



7.3 PHOTOGRAPHY - TIPS FOR TAKING PICTURES

Tips for Great Pictures

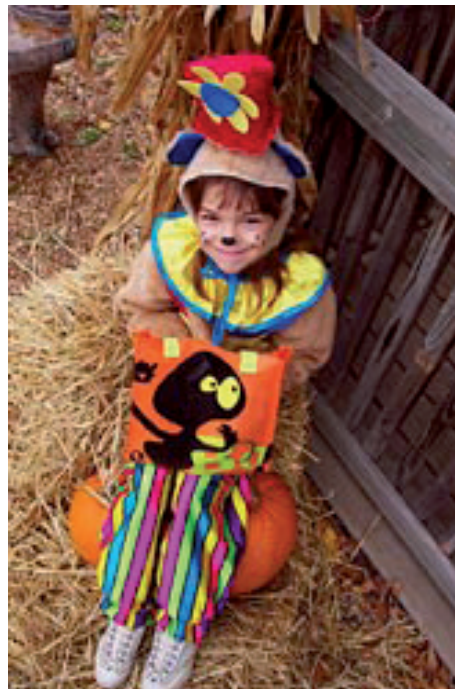
Do you wish you were a better photographer? All it takes is a little know-how and experience. Keep reading for some important picture-taking tips. Then grab your camera and start shooting your way to great pictures.

1. Look your subject in the eye

Direct eye contact can be as engaging in a picture as it is in real life. When taking a picture of someone, hold the camera at the person's eye level to unleash the power of those magnetic gazes and mesmerizing smiles. For children, that means stooping to their level. And your subject need not always stare at the camera. All by itself that eye level angle will create a personal and inviting feeling that pulls you into the picture.



Too high



Better

2. Use a plain background

A plain background shows off the subject you are photographing. When you look through the camera viewfinder, force yourself to study the area surrounding your subject. Make sure no poles grow from the head of your favourite niece and that no cars seem to dangle from her ears.



Distracting background



Better

3. Move in close

If your subject is smaller than a car, take a step or two closer before taking the picture and zoom in on your subject. Your goal is to fill the picture area with the subject you are photographing. Up close you can reveal telling details, like a sprinkle of freckles or an arched eyebrow.

But don't get too close or your pictures will be blurry. The closest focusing distance for most cameras is about three feet, or about one step away from your camera. If you get closer than the closest focusing distance of your camera (see your manual to be sure), your pictures will be blurry.



Good



Better

4. Move it from the middle

Centre-stage is a great place for a performer to be. However, the middle of your picture is not the best place for your subject. Bring your picture to life by simply moving your subject away from the middle of your picture.

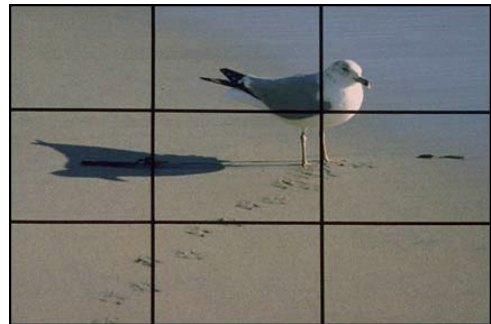
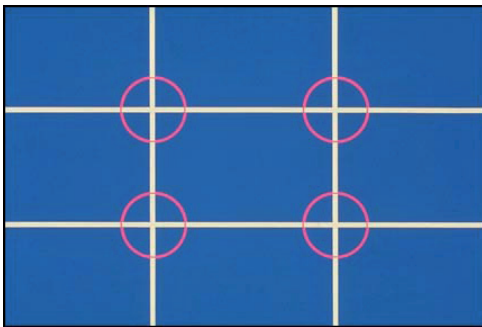


Boring



Better

You can use the rule of thirds as a guide in the off-centre placement of your subjects. Here's how it works.



Before you snap the picture, imagine your picture area divided into thirds both horizontally and vertically. The intersections of these imaginary lines suggest four options for placing the centre of interest for good composition. The option you select depends upon the subject and how you would like that subject to be presented.

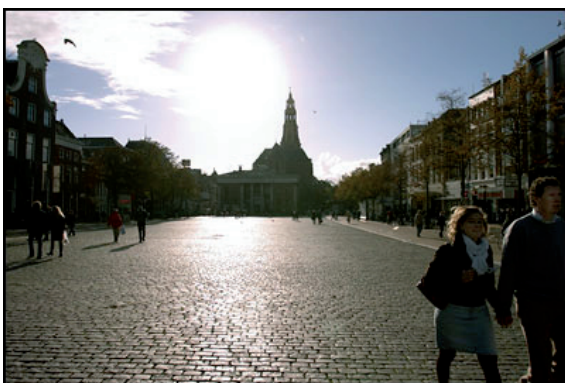
5. Watch the light

It is very important to watch the light. Inside houses or buildings it might be too dark. Make pictures insight only during the day and if there are enough windows. During the day outside, it might be too light. Never take a picture into the sunlight. Pictures are best taken when you – as the photographer – have the sun in your back of from the side. Also avoid having people – or people's faces in the shadow.

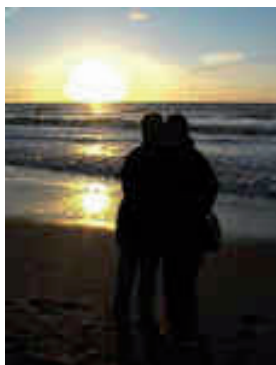


Not so good - face is in the shadow

Avoid pictures directly in the sun



Although sometimes it can be useful to create silhouettes



6. Be a picture director

Take control of your picture-taking and watch your pictures dramatically improve. Become a picture director, not just a passive picture-taker. A picture director takes charge. A picture director picks the location: "Everybody go outside to the backyard." A picture director adds props: "Girls, put on your pink sunglasses." A picture director arranges people: "Now move in close, and lean toward the camera." Most pictures won't be that involved, but you get the idea: Take charge of your pictures and win your own best picture awards.



Boring



Better

Extra: Composing people's pictures



At the heart of composing good people pictures are a few basic decisions: what picture format to use, where to position the subject within the frame, what other picture elements to include, where to position those elements, and which camera angle is most effective

Horizontal vs. vertical format

The majority of people pictures are horizontal in format probably because it's easier to hold a camera horizontally. The horizontal format does work best for most group pictures. However, a vertical image can be very effective for pictures ranging from full-length portraits to tight facial close-ups. The unexpectedness of a vertical format can also give an image added impact.



Subject placement

To hold the attention of the viewer, give your pictures a bold and dramatic arrangement. Avoid putting your subject directly in the centre of the picture unless you are striving for a formal arrangement in which the subject firmly commands attention.

Rule of thirds: In candid pictures of people, it's often wise to follow the traditional rule of thirds. Imagine a pair of lines dividing the picture into thirds horizontally and a second pair dividing it into thirds vertically. Place the most important visual element—usually the face (or eyes in a close-up)—on one of the points where the lines intersect.

Open space: When a person moves across your camera's field of view, the final image usually has much more impact when the subject is off-centre. Leave the open space in the direction in which the subject is headed. Similarly, if a subject is looking off to the side, it's best to leave more space in that direction.





Point of view

As you compose your picture in the camera viewfinder, think about what you want to include, other than your subject that will make the picture better. Simply changing your point of view can dramatically alter the mood of a picture.

Eye level: Shooting at eye level, either head on or at an angle, is usually best for most people pictures. It's the way we most often look at the world, so it conveys realism. Too low an angle in a close-up exaggerates the size of the nose, mouth, and chin. Too high an angle-often the problem in photographing children and seated subjects-exaggerates the size of the head compared to the rest of the body. When you photograph children, you may need to kneel or even sit on the ground.

High and low angles: At times, however, you'll want to use a different angle to create a certain effect. For example, in a full-length portrait, an eye-level view makes a subject look shorter. A picture taken from a squatting position more accurately indicates height and can lend an aura of authority and power. Even a high angle, which is generally unflattering, can sometimes add drama or eliminate a distracting background.

Close-ups

Close-ups convey a feeling of intimacy and focus attention on your subject.

More distant views tend to emphasize the foreground and include too much that is confusing and distracting to the viewer.

As you look through the viewfinder and move toward your subject to fill the frame, notice how you eliminate things that don't add to the picture. Even though you can crop your picture later if you plan to enlarge it or manipulate it on a computer, it's usually better to crop carefully when you take the picture.



Zoom in! would like to thank Kodak for providing this information. For more information on taking good photos, please visit: "<http://www.kodak.com>"
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