very orange inside or very blue outside: that means that your white balance is not set properly.
- Many smart phones have a way to color balance or adapt to lighting situations.





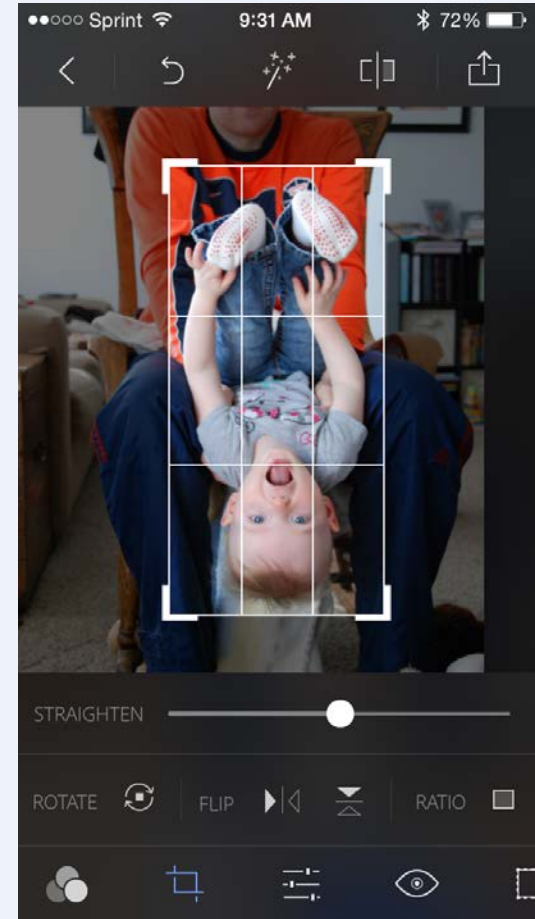
# High resolution is best

- Need this for print photos.
- Can always downsize, but can't increase resolution.



# Editing photos

- Best to do on a computer.
- If you can't, there's an app for that.
- Can use program that comes with the phone.
- Photoshop app for iPhone and Android. Free & lots of capabilities.



# Shooting video



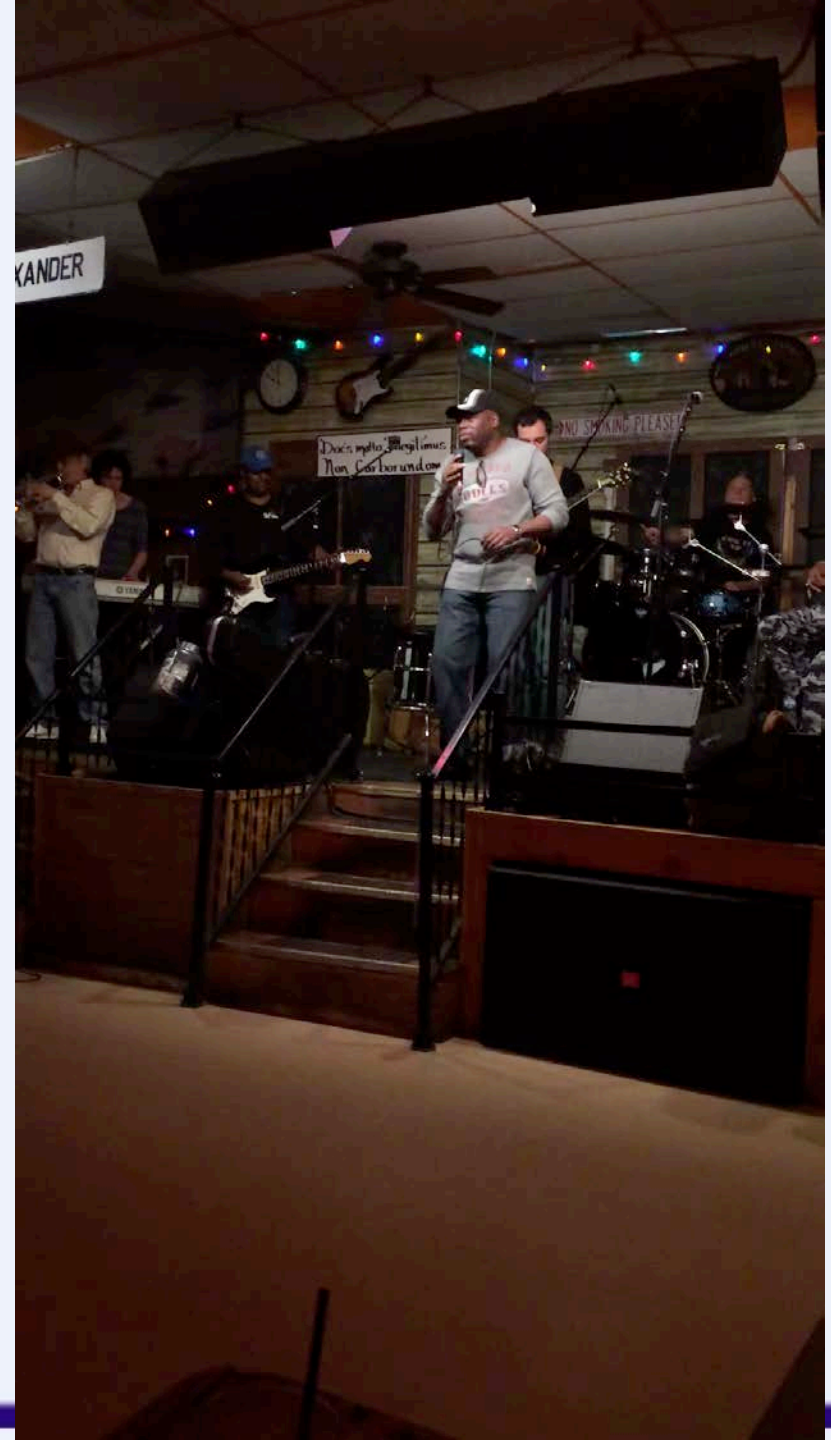
# Phone video quality is great!

- High resolution.
- Image stabilization.
- Audio picks up well with phone.
- Can edit and crop.





# Sweet Home Chicago



# Things to think of before you shoot



## Beginner's Tutorial Series

5 Things To Do  
Before You Shoot  
iPhone Video

**FILMiC** PRO

# Before you start:

- Check your storage.
- Charge your phone. Take an extra battery.
- Decide if you need help with stabilization.
- Determine your resolution.
- Decide if you'll need help with audio.
- Filmic Pro: \$7.99 through iTunes.
- Search "filmmaking apps" to find more.





**Questions?**

