

LESSON USE YOUR PHONE TO BETTER YOUR BRAND

1

THINK

Ask yourself these questions:

- What is the purpose of this photo?
- What am I actually selling?
- Is there a story here?
- Where is the best natural light at this moment?
- What/Who is the subject of my photo?

Do these things:

- Make sure your phone lens is clean and wiped.
- Turn on the grid in camera settings.

2

ACT

Lighting:

- Natural light is always best
- Kill the artificial light sources if possible.
- Tap the subject on your phone screen so your camera properly exposes the subject.

Composition:

- The rule of thirds
- ...you can break it!
- Fill the frame vs. negative space

Storytelling Factor:

- Use the environment
- How should this product be enjoyed or consumed?
- How can I evoke emotion in this photo?

3

BRAND

Consistency makes you memorable!

Step 1: Edit essentials. Exposure, white balance, sharpness, shadows and highlights, STRAIGHT LINES

Step 2: Utilize a filter. Go easy on the filter and be consistent.

Step 3: Post it.

MORE CUES TO REMEMBER

Soft vs. Hard light

Direct light (front) vs. Side light vs. Back light

Sweep to get rid of horizon line (large paper works for this)

Bounce to even out tones (foam core works for this)

Straight on vs. 45 degree angle vs. overhead

You can flip your camera upside down for a better straight-on shot

Backdrops don't have to be fancy

