



CREATIVE MEDIA **FUNDAMENTALS**

**SEE LIKE A
PHOTOGRAPHER**



CMF012

LEARNING TO SEE AGAIN



LIGHT

The one thing that is required to make a photograph is light. Special photos are often the result of being shot in special light. It takes time to re-train your brain to pay attention to where light is falling, when it is colorful and how that will affect the resulting photograph.



BACK-LIGHT

When you see a thin subject (leaves, fabric, etc.), look at it from below to see if the sun is back-lighting the subject.



USE THE SUN

Try being creative with where the sun is found in your photographs so that it interacts with the subject you are shooting. That can mean having it positioned next to your subject, or directly behind it, which can create a nice glow around the subject.



LIGHT BEAMS

To see beams of light traveling through the air, you'll need smoke, fog or dust to give something for the light to illuminate. In the example here, I kicked up some dust by throwing sand into the air.



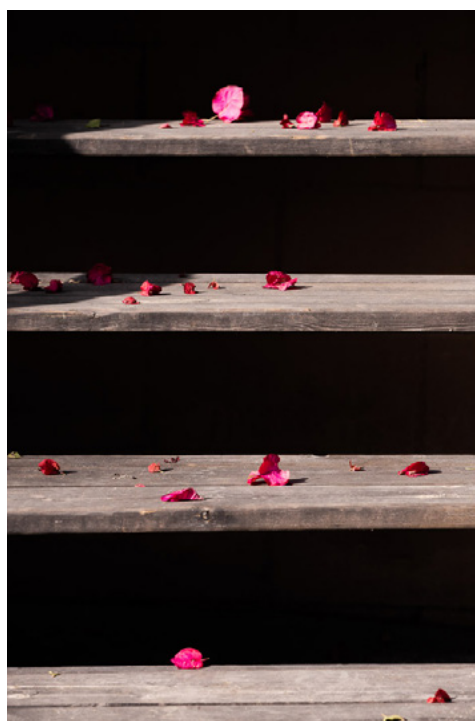
SHAPE AS SUBJECT

Simple shapes (circle, square, triangle and smooth curves) are attractive to the eye and are things that can contribute to memorable images.



SHADOW AS SUBJECT

Most people don't pay much attention to the shadows that objects cast. An interestingly-shaped shadow can be a strong element to use in a photograph.



ONLY HIGHLIGHTS

Your eyes can see detail in a much wider brightness range than most cameras can capture. When shooting midday, it is often possible to adjust the exposure to force the darkest areas to solid black, while retaining detail in the bright areas. On a larger camera, this is known as exposure compensation. If you have that capability, look for things that are in the sun surrounded by darker shadowy areas and see if you can find a unique image to create.



COLOR AS SUBJECT

All by itself, vivid colors can be a subject by them-selves. Your eye will not be able to ignore a vivid color, so search them out and incorporate them into your imagery.

SUBJECT SILHOUETTED

When your subject is in the shade and the background behind it is well lit, then consider adjusting your exposure to darken the subject so that it appears as a black shape, which is known as a silhouette. When that's the case, it's all about finding interestingly-shaped subjects.



REPETITION

Repeating elements are another attention grabber. The most ideal situation is to have a regular pattern of objects that are interrupted by something related, so it's not pure repetition.



ODD NUMBERS

When working with multiple identical elements, keeping them in odd numbered groupings is more pleasing than even numbers. So, look for 3, 5, 7, 9, etc. of whatever you find.



REFLECTIONS

Reflections are another element that can add interest to a photograph. Most people have learned to totally ignore them, but using them in creative ways can bring a new dimension to your images.

CATCH LOCALS DOING THEIR THING

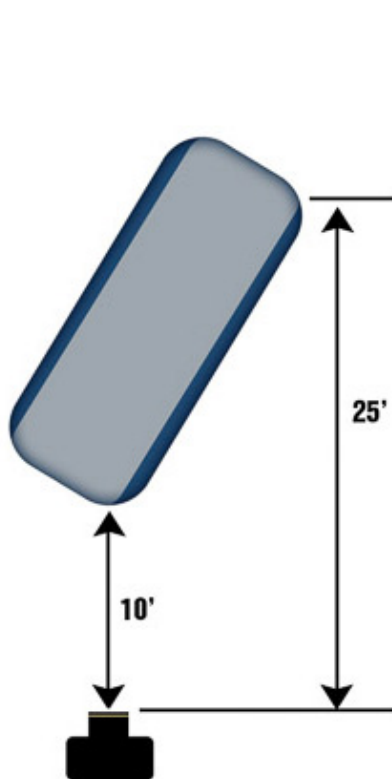
One thing about travel is that the locals often look different when doing everyday activities. Try to capture these moments. The key is often to either use a longer lens so you can remain undetected by shooting from a distance, or practicing your settings on a nearby subject matter to get everything dialed in before you turn your camera toward the subject. If you can shoot without having to pause, then you often won't be noticed.



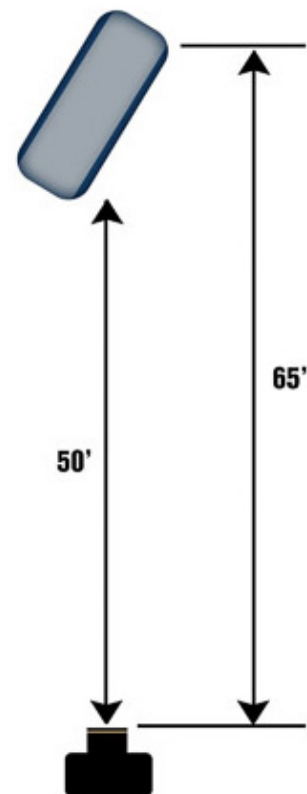


PREVENT DISTORTION

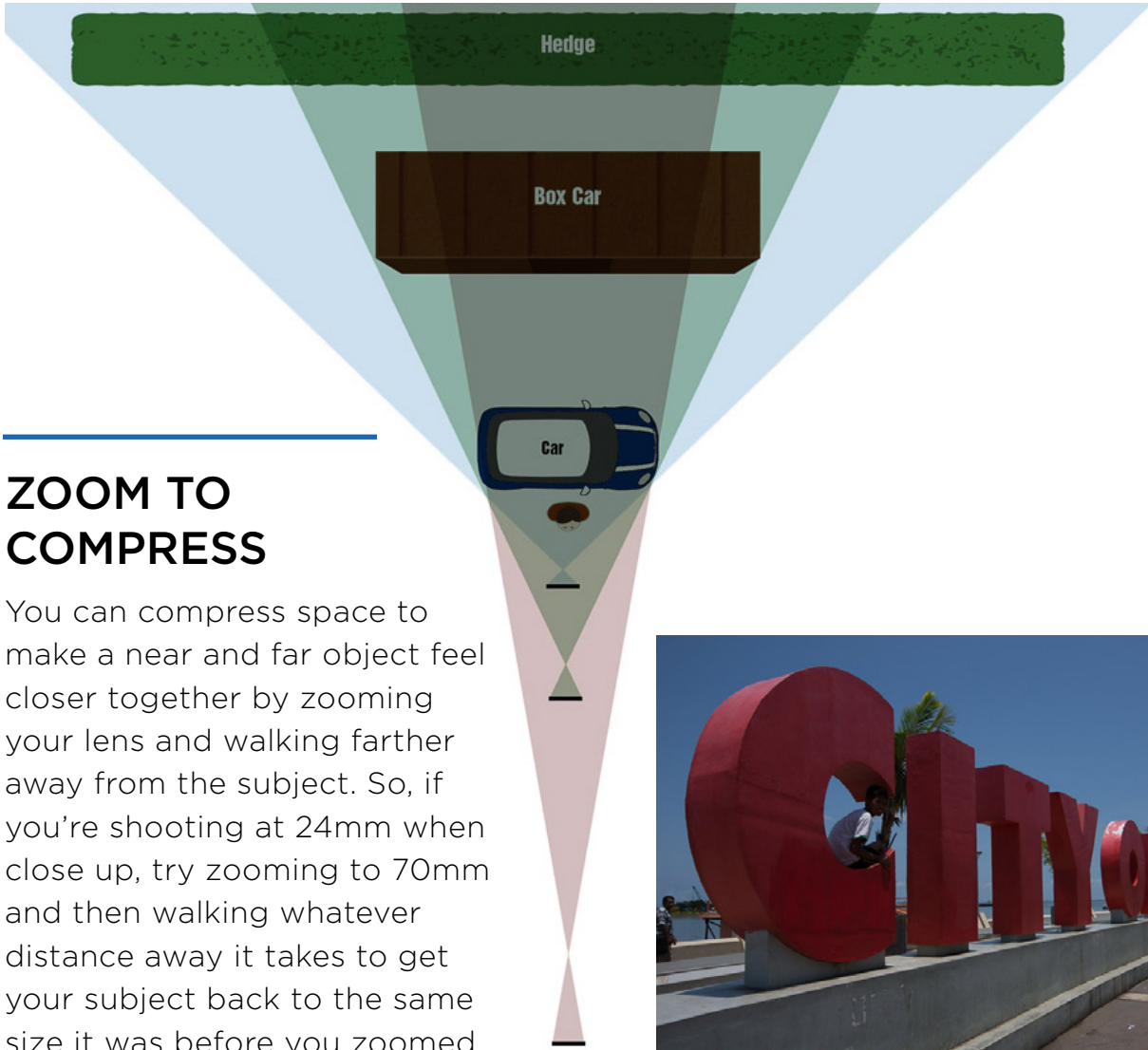
The closer you shoot a 3D subject, the more distorted it will appear. That's because the area farthest from the camera is many times farther away than the area near the camera. It's no different than shooting a skyscraper and seeing the top get small and the bottom huge because you are so close to the bottom, yet far from the top. The solution is to walk farther away and zoom the lens, which makes the difference in distance from the near and far less pronounced.



Back of the bus is 2.5 times further away from the camera than the front of the bus



Back of the bus is 1.3 times further away from the camera than the front of the bus



ZOOM TO COMPRESS

You can compress space to make a near and far object feel closer together by zooming your lens and walking farther away from the subject. So, if you're shooting at 24mm when close up, try zooming to 70mm and then walking whatever distance away it takes to get your subject back to the same size it was before you zoomed.





ISOLATE WITH FOCUS

Once you've found a subject, it can be useful to make it stand out from the background. One way of doing that is by making the areas behind it out of focus. This can be done with the iPhone's Portrait mode, or shooting with the lowest number f-stop and zooming the lens as far as it will go on a larger camera.



ISOLATE THE INTERESTING

By default, most people include the entirety of an object in a photograph. Try isolating the most interesting area of an object and not telling the whole story by making your viewer mentally complete the object.



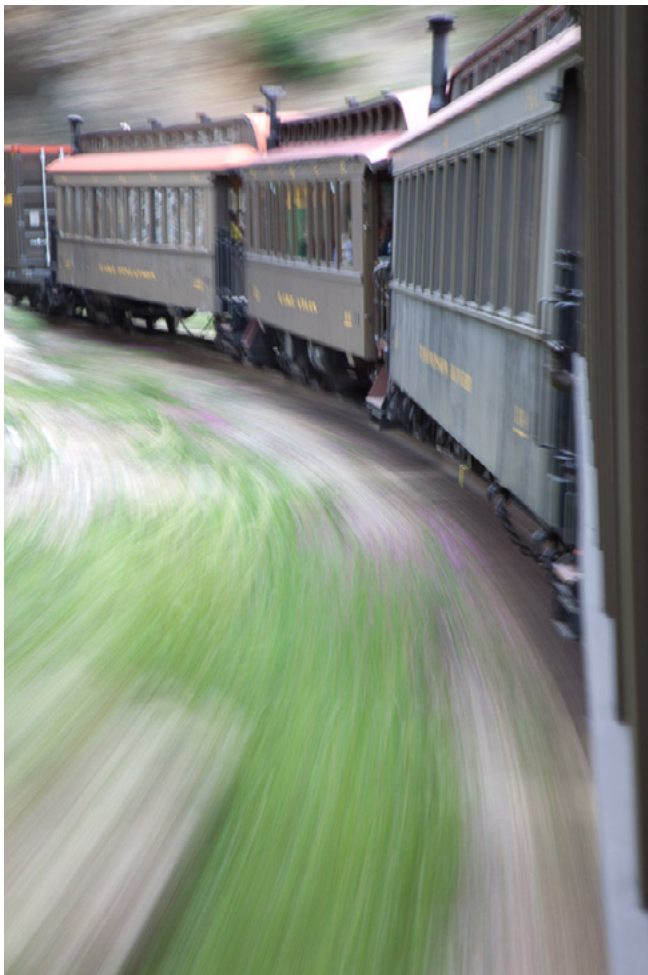
ISOLATE WITH BRIGHTNESS

Another method for making a subject stand out from its background is to find a background that is not lit with the same light source. That is often done by placing a sun-lit subject against a shaded background.



THE USUAL UNUSUAL

Another thing that makes for an interesting photo-graph is to find something that would be very common back home that looks different in the area you are exploring. That could be something as simple as a McDonald's that has no English text or a car or bicycle that looks nothing like you've seen before.



MOTION

Look for instances to capture a combination of motion and stillness. In those situations, use the Live Photo feature on an iPhone, then drag up when viewing the result and choose the Long Exposure option. Or, if shooting with a large camera, set the ISO setting to the lowest setting available and shoot at f-22 to force the camera to make a long exposure.



LEAD THE EYE

Look for lines that can help to lead the eye to your subject. The most common are roadways and pathways, but any lines that converge where your subject is placed will help lead the eye.