



# CREATIVE MEDIA **FUNDAMENTALS**

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## **LOOK GREAT IN SELFIES**



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CMF008

# LOOK GREAT IN SELFIES

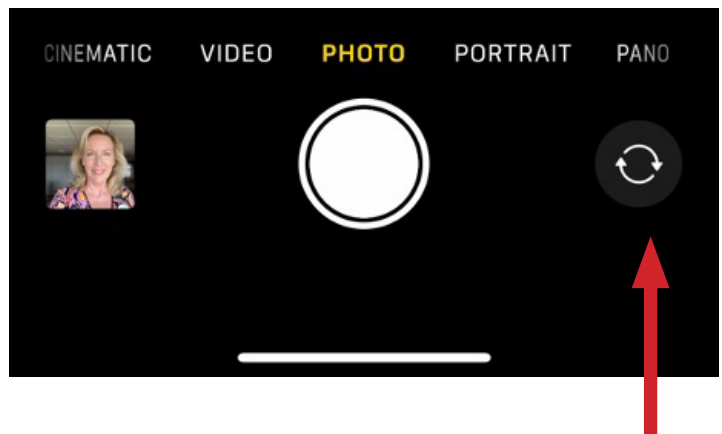
What are selfies all about? 93 million digital self-portraits, or “selfies” are taken all over the world every day, with many of them being shared across multiple social media platforms for handfuls of likes, comments and adoration. While it might seem like we’re more self-obsessed than ever, you could argue the simple act of snapping a pic of yourself is merely a form of self-expression, with a much bigger potential audience.

Selfies are also quite useful when you’re traveling. If you’re taking photos, wouldn’t you like to be in a few of the shots? How about including your friends and family in the photo with you? The selfie is an easy way to capture self-portraits and group shots without handing your camera to someone else. Following are a few helpful tips to ensure that your selfies look their best, anywhere you go.

## CAMERA SHOOTING TIPS

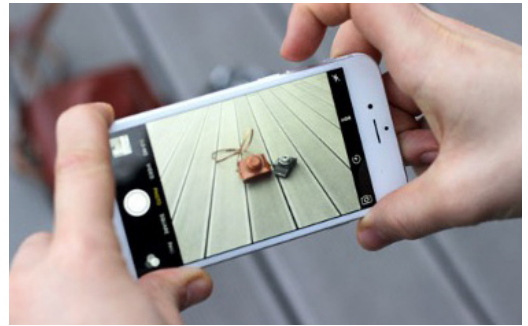
From the way you hold the smartphone to finding and recognizing the right light, there are some basic techniques for capturing a great-looking selfie.

First, open the Camera App on your smartphone. Tap on Photo, then tap the circular icon in the lower right of the screen to access the front-facing camera. You’re now ready to start capturing selfies.



## USE THE VOLUME BUTTON TO SNAP THE SHOT

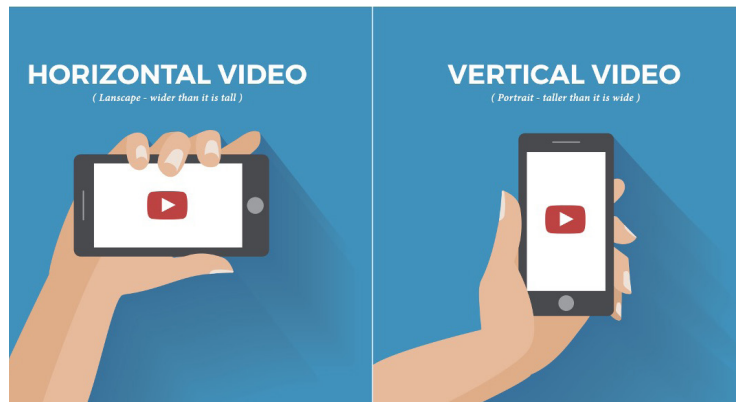
When you're capturing a selfie, it can be almost impossible to successfully tap on the round, white shutter button on your smartphone LCD screen without some major contortion. Instead, try pressing one of the volume buttons on the side of your phone to take the shot. It's much easier!



Use the Volume Button

## HORIZONTAL OR VERTICAL?

If you're shooting still photos, choosing a vertical or horizontal orientation is a creative choice. But shooting a video requires a little more planning. TV, computer, and smartphone screens are horizontal, so a video captured in the horizontal position fills the screen. Yet, many people watch vertical videos on a smartphone. It's a good idea to consider where your video will play before choosing an orientation for your shot.



## CAMERA ANGLE

A good rule of thumb is to hold the camera at eye level or above eye level in order to provide the most flattering angle.



NO



YES

## LOOK INTO THE LENS

If you stare at yourself in the LCD screen when capturing a selfie, the resulting shot will show your eyes looking off to the side. The lens is located near the end of the camera, not in the middle of the screen. You can look into the LCD screen to see what you look like, but make sure to look into the lens before capturing the shot.



## LIGHT

For flattering light, find some open shade beneath a tree, a building, or in a doorway and position yourself facing towards the light. Windowlight can also provide soft, attractive illumination.



## GEAR

Hold your smartphone camera steady from a distance and capture a selfie with a tripod and a remote shutter release. You can find a simple, inexpensive one online. The setup shown below was under \$20.00.

A selfie stick is helpful because it lets you move the camera lens farther away from your face, resulting in a more flattering image. Use it for still shots or video selfies. Unfortunately, a selfie stick can be annoying for everyone around you if you don't use it correctly. Some venues don't allow selfie sticks due to safety. Make it quick and purposeful when using one, then retract it or put it away.



Good quality audio is essential when recording videos. Most people will only watch a video with high-quality audio. Your audio should be acceptable if you are recording in a quiet location and standing close to your smartphone. However, this is often not the case. Noise is everywhere. To alleviate this issue, use an external microphone.

A wireless microphone uses a transmitter that connects to your smartphone, a receiver that attaches to your belt, and a Lavalier microphone that clips to your shirt.

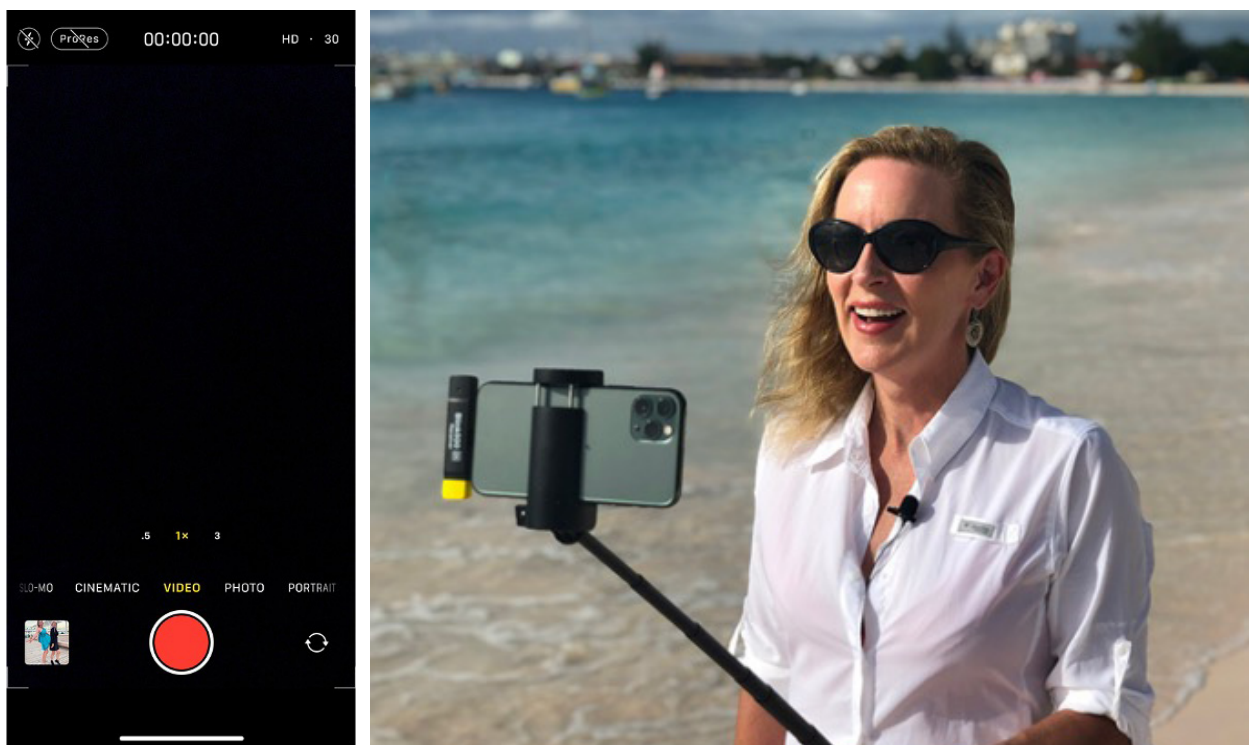
You can also use your smartphone's headset or wireless earphones. Any of these will help you capture quality audio in your videos.



## CAPTURING VIDEO

Begin by opening your Camera App and select the Video mode. Tap the circular icon in the lower right of the screen to access the front-facing camera. Next, tap the round red shutter button and start recording. The circle turns into a square when you are recording. Tap the red square shutter button to stop recording.

Shooting a video of yourself, or video journaling, can be done with a tripod, your smartphone, and a remote shutter button, but sometimes it's nice to capture a video on-the-go, as you're moving around. How do you do that? By using a selfie stick, a hand grip, or just hold the phone out at arm's length.



Framing a shot allows you to manipulate the composition, sizes, angles, and perception to enhance your storytelling to an audience. Here are a few basic shots necessary to begin your video narrative.

- **Wide:** An establishing shot; it sets the scene and your place in it.
- **Medium:** More detail, focuses on you, yet shows the environment.
- **Close-up:** Fills the screen and provides more information.

When you edit these shots together, it tells an exciting and visually-pleasing story.

## ENHANCE YOUR IMAGES

The “Facetune Editor by Lightricks” App for smartphones or tablets, (IOS and Android) is one of many Apps available in the App Store or Google Play Store for retouching, reshaping, and removing unwanted imperfections. A finger swipe on a tablet or smartphone screen results in a subtle (or not-so-subtle) enhancement to your images. You can whiten teeth, remove blemishes, smooth out skin, slim faces, and so much more!

