

NCF 25  
TURN IT UP!  
DREAM.

# ANNUAL CELEBRATION

AFFILIATED FUND TRAINING, EXPO & BANQUET

THURSDAY, NOVEMBER 14 ■ YORK, NE

## TAKING MORE COMPELLING PHOTOS

**1. KNOW YOUR CAMERA.** Whether that's a digital point and shoot, a digital single lens reflex (DSLR) or a phone camera, the more familiar you are with your equipment, the more you will be able to take photos on auto pilot without being distracted by the mechanics of the camera.

- Make sure your lens is clean.
- Shoot at the highest quality size and resolution.
- Avoid using the camera's zoom on a small digital camera or phone camera. The more you zoom, the poorer the quality of the image.
- Unless you are using a DSLR camera with an attachable flash, turn off your camera's flash and use as much available light as possible. The on camera flash can leave photos looking to harsh, blown out or dark.

**2. SURVEY THE AREA.** Before you take the shot, check the scene for any distracting elements. Move closer, or change your viewpoint, to remove unwanted objects from your photo. Examples: backs of heads, trash cans, beer cans, etc.

- Find a great background if you are shooting a posed photo.
- Be willing to ask people to pose for you. Ask them to smile and look at dinners. Balance posed vs. candid.
- Don't be afraid to move distracting items from the photo—ask to hide bottles or cans, move trash, etc.

**3. LEARN THE BASIC COMPOSITION TRICKS THE PROS USE.** There are several guidelines you can use to help improve your photos. "Composition" refers to the way the various elements are arranged within the frame. Many of these rules have been used in art for thousands of years and are a good starting point to take more creative images.

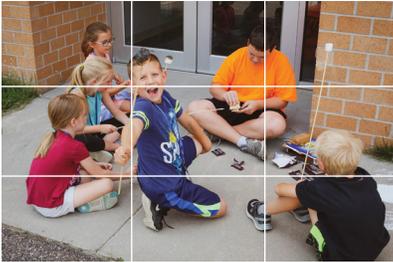
- Rule of thirds - you can switch on the grid on your phone camera to assist you:
  - **iPhone:** Go to "Settings," choose "Photos & Camera," and switch "Grid" on.
  - **Samsung Galaxy:** Launch the camera app, go to "Settings," scroll down and switch the "grid lines" option to "on."
- Centered composition and symmetry vs. asymmetry
- Frame within the frame
- Leading lines
- Isolate the subject
- Change your point of view / perspective
- Foreground interest and depth

**4. PRACTICE.** Photography isn't about gear, it's about taking pictures. Get out there and take photographs! The best way to take better pictures is to PRACTICE!



Composition is one of the most important aspects of photography. Correct composition can transform an ordinary scene into a great picture. Unlike certain elements of photography such as lighting, no technical knowledge is required for successful composition. Finally, anyone with a camera can take images using this technique. Regardless of price, make or model, anyone with a camera or mobile phone can go and try today.

## RULE OF THIRDS



If you place points of interest in these intersections or along the lines of the grid, your photos will be more balanced, level and allow users to interact with it more

naturally. 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 lead to a more attractive composition.

## CENTERED COMPOSITION AND SYMMETRY VS. ASYMMETRY



There are times when placing a subject in the center of the frame works really well. Symmetrical scenes are perfect for a centered composition. They

work really well in square frames too. When an image is asymmetrically balanced, the viewer has to spend a little more time looking at the image in order to realize that fact. Instead of mirror images or an equal weight on each side of the photograph, the image is balanced by the creative use of size, tone, and form of the subjects within the 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 with. The 'frame' does not necessarily have to surround the entire scene to be effective.

## LEADING LINES



A leading line takes you to a point of interest in the frame. Leading lines help lead the viewer through the image and focus attention on important

elements. The viewer's eyes are naturally drawn along vertical lines, parallel lines, diagonal lines and even strong horizontal lines. Anything from paths, walls or patterns can be used as leading lines.

## ISOLATE THE SUBJECT



Using a shallow depth of field to isolate your subject is a very effective way of simplifying your composition. By using a wide aperture, you can blur the

background that might otherwise distract from your main subject. This is a particularly useful technique for shooting portraits.

## CHANGE YOUR POINT OF VIEW / PERSPECTIVE



Most photos are taken from eye level. Getting high up or low down can be a way of creating a more interesting and original composition of a familiar subject.

## FOREGROUND INTEREST AND DEPTH



Photographs are 2D by nature. Including foreground interest in the frame is one of a number of techniques to give the scene a more 3D feel.