High Quality Digital Photography

Want to Make Better Pictures?

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UNIVERSITY OF GEORGIA

Want to Make Better Pictures?

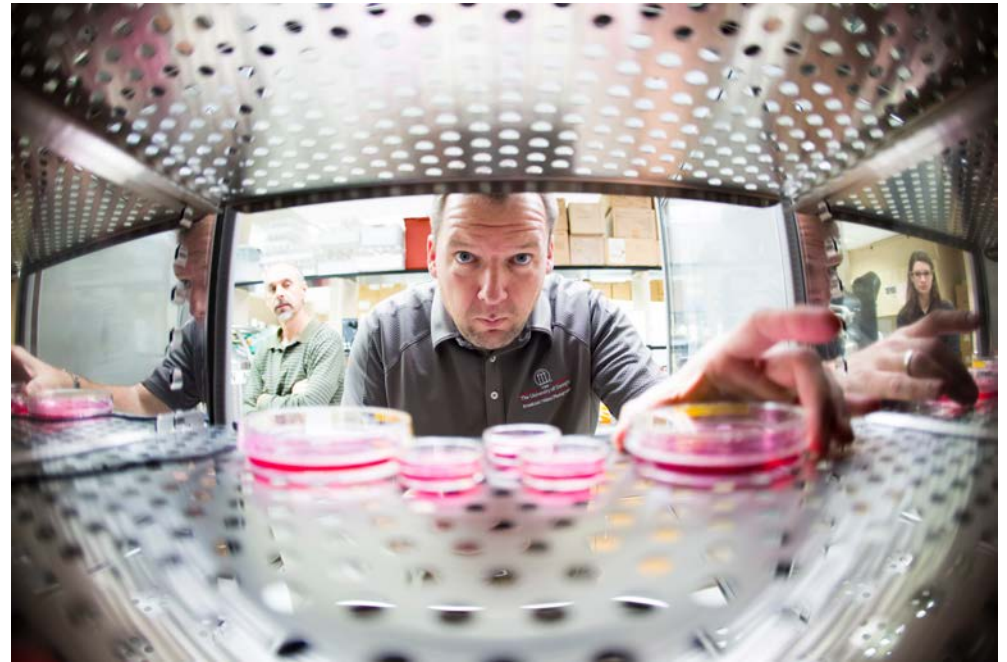High Quality Digital Photography

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About me

- From Charlotte, NC

- Began in newspapers and worked as a photojournalist for 10 years

- Shooting at Georgia since 2007

- Started shooting video in January 2017

- I can't hear. Huh?!!

- Wife, 3 kids, and a mortgage

Want to Make Better Photos??

Overview
- Approach
  - Use your Head
  - Use your Feet
  - Use your Eye

- Lighting Techniques

- Popular Practices

- Mobile Transmission

- Gear & Software

Use Your Head

Do your prep work. You want to put yourself in the best situation to shoot this subject.

Scout, Scout, Scout!
- Find a location.
- Think about time of day for your location. Go scout the location at that time.

Communicate to your subject beforehand if you can.
- Talk to your subject if you can. – Try and shoot them at good time of day for them.
- Clothing – solid colors that are NOT white or black. Avoid crazy patterns and designs and other college logos.
- Tell you subject what you want. Most folks want direction on what to wear. Give it to them.

Coordinate your Talent
- For students in the background know and mix up diversity of gender and ethnicity
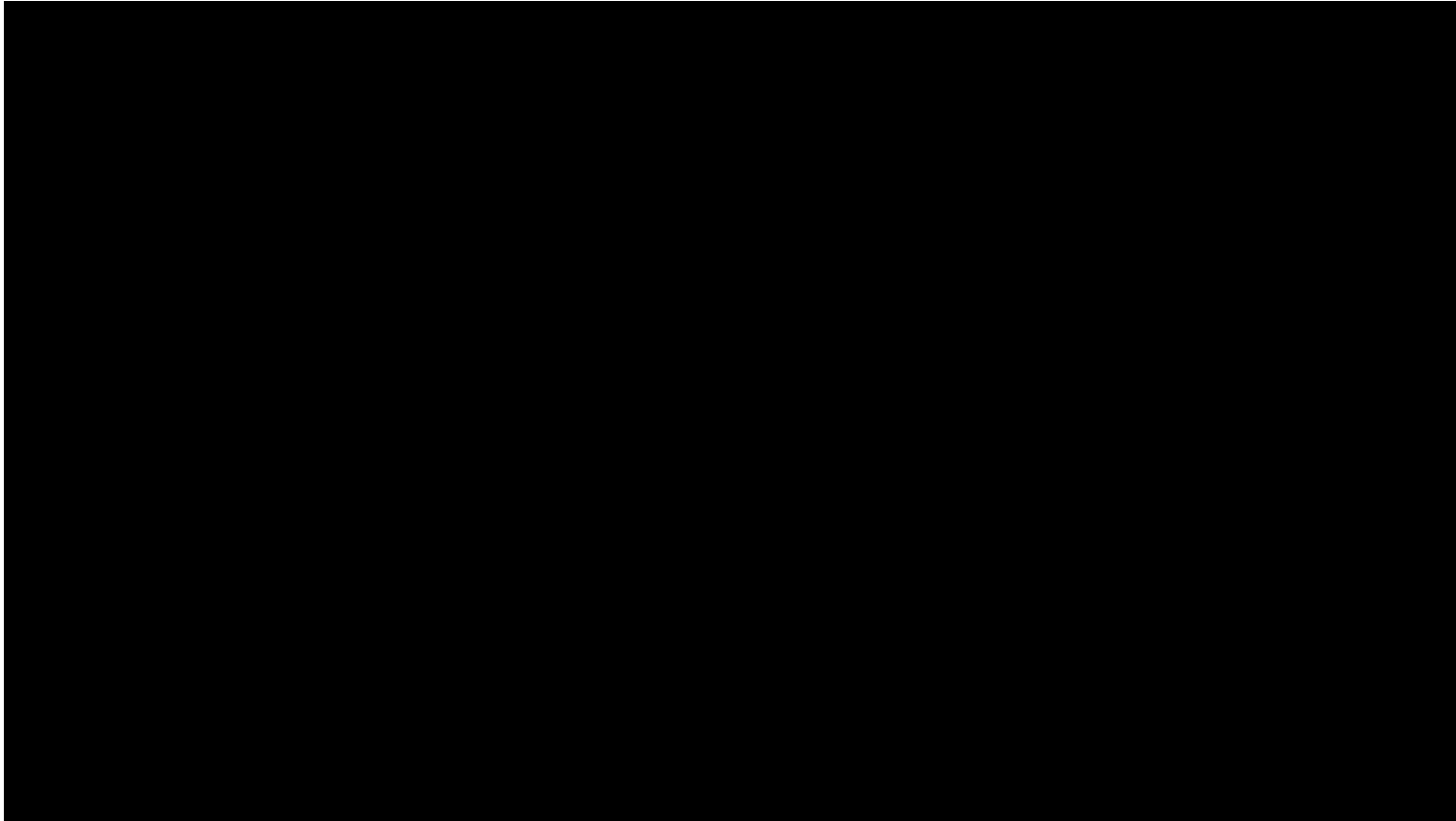
Collaboration
- Bring people in your office that can help you out. Folks are always looking for a reason to leave their desks. And photo shoots are fun!

- Bring your designer with you. We bring ours We do our best work together.

Data Mining Video

Approach

Use your feet - The best zoom is your feet

- Get closer & pull further back.

Use your feet – Move, Move, Move – be active

- If something isn't working - change your perspective – be active, keep moving.

Use your feet – Climb, climb, climb

Use your feet - Don't be afraid to get down and dirty

Use your eye

Tell the story
- Shoot wide, medium, tight photos

Moments
- Watch your subjects and try and anticipate moments

Background, background, background
- Clean it up - watch for distracting elements
- Pull your subject away form the background

Don't forget the details
- Shot tight details of important or just pretty parts of the story
- Will give your designer elements to work with in layout and web design

Horizontal, horizontal, horizontal
- In most emails, webpages, and digital communications - photos will appear horizontally
- Again a shoot a few verticals will appeal to your designer for layout elements

Use your eye - Tell the Story – Shoot Wide

Use your eye - Tell the Story – Shoot Medium

Use your eye - Tell the Story – Shoot Tight
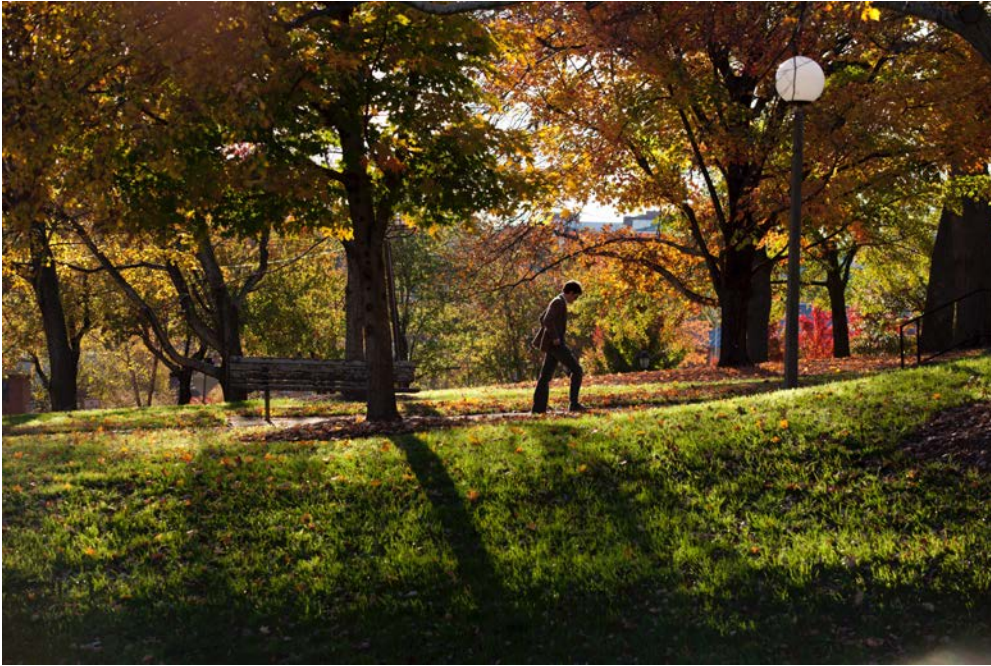
Use your eye – Shoot Wide, Medium, and Tight

Use your eye - Moments

Use your eye – Graphic
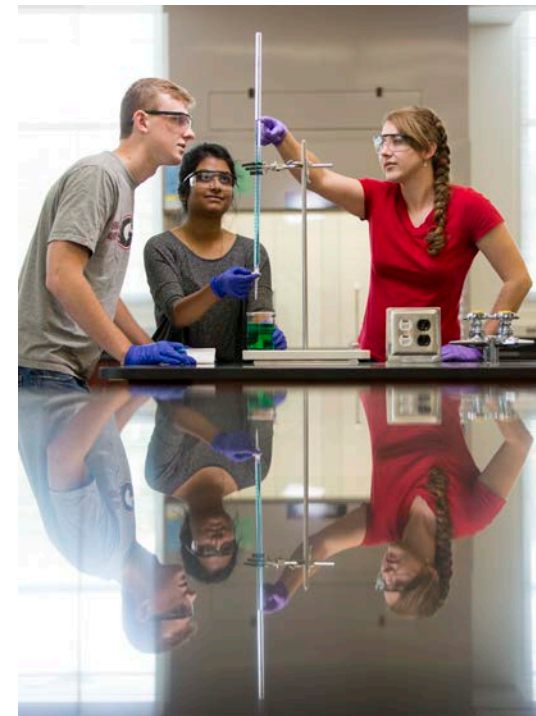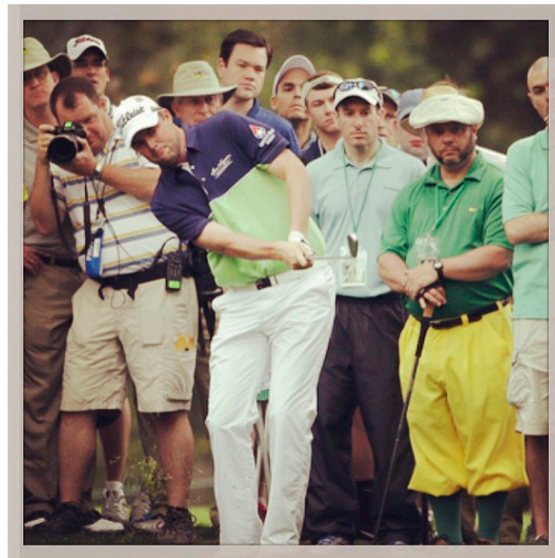
Use your eye – Chase the Light

Use your eye - Background, background, background

- Clean it up - watch for distracting elements
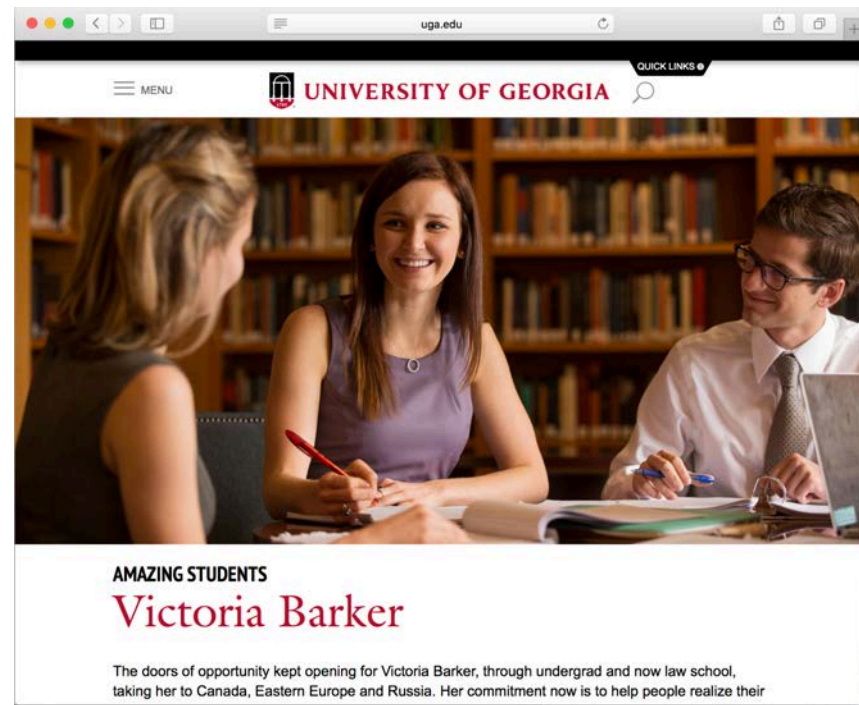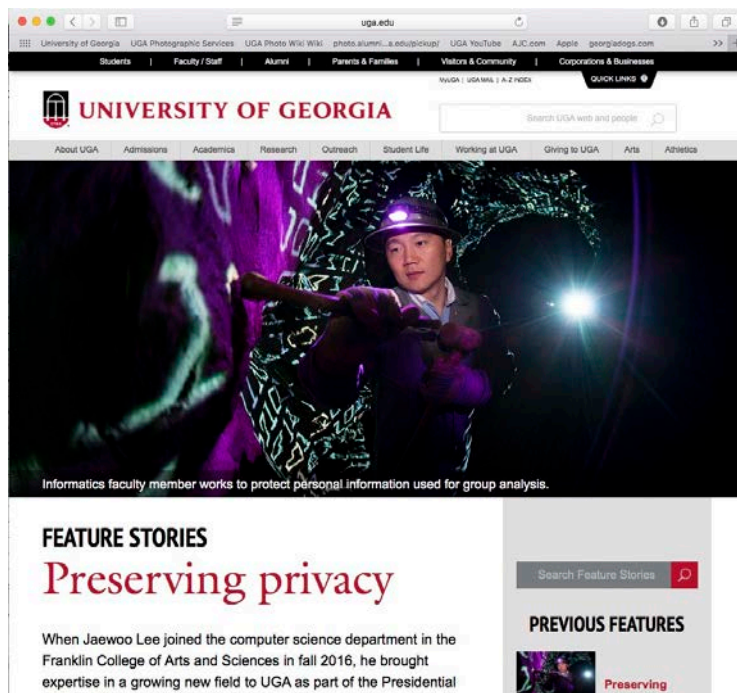- Pull your subject away form the background

Use your eye - Don't forget the details

Use your eye - Horizontal, horizontal, horizontal

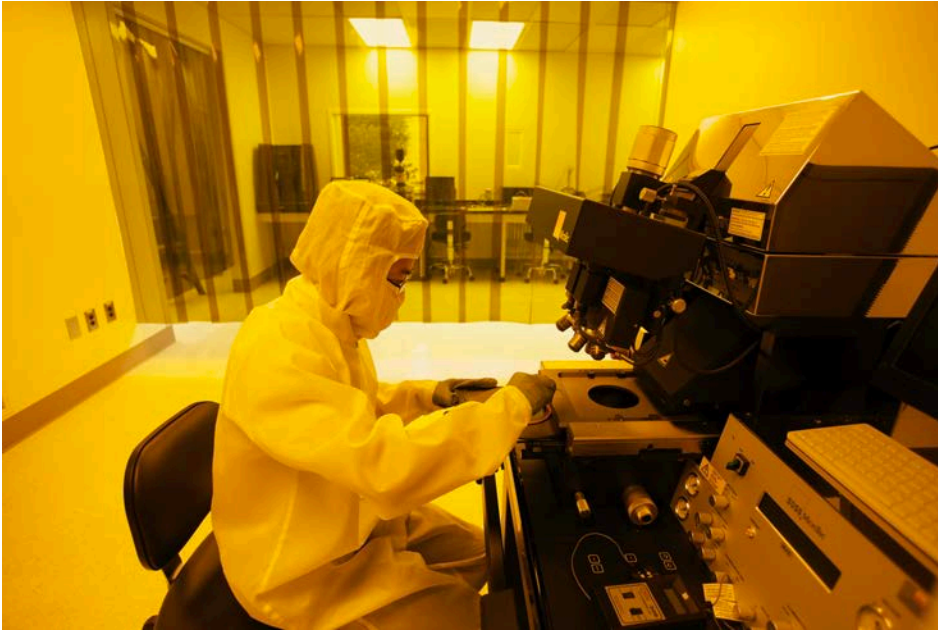- In most emails, webpages, and digital communications - photos will appear horizontally

Use your eye – Don't forget the verticals

- Shoot a few verticals will appeal to your designer for layout elements

Use your eye – Get your safe bread and butter photo and then make a picture

Lighting Techniques
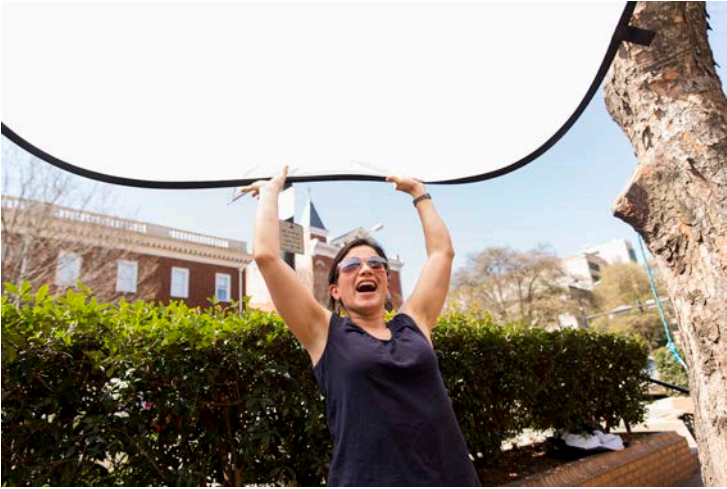
Lighting Techniques

Studio Headshot Setup

- Three lights
- Reflector
- Boom
- Background
- Stool

Lighting Techniques

Scrims with lights

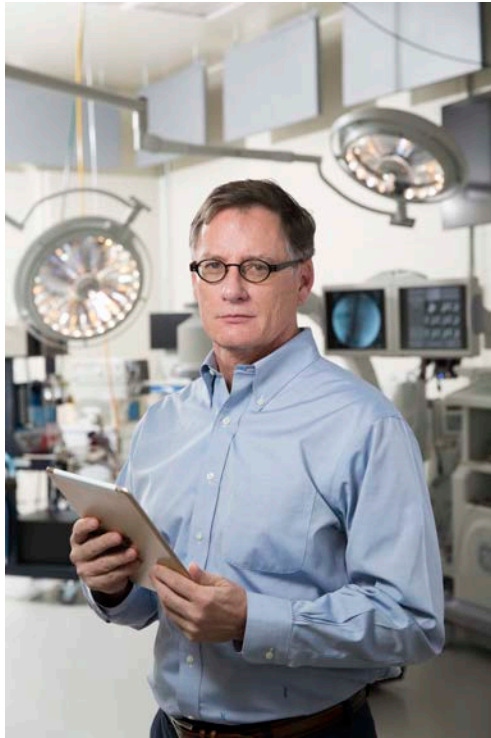# Lighting Techniques

Scrims with Reflectors

Lighting Techniques

Available Light with reflector

Lighting Techniques

Multiple Lights

Lighting Techniques

Soft Box with Reflector

Popular Practices

Popular Practices

Layering

Popular Practices

Framing

Popular Practices

Bokeh – Shallow Depth of Field
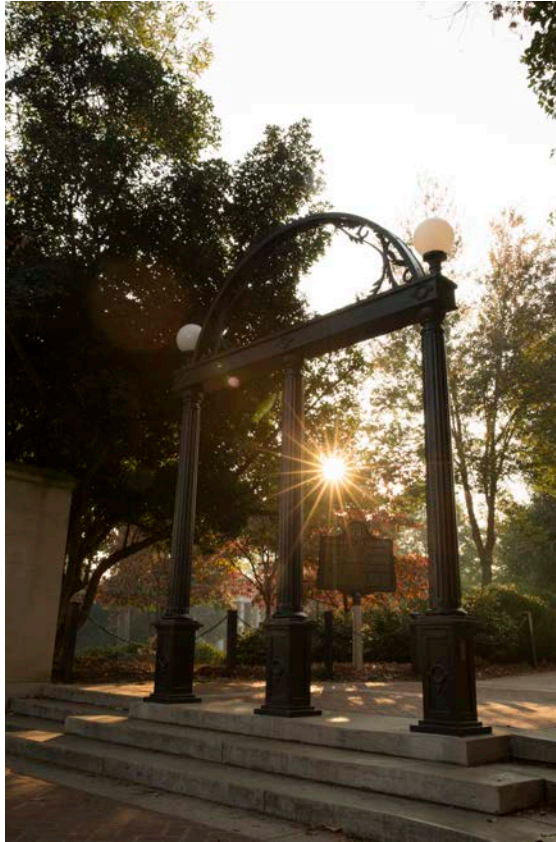
Long Lens Compression

Low Aperature 85mm f/1.8

Popular Practices

- Solar Flare-
  f16 and
  heavy
  imaging

Mobile Transmission

Apple Corded Download

Wi-fi Download with Canon App

Photogene – Adjustments, Captioning, Dropbox to Widen

Gear

Cameras: Canon 5D Mark IV

Lenses: 16-35mm f2.8, 24-70mm f2.8, 70-200mm f2.8

Flashes: Yongnuo Speedlites YN600EX-RT and YN-E3-RT Transmitters

Software

iPad Mobile Transmission: Canon Camera Connect App
Photogene App

Desktop: Adobe Creative Suite
        90% Adobe Bridge
      1 0% Adobe Photoshop

??????? Questions ???????

The best help I can give you is answering individual questions.

PLEASE ASK THEM

Email me with any additional questions that you may have!

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