

# GUIDE PHOTOGRAPHY AND VIDEO

## 1) Hold your device horizontal



## 2) Focus on objects close by

Sometimes pictures of a group are totally fine, but in this example you can see the difference if you focus on just a few people:



## 3) Placing of objects and horizon

Make your pictures and videos more interesting by not placing the person/object in the center. Better: left or right from the center. When you make a landscape foto, don't put the horizon in the middle, but do it like this:



Sky 2/3, green 1/3



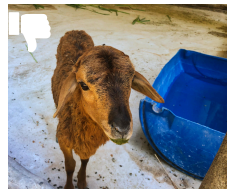
Green 2/3, sky 1/3



Green 1/2, sky 1/2

## 4) What height?

With people and also animals, at eye level is often best. But sometimes not at all. Photographing from below or from an elevation can also produce beautiful images.



## 5) Frontal

Take pictures of people from the front. Their backs are usually not so interesting. From the side is also possible.



## 6) Focus on the action, zoom in and no bright light

Photograph people when they are active rather than posing. Zooming in is sometimes nicer than photographing close up. Then the background also becomes nicely blurred.



Try to avoid overexposure and dark shadows caused by bright sun.

And if you are photographing or filming indoors make sure there is bright sun through a window in the picture. Sometimes you can resolve shadows on a face by using the flash mode.

## 7) Additional tips

- Pay close attention to the background. A quiet background without distracting factors is preferable.
- Create depth in your photo so that you get the feeling of three dimensions. This is accomplished by having objects in the distance, in the middle and in the foreground (e.g. a twig).
- Use opposite colors: Yellow and blue are each other's complementary colors as well as red and green. Example: Someone wearing a red coat in a green field stands out more than someone in yellow.

Good luck and have fun taking pictures and videos!



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