

### **Photography Tips**

- **Shoot from the hip**—Squat down or try an unconventional angle. Looking through the lens from a new perspective will create different and exciting results.
- **Move closer**—Rather than using the zoom on your phone or camera, physically move closer to the subject. The further you are from your subject, the messier and more cluttered things can look. Remember, less is more.
- **People first**—It's difficult to capture the full scope of the architecture when taking photos of individuals. Be sure to make sure that the students are the primary focus of the photograph, not the surroundings.
- **Group shots**—When taking group photos, choose lighting where everyone is evenly lit and not facing the sun. If one direction doesn't work, turn everyone around and shoot from the other angle. Is the group REALLY big? Shoot from above. Get on a balcony, climb the stairs or stand on a hill and shoot downward.
- **Use the rule of thirds**—An off-center composition is more pleasing to the eye and looks more natural than one where the subject is placed right in the middle of the frame.
- **Image size**—When shooting with a DSLR, choose your image size as a large jpeg or RAW if you use post-processing software. This will give you the best quality image.
- **Have fun**—Be creative and have fun with unique angles, colors and light.

### **Phone Photography**

- **Clean your lens for clarity**—Use a clean microfiber cloth (or even the side of your shirt) and frequently clear off any dust or residue from the lens before your next photograph.
- **Shoot in HDR mode for more impact**
- **Don't over edit**—Natural colors are more appealing than a generated filter.
- **Don't zoom**—Digital zoom does not work like a camera lens. You will achieve a better quality image by just shooting the whole scene or physically moving closer to the subject.

The three key attributes of Samford photos are beauty, leadership and friendliness.

