

iPhotography

Stan Schretter

Goal Of This Presentation

Illustrate use of the iPhone/iPad as tools that can be used to capture, edit, and share great images

- Of course, some users may desire to use the iPhone just as a camera and then export the images to a PC.
 - In my opinion this defeats some of the utility of the mobile device
 - The mobile camera and editing apps available for the iPhone are excellent
 - Current editing apps provide non-destructive editing and compare very favorably with some of the best PC apps.

What Makes a Photograph Great

- Excellent Use Of Light
- Great Composition
- A Sense of Timing
- A Clear Subject

Three Steps To Create Great Photographs

1. Find and Correctly Capture The Great Light
2. Create An Outstanding Composition
3. Correct The Image So It Represents What You Saw And Felt When You Shot It.

FIND And Correctly Capture Great Light

- TIPS for taking the best iPhone photos in different types of light
 - <http://iphonophotographyschool.com/light-sources/>
 - Shoot during the “golden hours” when the sun is low and the light is softer (early morning and evening)
- SOFT LIGHT (e.g. shade, cloudy) is best for shooting most photos of people and flowers
- HARD LIGHT(e.g. sunny, lights, flash) is great for architecture and emphasizing shadows

Great Light vs OK Light



Creating An Outstanding Composition

- Video #1 -- <http://iphonographyschool.com/video-12/>
- Video #2 -- <http://iphonographyschool.com/video-22/>

Creating An Outstanding Composition

- COMPOSITION can help you create powerful images by drawing in your audience and by removing distractions.
- THE RULE OF THIRDS creates a strong composition.
 - CROP INTENTIONALLY
 - If in doubt, leave extra space and crop later.
- USE NEGATIVE SPACE
 - Adds intentional vastness and emotion to the composition.
- MAKE SURE YOUR HORIZON IS STRAIGHT or “intentionally” not straight.
- DEPTH OF FIELD
 - Use a “Shallow” DOF to isolate your subject or a “larger” DOF to have your subject and background in focus.
- INTENTIONALLY USE OTHER OBJECTS to frame your subject.
- BALANCE YOUR COMPOSITION to add dimension to your photo.

CORRECTLY CAPTURING Great Light

- Some tips when using a iPhone camera app
 - TOUCH THE SCREEN to manually expose & focus for different areas in your photo.
 - USE THE VOLUME + BUTTON to click the shutter instead of the touch screen button to avoid camera shake.
 - THE REAR CAMERA will produce a higher-quality photo than the front-facing camera.
 - AVOID ZOOMING IN
 - Either walk closer to your subject or crop afterwards.
 - IPHONE FLASH is almost never flattering
 - Avoid using the on-camera flash unless you are in a very dark setting.
- SHOOT WITH THE END IMAGE IN MIND
 - Capture and Edit

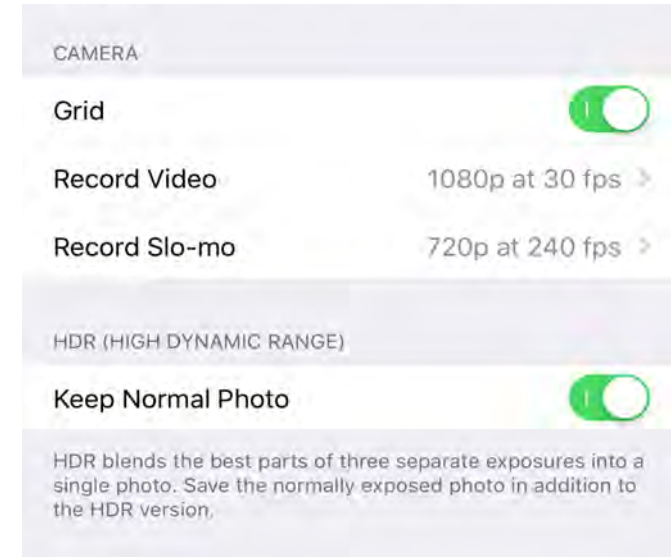
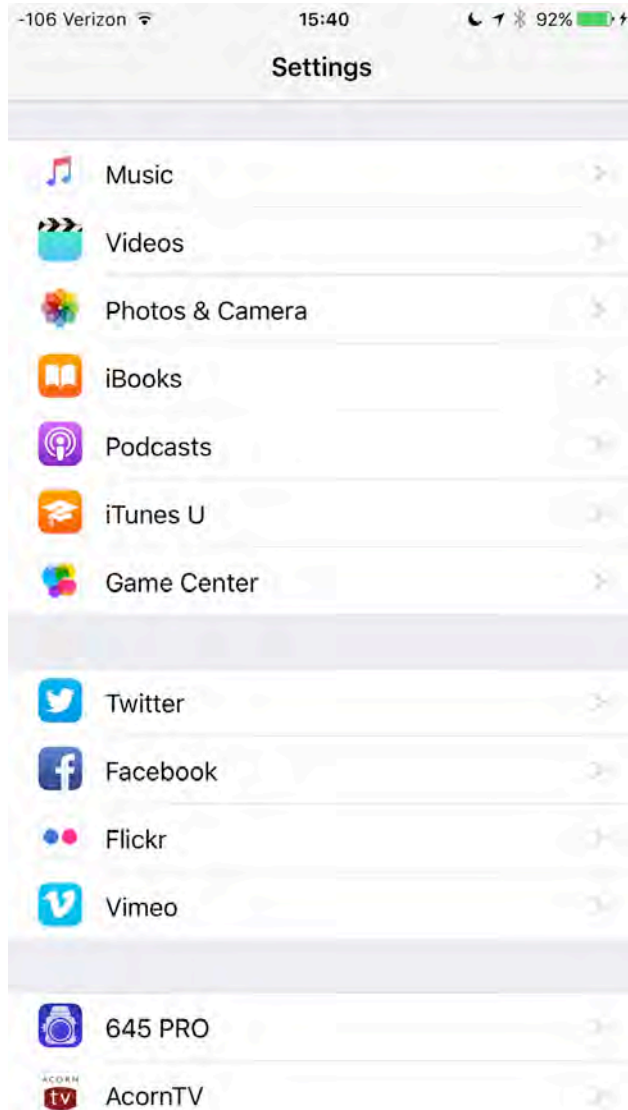
Shoot With The Final Image In Mind



CORRECTLY CAPTURING Great Light(cont'd)

- Some Issues Regarding ISO and Exposure
 - Short Video on ISO
 - <https://www.youtube.com/watch?v=7bnjRpOJ8XE>
 - This video illustrates what happens to an image at high ISO in a DSLR.
 - Just divide the ISO numbers demonstrated in the video by ~ 10 , e.g. 7000 ISO in a DSLR is approximately equivalent to ~ 700 ISO in the iPhone camera, to relate those results to the iPhone.
 - Thus the iPhone is not the best camera for low light photography! UNLESS you can
 1. Set the ISO to the native ISO of the camera (~ 32)
 2. Use a very slow shutter speed (there is an app for that), and
 3. Mount the iPhone onto a tripod

Some Recommended iPhone Settings



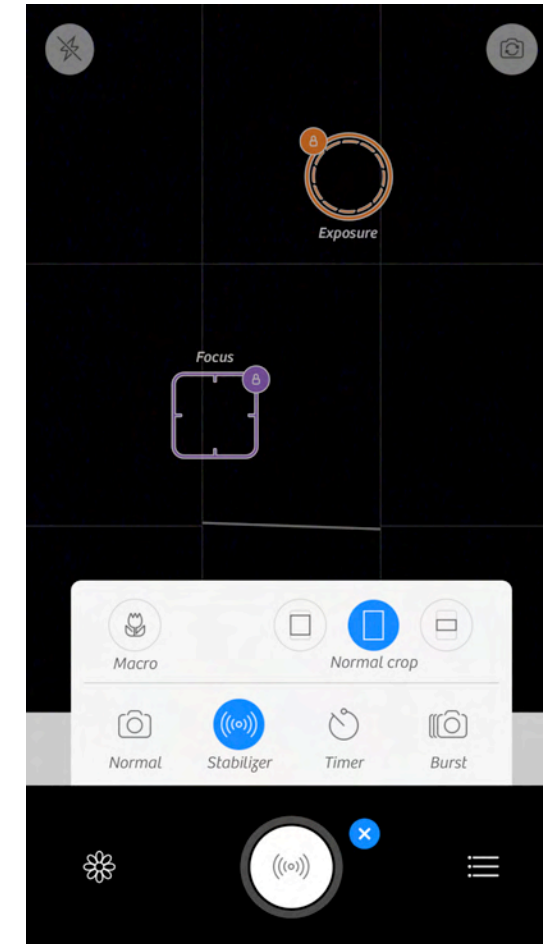
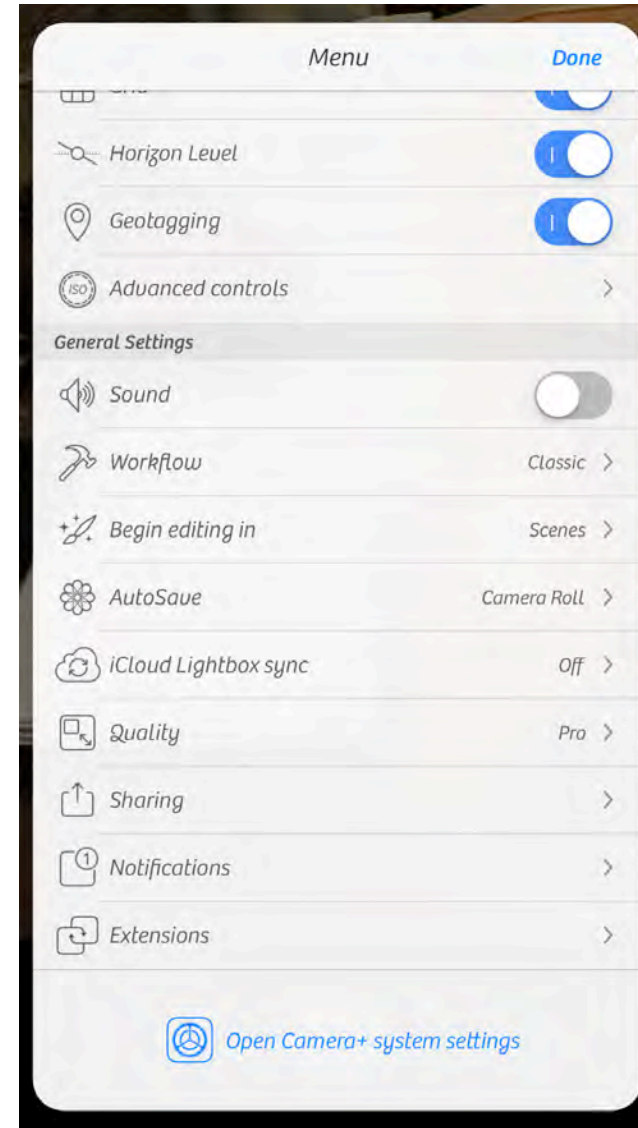
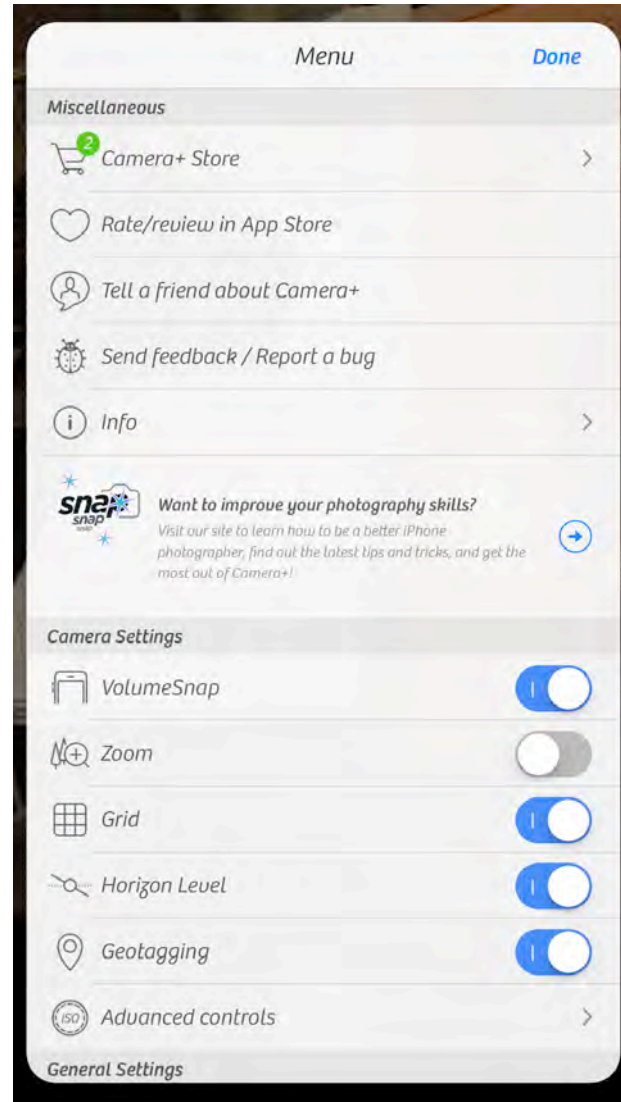
Camera+ App

- The Camera+ app for the iPhone is fine for both the iPhone and iPad
 - Single cost using it on all of your iOS devices
 - Note: There is a separate cost on each device if you purchase the iPhone and iPad apps
 - Since we will NOT be using the editing features of Camera+ there is no need for the iPad only version
<https://itunes.apple.com/us/app/camera+/id329670577>
- Camera+ does not support video, panoramas, or HDR
 - Apple camera app or other apps can be used for these options
 - Camera+ does support bursts, but iPhone may be easier to use for many novice users
- Camera+ will get you better exposures and supports “Shoot with the end in mind” much better than the native Apple camera app

Camera+ App (cont'd)

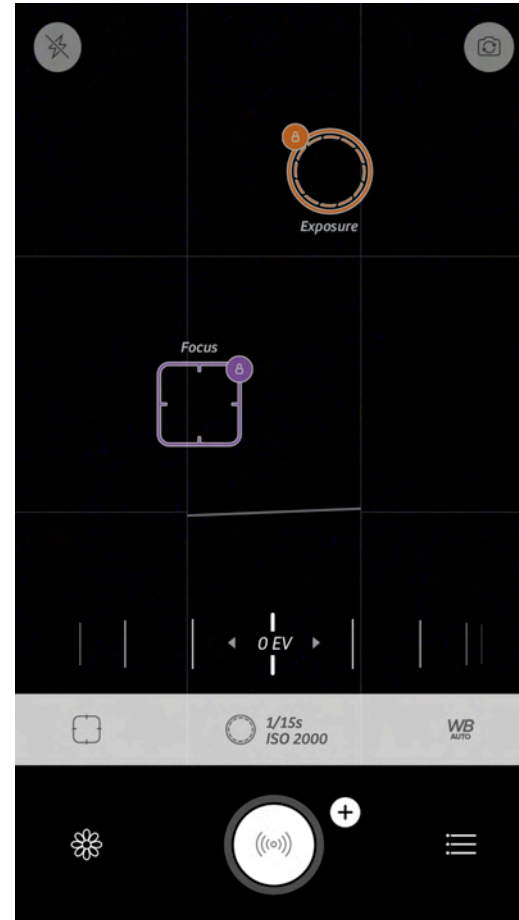
App Settings

- Move Images to Camera Roll
- Turn on Level tool
- Turn on Shake detection



Camera+ App (cont'd)

- Touch Camera+ screen to set focus point and exposure point
 - Use two fingers to create separate focus point and exposure points
 - You can lock/unlock each one individually



Correct The Image So It Represents What You Saw And Felt When You Shot It

- LESS IS MORE
- EDIT TO RECREATE the same feeling you felt when you saw it with your own eyes

Correct The Image So It Represents What You Saw And Felt When You Shot It (cont'd)

- USE the GOOGLE PHOTOS and SNAPSEED editing apps
 - Non-Destructive Editors
 - Makes NO change to the actual image file
 - Adds 'Metadata file" that contains a record of the editing steps
 - Fully changeable days, weeks, or months later.
 - Full recovery of original image.
- Use Google Photos for automatic "One Button" Correction
- Use Snapseed for powerful manual control in editing
- Save "edited images" directly back to the iOS Camera Roll
 - No more duplicate image files on your iPhone/iPad

Demonstration

- Google Photos
 - Automatic correction
- Snapseed
 - Powerful editing app and thus steep learning curve to master all of its features
 - Remember “Less is Best”. Many default settings create way way too much change
 - This demo will focus on making a few “quick” changes dealing with getting the light balance and contrast correct.
 - Use the SELECTIVE ADJUST module to even out the light in your image
 - Can modify the BRIGHTNESS, CONTRAST, or SATURATION of a specific area in an image
 - Try the HDR SCAPE and DRAMA modules
 - Great for landscapes, but don’t be a “drama queen”
- Crop after you edit
- Use the SAVE option to overwrite the image in the Camera Roll
 - So it supports reopening the image with Snapseed with all the previous changes available for further editing.

Simple Example

1. Set Focus and Exposure to Optimize Image
 - Set focus on the people and the exposure so not to blow-out the window shade
2. Edit using automatic setting of Google Photo
 - Photo is very noisy due to the inability of the iPhone camera to deal with the dynamic range of the light
3. Use an additional app (Noiseware) to reduce the effects of the noise

