4 KEY factors to consider when taking a picture

1. The most important factor is positioning the subject so they are lit properly. The best time of day to shoot outdoors is between 8 a.m. - 10:30 a.m. and then again between 5 p.m. - 7:30 p.m. These windows of light will allow you to compose your subject facing the sun and will reduce the amount of hot/overexposed white spots on the face.

2. The second major consideration is composition and framing your shot with elements in the foreground. Using the long “zoom lens” to shoot through a crowd/foreground objects will help draw emphasis to the subject and also helps make for a more dynamic candid looking shot.

3. The third factor is a technical decision pertaining to the choice of lens. The long zoom lens is highly effective as a portrait lens and is more flattering for taking head/profile shots. This long lens compresses the planes of the face creating a true to life look with little distortion. The wide lens (18mm-55mm) is best suited for crowd and group shots. This lense works well when documenting a staged event or large number of people/elements. This lense is not to be used as a portrait lens at close range because of its unflattering distortion.

4. The fourth and probably one of the most challenging is lighting with flash. While most cameras have a popup flash they typically produce a harsh front light that is projected directly onto the subject without being difused. While this does provide enough light to expose the shot it doesn’t leand to be very flattering or natural looking. The best remedy for this is to not use the popup flash but sculpt your light with an external flash that simply attaches to the hot shoe mount on top of the camera. This type of flash can pivot and swival allowing you to diffuse the light by aiming it away from the subject and bouncing the burst off a nearby wall or ceiling.