



AllAgMedia + Melissa Barrick Photography  
presents

# PHOTOGRAPHY FOR FARMERS

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# THE BASICS

## TERMS

**Exposure:** The amount of light reaching camera's sensor. Underexposed = too dark. Overexposed = too light.

**Subject:** The main object or central focus of the photograph.

**Focus:** The subject is clear and sharp in the picture. This defines the subject and draws your eye directly to it.

**Depth of Field:** The zone of acceptable sharpness within a photograph that will appear in focus.

**Bokeh:** Results from a shallow depth of field. The "blurry background" that clearly defines a sharp, in-focus subject.

## TIPS

**Clean your camera's lens:** Make sure there are no smudge marks on the lens.

**Be steady:** Keep your phone and hands steady when taking a picture to avoid blurry pictures.

**Tap to Focus:** Tap the subject on your screen to ensure a sharp focus and correct exposure.

**Override Automatic Settings:** Change settings in "Mode" or in your camera's settings to adapt for what you're photographing.

**AE/AF Lock:** Tap your subject to focus and hold down finger to "lock" in focus and correct exposure.

**Smartphone cameras are always in Automatic Mode.  
Try different settings for one picture to get  
the results you are looking for.**

# LIGHTING

**Natural Light vs. Artificial Light:** Always try to avoid using artificial (inside) light if at all possible, and instead try finding natural light.

## Back Lit

\*Shoot into the sun\*  
Tap subject to adjust exposure  
Use AE/AF Lock to hold exposure  
and recompose your image

## Lighting Times of the Day

Sunrise  
Mid-Morning  
Afternoon  
Sunset  
Dark

## Sunlit

\*Shoot away from the sun\*  
Tap subject to adjust exposure  
Watch for Shadows or harsh lighting

**Lighting is the most necessary and important aspect to photography.**

# REFLECTION

Redirecting light onto your subject to create an even lighting situation. This reduces shadows and adds more light to your subject.



# COMPOSITION

## Principles of Creating an Interesting Photograph

<b>Rule of 3rds</b> Split picture into imaginary grid. Put subject on one side of the gridlines.	<b>Zoom In</b> Physically move your camera in to the subject to get closer than you would normally in person.	<b>Change Perspective</b> Change where you stand to take the picture. Shoot above, below, lay down, etc.	<b>Horizon Line</b> If horizon is in the pic, place it above or below the center of the image - NOT in the middle.
<b>Leading Lines</b> Use walls or fences to lead your viewer's eye towards the subject.	<b>Frame the Subject</b> Use trees, doorways or windows to create a natural frame around your subject.	<b>Color + Texture</b> Use contrast in your background to make your subject stand out. Try a juxtaposition.	<b>Rearrange</b> Move or adjust objects around your subject to get it to look how you want.
<b>Use Movement</b> Capturing movement in a photo can help your viewer feel something almost tangible.	<b>Tell a Story</b> What do you want your viewers to know or understand when looking at your picture?	<b>Choose a Consistent Style</b> Use your brand's "feel" when composing (colors, personality, textures, etc)	<b>Evoke an Action</b> What do you want your viewers to do when they see your photograph?

# STYLING NOTES

- Use principles from composition and apply them to styling and taking product photographs.
- When shooting flat lays, shoot directly over top to prevent lens distortion.
- Choose coordinating backgrounds that go with your brand for a consistent image/look.
- Choose appropriate and relevant props to your subject when styling (simple is sometimes better!)
- Remember: negative space, contrast, color and shape/direction

## EDITING

Use Apps on your Smartphone to enhance your photos and make them look more professional. Adjust filters as necessary to get a clean, consistent look to your images!

### FAVORITE APPS

PicTapGo

A Color Story

SnapSeed

VSCO

# PHOTOGRAPHY FOR MARKETING

## YOUR "WHY":

What is your purpose or mission that you want to people to know?

Do people know what your mission statement is? It should be obvious when they look at your social media, website and community interactions through your pictures and copywriting.

## STRATEGY:

How can you best communicate your brand's goals through your pictures?

How can you translate your brand into a series of photographs? Every photo you post should be intentional and genuine and result in an action from your customers/potential customers. Plan and execute a schedule of what you're going to post.

## CONTENT:

The average consumer doesn't know the interworking of your farm, but they WANT to know.

Photographs on your social media and website should be diverse and well-rounded. Most people don't know what it's like to have a farm, but in recent days, they are very curious.

What makes you different and why they should support or invest in YOU.

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Notes: