

# PHOTOS FOR SOCIAL

## WORKSHOP NOTES

### TYPES OF PHOTOS

- Hero Shot (clear, focal point, full item but close up)
- Detail Shots (close ups, capture the detail, texture, other angles)
- Lifestyle (how is this used? add hands! add bodies! set it in a room)
- Flat Lay (can this be displayed in a flat lay? add coordinating decor)
- Behind the Scenes (how is the product made? how does our shop work?)

### GET READY FOR YOUR PHOTO

- Is my product the focus?
- Is my background appropriate?
- Is my photo well lit?
- Is my photo straight/level?

### EDITING SETTINGS TO TRY

- Apply a preset
- Adjust lighting: exposure, whites, shadows, blacks
- Adjust contrast
- Dehaze + Clarity
- Straighten + Crop
- Apply a subtle vignette

### SESSION NOTES

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### DSLR SETTINGS

#### Aperture:

*controls how much light is let in + depth of focus*

- higher f stop is darker, less light but more depth in focus
- lower f stop is brighter, more light let in, softer depth of focus

#### Shutter Speed:

*controls how long the shutter is left open for*

- higher number is darker, faster shutter speed, great for freezing moving objects
- lower number is brighter, slower shutter speed, could be blurry

#### ISO:

*controls sensitivity to light and how much guesswork the camera does to fill in dark spaces*

- lower number is darker, less guess work, less grainy
- higher number is brighter, more guess work resulting in more grain

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