

# BE YOUR BRAND'S PHOTOGRAPHER

How to Create Social Media Images  
With the Gear You Already Have



The camera in your phone is state-of-the-art and holds up against some top DSLR cameras on the market.

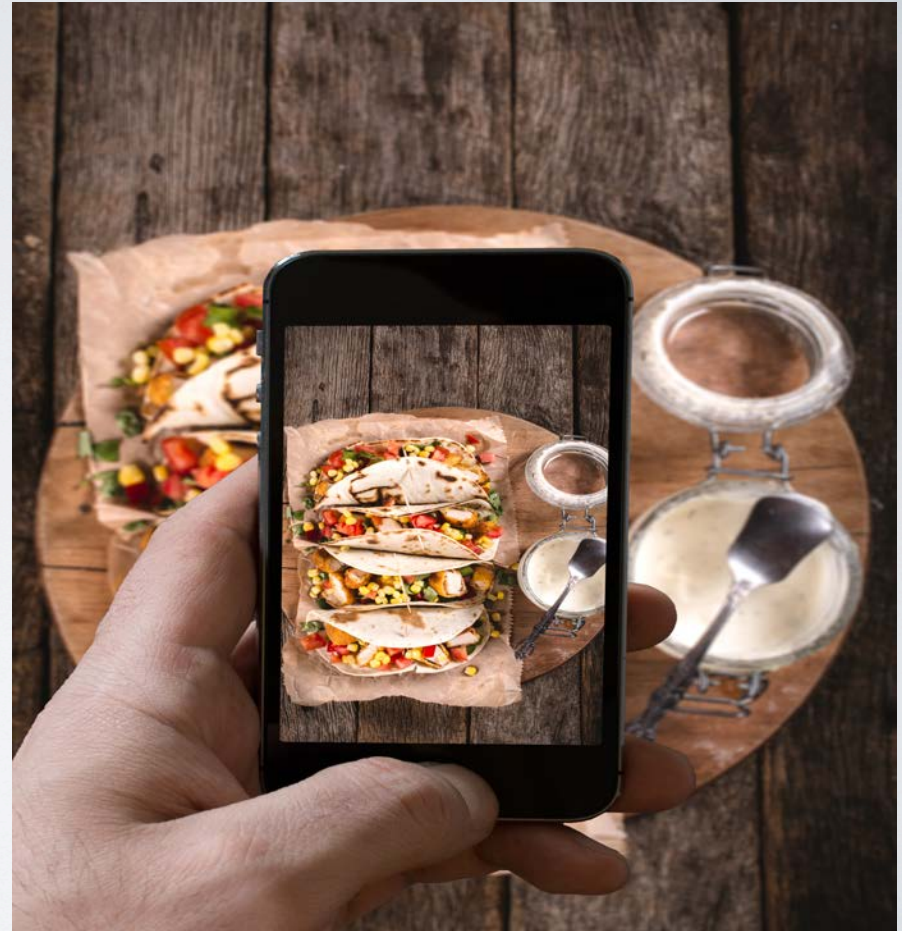


# So the question is not the equipment

The question is:

What makes a good photo?

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# photography

The word Photography comes from the Greek roots *phōtos* meaning “light” and *graphé* “representation by means of lines” or “drawing,” together meaning “drawing with light.”





Understanding how light effects a photograph is obviously essential, but there are many other things that go into the creation of a great photo.

Focus, composition, lines, perspective, depth, space, and so on.



# focus

When it comes to your brand, you need to think about how the image you choose clearly reflects the brand message you're trying to communicate.



In creating an image that forwards your message, there are some things you need to consider.

1. You must have a well-defined message.
2. Put things in your image that contribute to the communication of that message.
3. Take out or exclude things that detract from or don't contribute to that message.

Your images should be a visual representation of your message.







**Aloha**  
— Goodness —

**ALOHA GOODNESS  
DRINKS**

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**OUR BRAND MESSAGE  
“LIVE A GOOD LIFE”**

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# Do's & don'ts

When it comes to focus, there are many ways to wreck an opportunity for a good image.

Having said that, you can purposely use an out-of-focus portion of an image to great effect.



On an iPhone, you can set your focus by tapping the object you'd like to focus on and a yellow square appears, locking focus on to that item in the frame.





# composition & message

Composition is actually all of the actions necessary to integrate and give meaning to your message.

The bottom line and the major key is having a clearly defined message.



A composition uses technical tools to communicate your message. All else falls in behind that, and the use of any of the tools that we will cover in the following presentation should be an effort to integrate and forward your message.



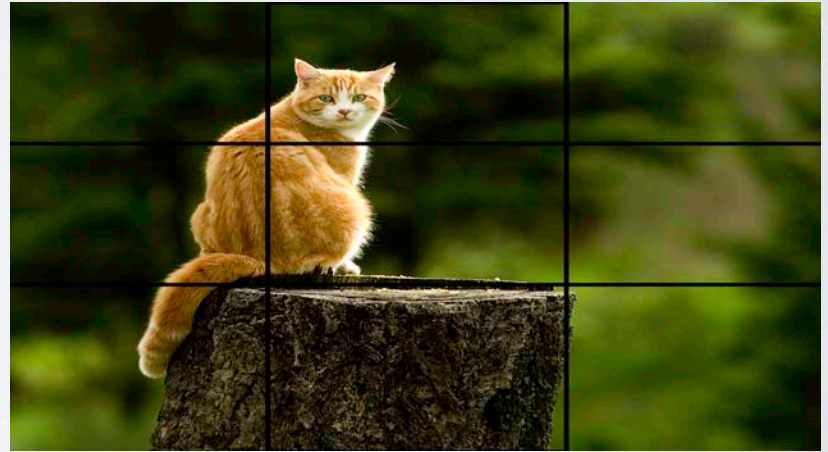
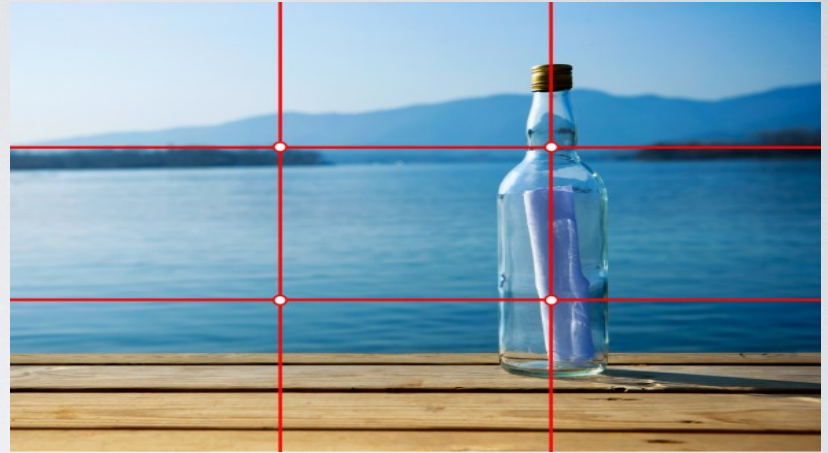
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# rule of thirds

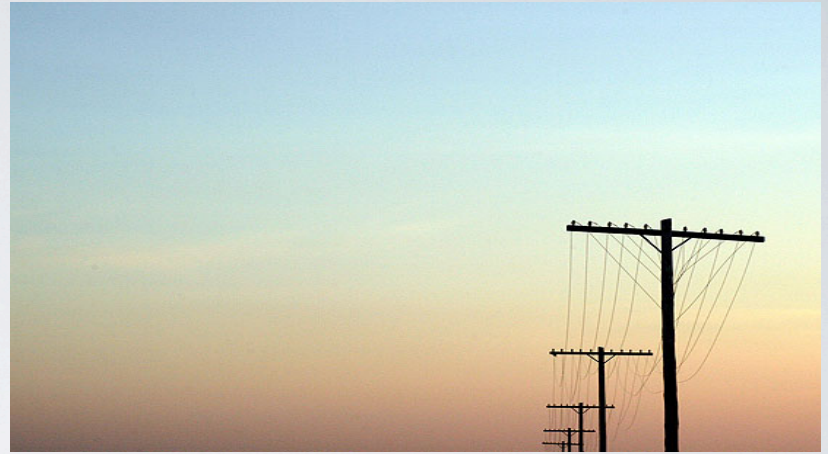
Placing important elements at, or near the intersections of these lines naturally draws the viewer's eye to those focal points.



# negative space

Negative space achieves simplicity in composition, helping your subject stand out and giving a sense of relative scale, size and balance.

Also notice in these examples the use of the rule of thirds.





# lines

Geometric shapes are all around us, and the lines that create them are really interesting to anyone who cares to notice them.

They also have the added value of helping create compelling images when photographed.

Notice again - in the top image the use of negative space and the rule of thirds.

For great examples - follow @photogrist on instagram



# depth

Creating three dimensions in a two dimensional image is an effective tool when used right.

Using your composition to create a sense of depth and perspective gives the viewer a window into your world and draws them in.





# angles

There are three basic angles that can be used.

1. Low Angle (looking up)
2. High Angle (looking down)
3. Off-axis (turned to one side)



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# contrast

A great image is one that conveys a mood or emotional state. One way to do this is contrast in lighting or color.

Note again the use of thirds, depth, lines, negative space etc. in the examples.

Other ways to create impact:

- Capture movement
- Emotion in the subject (joy, sadness etc.)
  - Reflections





# reflections

Reflections are a wonderful way to pull a viewer into an image and create an impactful image.

Hot Tip: get close to the reflective surface when shooting.



# lighting

A great shot can be ruined if the lighting is bad.

Taking a well-lit shot is all about training your eye to recognize how the available light will affect the photo, and if artificial light is needed, and how to arrange it.





# diffused

The further away from your subject the light source is, the more diffused the light will appear.

This gives a “soft light” look to your photo with no harsh shadows. Photographers refer to the twilight hours as “magic hour” because the lighting is diffused and even, giving a soft, easy look to the image.



# harsh light

The closer your subject and the more intense the light source, the higher the contrast will be between lights and darks, as the shadows will be darker and more pronounced.

This is a good method to create a moody look for greater impact, depending on the intention and message behind the image.





# events

If you've ever been at an event where a professional photographer is milling about in the crowd, you'll probably notice that they're using a high-angle flash.

The reason for this is that high angle lighting is usually the most flattering, creating shadows under the jaw line of the people being photographed.

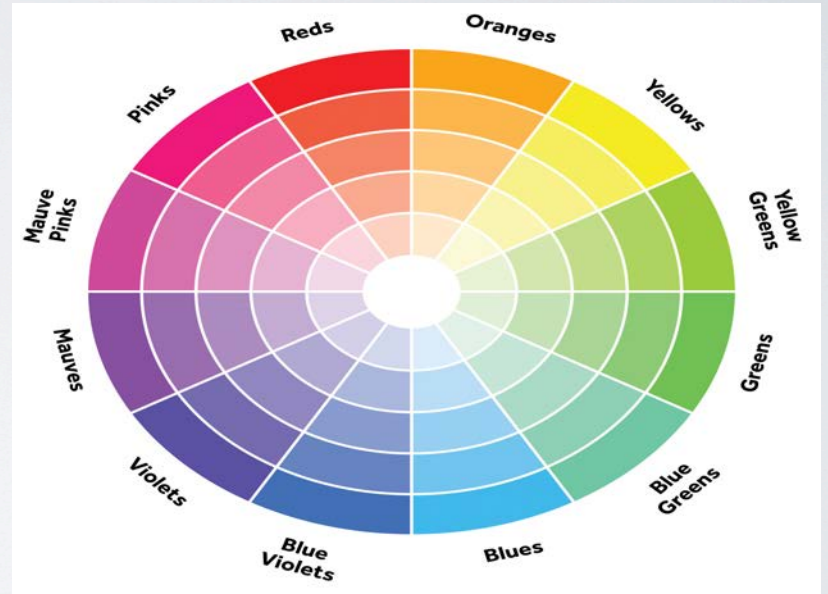
Hot Tip: If you're shooting events with a mobile phone, turn off your flash and use a second phone with the flashlight turned on, and angle it down on your subject, or bounce the light off the ceiling to simulate the "paparazzi" high angle, diffused flash look.



# temperature

Color creates emotional responses in a viewer.

The same image can be made “warmer” or “cooler” just with the application of a color filter.





# close ups

Don't be afraid to get up close and personal with your subjects.

Close up photos can tell a powerful story in a single shot. Taking a photo of a person's weathered hands, hopeful eyes, mischievous smile etc., can convey the little details that you might not see in a wider shot.



# kids

Photographing children is something that can often result in the most surprising and wonderful images.

Hot Tip: Get down to their height and shoot from a low angle. It creates a far more compelling image and lets us into their view of the world.





# in summary

With a little practice and some basic photography theory, you can take your images to the next level and create compelling, interesting images to support your brand message and communicate it effectively to your audience.

Hot Tip: Find and follow photographers on Instagram for inspiration. There are some really good ones out there!

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# apps

There are some really good photo apps on the market that can help enhance your images and make them stand out in the crowd.

Here are some recommendations:



Photo Editor for iPhone

Enhance your photos, apply effects, add stickers, paint & draw, remove blemishes, whiten smiles and more.



Snapseed

For Android and iPhone. Professional photo editing software, previously only available on the desktop. Now with the tap of a finger you can retouch, adjust perspective, re-edit, and more.



Autodesk Pixlr

A solid editor with a lot of options. including red-eye removal, a whiten teeth option, a one-click enhance tool, borders, filters, and you can even preview effects using the Pixlr Live feature. Of course, there is also the range of basic tools like crop and rotate.



PicMonkey

Add filters, frames, text, and effects to images with this free online photo editing tool.



Canva

Edit photos, create beautiful designs and professional graphics with Canva. Get started in seconds with hundreds of professional templates and tweak them to suit your needs.



# gear

The mobile photography market has spawned some awesome attachments and gear that can boost your photo taking to a whole new ballgame.



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# Q&A

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