TUTOS PROS

PHOTO

Promote your business with photography

Find all of our tutorials on our pro website: https://pro-tourisme62.com/

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PAS-DE-CALAIS
TOURISME

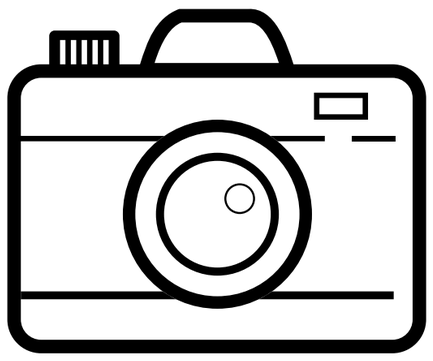
Why do we need to take pictures?

To convey a message, to translate an emotion. In a photograph, the emotion comes through empathy, the person who observes the photograph must be able to project himself into the representation. To do this, it must have: meaning, humanity, and references. It is therefore important to seek realism, not to try to do too much, and not to try to use impossible situations in which people will not be able to project themselves.

On social networks, it is the visuals that catch the eye of customers. It is therefore very important to make good use of them.

Which equipment to choose ?

For the camera: a bridge, an SLR, a hybrid, and no compact camera.
For your smartphone: it must have a good sensor and a portrait mode. You can also think about getting a smartphone mount, a tripod adapter, a tripod, and lenses (such as the Amir Lens Kit or Pixter for the wide angle).



How can I make sure that my photo is not blurred?

- Cleaning the lens
- Elbows pressed against the chest
- With both hands in horizontal format
- Do not zoom in
- Do not use the flash

What about the camera settings?

- MF=Manual Focus
- AF= Auto-Focus

For sharp pictures, you will need to use your surroundings (walls, stable object), or use a tripod and a remote control.

How to choose a lens?

The criteria that define a lens:
Its focal length
Its aperture

- Its quality

How to choose the right focal length in the field?

- The wide angle lens (under 40mm) is useful for architectural or landscape photography.
- The standard lens (between 40 and 60 mm) is a general purpose lens, useful for everyday life.
- Small telephoto lenses (between 50 and 120 mm) are perfect for portraits.
- Large telephoto lenses (over 100mm) are made for wildlife or sports photography.

A little vocabulary...

Focusing: determines which part of the image will be in focus.

Sensor sensitivity (ISO): the aperture of the lens, the shutter speed of the camera interact with each other on the flow of light reaching the camera sensor

Sensitivity (ISO): ability of the sensor to record light. Low sensitivity = little light, and vice versa.

Shutter speed: time during which the sensor will record light, from a few thousandths of a second to several seconds. The faster the shutter speed, the less light there is. The slower the shutter speed, the more light there is. The faster the shutter speed, the more precise movements are captured (1/4000s = wing of a bee in flight), to less precise (2sec : fireworks).
You have to know how to play with this speed to get the desired result.

The depth of field: the sharper the background, the greater the depth of field.

Tips from the pro:

Always adjust the sensitivity according to the light.
If it's sunny, set it to ISO 100. If it's overcast, set it to ISO 200 or 400. In the shade, or in a dimly lit room: ISO 800.
When it's almost dark, it will be at more than ISO 1000.
The aperture should be adjusted according to the desired effect. If the depth of field is not important: aperture of f/8. For a large depth of field: above f/11. For a small, the largest aperture of the lens.

What about light? Light is essential for a successful photo. You have to take advantage of the time of day. During the day, the light will be harsh and sharp. In the evening, the light is softer.
Golden hours: early morning or late evening

- Golden hour: time of the sun and the beautiful hours according to a date and a geographical position

For the flash: it is preferable to use a cobra flash with automatic mode and a swivel head. You should also use a diffuser that attaches to the flash head and softens the light to minimise shadows. If you use your smartphone, you should use HDR mode.

The golden rules for highlighting your subject:

Care should be taken with framing and the environment. Nothing should be around the subject if you are only interested in it (kitchen photos for example), placing an environment is only useful if you need it to give context.
Be careful with the framing, you will have to move to the place where the elements fit well together. Tip: black and white allows you to detect contrasts when necessary.

The 3 pillars of a good photo :

- ☑ Good lightning
- ☑ Interesting subject
- ☑ Unique and personal perspective

The trick:
Play with geometric shapes and guidelines that give our eye perspective.
For indoor photos: turn off the flash!

The last step is post-processing.

The RAW format allows for maximum quality, as it is a raw file that contains all the image data.
As for the JPEG format, it corresponds to a legal file ready for use.
To select the photos, imagine it in post processing.

The vocabulary of post-processing

- Pixel: the smallest element of a display surface, more pixels, more precise
- Definition: multiplication of the number of pixels over the height x width.
- Resolution: the most important element to consider when preparing photos for printing
- Resampling: changes the amount of pixels in an image
- RGB (Red Green Blue): computer colour mode
- CMYK (Cyan Magenta Yellow Black): colorimetric mode for printing whatever the type of media you want to print

Formats to be respected :

For the web : max 72 dpi, size maxi 1MO
To impress : 300 dpi, maxi 5MO

Good addresses:

Free post processing software: Raw Therapee
Resizing software: XnConvert
Reduce image size: iloveimg.com
Smartphone editing: snapseed, VSCO
Paid post processing: lightroom, camera raw
Site for inspiration: Flickr

And finally, the rules of composition.

- ☑ For a landscape photo, the rule of thirds applies: horizon on a line, straight horizon, include an animal or human subject, include a foreground, ISO 100 to 200.
- ☑ For an architectural photo, you will need a large depth of field, a wide angle, a long focal length and a distance from the building so that it is straight
- ☑ Portrait photo: isolate the subject, low depth of field=large aperture, priority aperture, not to be too close, focal length portrait 50 to 80mm, diffuse light.
- ☑ Sports photo: fast speed, continuous autofocus mode, telephoto, increase ISO.
- ☑ Wildlife photo: focal length of 300mm minimum, sufficient speed or tripod, priority speed, increase ISO.
- ☑ Show photo: ISO very high, large opening.

Let's take pictures !

To go further...

Find our tools and support systems on Pas-de-Calais Tourisme's pro website