Photography 101

How to take a great photo with your phone

- **Horizontal photos** work best for social media and web
- **Vertical photos** are great for publications
- Clear photos: tap the middle of the screen so a yellow box appears, your phone will adjust the focus and lighting
- Stay in focus: hold down the screen until the AE/AF Lock appears, a guaranteed way to stay in focus
- Natural light is best: face the light, don't use flash
- Rule of thirds: divide the photo into thirds, position the subject matter in one of the thirds
- Subject matter: be creative, think differently, look for interesting shots that tell a story, don't use zoom
- Consent: verbal is fine, let talent know images may be used by AgriFutures Australia
- High resolution photos: use these tips to ensure a high quality photo and send your image as a large file

Photo do's & don'ts

Keep these examples in mind when in the field taking photos.

- Photo in focus
- Natural light
- Interesting subject matter, tells a story
- Zoom has distorted the image
- Lighting is too dark - natural light is best
- Good subject matter, but image is blurry
- Tap the screen to stay in focus
- Interesting subject matter, tells a story
- Subject matter is relaxed, eye contact with camera

AgriFutures Australia photography style

- Presenting the people and environment of rural Australia in an honest and natural way
- Rural landscapes are presented in true-to-life colour
- Individuals / group photos are in natural light
- Portraits feature relaxed poses, honest expression and direct eye contact