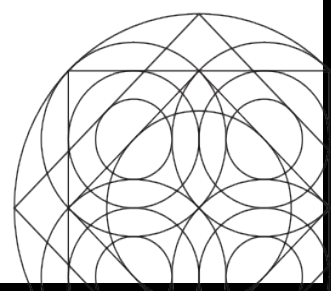
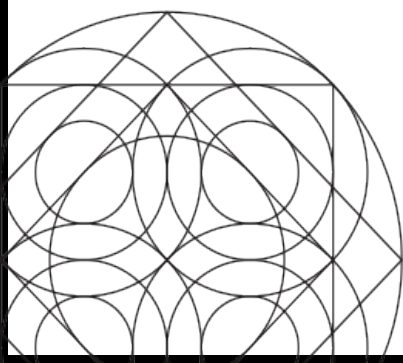
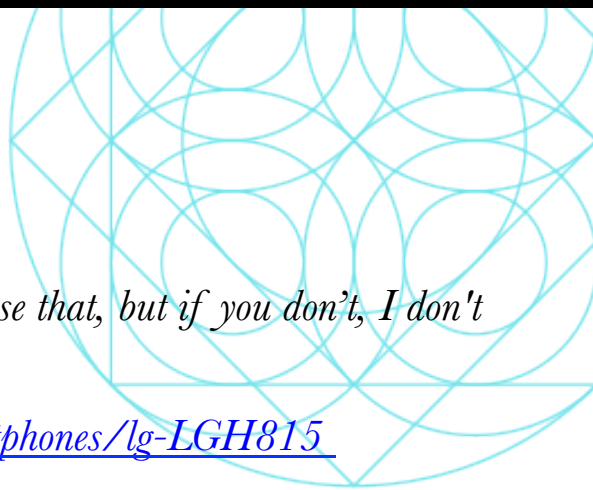


Photography TECH



EQUIPMENT *costs*



Already Own....Free

If you already own a DSLR camera then great use that, but if you don't, I don't recommend rushing out and buying one

I use the LG G4: <http://www.lg.com/au/smartphones/lg-LGH815>

Rent...\$100 - You will obviously get a better quality image if shooting on a professional camera so find a rental company

Hire a Professional...\$200 - \$1000+

If it's within your budget, look at how and where to hire a professional photographer

Also invest in a tripod, mini tripod, a Bluetooth remote control, and a selfie stick

HIRING A PROFESSIONAL

Where to hire a professional

Find a recent graduate

Starnow.com or ModelMayhem.com

Post on Facebook page that you're looking for a photographer

Ask friends and colleagues

Reach out to businesses in your local area

When to hire a professional

When you have a new product launching

When you need new HR

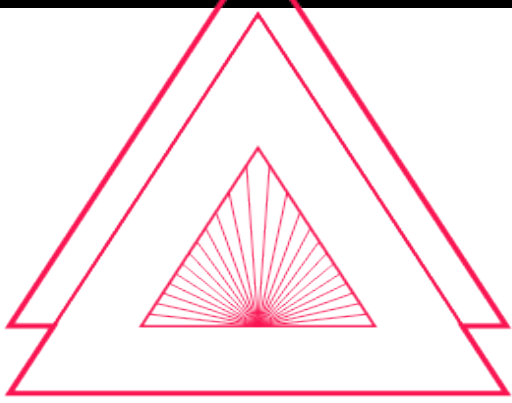
If you need a brand refresher

When you are doing action shot

- Always get referrals and don't just hire someone from a website*
- The most expensive photographers are not always the best and vice versa*

The key to working with your photographer successfully is all about communication and preproduction.

The more that you can do upfront, the better off your results will be on the day



Lighting

If you've got bad lighting it doesn't matter how good your camera quality is, the subject will look grainy and the audience isn't going to respond well to the images

Good lighting is the difference between looking amateur and professional

Rule 101 with lighting....it needs to be a little lighter in front of you than on the background

Find the Light

Have lights cover your entire face

Make sure you have no shadows on the left or right side

Indoor Shoots

Work best around midday...plus or minus 2 to three hours depending on where in the world you are

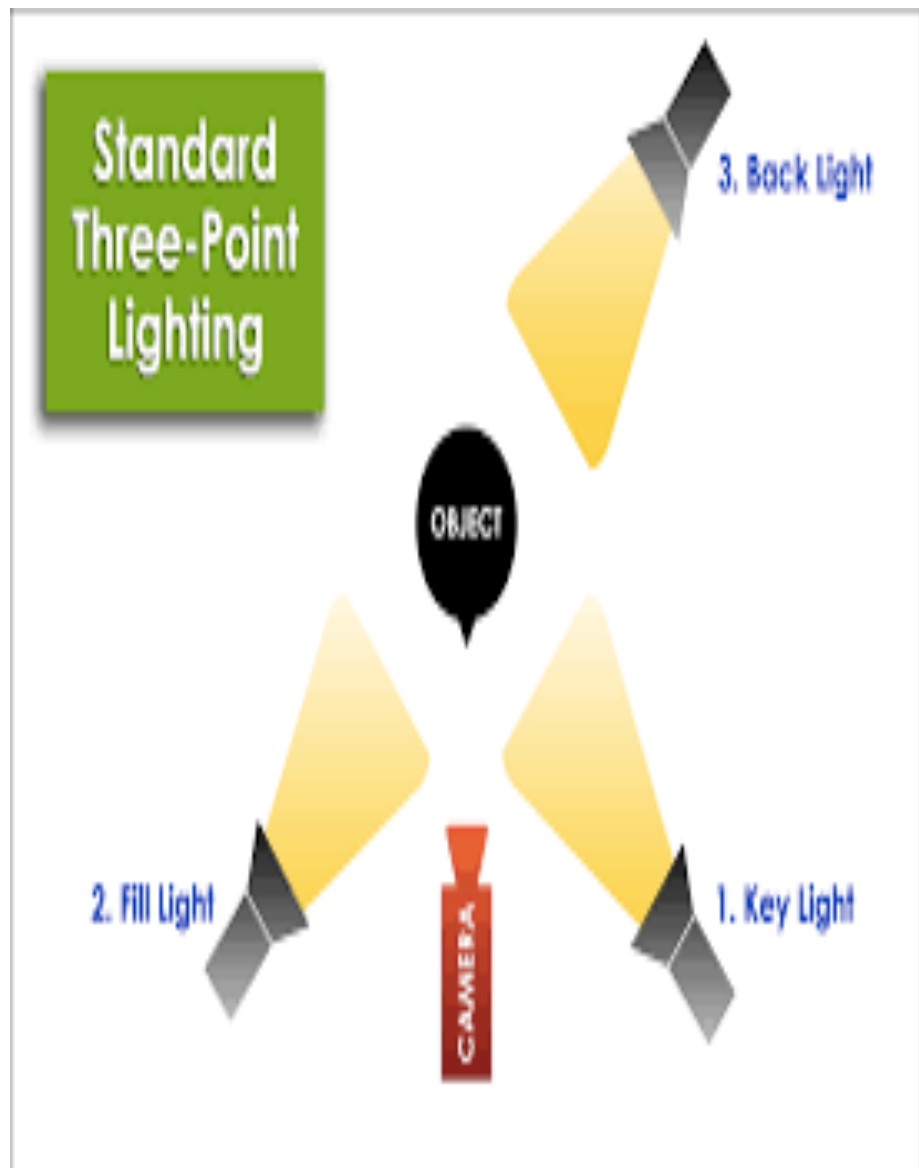
Outdoor Shoots

The best time of day to shoot is either day break or sunset golden hour In fact the best weather to shoot in is grey and overcast

LIGHTING SETUP

3-point lighting

Natural daylight



LIGHTING SETUP

Use your laptop or ipad and a white screen

Lights with selfie sticks

Light globes that are already in your existing fixtures switched out for high powered globes

Work lights or clamp lights from your local hardware store

Light softbox kits... they are called the beauty light for a reason!

Always check your lighting setup the day before - you may need more cables

*Here is an example of the beauty ring light, you can find more online:
<http://www.fotogenic.com.au/continuous-lighting/tungsten-lighting-lights/650w-red-head-tungsten-light/>*

Or just search 'Selfie Light' or 'Iphone light' for more affordable options





DIFFUSER AND REFLECTOR

Diffusers

Diffusing a light source is especially important if you have harsh light

Simple hack....place a few sheets of baking paper over the top of your light!



Reflectors

Any reflective surface that can direct the light from your light source on to your subject

My simple hack...a whiteboard + aluminium foil

Google Reflector Photography for a range of different prices and options:

https://www.google.com.au/search?q=reflector+photography&rlz=1C5CHFA_enAU525AU526&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjPtZXeoLTPAhVBs5QKHTDVAwsQ_AUICCgB&biw=1380&bih=736

BACKGROUND

Your home is a studio! Add in a few extra pieces like cushions, candles and books or a wonderful piece from a friend

*Get a professional look by hiring or purchasing a photography paper roll.
Quick tip...get one in a toner that compliments your skin tone!*

For close-ups or medium shots you can purchase a collapsible pop-up background

Hire studio or a location for the day

Go outdoors...your local park, beach, lake, mountain....basically any spectacular natural backdrop

Backdrop Reminders

Design your sets so they make your videos more appealing

Pay attention to your environment and declutter

Remove personal items you don't want others to see such as family photos

Stay away from open windows with glaring sun

Be mindful of light switches, ugly artwork, dirty dishes, and cereal boxes, etc

Remove all glass/mirrors from background

Here is an example of the backdrop paper roll that I use. You will find more of these online :

<http://www.photoequipmentstore.com.au/pes-seamless-photography-background-paper-roll-half-size-1-35x-11m>



SOUND RECORDING EQUIPMENT

After good lighting, good sound is your next most critical component

The best way you to get good crisp audio is by using an external mic

Additional variables to consider: background noise from traffic, people in your environment, even the wind. The best quality control can be achieved inside.

Close windows and doors

Turn off all music in the background...not only is it distracting but you can run into copyright issues

Make the space as sound proof as possible

Keep in mind any transient sounds like sirens passing in the street

I recommend the Rode Lav Mic : <http://www.ode.com/microphones/lavalier>



CAMERA FRAMING

When Face Framing there are a few guidelines to follow

- 1. Rule of thirds - position the eyes about one third of the way from the top of the frame*
- 2. The eyes are the centre of attention in face shots*
- 3. Headroom should be consistent for the same sized shots*
- 4. The closer the shot, the less headroom there will be; crop out the top of the head rather than the chin if cropping is necessary*
- 5. Always give space in the direction of where you're looking or motioning*

When setting up your camera to shoot video you should play around with the distance between you and the camera.



CAMERA SHOTS

Types of Shots

Head and shoulder shot (H & S) - frames a person from the chest up

Close-up (CU) - head shot, just above the shoulders

Extreme close-up (XCU) - frames a head shot from the tip of the chin to the middle of the forehead

