BEGINNING EVENT
PHOTOGRAPHY
Amanda Reseburg
• My Background

• Documentary Photography vs. Portraiture

• Getting Great Event Pictures with Your Phone
EXPOSURE & LIGHT
- Light is the single most important factor when considering good photos
- Always be looking for good light
- Take advantage of window light by turning subjects towards a window, not backlighting
- Artificial lighting such as LED lights or the onboard flash - Pros and Cons
- Shooting in bad light - Don’t be afraid to move people to get the best results
FOCUS
• Missing focus is what ruins most images
• Take your time and learn to allow your phone (or camera) to hit focus before you snap your picture
• Consider a tripod extension to steady your phone or camera
• Use the yellow box to select image focus. Move the box around to change the focus subject.
• Do not zoom in (by pinching the box)...instead, move closer. You can always crop the image after it is taken.
• To steady your image without a tripod (especially in low-light situations), setting it on a table to steady yourself will improve the focus and the lighting of the image.
PERSPECTIVE AND COMPOSITION
● Changing the perspective of a photo beyond eye level “point and shoot” (get low, get high, get close)
● White space and negative space help isolate subjects that you wish to highlight
● The Rule of Thirds (Most cellphones come with the ability to automatically switch on “grid lines” to assist with Rule of Thirds)
● Interesting composition will set your images apart from a marketing standpoint.
IDEAS FOR COMPOSITION:

- Isolate an item
- Get low
- Get high above
- Use light to highlight an item
- Don’t be afraid to creatively crop
- Look for “indicators” of the story - (Your Support Makes a Difference)
THE RULE OF THIRDS
HOW TO TELL A STORY THAT WILL RESONATE

- Look for “story telling indicators” like signs, centerpieces, people in charge, auction items, books, etc.
- Establish location, even if it’s the same location every time. This helps create a theme and a brand.
- Speaking of brand, show branding across the board.
- Focus on the animated people in the room. They tell the best story.
- Remember every story has a beginning, a middle, and an end
- If you are utilizing Instagram quite a bit, consider going with the same editing color scheme across the board, to make things cohesive.
USING IMAGES FOR MARKETING PURPOSES

- Tell stories and apply them to multiple platforms
- Tagging and hashtags
- Consistent design and lighting
- Coverage of important subjects/people
- Prolific posting (don’t let your social media image posting die)
EXTENSIONS TO HELP YOUR PICTURES