



## Still Photography BA(JMC) UNIT 1

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### Topic 1: Photography: Definition, Meaning & Concept

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## About the Subject

The focus points of this subject will cover the following:

- To understand the **Basics of Photography**.
- To learn the **historical developments** of Photography
- Understanding the **functioning of various types of cameras**.
- Understanding the different **genres of photography**
- To have in-depth knowledge about the **rules and compositions**
- To gain knowledge of the **lenses and its types**
- Learning the **various lighting techniques**
- To understand the concept of **Photojournalism**

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 **What is Photography?**

**“Photography is the only “Language” understood in all parts of the world, and bridging all nations and cultures, it links the family of man.”**

—HELMUT GERNSHEIM  
(Historian of Photography)

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 **What is Photography?**

- Photography is an art form like **drawing and painting**. Photographers use their camera to make us see life in a different way, feel emotions, and record stories and events.
- Photography is a **combination of visual imagination and design, craft skills, and practical organizing ability**.
- Photography is a science, because there are **basic principles of physics that govern success**.
- Photography is art because its beauty is subjective

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 **What is Photography?**

- The word “PHOTOGRAPHY” is derived from the **Greek word *Photos***, which **means light** and ***graphie*** which **drawing through light**.
- It is a combination of creativity, sense of composition, science and simple arithmetic.
- Photography is recording light or electromagnetic radiation reflected by an object either **electronically** (Image sensor) or **chemically** by the means of a light sensitive material (film or paper)
- It is a **type of visual communication**
- Photography is present in every field, whether it is media, Forensics, science, art, medical, production, business etc.
- **A photograph is worth 1000 words.**

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**What is Photography?**

Few world's most powerful photographs

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**Topic 2:**  
**History of Photography**

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**Brief History Of Photography**

- In 1820, First Photographic camera was made by a French Scientist Joseph Nicéphore Niepce
- The first photo paper and first black and white film were invented by M. Charles in 1800 & George Eastman in 1850.
- We owe the name "Photography" to Sir John Herschel, who first used the term in 1839, the year the photographic process became public.
- Ancient Han Chinese Philosopher Mo Di was the first to discover and develop the scientific principle of optics, camera obscura and Pinhole camera.
- Iraqi scientist Abu Ali Hasan Ibn al-Haitham, also known as Alhazen showcased that the light is reflected from an object into the eye. He is also said to have 'invented' camera obscura.

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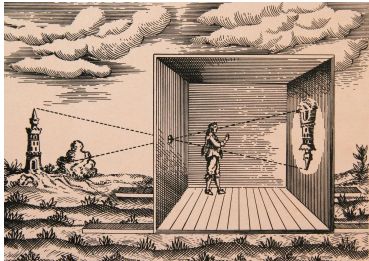
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**Camera Obscura**

- Camera Obscura is a Latin word.
- It means a dark chamber.
- In camera obscura, it only projected images from an opening in the wall (pinhole) of a darkened room onto a surface.
- The camera obscura is in existence from last 400 years.



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**Historical Journey of Photography**

- In 1519, A drawing of the camera obscura existed by Leonardo Da Vinci.
- He mentioned that natural camera obscura was formed by dark caves on the edge of a sunlit valley.
- During this period, this concept was used as a drawing aid.
- Later, Greek mathematicians Aristotle and Euclid also independently described a pinhole camera in the 5th and 4th centuries BCE.
- Albertus Magnus (1193-1280) later discovered Silver nitrate and Georg Fabricius (1516-71) discovered silver Chloride

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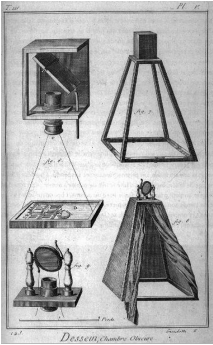
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 **Leonarda Da Vinci's Pinhole Technique**





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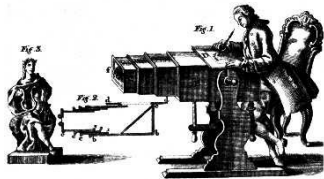
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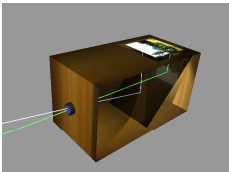
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 **Historical Journey of Photography**





- A "portable" Camera Obscura made around 1676, with an **internal mirror to reflect the image onto a translucent screen set into the top.**
- In time, the camera obscura was reduced to a small box, much like a modern camera, with a lens placed in the hole where light entered.

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 **Historical Journey of Photography**



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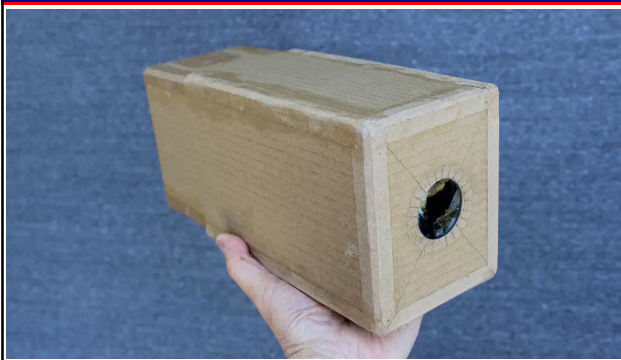
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 **Historical Journey of Photography**



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 **Historical Journey of Photography**

- At the beginning of the 19th century, **Thomas Wedgwood** was conducting experiments and he had successfully **captured images**, but his **silhouettes** could not survive, as there was **no known method of making the image permanent**.
- The **first breakthrough** in producing a successful picture was in 1827 by **Nicéphore Niépce**, using **material that hardened on exposure to light**.
- This picture required an **EXPOSURE OF EIGHT HOURS!**
- Niépce used a **polished pewter plate covered with a petroleum derivative called bitumen of Judea**.
- On **4 January 1829** Niépce agreed to go into partnership with **Louis Daguerre**.
- Niépce died just four years later, but **Daguerre continued to experiment**.

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 **Historical Journey of Photography**



**View from window at Le Gras – Nicéphore Niépce's earliest surviving photograph, c. 1827**

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**Historical Journey of Photography**

- Soon **Daguerre** discovered a way of **developing photographic plates**, a process which greatly **reduced the exposure time from 8 hours down to half an hour**
- **Daguerre** also found that an image could be rendered "permanent" by **immersing it in salt**.
- Details of the **process were made public on 19 August 1839**, and Daguerre named it the **Daguerreotype**.
- A single early Daguerrotype taken in a portrait studio could cost **\$1,500 in TODAY'S MONEY!!!**

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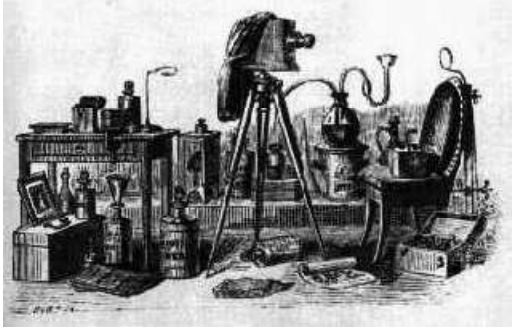
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**Historical Journey of Photography**



**EQUIPMENT TO PRODUCE DAGUERROTYPES**

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**Historical Journey of Photography**



**Early Daguerrotype by Gustave Le Gray "Three Girls" 1843**

**"Blacksmiths" - a hand coloured Daguerrotype, 1850**

**"1847"**

**"Boulevard du Temple", taken by Daguerre in late 1838 or early 1839, was the first ever photograph of a person.**

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**Historical Journey of Photography**

- Enter the **"Calotype"** invented by **William Henry Fox Talbot**, which was to provide the answer to the problem of multiple copies.
- The process **began with a negative image on paper**. It was then printed on another sensitized piece of paper to produce a positive print.
- Talbot had earlier discovered another means to fix a silver process image but had kept it secret. After reading about Daguerre's invention, Talbot refined his process, so that it might be fast enough to take photographs of people.
- **The earliest paper negative we know of was produced by Talbot in August 1835.**
- It depicts the now famous window at Lacock Abbey, Fox Talbot's home.
- By **1840**, however, Talbot had made some significant improvements, and by **1844** he was able to bring out a **photographically illustrated book entitled "The Pencil of Nature."**

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**Historical Journey of Photography**

LATTICED WINDOW - Earliest Negative in Existence

Flowers, Leaves and Stem, Fox Talbot, 1838

"Carpenters on Lacock Estate" Calotype by Fox Talbot - 1842

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**Historical Journey of Photography**

"Cloisters, Lacock Abbey - 1842" by Fox Talbot

"Paris Boulevard", page 2 from Fox Talbot's "Pencil of Light" book

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**Historical Journey of Photography**

- In the late 1840's, several experimented with **glass as a basis for negatives**, but the **problem was to make the silver solution stick** to the shiny surface of the glass.
- In 1848 a **cousin of Nicephore Niépce, Abel Niépce de Saint-Victor**, perfected a process of **coating a glass plate with Albumen (white of egg) sensitized with potassium iodide**, and washed with an **acid solution of silver nitrate**. This new **(ALBUMEN) process** made for very fine detail and much higher quality.
- Early photographs** produced on this substance were **architecture and landscapes**, Initially, portraiture was not possible, but later refinements enabled a certain amount of controlled portraiture to be done.

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**Historical Journey of Photography**

- In 1851 a new era in photography was introduced by **Frederick Scott Archer**, who introduced the **COLLODION PROCESS**.
- This process **used a syrupy, transparent liquid called collodion to hold the silver compounds on glass**. It also required that the coating, exposure and development of the image should be done whilst the plate was still wet.
- The response of collodion plates to light was much faster than in other processes reducing exposure times to two or three seconds, thus opening new horizons in photography.

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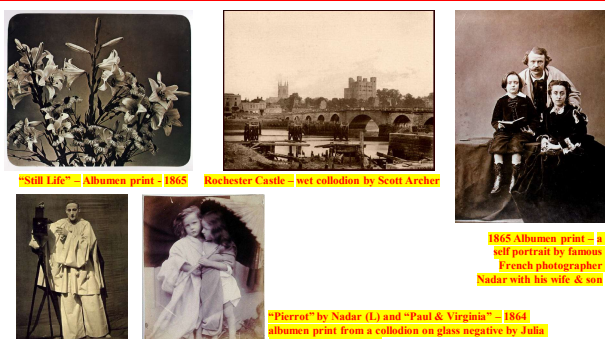
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**Historical Journey of Photography**



**"Still Life"** = Albumen print ; 1865      **Rochester Castle** = wet collodion by Scott Archer

**"Pierrrot"** by Nadar (L) and **"Paul & Virginia"** = 1864 albumen print from a collodion on glass negative by Julia Margaret Cameron (R)

**1865 Albumen print = a self portrait by famous French photographer: Nadar with his wife & son**

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**Historical Journey of Photography**

- The collodion process, however, was much cheaper – now prints could be made for **AS LITTLE AS ONE SHILLING (50C)**
- The next major step forward came in 1871, when **Dr. Richard Maddox** discovered a way of using **Gelatin** (which had been discovered only a few years before) **instead of glass as a basis for the photographic plate.**
- This at last led to the **development of the dry plate process.** Dry plates could be developed much more quickly than with any previous technique.
- Banker and businessman **Antoine Claudet** **invented the red darkroom light,** discovered a way to **reduce exposure time for daguerreotypes,** and was the first to use painted backgrounds and props in photographs

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**Historical Journey of Photography**



**No Longer Did One Need The Cumbersome Wetplates Or The Darkroom Tent.**

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**Historical Journey of Photography**



**Photographer's Studio - 1893**

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**Historical Journey of Photography**



Tripod used for Flat surface photography

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**Historical Journey of Photography**

- In 1884, flexible, roll-up film was mass produced by **George Eastman**, founder of the Eastman Kodak Company, in Rochester, New York.
- Eastman developed commercial dry gel on paper, or film, to replace the photographic plate.
- In July of 1888, Eastman's Kodak Camera went on the market with the slogan *"You press the button, we do the rest"*.
- Early Kodak Box cameras were quickly followed by the first "Brownie", introduced in February 1900.
- With its simple controls and initial price of \$1, it was intended to be a camera that anyone could afford and was also easy to use, carry & hand hold.

Unfortunately, in 1932, Eastman, suffering from terminal cancer, and having settled all his affairs, shot himself through the heart, leaving a note:  
 " To my friends: My work is done. Why wait? G.E."

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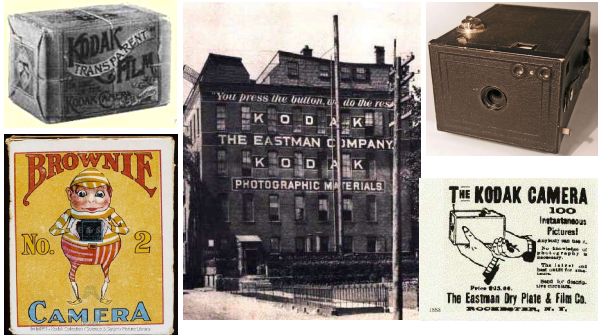
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**Historical Journey of Photography**



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**Historical Journey of Photography**

Legends of Photographic History



Sir John F.W. Herschel    Nicéphore Niépce    Abu Ali Hasan Ibn al-Haitham    Jacques Louis Mandé Daguerre

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**Historical Journey of Photography**

Legends of Photographic History



Thomas Wedgwood    William Henry Fox Talbot    George Eastman    Antonie Claudet

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**Videos you MUST watch:**

- Darkroom developing techniques of different era  
[https://www.youtube.com/playlist?list=PLH1\\_FfjHEavR5mgA\\_aeU4uRvD7A96nOO8](https://www.youtube.com/playlist?list=PLH1_FfjHEavR5mgA_aeU4uRvD7A96nOO8)
- Photographic Processes:  
[https://www.youtube.com/playlist?list=PLH1\\_FfjHEavR5U0Uf8rB35fezO1vZkShMk](https://www.youtube.com/playlist?list=PLH1_FfjHEavR5U0Uf8rB35fezO1vZkShMk)
- [https://www.youtube.com/playlist?list=PLH1\\_FfjHEavR6xYD17kPH1uScWG4mzE3](https://www.youtube.com/playlist?list=PLH1_FfjHEavR6xYD17kPH1uScWG4mzE3)

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**Topic 3:  
Types of Cameras**

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**Types of Cameras**

**Film Camera**

Film Camera also known as analogue cameras have a great history. These camera are based on the size of the film formats also.



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**Types of Cameras**

**Plate Camera**

- Used almost a century back
- Consists of a lens with leather bellows and a black cloth.
- Earlier a glass coated with light sensitive material was used
- Later, it was replaced by film. A film was inserted in the plate holder of the camera.
- Adaptor sleeves were used as plate holders.
- It was a large format camera



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**Types of Cameras**

**Folding Camera**

- A folding camera, or folder, is a camera with bellows that can be folded so that the camera occupies less space when not in use.
- Many folding cameras allow variations of their bellows' length, thus making the bellows also the means for focusing.
- At the end of the 19th century the first renowned strut folding cameras were designed, for example the Ango and the Folding Pocket Kodak.
- Kodak Jr. 620, Ensignette, Contessa-Nettel Nettix, Busch Pressman Model D, Minolta Vest, Conley Folding Kewpie No. 2 are few examples



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**Types of Cameras**

**Rangefinder Camera**

- The most distinguishing feature of a rangefinder camera is that it calculates distance through triangulation for accurate focusing.
- It uses a somewhat similar mechanism as the SLR, except that this mechanism, which involves a compact revolving mirror and two windows, is used for focusing—not for viewing the scene to be captured.
- Also, unlike the SLR, a rangefinder does not allow you to look through the lens, but through a small window on the upper right side (in the same way you would with a point-and-shoot camera).



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**Types of Cameras**

**Instant or Polaroid Cameras**

- One of the most popular film cameras today, the instant camera is essentially a point-and-shoot camera that prints images instantaneously on self-developing film.
- The appeal of this camera lies in its ability to satisfy our desire for instant gratification—you'll be able to see your photos immediately after capturing them, much like with a digital camera.



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**Types of Cameras**

**Twin-lens reflex (TLR) Camera**

- Equipped with double objective lenses of identical focal lengths, twin-lens reflex or TLR cameras are able to continuously display the scene you are trying to shoot on the viewfinder screen
- One lens is used for viewing while the other lens exposes the film, and thanks to these separate lenses, you can examine the scene as the camera takes the shot, which can be helpful for certain applications that require longer shutter speeds.



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**Types of Cameras**

**Single Lens Reflex (SLR) Camera**

- These cameras are the analog equivalent of the DSLR.
- It has the same internal mirror mechanism that allows you to look straight through the lens and see a near-exact approximation of what the image will look like once it's captured.
- These also allow you to swap lenses, enabling you to exert greater control over your shots.
- This is a camera where the photographer sees exactly the same image that is exposed to the film



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**Types of Cameras**

**Point and Shoot Camera**

- Without mirrors or any of the other complex mechanisms found in more sophisticated cameras, point-and-shoots are generally very compact and lightweight.
- As the name suggests, point-and-shoot cameras don't allow you to do anything other than point and shoot.
- The camera controls focus and exposure settings automatically, plus it has a fixed focal length lens so you won't be able to zoom in or out.



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**Types of Cameras**

**Box Camera**

- As the name suggests, box cameras come in the form of a cardboard or plastic box, with a lens on one end and film on the other end. In order to create images, these simplistic cameras have an aperture that captures light, which is then burned onto the negative.



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**Types of Cameras**

**Pinhole Camera**

- A pinhole camera (or "camera obscura") is a sealed box or chamber with a tiny hole or aperture on one side. It creates images by allowing light to pass through the pinhole and projecting an inverted image on the opposite side of the chamber and onto the film or photographic paper.
- Pinhole cameras are characterized by an immense depth of field and a very wide camera angle.



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**Types of Cameras**

**Large Format Camera**

- A large format camera is technically any camera with an imaging format of at least 4x5 inches (102x127 mm) or bigger. Unlike other cameras on this list, large format cameras are not limited to a specific camera design or mechanism. It can be a rangefinder, an SLR, a twin-lens reflex, or even a pinhole camera.



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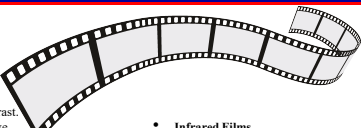
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**Types of Films**

**Types of FILMS**

- Color Negative Film**  
This type of film is popular among portrait and wedding photographers because of their vivid colors and contrast. C-41 chemicals found in color negative film yields negatives and prints through regular image processing.
- Color Positive Film**  
Color positive film produces colorful images or slides through regular image processing. It contains E-6 chemicals, which can be used with C-41 chemicals (color negative film) to create photos with intense contrast and bright colors, as seen in logographic photos. This is known as cross processing.
- Infrared Films**  
With the right exposure, you can produce quirky photos using infrared film. This type of film is sensitive to a broader spectrum of light than human eyes and can yield surreal-looking images when exposed correctly. True infrared film can only be loaded and unloaded in complete darkness, making them best for more experienced photographers.
- Black and White Films**  
comes in two types: "traditional" B&W film and C-41 B&W film. Traditional or Silver Gelatin B&W film uses gelatin with small silver salt crystals dispersed in the substance—hence the term "Silver Gelatin." It is considered more stable and entails a much simpler developing process (as compared to the C-41 B&W), which is why it is typically the preferred film of B&W shooters. On the other hand, C-41 B&W film has numerous layers that are all sensitive to light



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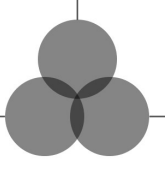
**Types of Films**

**Common film sizes**

**135 or 35 mm**  
135 or 35mm film is both easy to find and process, as they're available at drugstores and can be developed in one-hour photo laboratories. 35mm film produces images with a common size of 24x36mm.

**120 or Medium Format**  
120 film comes in various frame sizes, but the most common would be the 6x6cm. Depending on the frame size, it offers exposures of up to 15 or 16.

**Large Format**  
Large format film is generally at least 4x5 inches or 9x12cm, giving you around 15 times the resolution of the typical 35mm film. It also comes in other less common sizes, such as quarter-plate, 5x7in, and 8x10in.



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**Types of Cameras**

**DIGITAL CAMERA**  
A digital camera is a hardware device that takes photographs and stores the image as data on a memory card. Many digital cameras are capable of recording video in addition to taking photos.



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**Types of Cameras**

**Compact Digital Cameras**

- Compact digital cameras literally allow anyone to capture beautiful images by simply pointing the camera at the subject and clicking the shutter.
- Also known as a point-and-shoot camera, it is the most user-friendly of all camera types. It is smaller and lighter, doesn't require film or extra lenses, and does all the hard work of automatically adjusting its settings to deliver well-exposed photos every time.



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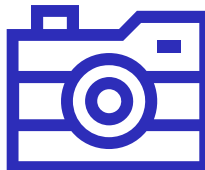
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**Compact Digital Camera**

- This walk-around digital camera is incredibly handy and surprisingly very durable, which is why you'll probably still see people using their Canon and Sony digital compact cameras from over a decade ago.
- It fits right in your pocket or a small camera pouch, so it's the perfect choice for photography enthusiasts who want to have the convenience of being able to take higher resolution snapshots (compared to most smartphone cameras) whenever, wherever.



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**Compact Digital Camera**

<p><b>Pros</b></p> <ul style="list-style-type: none"> <li>This walk-around digital camera is incredibly handy and surprisingly very durable, which is why you'll probably still see people using their Canon and Sony digital compact cameras from over a decade ago.</li> <li>It fits right in your pocket or a small camera pouch, so it's the perfect choice for photography enthusiasts who want to have the convenience of being able to take higher resolution snapshots (compared to most smartphone cameras) whenever, wherever.</li> </ul>	<p><b>Cons</b></p> <ul style="list-style-type: none"> <li>Usually, can't customize shutter speed and aperture</li> <li>Limited aperture and zoom range</li> <li>Noisier photos due to small sensor</li> <li>Lower resolution</li> <li>Slower focus</li> </ul>
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**Types of Cameras**

**Digital SLR Cameras**

- DSLR (or digital single lens reflex) cameras take photos to the next level of image quality. This more "serious" type of camera is best known for delivering remarkably sharp and spectacular images
- Professional photographers and videographers from around the world mostly use DSLRs (now alternatively known as hybrid single reflex lens cameras or HDSLR) for commercial purposes.



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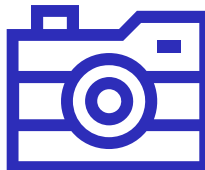
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**Digital SLR Cameras**

- There are two types of DSLRs: the full-frame or 35mm, and the crop sensor or APS-C.
- A full-frame DSLR camera has a 36x24mm sensor, which typically yields better image quality and low-light capability. They also tend to be more expensive than their crop sensor counterparts, which covers less of the image projected by the lens due to the smaller sensor.



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**Digital SLR Cameras**

<p><b>Pros</b></p> <ul style="list-style-type: none"> <li>• Fully customizable settings</li> <li>• Large sensors for cleaner images</li> <li>• Optical viewfinder</li> <li>• High-resolution photo output</li> <li>• Full HD to UHD video output</li> <li>• Wide variety of camera body and lens choices</li> </ul>	<p><b>Cons</b></p> <ul style="list-style-type: none"> <li>• Bigger and bulkier</li> <li>• Higher cost</li> <li>• Requires ample know-how</li> </ul>
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**Types of Cameras**

**Mirrorless Cameras**

- A newer type of digital camera that is continually growing in popularity is the mirrorless system.
- A mirrorless camera usually gives you all the same capabilities and features as a DSLR, but in a slightly smaller package.
- They are very quiet—there is no loud “click-click!” when you snap a photo. This makes them popular with street photographers, who want to remain silent and invisible to their subjects in order to capture candid scenes.

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**Mirrorless Cameras**

- The main reason why many still prefer DSLRs, however, is that they have access to a bigger collection of lenses. However, mirrorless cameras are great investments considering their growing collection of lenses.
- Overall, it's a combination of two popular types of digital cameras—a point-and-shoot for its compact size and somewhat simpler controls, and a DSLR for its interchangeable lenses and impressive output.
- There aren't many full-frame mirrorless cameras on the market now,

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**Mirrorless Cameras**

<p><b>Pros</b></p> <ul style="list-style-type: none"> <li>• Electronic viewfinder</li> <li>• Smaller and lighter</li> <li>• Simpler operation and controls</li> <li>• Faster and better for video</li> <li>• Higher video quality even in lower-end models</li> <li>• Shoots more images at faster shutter speeds</li> </ul>	<p><b>Cons</b></p> <ul style="list-style-type: none"> <li>• Bigger and bulkier</li> <li>• Higher cost</li> <li>• Requires ample know-how</li> </ul>
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**Types of Cameras**

**Action Cameras**

- They're some of the most durable and versatile types of digital cameras that offer very high-resolution output.
- A wide range of accessories like waterproof housing and mounts allow the user to attach action cameras to helmets, bicycles, and even drones, which enable hands-free shooting in different types of situations.



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**Action Cameras**

- This type of camera allows you to capture impressive wide-angle photos and videos with sound from almost any angle and environment, whether underwater or on top of a mountain.
- If you're the adventurous or sporty type and simply want to take breathtaking photos and videos that will "take you back" to those moments, action cameras are for you.



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**Action Cameras**

<p><b>Pros</b></p> <ul style="list-style-type: none"> <li>• Rugged and compact</li> <li>• Lightweight</li> <li>• Versatile and mountable on almost any surface</li> <li>• Remote view and shutter via smartphone</li> </ul>	<p><b>Cons</b></p> <ul style="list-style-type: none"> <li>• Viewfinder too small, if available</li> <li>• Exposure settings not fully customizable</li> <li>• Fixed focus</li> <li>• Limited digital zoom</li> </ul>
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**Types of Cameras**

**360 Degree Camera**

- The 360-degree camera takes half dome to full-circle panoramic photos and videos using back-to-back lenses.
- Like action cameras, some of them are also water resistant and mountable on many surfaces, such as on top of cars, helmets, or drones. Above all, they take the most realistic pictures and videos with stunning panoramic views that you can truly immerse yourself in, virtual reality style.

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**360 Degree Camera**

**Pros**

- Small and lightweight
- Versatile and mountable on almost any surface
- Takes very realistic 360-degree photos and videos
- Allows live view or streaming

**Cons**

- Lower resolution output
- Sensitive to camera shake and blurring
- Fixed focus
- Limited digital "pinch" zoom, if available
- Can be challenging to frame shots
- For digital viewing only

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**Digital Camera - Comparison**

FEATURE	DSLR	MIRRORLESS	COMPACT
Multi - purpose	YES	YES	NO
Interchangeable lens	YES	YES	NO
Photo quality	High quality	High quality	Low quality
Manual mode	YES	YES	Some models
High-definition movie option	YES	YES	NO
Weight & Size	Biggest & bulkiest camera	Smaller and lighter than DSLR	Smallest and lightest camera
Pricing	From \$400 and up	From \$350 and up	From \$200 and up

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 **Topic 3:**  
**TYPES OF PHOTOGRAPHY**

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 **Types of Photography**

 **Portrait Photography**

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 **Portrait Photography**

- Portrait photography is one of the most popular genres of photography.
- One of the most common photography styles, portrait photography, or portraiture, aims to capture the personality and mood of an individual or group.
- Images may be candid or posed, full body or close-ups. Either way, the subject's face and eyes are typically in focus.
- Lighting and backdrop help to convey tone and emotion. Popular types of photography portraits include senior portraits, family portraits, engagement photos, and professional headshots.
- The best portrait photographers make clients feel completely comfortable, so that their expressions are natural and relaxed.
- Corporate portraits are also commonly needed as employees update their headshots for websites and publicity materials.
- Fast, medium telephoto lenses are preferred, used to isolate the subject by controlling the depth of field. When away from the studio, using the lens' bokeh effect to blur the background elements that are out of focus can provide an easy solution to not shooting on a clean background.

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**Portrait Photography**

**Traditional Portraits**

- A traditional portrait often depicts the subject looking at the camera. Traditional portrait photography is posed. It helps the subjects look their best. Often, traditional portraits are shot in a studio with a formal photography backdrop.
- The genre also tends to favor the most traditional portrait composition. This means the head and shoulders crop rather than a full-body portrait. But that's not always the case.



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**Portrait Photography**

**Lifestyle Portraits**

- Taking portrait of a person (or many people). But lifestyle portraits capture people in an everyday environment, often doing ordinary things. Instead of a studio, this genre of photography works in an environment familiar to the subject.
- A lifestyle photographer often has a limited time frame to capture a series of portraits. Lifestyle photographers will often direct the subjects. For example, they ask siblings to jump on the bed or ask a family for a group hug.
- But this type of direction isn't posing. Lifestyle photographers don't adjust the placement of the hands. They don't position their subjects.



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**Portrait Photography**

**Environmental Portraits**

- Environmental portraits are a mix of traditional portrait photography and lifestyle portrait photography. In environmental portrait photography, the environment and the person both have importance.
- This type of photo-shoot takes place in a specific location which has a special meaning to the person. It is a way to give the viewer clues to that person's personality.
- That location could be a home, an office, or a favorite place outdoors. Or if you photograph a dancer, it can be a ballet studio.
- While the location is important, environmental portraits can still use posing techniques.



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**Portrait Photography**

**Candid and Street Portraits**

- You don't plan candid portraits. The best example is street photography featuring people. Photographers don't have to photograph strangers to take a candid portrait. But candid portrait photography doesn't use any direction or posing from the photographer.
- Street photographers often take candid portraits of the people they meet. There's often no setup. The photographer gets inspiration from the position the person is taking. The light, the environment or any other factors create a spontaneous photo shoot.



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**Portrait Photography**

**Conceptual Portraits**

- Conceptual portraits capture an idea or concept within a portrait image. Photographers often use props, setting, or photo editing to achieve that concept.
- Because conceptual photography encompasses an idea, the possibilities are endless. Levitation, perspective manipulation, makeup or wardrobe tricks are common. Photoshop stunts and post-processing are part of this concept.



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**Portrait Photography**

**Surreal Portraits**

- Surrealism is an artistic style that feels dream-like. That style can apply to portrait photography as well.
- You can't photograph something that doesn't exist. That's why surreal portrait work often involves Photoshop. You can also create some with props, wardrobe, and other photo tricks.
- A surreal portrait turns dreams into real photos. That's tough to do, but when done well, the results are often stunning.



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**Portrait Photography**

**Self Portraits**

- Quick, smartphone selfies give the self-portrait a bad reputation. When done well, self-portraits can be gorgeous images.
- Photographers use the more elaborate term self-portrait on a serious portrait. A selfie is a quick snapshot. Self-portraits need insight and planning.
- Taking a photo of yourself beyond holding a smartphone out at arm's length is not easy. You can use a tripod to get rid of that selfie look and extended arms.
- Focusing and composing when you're in front of the camera instead of behind can be tricky. Try using a remote release or a smartphone with a WiFi-enabled camera. Then get creative.



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**Portrait Photography**

**Couple, Family and Group Portraits**

- A portrait isn't always a single person. Photos of couples, families and other groups together are still portraits.
- Pictures of more than one person are often harder than portraits of an individual. You have more people to pose together and interact within the photograph.
- With more people, you can also capture genuine interaction. You can't achieve this with a single person.



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**Types of Photography**

**Wildlife Photography**



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**Wildlife Photography**

- Wildlife photography can bring out some of the most intense photographers you'll meet – people who might spend hours on end waiting for an animal to wander into the perfect spot, or search for creatures that most people would rather try to avoid.
- Patience, good gear, and safe shooting locations are all important when trying to capture animals in the wilderness.
- The type of animal being photographed will also determine the amount of preparation and type of camera gear required.
- Equipment like tripods and shutter releases and telephoto, wide-angle, or macro lenses, are usually used in wildlife photography. Sometimes, camera traps are set up in the environment for an extended period of time, taking shots using motion detection so that animals aren't spooked and their natural behaviors aren't disturbed by lurking photographers.

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**Wildlife Photography**

**Few TIPS**

- Use the Best Camera/ Gear
- Use the right Lens
- You need to get up real early to shoot in the morning light
- You need to allow travel time to get to the location
- You need to allow time to find the subject
- Watch the shutter speed, allow for the light level
- Watch your white balance – Auto might not be the best choice to catch the colors



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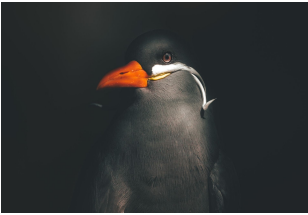
**Wildlife Photography**

**Fill the Frame With Your Subject to Engage the Viewer**

- In wildlife photography, it's often tempting to keep your distance.
- Resist the temptation. Get close, and make sure those wild animals fill the frame.

Why is this important?

- Part of what makes wildlife photography so compelling is its ability to transport the viewer into another world: the world of the wild animal.
- To thoroughly transport the viewer, you need to offer them intimate detail, and this is done by filling the frame.



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**Wildlife Photography**

**Learn to Stalk Your Subject to Get Close-Ups**

- Stalking is one of the most important tools in a wildlife photographer's toolkit.
- What does it mean to stalk? Stalking is the process of getting close to your subject while in the field. When done well, it will enable you to get close enough to follow rule 1 (fill the frame with your subject).
- Step 1: Get low. Really low. On your hands and knees, or even your stomach.
- Step 2: Move toward your subject slowly. Allow yourself to start and stop, to move left and right. Look as if you're totally nonthreatening and uninterested in your subject.



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**Wildlife Photography**

**Study Your Subject's Habits to Capture Unique Moments**

- Another part of being a successful wildlife photographer is Understanding your subject.
- That is, you must make your own field notes. You must do your own research while out shooting.
- If you make a conscious effort to learn about your subject, you'll have better images in no time.
- If you know that shorebirds are active at dawn and dusk, you can make sure to be at the best locations at the proper times.
- It's little things like these that can make a difference between an empty memory card and full one.



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**Wildlife Photography**

**Shoot Only During the Golden Hours**

- Shoot Only During the Golden Hours
- The golden hours are the two hours after sunrise and the two hours before sunset. This is a time when the light is soft, warm, and beautiful.
- It's perfect for wildlife photography. If you shoot during these times, you'll find that you'll capture more pleasing images.
- For one, your camera is better able to render the balanced, warmer tones of the golden hours. For another, your pictures will have something extra—a sort of elegance—that they wouldn't possess otherwise.

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**Wildlife Photography**

**Focus on the Eyes of Your Subject**

- When you're using your camera to focus on wildlife, you may struggle to direct its autofocus points.
- Which part of an animal's body must be sharp? Here's the answer: the eyes.
- If an animal's eyes are not sharp, then the shot is bad. It's as simple as that.
- The eyes are the first place a viewer looks in an image. This is true for photos of humans, birds, mammals, you name it. So if the eye isn't sharp, then you've already lost your viewer.



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**Wildlife Photography**

**Capture Animals in Unique Situations for More Uncommon Photos**

- Given the number of photographers in the world, if you want to be a great wildlife photographer, your images must be special. You must go beyond taking simple snapshots.

How do you do this?

- The best way to create powerful wildlife images is to wait for unique moments. These are moments when your intended subject is doing something interesting or unusual.
- Therefore, don't just snap away with your camera. Maybe take a few shots to record the beauty of your subject, then start thinking about more impressive images. It may require patience, but it will be worth it.



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**Wildlife Photography**

**Take Dozens of Images**

- In wildlife photography, more is almost always better.
- In wildlife photography, more is better when capturing unique moments.
- Dozens of images of a lackluster composition aren't useful. But dozens of images of a bird bathing? That's fantastic.
- Why is it important to take so many images? Because in wildlife photography, most of your images aren't going to work. Wildlife rarely poses for you the way you'd like. It turns its head in the wrong direction, or moves when you least expect it.
- Most of your photographs will turn out bad, but—if you're lucky—a few will work, and that's what matters.



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**Wildlife Photography**

**Points to remember**

- Choose a good camera
- Use the right lens
- Protect yourself and your gear from the elements
- Use the right settings
- Use a sturdy tripod
- Learn about the animals you're shooting
- Practice shooting
- Apply rules of composition
- Be patient
- Look for good locations
- Don't be afraid to shoot in bad weather

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**Types of Photography**

**Landscape Photography**



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**Landscape Photography**

- Landscape photography is another way of saying scenic or environmental photography. It involves taking pictures of a natural scene – often large and grand, but sometimes smaller and more intimate – in a way that brings the viewer into a scene.
- Landscape photography is one of the most popular types today, spinning off several sub-genres such as storm photography, seascapes, and so on.
- Landforms, weather, changing seasons, and ambient light are all aspects of this photographic niche.
- Playing around with camera settings such as depth of field, shutter speed, and aperture and using different lenses or filters can create various effects on landscape imagery.
- Tripods also come in handy when it comes to image stabilization and panoramic camera functions are also often employed.

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**Types of Photography**

**Fashion Photography**



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**Fashion Photography**

- A cousin of portraiture, but distinct enough to count as its own genre, is fashion photography. This is a fast-paced world, and the best fashion photographers are intimately knowledgeable not just about lighting and photography but also the clothing styles they're photographing.
- Fashion photography is the practice of capturing models in clothing and other fashion accessories for editorial or advertising purposes.
- Fashion shots can be taken in a studio, on location in an exotic or complementary landscape to the clothing or live on the catwalk at a fashion show.
- Fashion photo shoots usually require good gear and lighting. Hair and makeup stylists are often involved as well, preparing the models in ways that highlight and showcase their clothing and/or accessories.
- Fashion shoots are all about teamwork, and they are done by a group of people. The photographer is just one cog in the wheel. Stylists, wardrobe specialists, makeup artists, art directors, and others make up a team that keeps the shoot on track and make the magic happen.

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**Fashion Photography**

- Fashion images, strictly speaking, is dedicated to showing clothing and other fashion items in the best possible terms. At its roots, it is marketing. It uses deeply ingrained human psychology to create an interest in and a desire for a product.
- Fashion photographers use beautiful models, poses, and exotic locations to help communicate the brand story and promote the designer's goods.
- It is valid in all types of photography, but it is especially prevalent in fashion—photographers become known and discovered for a unique style. No one cares about the equipment you use or even the models you work with. What they care about is the look of the final images. These images have a feel all their own, made by talented photographers who make the world look glamorous.

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**Fashion Photography**

**Fashion Photography Types**

- From high fashion to street style, there's a number of different types of fashion photography, but fashion photography can broadly be divided into a few main styles: editorial, high-fashion, catalogue and street.
- Depending on your budget and knowledge, experimenting with the different genres can be a good way to develop your skills.



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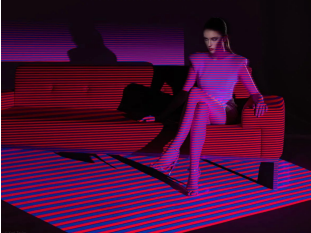
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**Fashion Photography**

- Editorial photography - Typically seen in magazines and adverts, editorial fashion photography typically aims to tell a story, with the model in a particular environment showing the outfits in different ways.
- High-fashion photography - High-fashion photography goes several steps further than editorial fashion photography, but unlike editorial images, it's less about the story and all about the model, expression, clothes and poses. Good use of lighting to create the right mood is essential.



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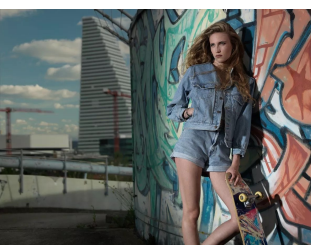
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**Fashion Photography**

- Catalogue photography - Catalogue fashion photography is far less elaborate than editorial work, with the main aim being to show off the clothing. It's purpose is to provide information rather than tell a story.
- Street photography - Street fashion photography has grown rapidly over the last few years. Commonly set in urban locations, street fashion photography commonly shows models wearing popular styles of clothing in relatable ways.



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**How to plan a fashion shoot**

- Having a strong concept is a key part of a successful fashion shoot. Once you have your concept, the planning can begin. If you're working with a team, it's important to meet with everyone to discuss your concepts and ideas. Having an idea of the outfits you want, the sets you'll be using, and the mood of the shot is important.
- Fashion shoots - props & sets
- Sourcing outfits & working with fashion stylists
- Working with models
- Equipment
- Lighting setups for fashion shoots
- Be specific with posing instruction
- Give credit to your talent



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**Types of Photography**

**Sports Photography**



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**Sports Photography**

- By catching athletes, coaches, and even fans at the perfect moment, sports photographs can depict the passion, drama, and emotion that fuels sporting events.
- Sports photographers must aim and shoot quickly to keep up with the action around them, and it's best practice to use a higher ISO to shoot at a faster shutter speed.
- Sports photographers also usually use long, heavy lenses for zooming in on the action. Interesting angles can help make your work stand out in this competitive genre.
- Sports photographers use quick cameras and long lenses to zoom in on the action and capture the winning shots. Photos wind up in publicity materials for teams, in advertising and marketing, and in the news media online and in print.
- Individual sports, such as golf, boxing, cycling, or track-and-field may focus on a small depth of field, capturing the intensity of the participants. Team sports, like football, hockey, soccer, and the like, require a larger depth of field to properly capture all of the action and the various teams participating.

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**Types of Photography**

**Food Photography**



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**Food Photography**

- Food photography has experienced a remarkable growth in popularity in recent years thanks to social media. Previously, it was essentially a sub-genre of commercial work – advertisements, cookbooks, menus, and so on – but it's becoming more a part of documentary photography today.
- Sometimes, food photographers will replace the actual foods in an image with artificial substitutes that look tastier, such as glue rather than milk when photographing cereal!
- These photos often become advertisements in magazines or on blogs and can also be featured on packaging and menus or in cookbooks.
- A prolific genre of photography, capturing food usually includes a photographer that collaborates with an art director, food stylist, and/or prop stylist to get the final shot.
- Often shot from an overhead perspective or a 45-degree angle changing trends are now encouraging some narrow-angled shots that use effects like selective focus, tilted plates, or extreme close-ups to showcase an ingredient or fully-plated dish.

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**Types of Photography**

**Wedding Photography**



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## Wedding Photography

- Wedding photography can include engagement photos, pre-wedding photos, shots taken during the ceremony or reception on the big day itself.
- Wedding photography is also one of the larger categories of commercial photography, with many photographers specializing in this service.
- There are two main approaches to wedding photography: traditional or photojournalistic.
- The traditional approach typically has posed images that the photographer controls and directs throughout the event. The photojournalistic approach usually has a more editorial feel, with candid, more natural images taken using little direction.
- Culture and tradition often play a large part in the style and types of shots a couple is looking to capture.
- Wedding photography is pretty intense, with an element of getting the best shot you can on the first try and not really getting a second chance in some situations.

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## Types of Photography



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## Street Photography

- Street photography is about capturing slices of life that happen in common areas in a city, such as parks and sidewalks.
- Good street photos find meaning and purpose in seemingly ordinary moments or interactions, making viewers think about something they would otherwise pass by.
- Many of these types of photographs are also considered to be candid in nature, usually unstaged and shot spontaneously.
- Street photography is often associated with black and white work on 35mm film, but modern-day street photos utilize almost any post-processing styles and camera equipment.
- Subject matter doesn't always need to include people, however. Capturing environments that don't include visible human activity can also be considered street photography.

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**Types of Photography**



**Product Photography**

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**Product Photography**

- Another branch of commercial photography is product photography, where you are typically shooting in a studio with careful lighting to accentuate the product in question.
- Product photography focuses on capturing objects for advertising purposes. Catalogues, brochures, and websites all use product photography to show their goods.
- In the same way as commercial portraiture, a product photographer's goal is to match the vision of the company in question. An outdoor brand will have different needs from a high-end lifestyle company, even if both sell the same underlying type of product, such as clothing or backpacks.
- With e-commerce continuing to grow as a platform and the internet providing a much faster way for people to bring their goods to market, even the world of fashion photography is incorporating techniques that no longer require human models.

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**Types of Photography**

**Photojournalism**



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 **Photojournalism**

- Photojournalism is a way of telling the story of a newsworthy (perhaps even historic) event or scene through photographs.
- Whether it be in war zones, political rallies, natural disasters, or community celebrations, photojournalists cover breaking news.
- Photojournalism is one of the documentary types of photography, and the goal of a photojournalist is to document the events as they unfold.
- While there may be some portraiture, the majority of work is done candidly and as unobtrusively as possible. The photos tell a story of events that are happening all over the world.

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 **Types of Photography**

**Nature Photography**



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 **Nature Photography**

- Nature photography covers shooting flora and fauna
- This means plants, flowers, and animals, photographed in their immediate environments.
- It's challenging because of the variety of subjects and movement.
- ALWAYS BE PREPARED, This applies to nature photography too.

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**Nature Photography**

**Pick the Right Lens for Nature Photography**

- Figuring out the best lens for a particular type of photography isn't an exact science. You may have different goals for different shots.
- In general, you'd do best to use a lens with a longer focal length. This could be a zoom lens, with a wide aperture.
- This is for two reasons. First, you'll want the longest reach possible. Some nature photography subjects, such as animals, will involve some distance. This way, you can observe and photograph without disturbing them.
- Second, we'll want to provide a sharp image of our subject against a creamy, blurred background. This will make the subject pop. To do this, you need to understand the foreground and background distances. Use a lens with a wide aperture such as f/1.4, f/1.8, or f/2.8.

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**Nature Photography**

**Separate The Subject From The Background**

- Nature photography usually features a subject such as a plant, animal or flower. This means that you need to separate that subject from the background of the frame. You'll need to judge the placement of the elements in the frame. And you'll need to make a few adjustments.
- First, you'll want some distance between your foreground and background. This will help separate them in the shot. Use a wider aperture (lower f-stop number) such as f/2.0 or f/2.8. Focus on the subject in the foreground. The wide aperture should yield a softer, blurry background.



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**Nature Photography**

**Crop Close on Textures**

- We draw inspiration from nature for many things in life. From colors, to sounds, to patterns. Some of the most interesting subjects can be right in front of us.
- When shooting nature photography, zoom in and crop close on your subject. This could be tree bark, a leaf, the forest floor, a lizard's skin.
- There is a whole new world waiting for you when you look closer. For an even closer look, invest in a macro lens. These lenses magnify even the tiniest details and can produce some amazing images.



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**Nature Photography**

**Shoot Your Subject in Their Natural Context for Powerful Images**

- This isn't a hard and fast rule, but rather, a guideline. If you're going to shoot nature photography, try to keep everything in the shot natural.
- There's nothing wrong with taking a picture of the bird on a power line, or spider on the side of your house.
- It can make for some creative and interesting. But if you're after powerful nature photos, then photograph animals and plants in their natural habitat.



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**Nature Photography**

**Use Natural Light to Improve Your Photos**

- Natural light photography is outdoor photography using direct or indirect light from the sun or moon. Nature photos will look great in the morning or evening light in general. And during the golden hours in particular.
- This light after sunrise and before sunset has a softer, hazy quality. It illuminates your subjects more evenly and eliminates the harsh midday shadows.
- Imagine a small bird in a tree or even the leaves of that tree. If that's your subject, it will be softly lit with the golden hues of a setting sun.
- This type of light can provide an emotional overlay to your images.




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**Nature Photography**

**Use Different Angles and Perspectives to Stand Out**

- Landscape photography isn't about pleasing someone else. Or appealing to someone else's sense of style. It's about shooting what makes you happy.
- Take the time to study other nature photographer's work if you've not discovered your own style and creative.
- What angles do they tend to use? What colors do they coordinate within the frame? How close do they get to their subject?
- Try to do something different. Go against the grain! Use a different angle, shoot a close-up where others would shoot wide-angle.
- Nature offers us unlimited beautiful setups. Go out there and take advantage of them!



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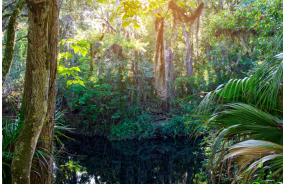
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**Nature Photography**

**Respect the Animals and Environment**

- It's impossible to explain this without using the phrase "leave only footprints". As cliché as it is, it couldn't be more accurate.
- Be sure to take home any rubbish, even if you think an item is biodegradable. An orange or banana peel can take up to 2 years to decompose.
- Respect the environment you're shooting. You have to understand the importance of not disturbing natural environments.
- We are photographing a sensitive world that is the home of many living things. We should make every effort to have a minimal lasting impact on that world.



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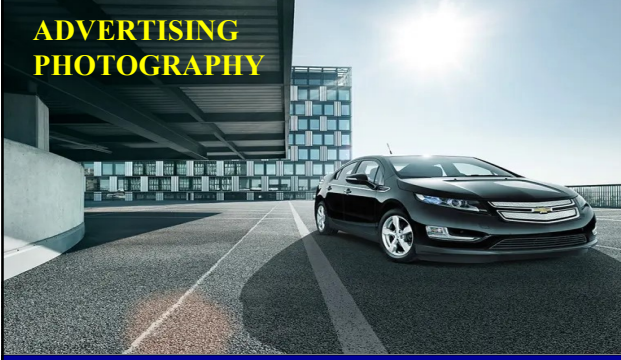
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**Types of Photography**

**ADVERTISING PHOTOGRAPHY**



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**Advertising Photography**

- Commercial photography is used to promote or sell a product or service.
- That's because the term covers a wide range of photography uses in advertising, merchandising, product placement, packaging, corporate brochures, menus in restaurants, social media marketing, and just about anywhere companies sell products and services.
- Normally the main purpose for commercial photography is to enhance the message in the text. The photograph is the first thing people see. Commercial photographers create images optimized for emotions and thoughts. The photo must be visually supportive of the message
- For ecommerce businesses, high-quality product photography is a key to sales: 93% of consumers consider visual appearance to be the key deciding factor in a purchasing decision.

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**Advertising Photography**

**Compelling Composition**

- Every photograph has a reading direction. Lighting direction and composition work in parallel to drive the reading direction. Do you want the viewer to end on a text (your message), or focus on a visual element (emotion/action)?
- Commercial photographs are designed with intent to direct a flow through the image. The rule of thirds and the golden ratio are the building blocks of composition design.



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**Advertising Photography**

**Use Proper Lighting**

- Diffuse, specular, color temperature. Then learn the lighting style(front light, side light, back light, three-point) to get a grasp of how direction of light supports the composition.
- There are two options for product photography lighting: studio lighting and natural lighting. The product that you're photographing, the purpose of the photo, and the platform on which you're advertising it will help you decide which setup to go for. Natural lighting can work really well for product photographs featuring edible items, people, and clothing, and these natural looking photos can work well in social media contexts, like Instagram.



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**Advertising Photography**

**Natural Talent**

- Depending on the size of your business you may have to support multiple touch points with your commercial photography. At the top are brand awareness initiatives.
- In broadcast and print there is still a place for top talent from agencies. In the middle and with online marketing experienced talent that understands how to look natural on camera will be a win for your campaign.
- The trick in advertising photography is to get consumers to see themselves in your brands product or service. Show don't sell. If the talent is super polished and removed from a relate-able reality people click and move on.

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**Advertising Photography**

**Modern Techniques**

- Use modern technology to make people see it again for the first time. High speed, slow motion, smoke sensations are a few examples of modern commercial photography techniques.
- Digital imaging technology is growing exponentially. Freezing high speed action or slowing it down are two of the most popular commercial advertising photography techniques being used right now to get attention.



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**Advertising Photography**

**TAKE INSPIRATION FROM BRANDS YOU LOVE**

- It is always helpful to look to others for inspiration.
- You likely already have some brands in mind that you love.
- Take a look at their product photography and ask yourself how a similar shot or technique could work for your products.

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**Advertising Photography**

**GET TO KNOW THE RULE OF THIRDS**

- Most introductory photo classes, as well as many art classes, teach the rule of thirds, because it is a powerful tool. This rule teaches you to visualize your canvas as nine equal segments, like the example below.
- The rule of thirds was designed to help artists create a well-balanced composition in each piece. It's also useful to determine where to place the focus of your piece – your product. Your goal is to have your product positioned along the lines, optimally at the point where two lines intersect.
- “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.”



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**Advertising Photography**

**USE SIMPLE PROPS**

- When it comes to product photography props, do not get overly ambitious! Remember, the main focus of each product photograph should be the product. With that said, props can be welcome and help brighten the photograph for your viewers.
- To show off the cake recipe, they used a plain white cake stand, a container of caramel (which is relevant as it is a component of the recipe), and beautiful fresh flowers for a subtle pop of natural color. Even without the flowers, this photograph could stand on its own with the caramel sauce as a prop, these items were used to enhance the beauty of her finished product.



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**Advertising Photography**

**Few Important Points**

- Take multiple shots from varying angles
- Follow the product photography specifications
- When in doubt, stick to a plain white background
- Display the details
- Create a diagram
- Show off your range

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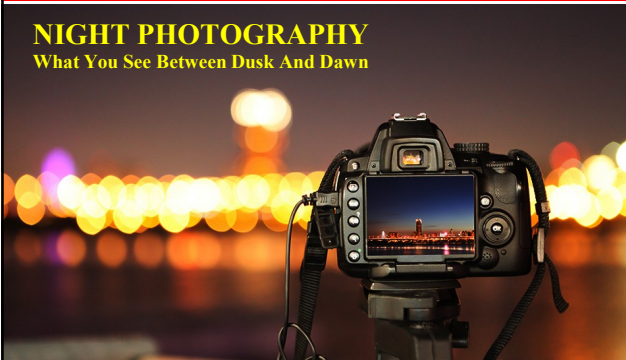
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**Types of Photography**

**NIGHT PHOTOGRAPHY**  
What You See Between Dusk And Dawn



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 **Night Photography**

- Shooting at night is a hard skill to master because shots take longer to expose.
- Night photography produces some of the most stunning images. But it can be exceptionally frustrating to capture if you don't know what you're doing.
- Making pictures by night is a curious practice. While specialists of this subject embrace it as a deep-seated passion and have a never-ending quest for technical and creative advancement, those more familiar with daytime photography are often unaware that tried and true photography rules often need to be adapted or even overlooked at night.

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 **Night Photography**

**A STURDY TRIPOD IS A MUST**

- Before delving into night photography, you need a sturdy tripod. Taking photographs in dim conditions requires long exposures, which means your camera has to be steady at all times.
- Get one that can handle a heavy camera, preferably made of aluminum (or carbon fiber if you have more money) since it's both light and durable.
- Also, consider buying a mini tripod for tricky angles. Sometimes, the best vantage points for your night shots may be in places where regular tripods can't fit. With a mini tripod, you can shoot beautiful night shots from the ground or even a table top.



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 **Night Photography**

**USE MANUAL FOCUS**

- Autofocus in modern cameras may be highly reliable, but it's still not foolproof. Its weakness is especially evident when taking pictures at night, where your camera struggles to adjust because it's dark. Using manual focus ensures your camera doesn't randomly focus on any part of the scene you're photographing.
- Don't switch on the autofocus function any time during the photo shoot. Otherwise, it will override anything you did manually. This technique may take a while to get used to, but it's more reliable than your autofocus in poor lighting.



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**Night Photography**

**USE LOW ISO IF POSSIBLE**

- Using high ISO seems to make sense when shooting at night, but doing so also increases the noise in your images. The newest high-end cameras these days are so advanced, they allow you to take noiseless pictures at ridiculously high ISO settings (up to ISO 3200 or more). However, for most consumer cameras with limited light sensitivity range, sticking to a lower ISO is the most practical approach.
- Just because your camera can shoot up to ISO 25,000 doesn't mean you should use it. Since you're using a tripod, it's safe to keep your ISO low. Instead of bumping up the ISO, use slower shutter speeds and wider apertures, instead. ISO 100 may be impractical for night photography, but ISO 400, 800, or even ISO 1600 should be enough in most situations.



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**Night Photography**

**USE RAW SETTING**

- JPEG is the perfect file format for most casual photographers since they don't take up too much space on your memory card. JPEG files can also be uploaded without being converted into another file.
- However, this file format also compresses your image files drastically, making it problematic when you're shooting scenes with high dynamic range.
- When shooting at night, switch your image files to RAW in your camera's menu. RAW files take up a lot of space on your memory card, and your images need to be edited afterward, but at least the quality of each image is preserved.
- RAW is the best option to avoid grainy pictures due to low light and post-processing. Unlike JPEG, RAW files maintain their quality even after post-processing. After editing your image file, you can always convert a RAW file to any format you want, including JPEG or PNG.

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**Night Photography**

**PLAY WITH DIFFERENT SHUTTER SPEEDS**

- If you want to capture moving objects like the cars in the image above, then switch to Shutter Priority. Just select the shutter speed, and the camera automatically selects the aperture.
- This mode helps you produce impressive light streaks and dreamy landscapes at night. Once again, test shots are necessary to achieve the effect that you want to create. To shoot colorful trails, you can set your camera to low shutter speeds (from 1/30 down to 30 seconds). Just keep in mind that the slower the shutter speed, the longer the light trails.
- Shutter Priority is also perfect for photographing the night sky. Typical exposure times for photographing stars is between 10 seconds to 30 seconds. Remember that the stars move across the sky, so if you expose your shot long enough, you'll see star trails.

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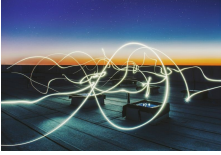
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**Night Photography**

**EXPERIMENT WITH BULB MODE**

- The longest shutter speed for most cameras is about 30 seconds. However, sometimes you'll find yourself in situations where 30 seconds isn't enough to make a proper exposure. That's when Bulb Mode comes in. This function allows you to open the shutter as long as you press the camera button.
- Since you'll be opening the shutter for more than 30 seconds, select a larger f-stop like f/8, f/11, or even f/22 for exposures that last a few minutes. Using a smaller aperture lessens the chances of overexposing your shot. For extremely long exposure times, you can use the lowest ISO possible for your camera.
- Bulb Mode requires more confidence to use, but it also allows you to experiment freely. Because it lets you expose an image without any time constraints, it's perfect for "light painting" where you can "scribble" or "draw" in the air using light sources such as a flashlight.



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**Night Photography**

**EXPERIMENT WITH REFLECTIONS**

- Reflections are a lot harder to capture during the day as they're dependent on the light in a scene. When you take away the natural light, you only have to worry about manmade light.
- Try to use as much color as you can. These will merge in the reflections on the water. It'll create a contrast between smooth and sharp.



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**Night Photography**

**USE THE MOON TO CREATE BEAUTIFUL NIGHT PHOTOGRAPHY IMAGES**

- The moon is one of your only consistent light sources at night. It can produce some interesting effects for night time photography.
- You can use also use the moon as a key part of your image. In the picture below, the moon is a focal point.



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