



Social Media Photography Reference Guide

Dani's Tip & Tricks for How to Take Better Photos for Social Media

DSLR Definitions

ISO

The lower the **ISO** number, the less sensitive it is to the light, while a higher **ISO** number increases the sensitivity of your camera. The component within your camera that can change sensitivity is called “image sensor” or simply “sensor”.

APERTURE (f-stop)

The aperture of a lens ranges from wide to narrow, and is measured in f/stops, such as **f/4** (wide aperture) to **f/22** (narrow aperture). The wider the aperture, the more light is let in to reach your DSLR's sensor - brightening your shots.

SHUTTER SPEED

1/500th – 1/250th Second. This range of fast shutter speeds is used to photograph quickly moving objects, achieving sharp focus, without motion blur, with less ambient light in the scene.

PHOTO EDITING LINGO

CONTRAST

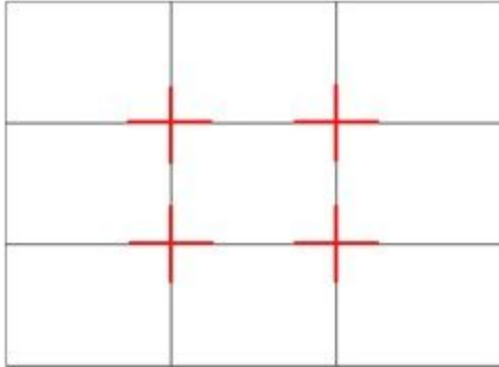
Tonal **contrast** refers to the difference in bright and dark areas in a **photo**. This composition is what makes the subjects within the **photo** appear **defined** or undefined through the differentiated details due to the **contrast** of blacks, whites, and grays.

EXPOSURE

Exposure is the overall brightness of the image – the amount of light in the **photo**. A **photo** that has too low of an **exposure** is too dark, and a **photo** that has too bright of an **exposure** is too light. ... In my own **editing** process, I start first by adjusting the **exposure** slider of an image if it needs a little correcting.

RULE OF THIRDS

The basic principle behind the rule of thirds is to imagine breaking an image down into thirds (both horizontally and vertically) so that you have 9 parts. As follows.



Studies have shown that when viewing images that people's eyes usually go to one of the intersection points most naturally rather than the center of the shot – using the rule of thirds works with this natural way of viewing an image rather than working against it.

KINDS OF INSTAGRAM PHOTOGRAPHY

- Flat lay
- Mannequin or Model
- Environment
- Horizontal shots + Close ups

TOP PHOTO EDITING TOOLS

- Google Snapseed
- VSCO Cam
- Adobe Photoshop Express
- Lightroom Mobile** What we learned on today

REFERENCES

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