



IPHONE PHOTOGRAPHY

Intro to iPhone photography for indoor and outdoor shoots

What this workshop will cover

1



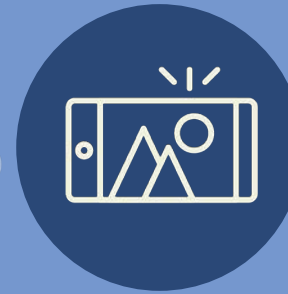
Get to know your iPhone camera settings

2



Taking compelling photographs

3



Tips for outdoor photography

4



Using your iPhone to edit your photos

5



How to find equipment and props

6

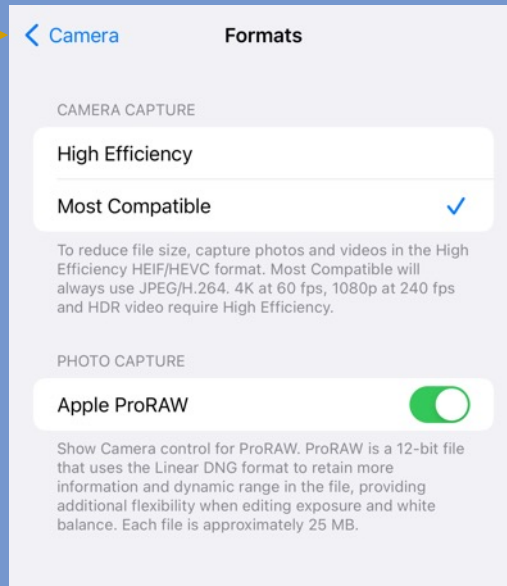
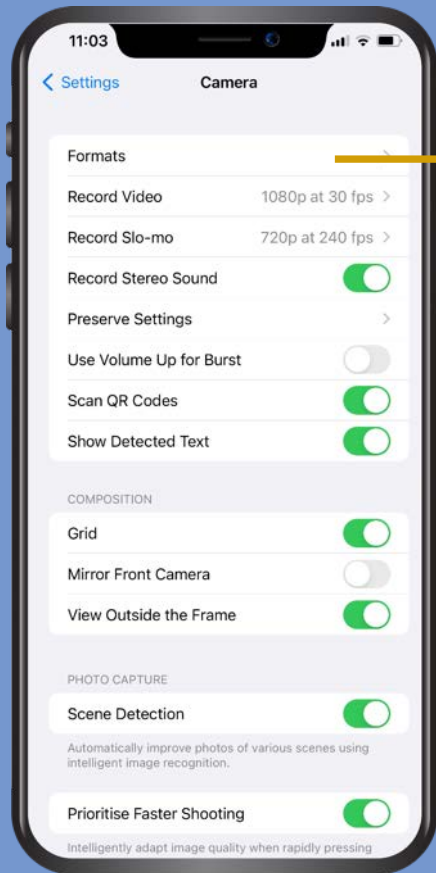


Practicing taking and editing your photos



GET TO KNOW YOUR IPHONE CAMERA SETTINGS

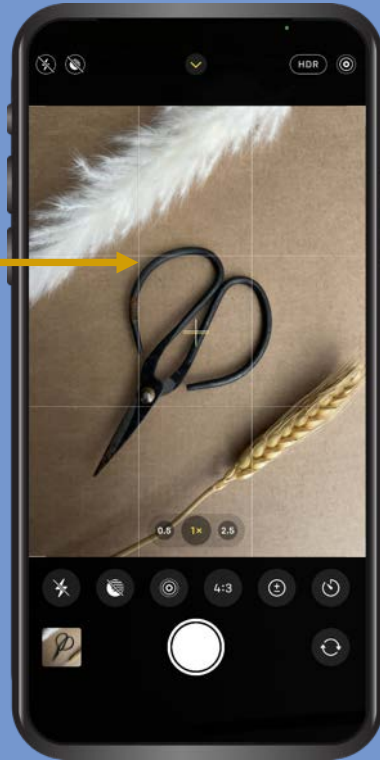
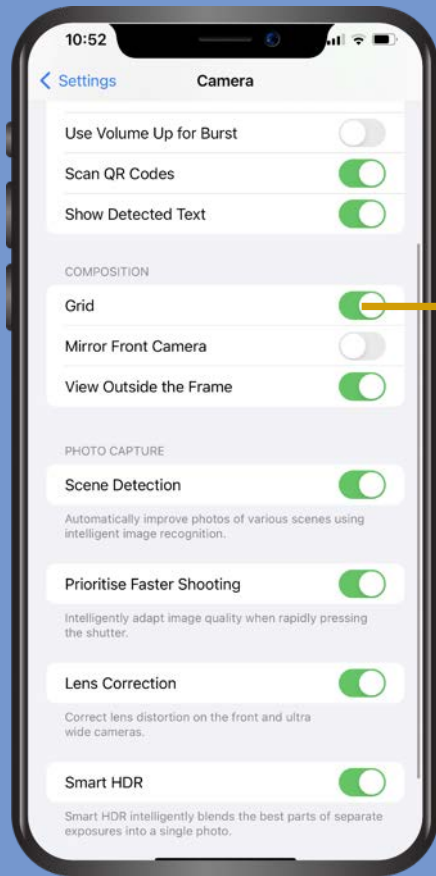
Adjusting your iPhone settings



Adjusting photo formats

- Allows you to adjust the file format which gives you different sizes and file formats of your photos

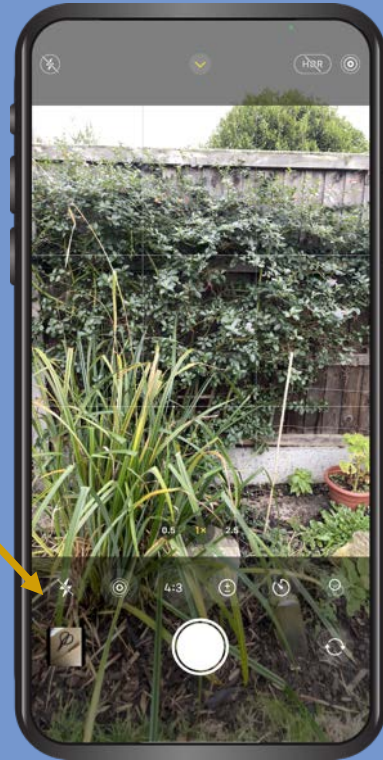
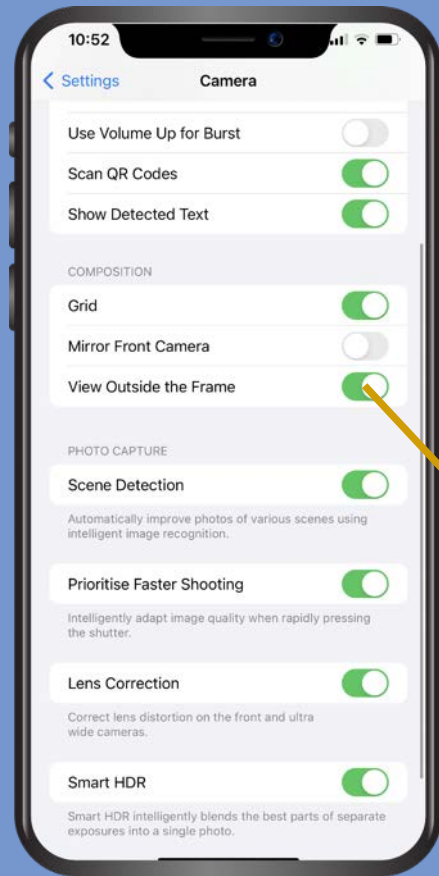
Adjusting your iPhone settings



Grid

- Overlays a grid view when using your camera to help with composition

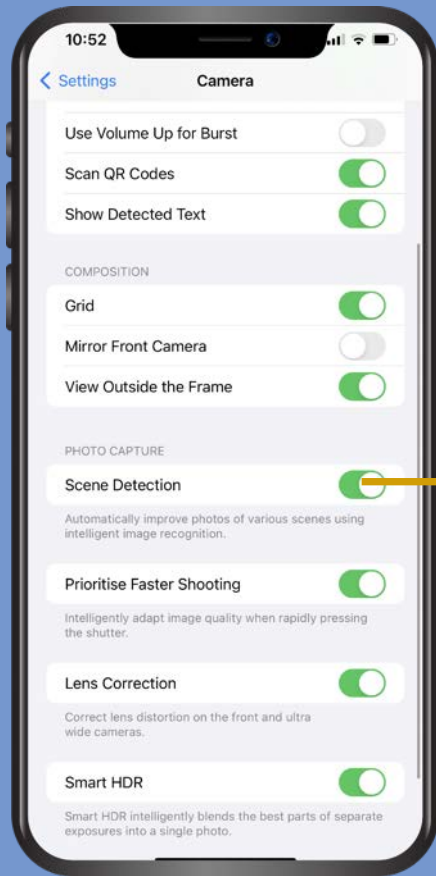
Adjusting your iPhone settings



View outside the frame

- Allows you to see space beyond your frame that will be taken

Adjusting your iPhone settings



Scene detection

- Your iPhone will adjust the way the image is captured depending on what it thinks your taking an image of

Adjusting your iPhone settings

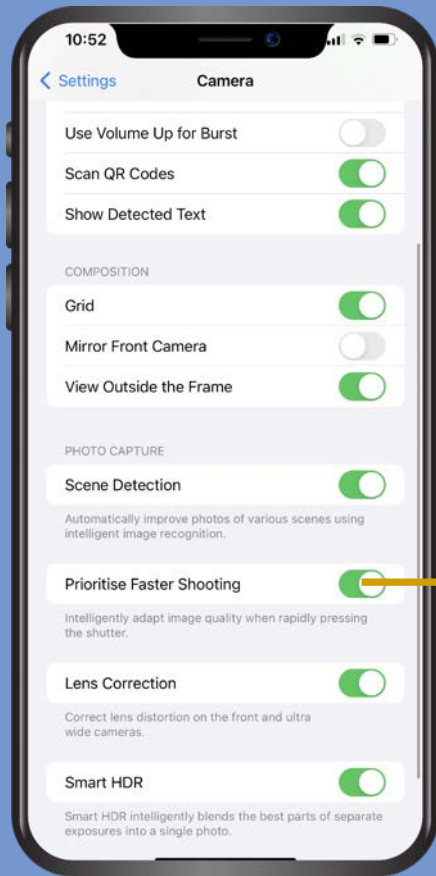
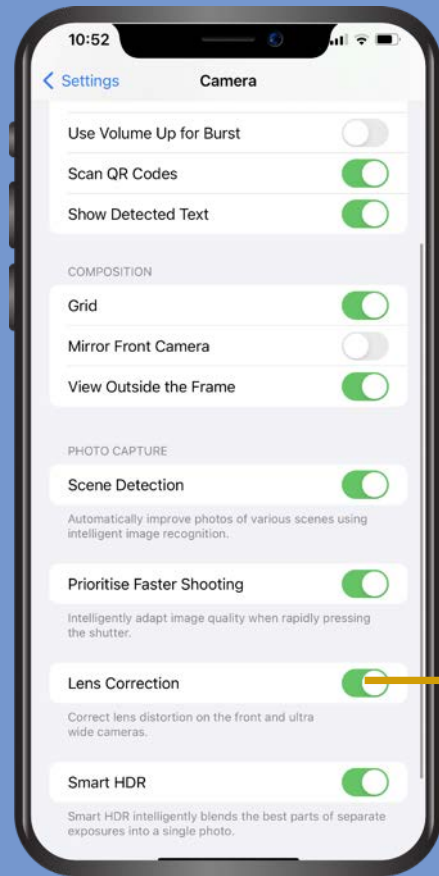


Photo speed

- Your iPhone will take images faster but it may sacrifice quality

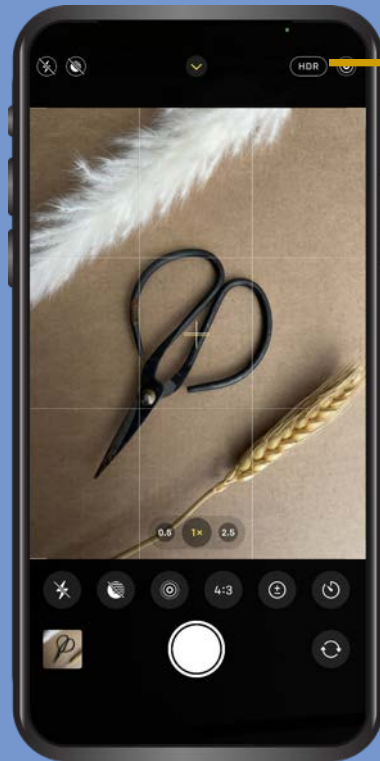
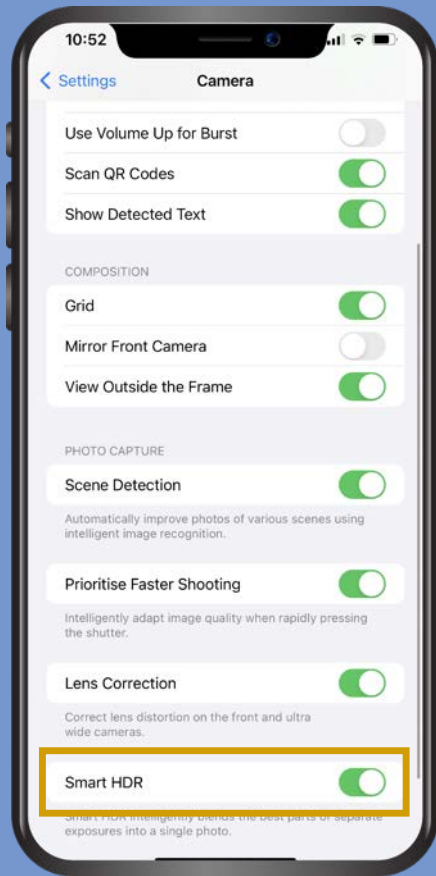
Adjusting your iPhone settings



Lens Correction

- Automatically enhances images to make them look more natural

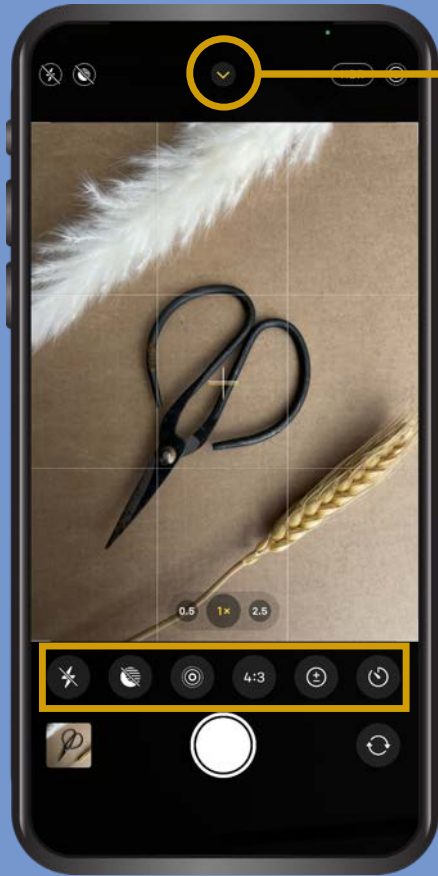
Adjusting your iPhone settings



Smart HDR

- Your iPhone will take multiple images at once and then merge them together

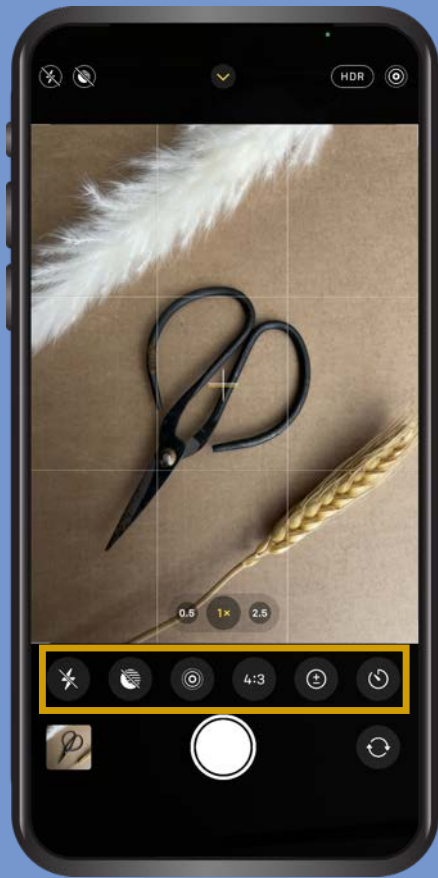
Adjusting your iPhone settings



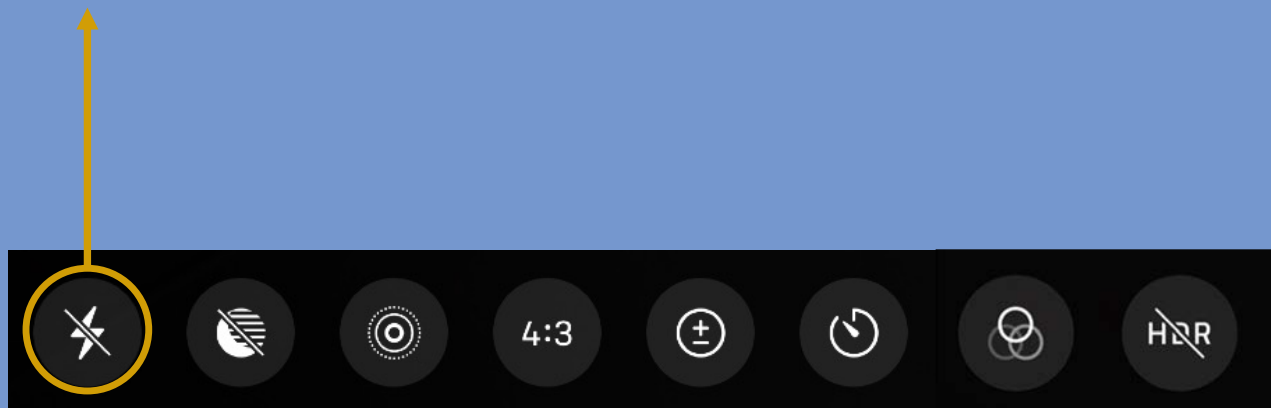
Settings

- Tap the arrow to reveal more available settings before capturing a photo

Adjusting your iPhone settings



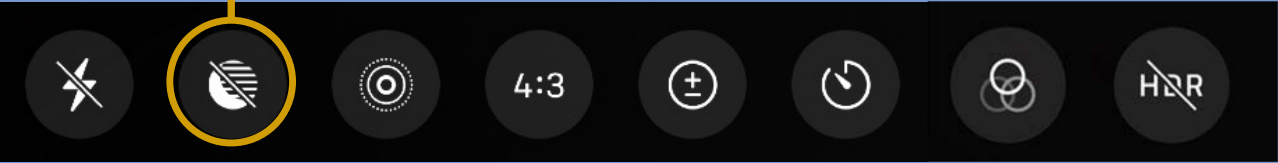
Flash



Adjusting your iPhone settings



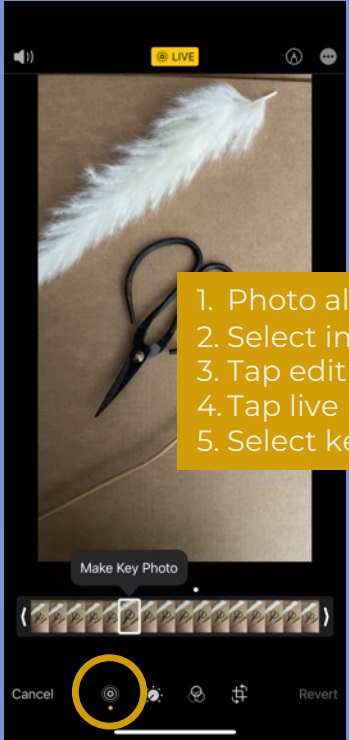
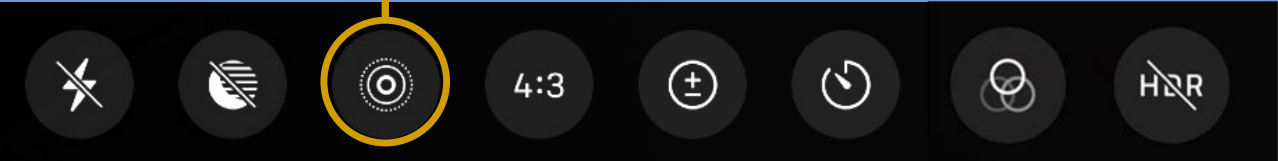
Night mode



Adjusting your iPhone settings



Live mode



- 1. Photo album
- 2. Select image
- 3. Tap edit
- 4. Tap live
- 5. Select key frame

Adjusting your iPhone settings



Image Size



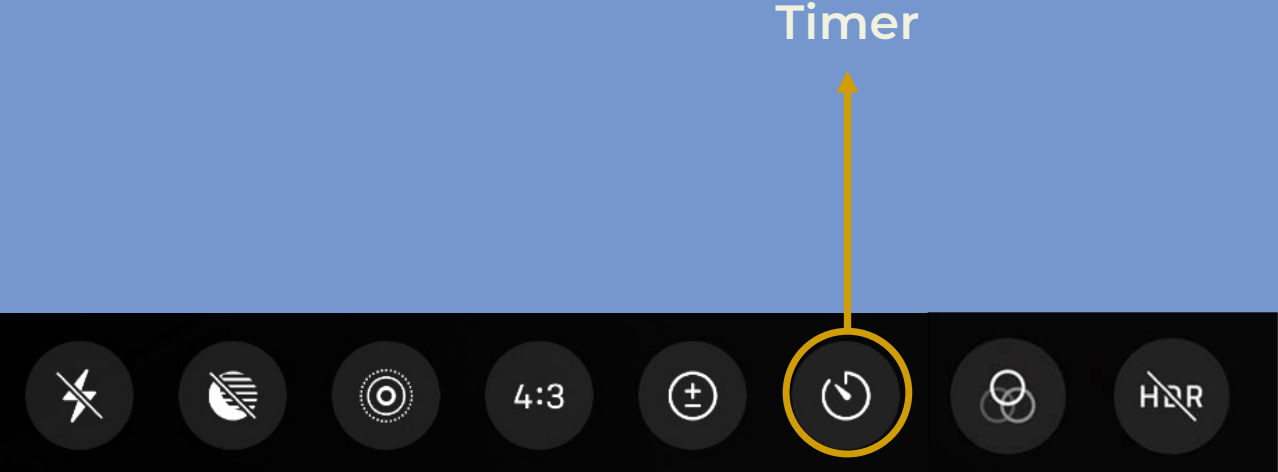
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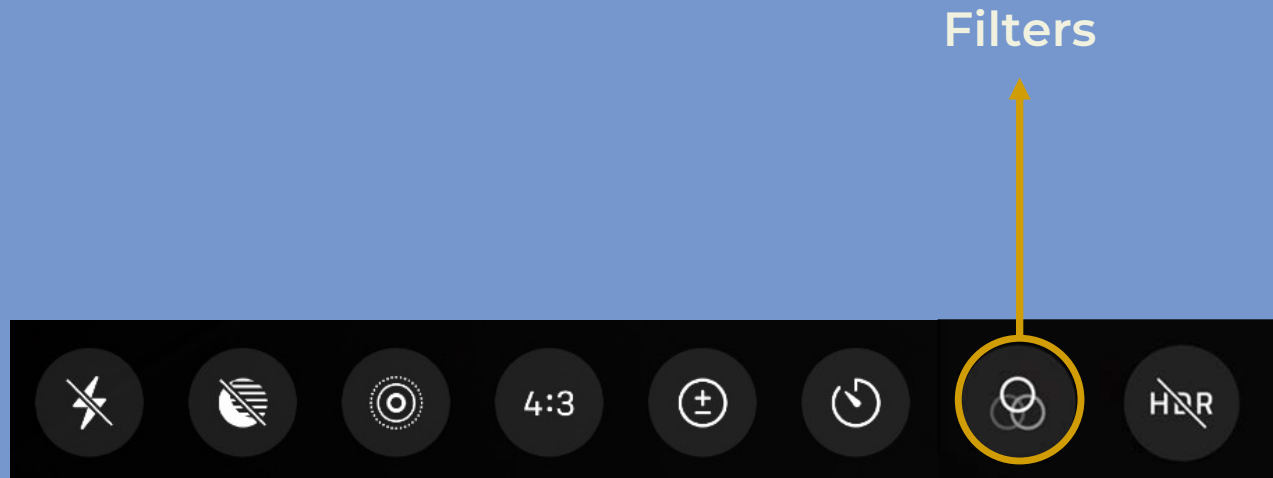
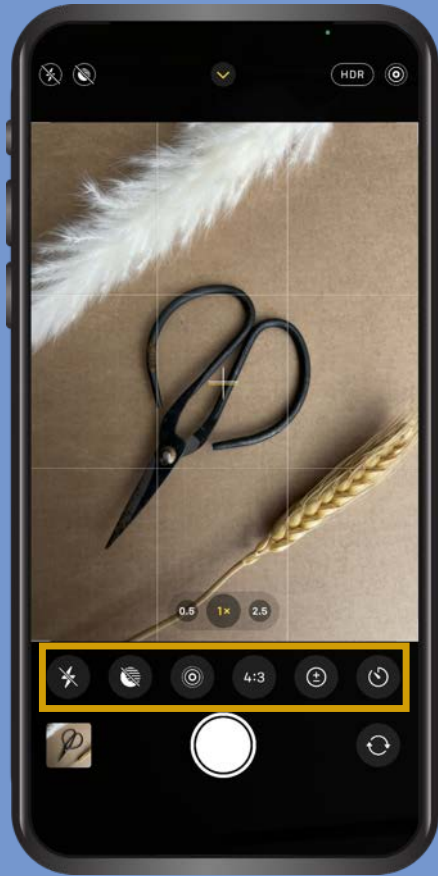
Exposure



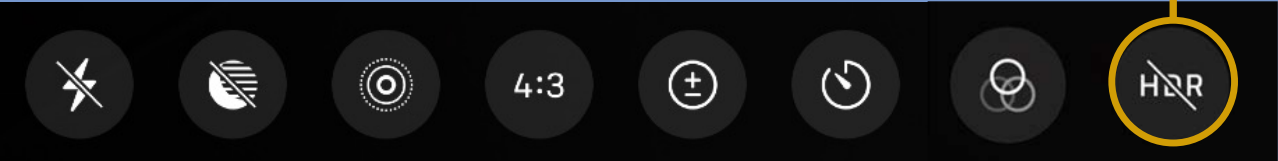
Adjusting your iPhone settings



Adjusting your iPhone settings



Adjusting your iPhone settings



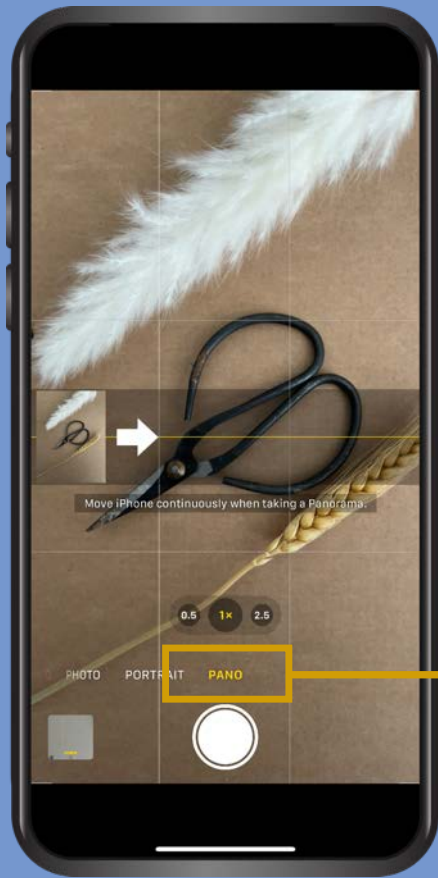
Adjusting your iPhone settings



Portrait mode
• iPhone creates a depth-of-field



Adjusting your iPhone settings



Pano mode
• For wide angled landscapes

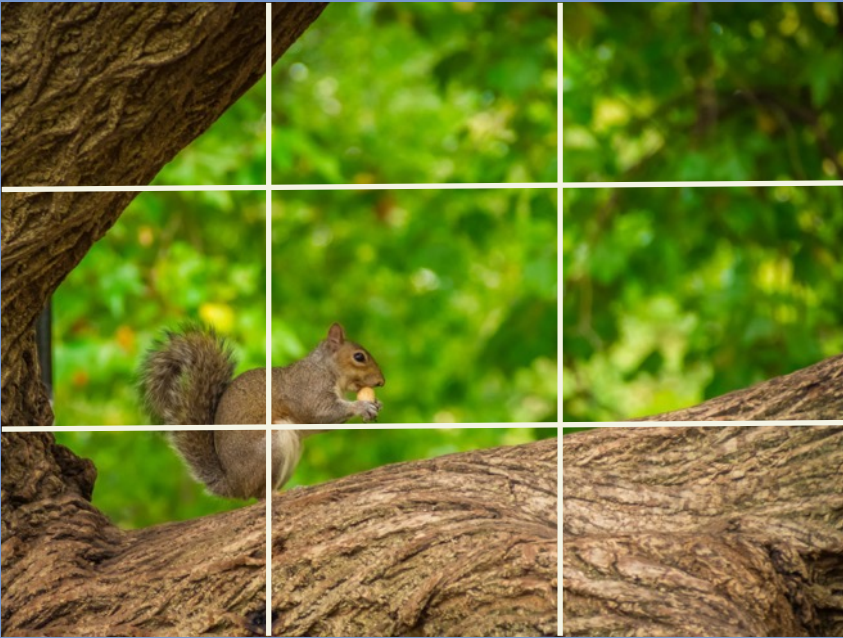




TAKING COMPELLING PHOTOS

Taking compelling photos

Using your grid



- iPhone creates a 3x3 grid to help you create balanced photos
- Helps with the rule of thirds

Taking compelling photos

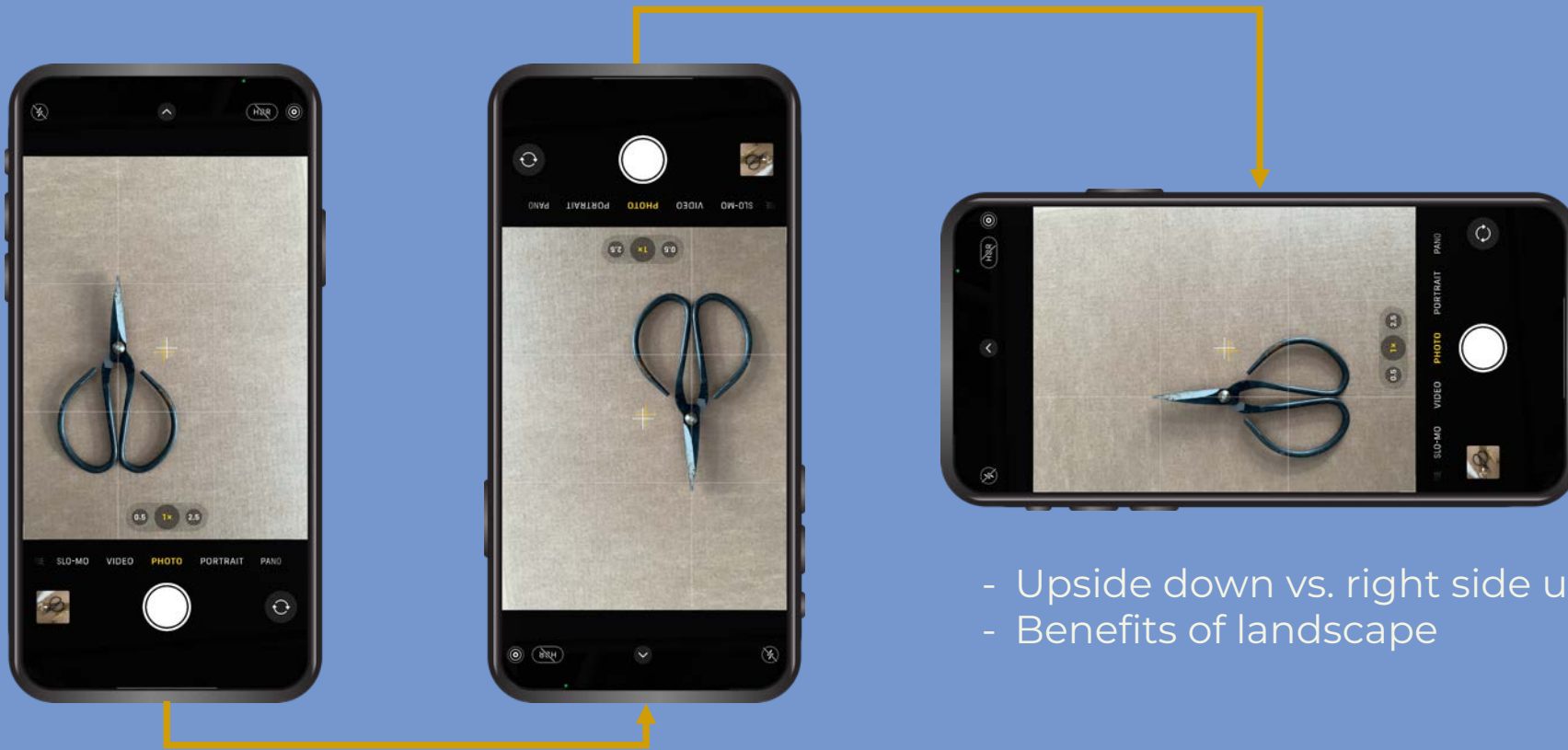
Using your grid



- Helps for centring objects in the frame
- Helps to make sure objects are level

Taking compelling photos

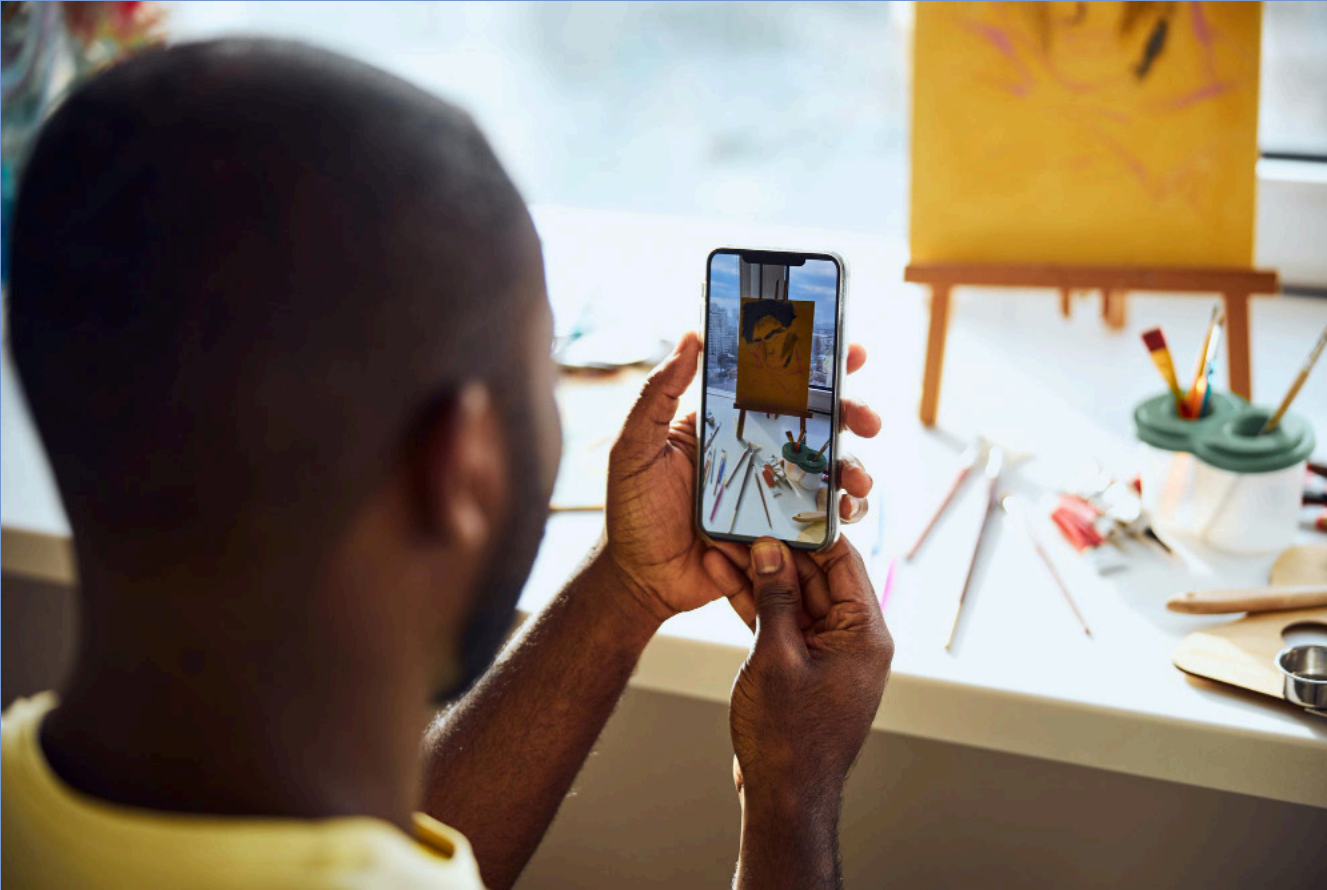
Rotating your phone



- Upside down vs. right side up
- Benefits of landscape

Taking compelling photos

Using natural light



Pros

- Unique, golden hour
- Looks natural
- Can give a nice side lit image
- Works well for indoor and outdoor photos
- Free

Cons

- Can be difficult to control
- You might need a reflector to bounce sunlight toward your subject
- Time sensitive

Taking compelling photos

Using artificial light



Pros

- Easier to control
- Can be great for product photography
- Better than using a flash
- You can mix natural and artificial lighting

Cons

- Can look harder or less natural
- Needs equipment

Taking compelling photos

Lighting equipment



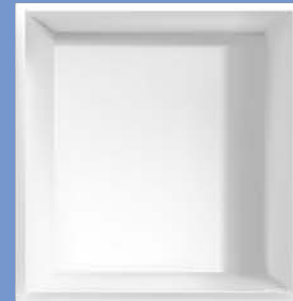
Softbox



Umbrella



Ring light



Light boxes



Reflectors

Taking compelling photos

Lighting equipment

Where to get them

- Amazon or Ebay
- High street photo shops
- Buy second hand
- Make your own



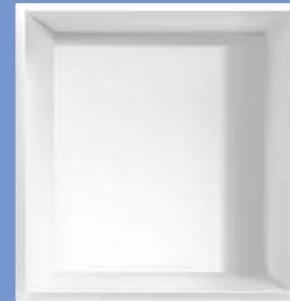
Softbox



Umbrella



Ring light



Light boxes



Reflectors

Taking compelling photos

Using backdrops



- Seamless paper, fabrics, and vinyl
- Typically held with a metal T-shaped backdrop stand
- Get creative with your backdrops
- A backdrop will affect the photographed object
- Take into consideration what you're photographing will determine the size required
- Adjust space between your subject and the backdrop to adjust shadow

Taking compelling photos

Using backdrops

Where to get them

- Amazon or Ebay
- Buy second hand
- Make your own with fabrics, wallpaper, cardboard, and paper



- Seamless paper, fabrics, and vinyl
- Typically held with a metal T-shaped backdrop stand
- Get creative with your backdrops
- A backdrop will affect the photographed object
- Take into consideration what you're photographing will determine the size required
- Adjust space between your subject and the backdrop to adjust shadow

Taking compelling photos

Using props



- Props help to tell a story
- Are used to highlight your product not detract
- Use your hands
- Mix natural and household items
- Be on brand

Taking compelling photos

Using props

Where to get them

- Amazon or Ebay
- Charity shops
- Your garden
- TK Max

- Props help to tell a story
- Are used to highlight your product not detract
- Use your hands
- Mix natural and household items
- Be on brand

Taking compelling photos

Deciding on a point of view



From above
(birds eye)



From below
(worms eye)



Straight ahead
(eye level)



Become the subject

Taking compelling photos Using props



Become the subject



**From above
(birds eye)**



**Straight ahead
(eye level)**



**From above
(birds eye)**

Taking compelling photos

Taking photos of people



- Make it fun
- Get on their level
- Enable phone for faster speed for action shots
- Consider lighting and props

Taking compelling photos

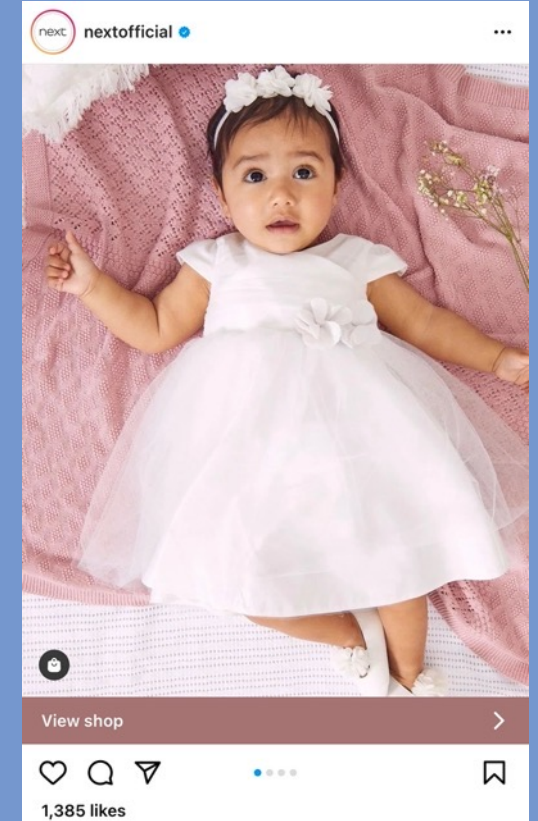
Taking photos of people



- Asking friends and family
- Hiring a model
- Photographing the public
- Safe changing space
- How long will you need your subject for?
- Do you need a waiver?

Taking compelling photos

Taking photos of people and pets indoors



Taking compelling photos

Reviewing your photos



- Review your images while you're photographing to ensure you're getting the look you want
- Make any adjustments throughout your shoot as needed



OUTDOOR PHOTOGRAPHY

Photographing outdoors

Scouting locations



- Topical to your product
- Consider landmarks (graffiti, historical buildings, gardens)
- Free locations like parks and city streets
- Consider weather and terrain
- Will you need permission or a permit?

Photographing outdoors

Timing, weather, and environment



- Morning, afternoon, or evening will all have different lighting styles
- Clouds will change the light and shadow
- Prepare for bad weather
- Be prepared for your terrain
- Be prepared for external factors

Photographing outdoors

Photographing people outdoors



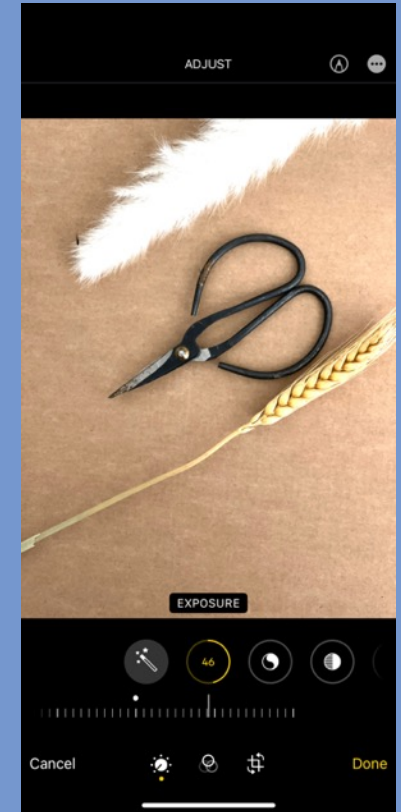
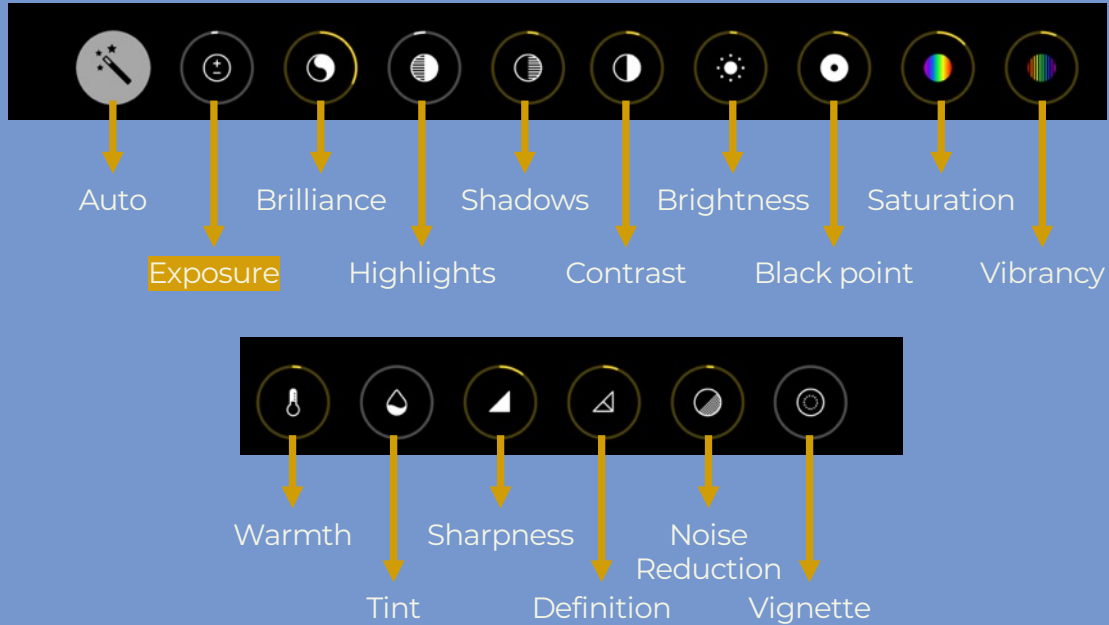


EDIT YOUR PHOTOS ON YOUR IPHONE

Editing your photos on your phone

Using edit mode in iPhone

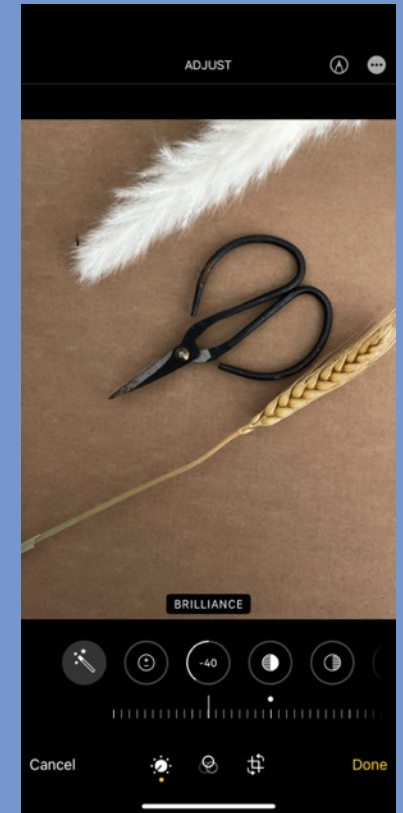
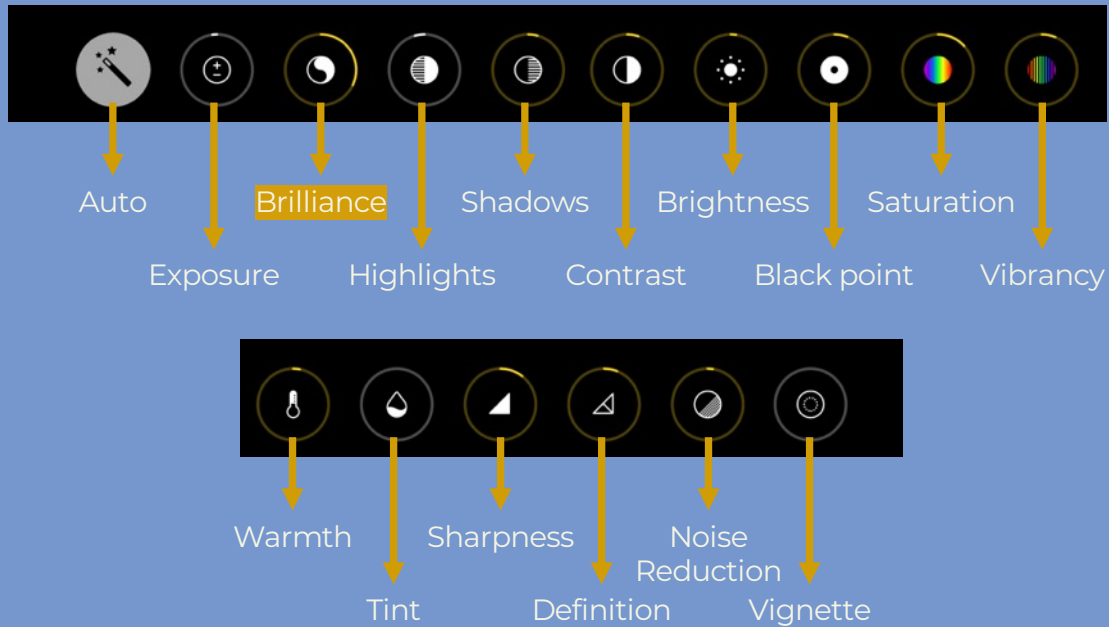
16 Possible settings to adjust



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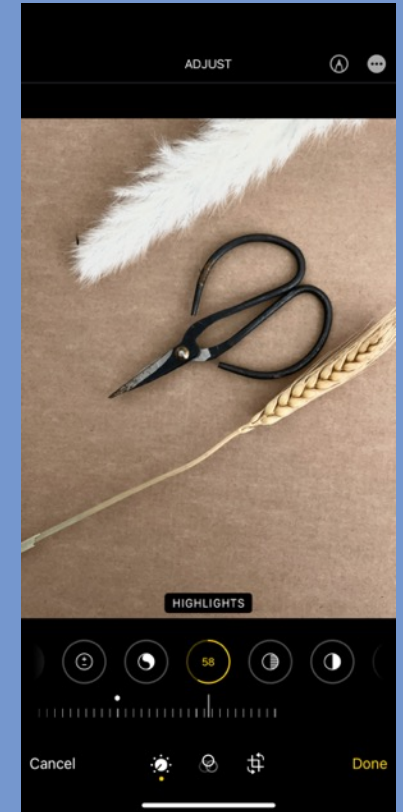
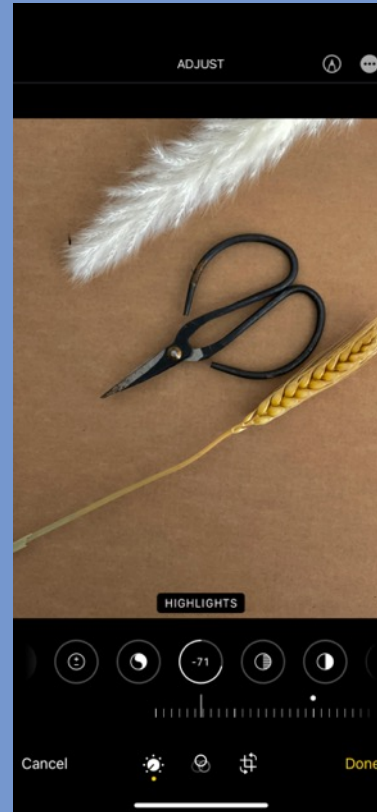
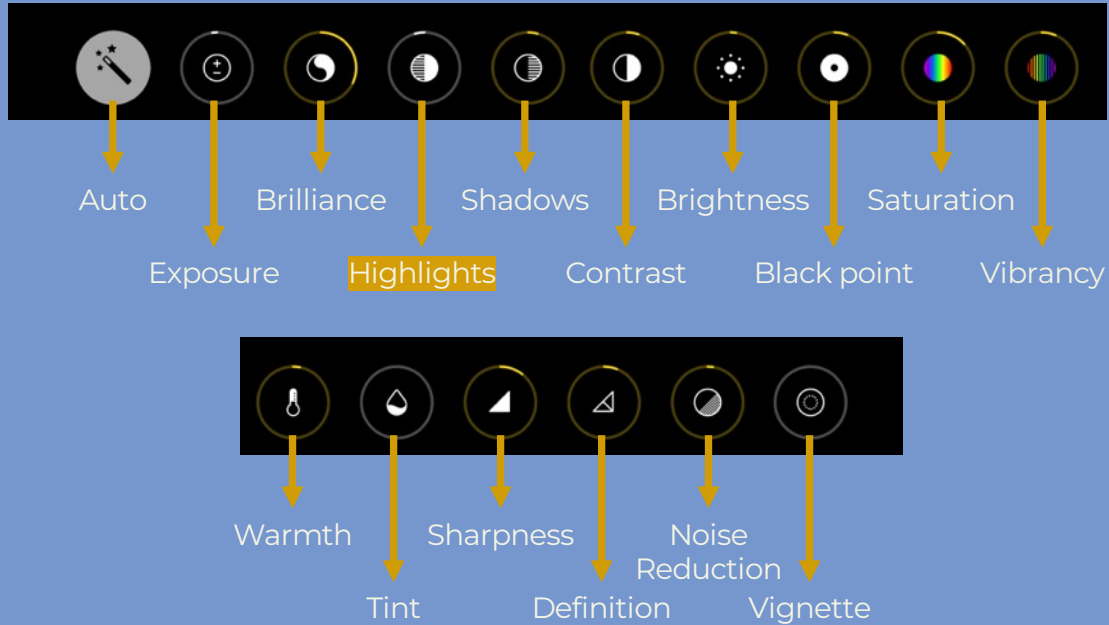
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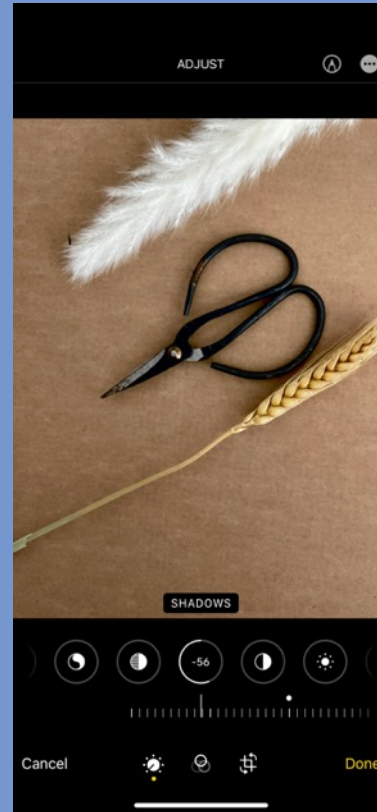
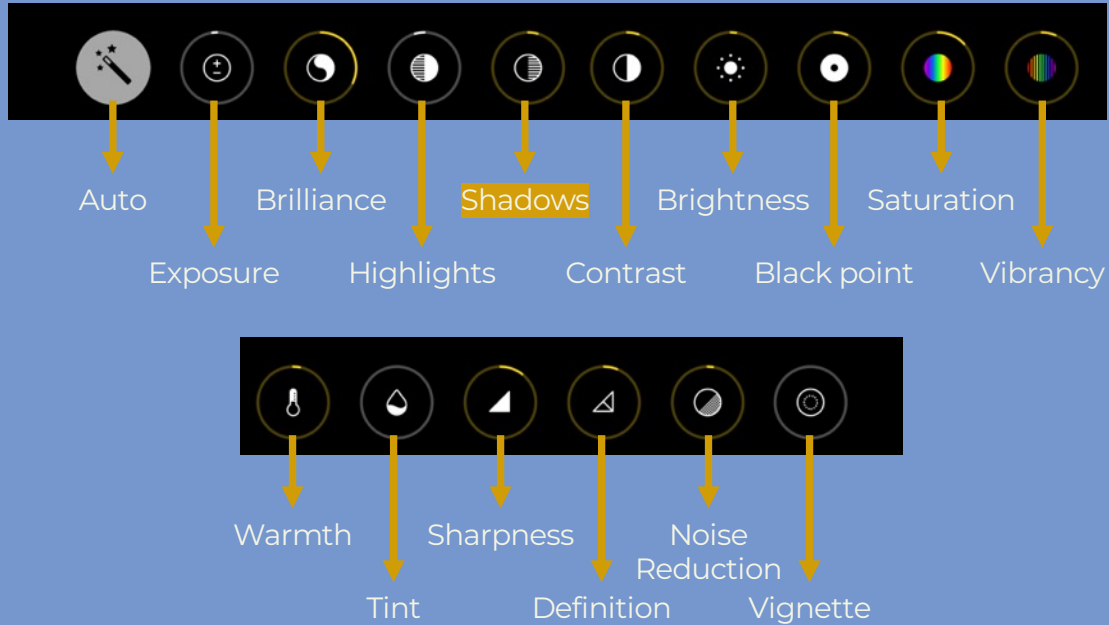
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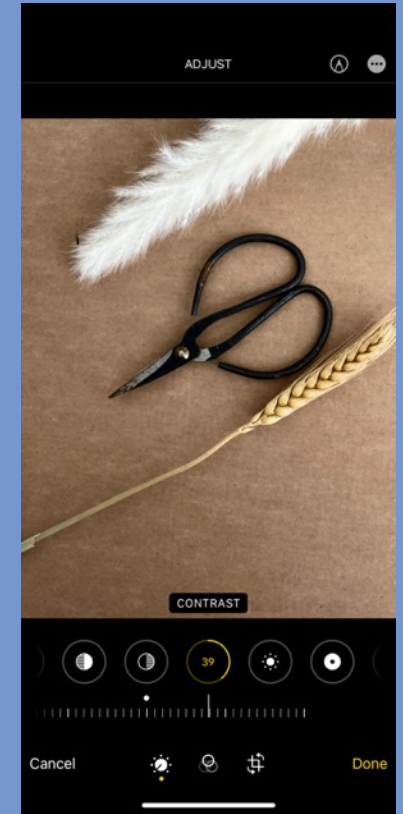
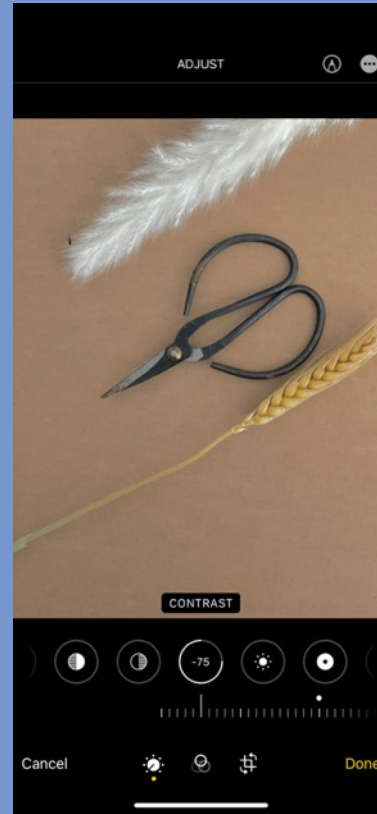
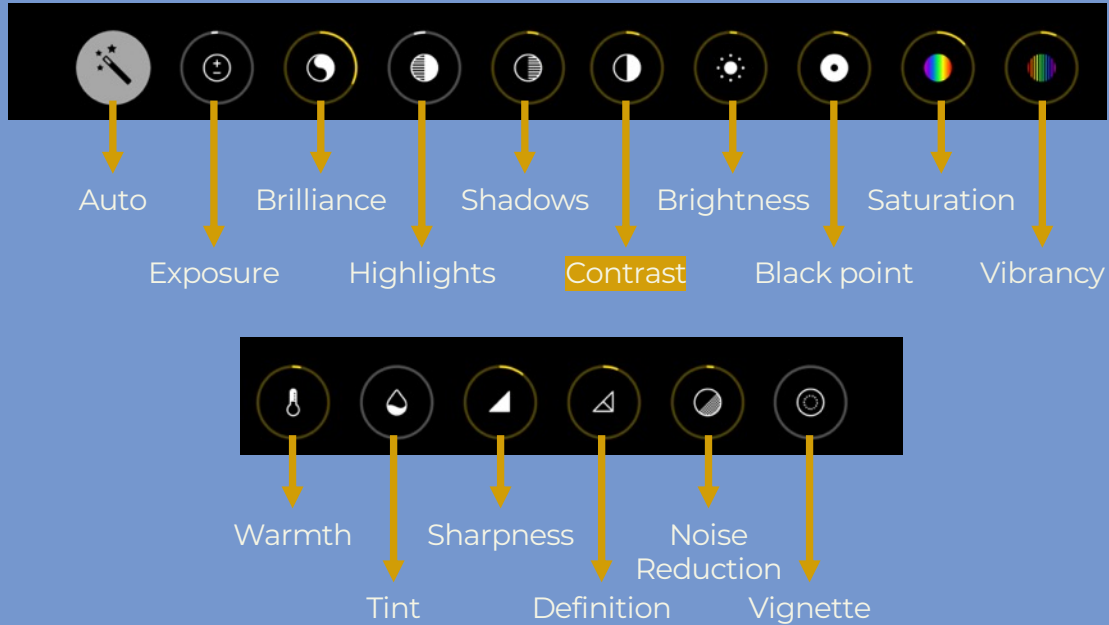
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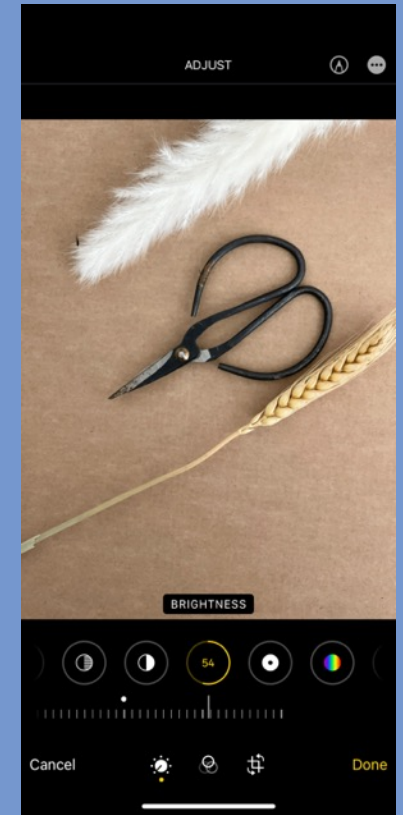
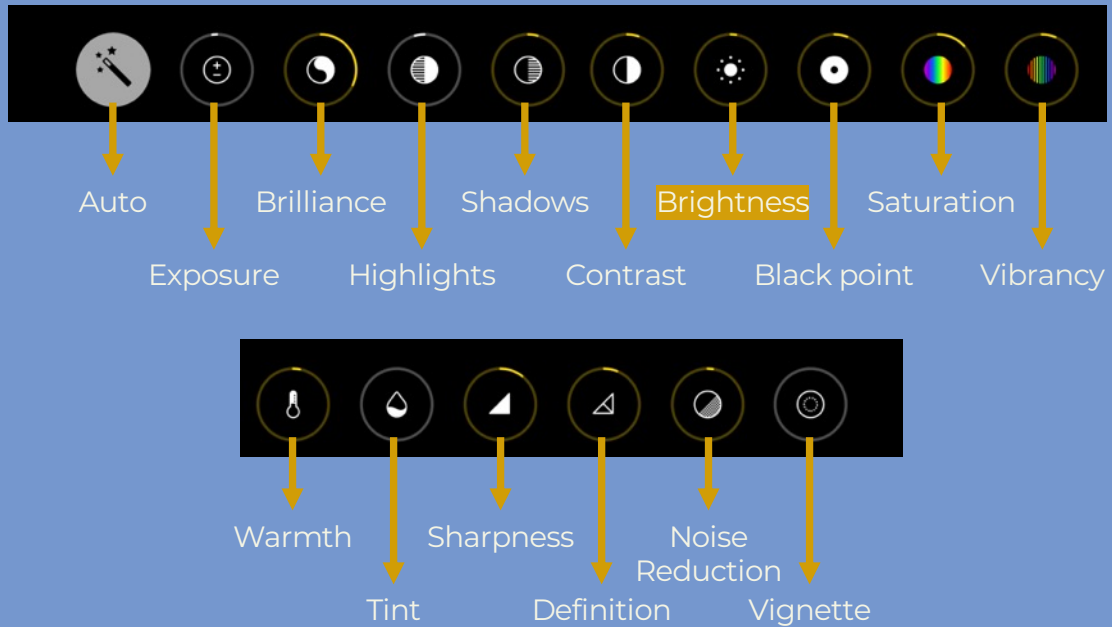
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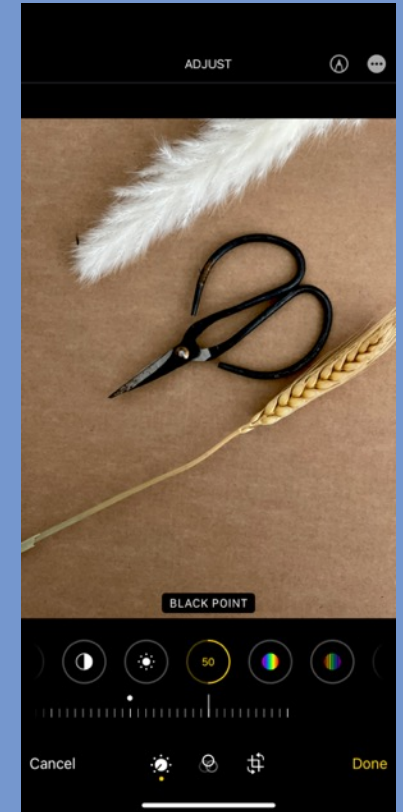
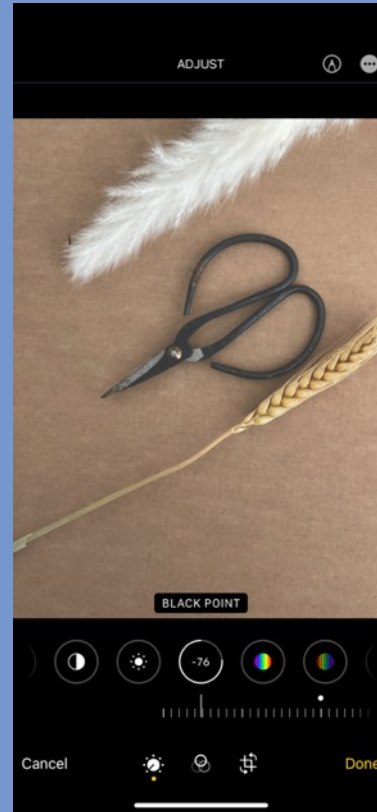
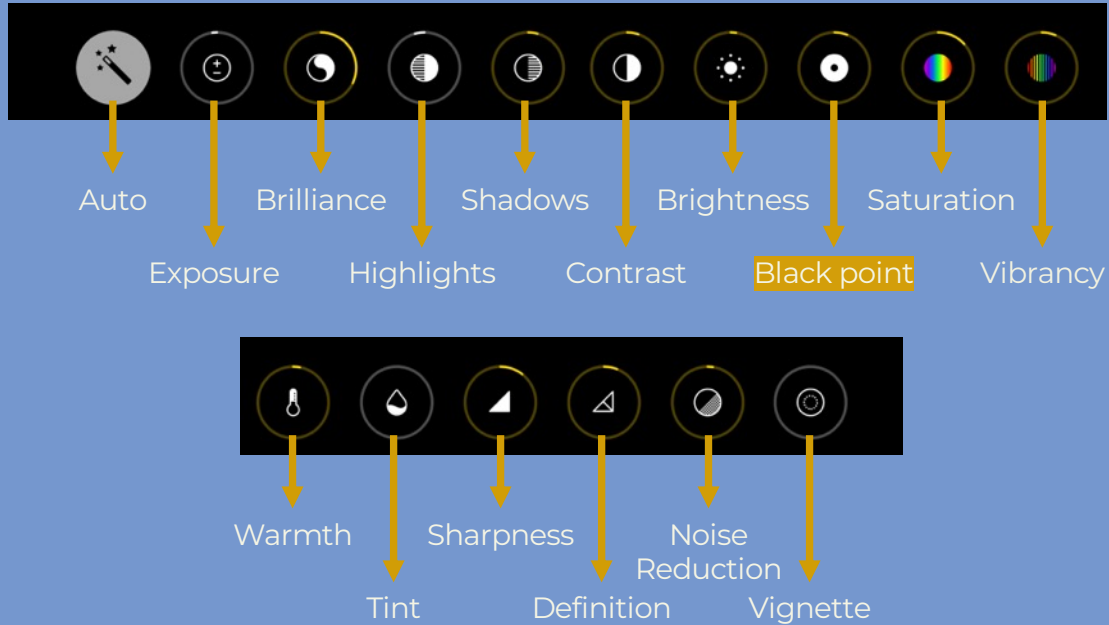
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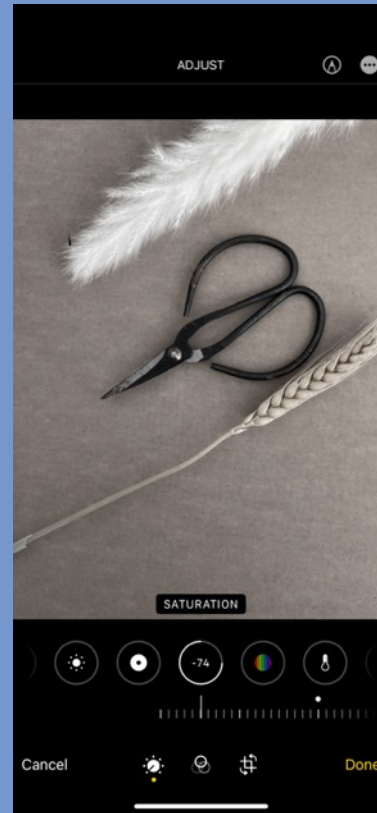
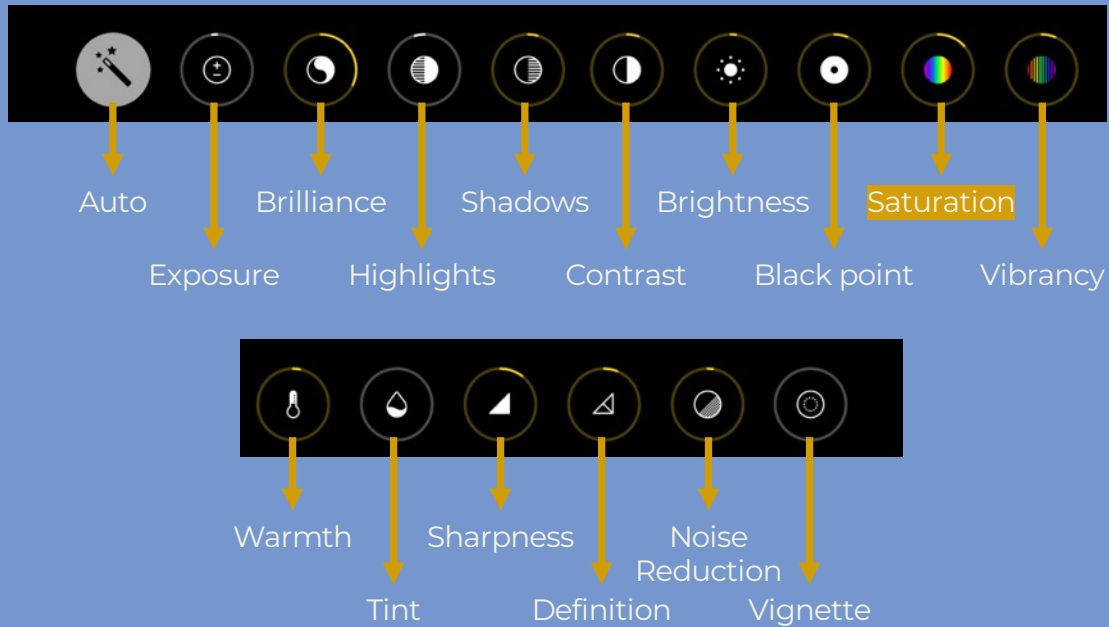
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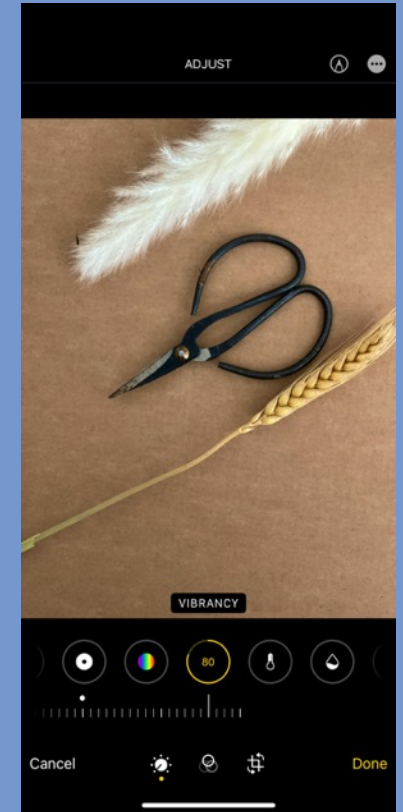
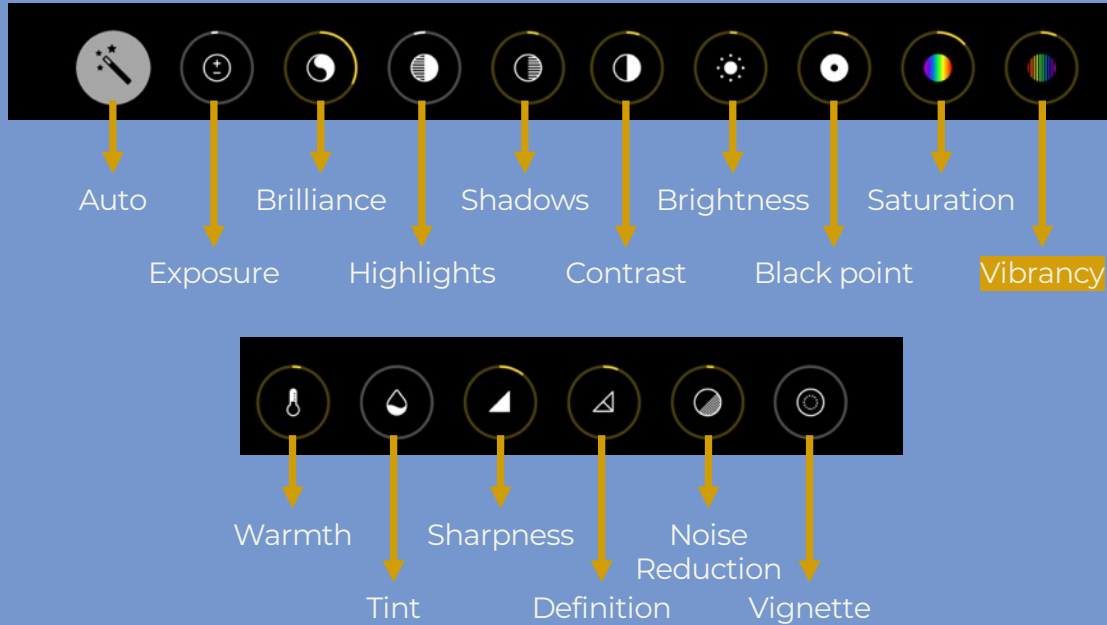
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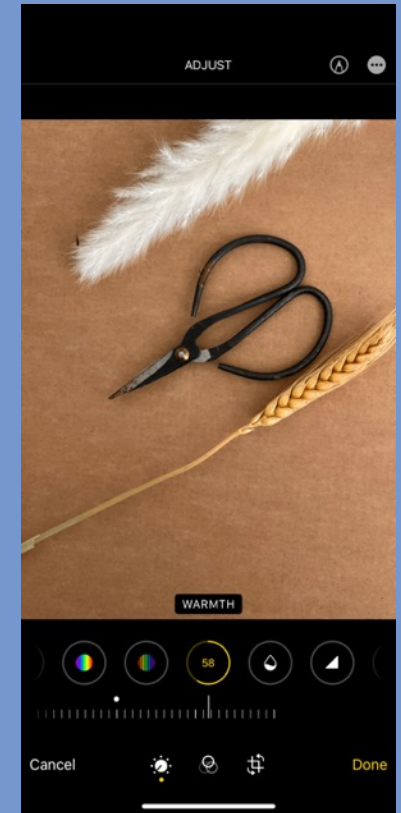
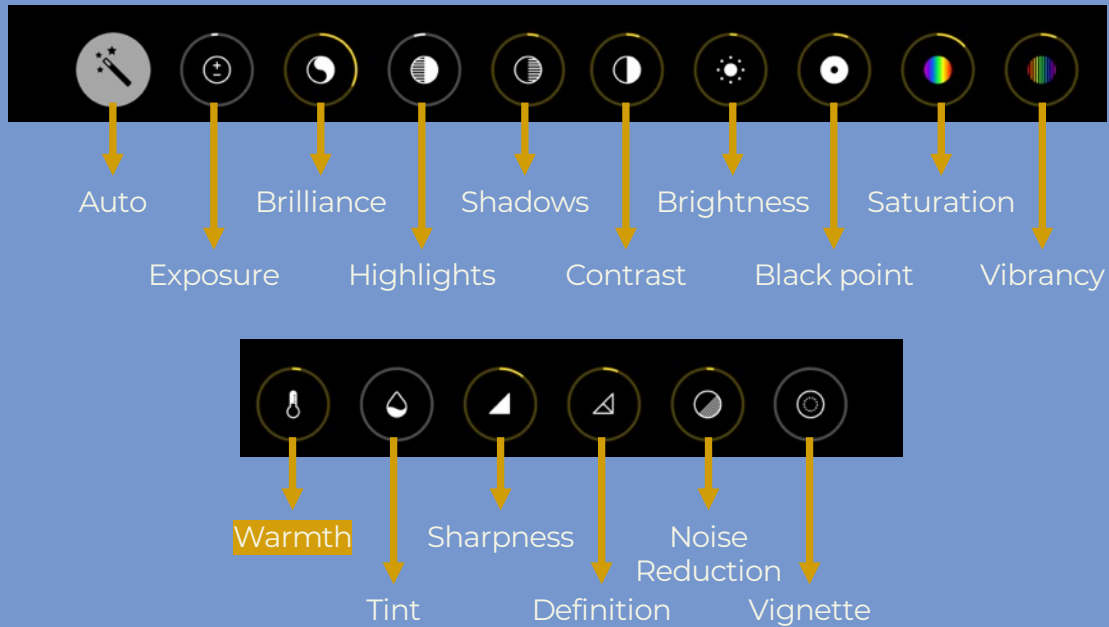
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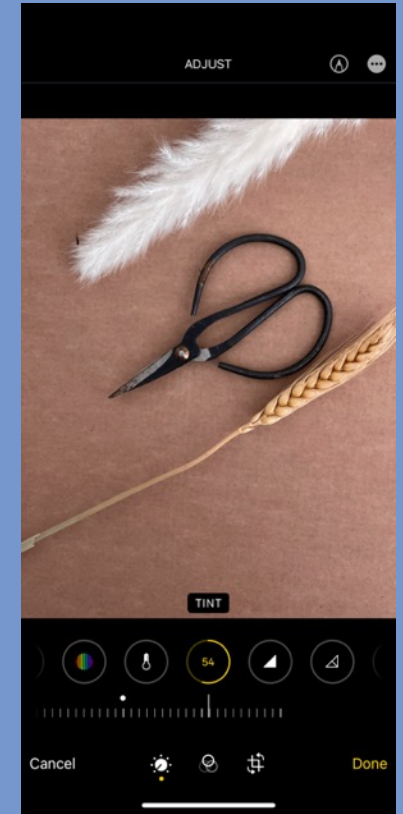
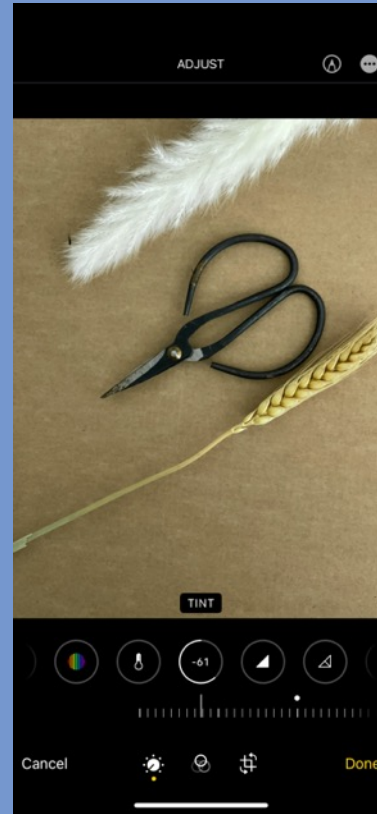
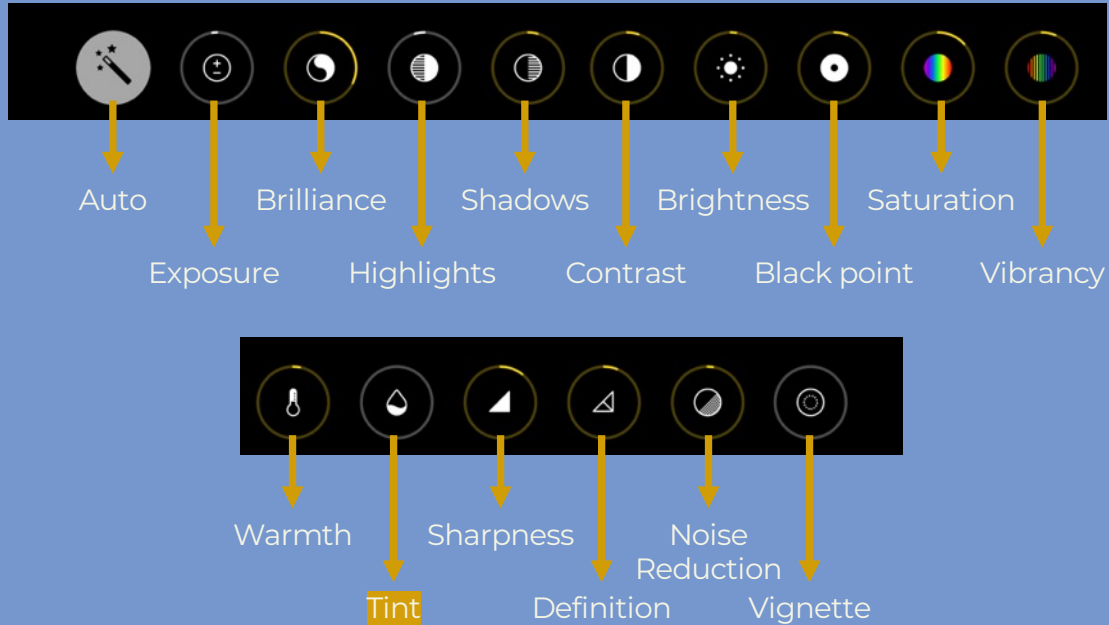
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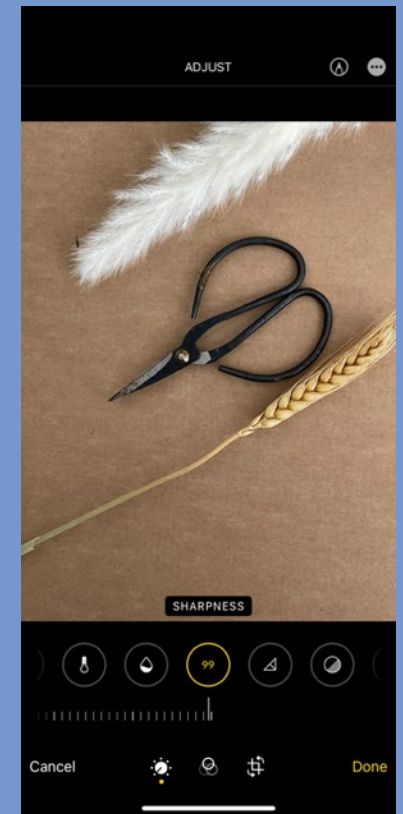
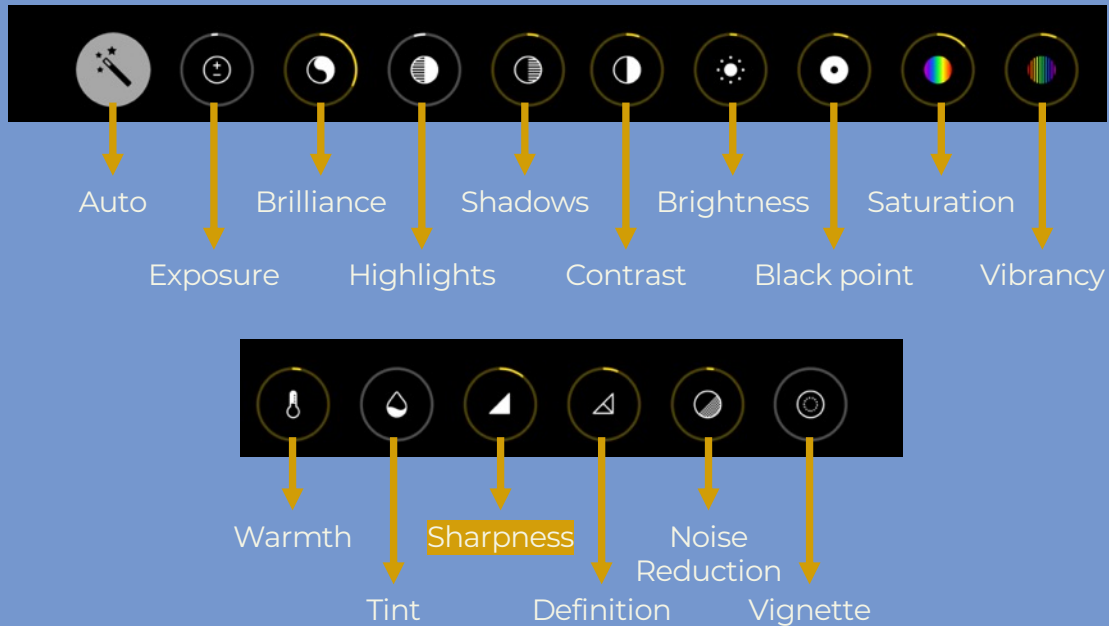
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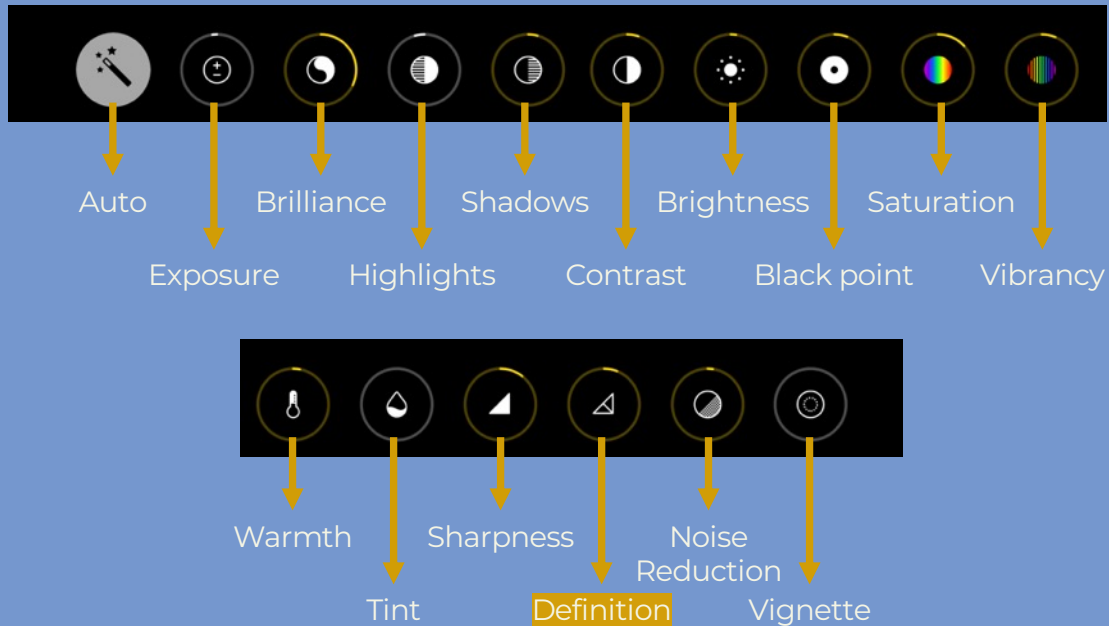
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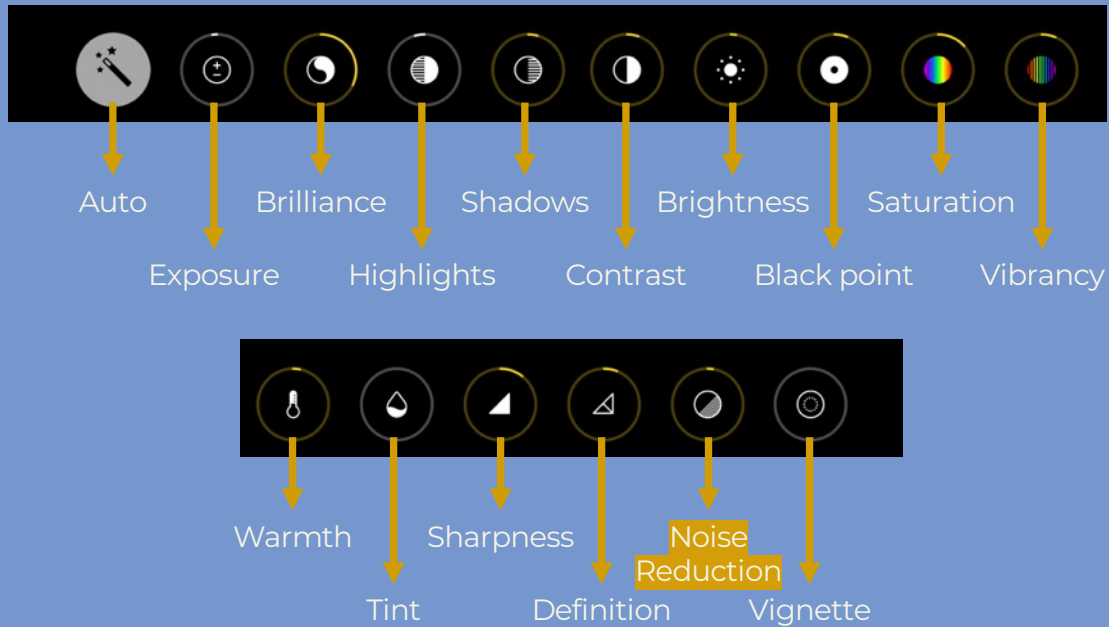
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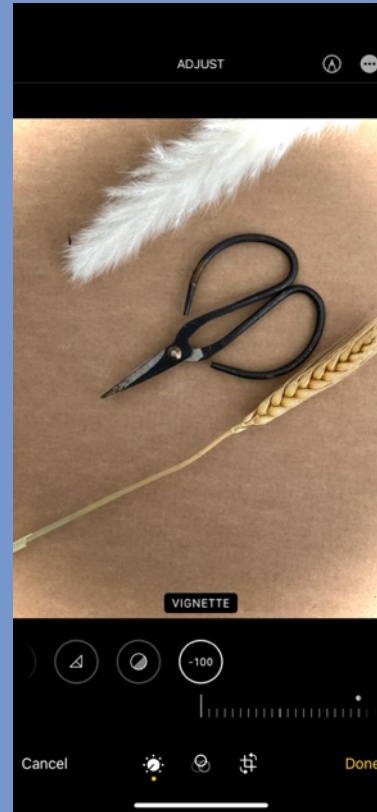
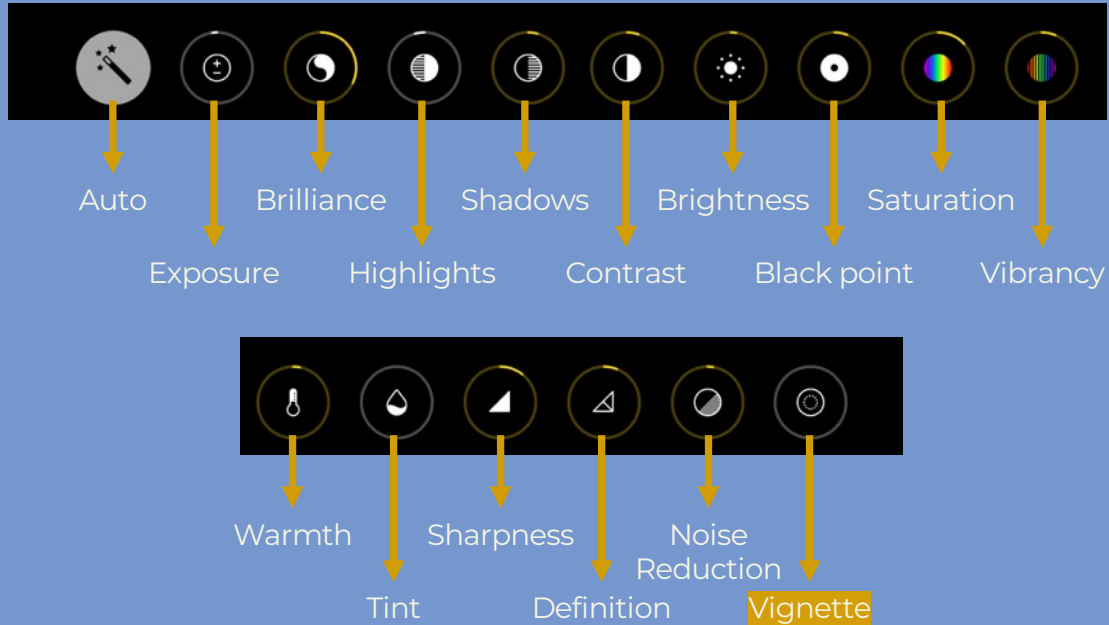
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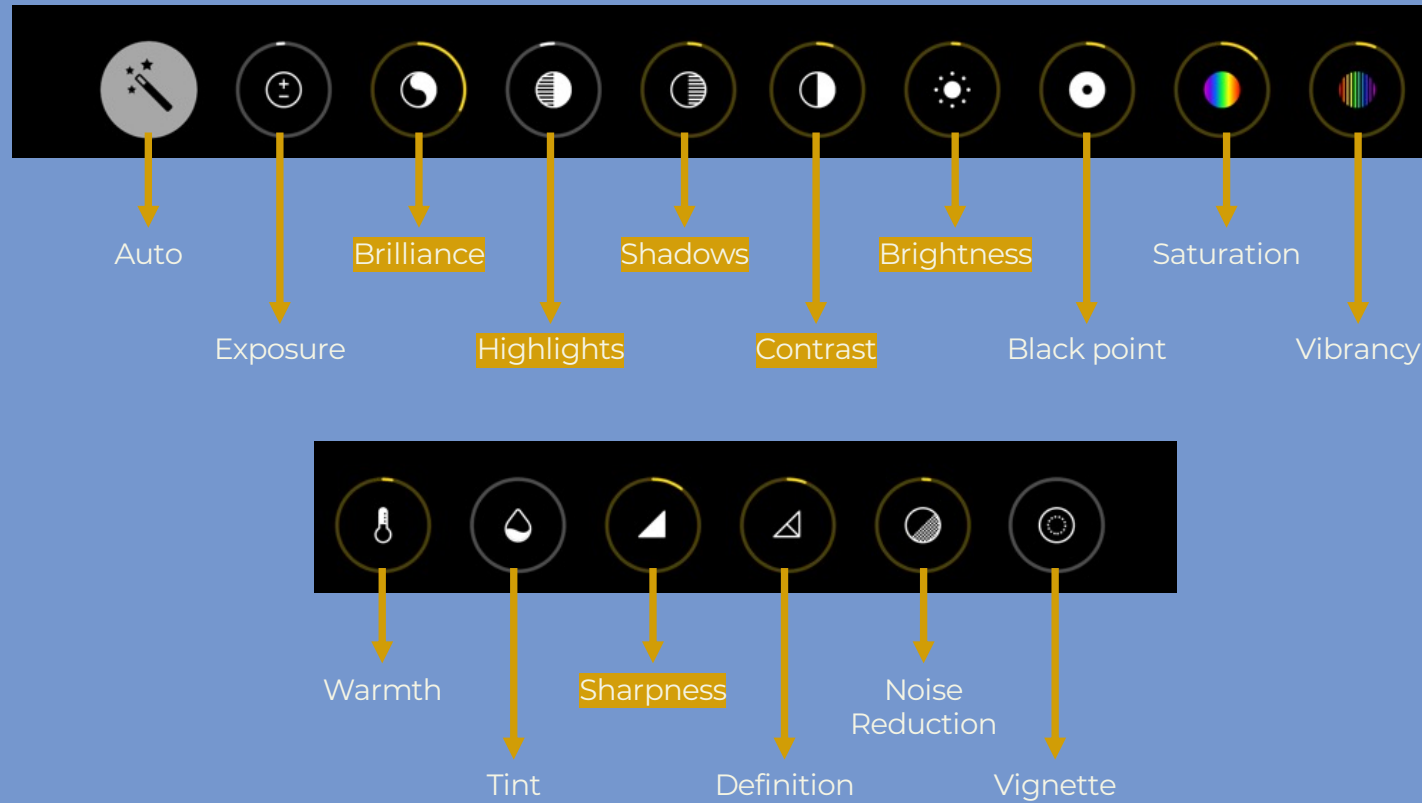
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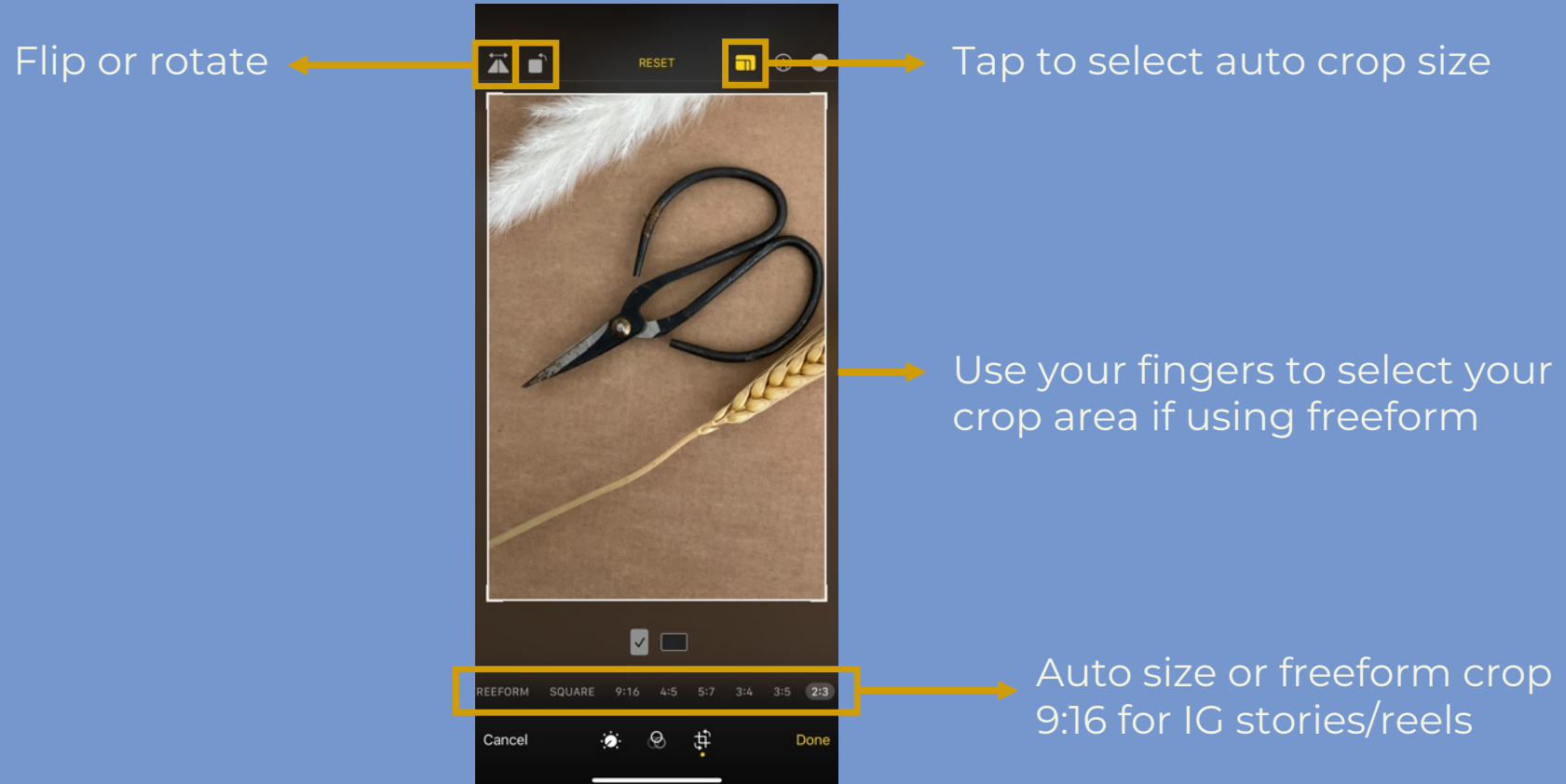
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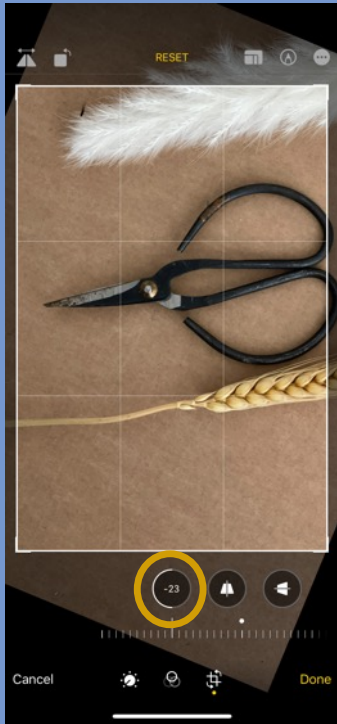
Editing your photos on your phone

Cropping your photos



Editing your photos on your phone

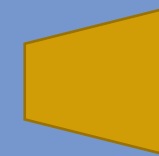
Cropping your photos



Swivel to rotate
left or right



Skew up or down



Skew left or right

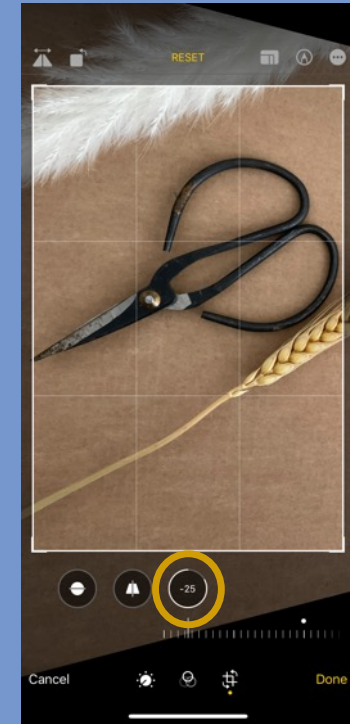
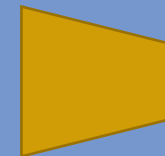




PHOTO EQUIPMENT

Equipment



- Backdrops
- Backdrop holders
- Lights
- Lightboxes
- Reflectors
- Props
- Phone holders
- Tripods



THANK YOU