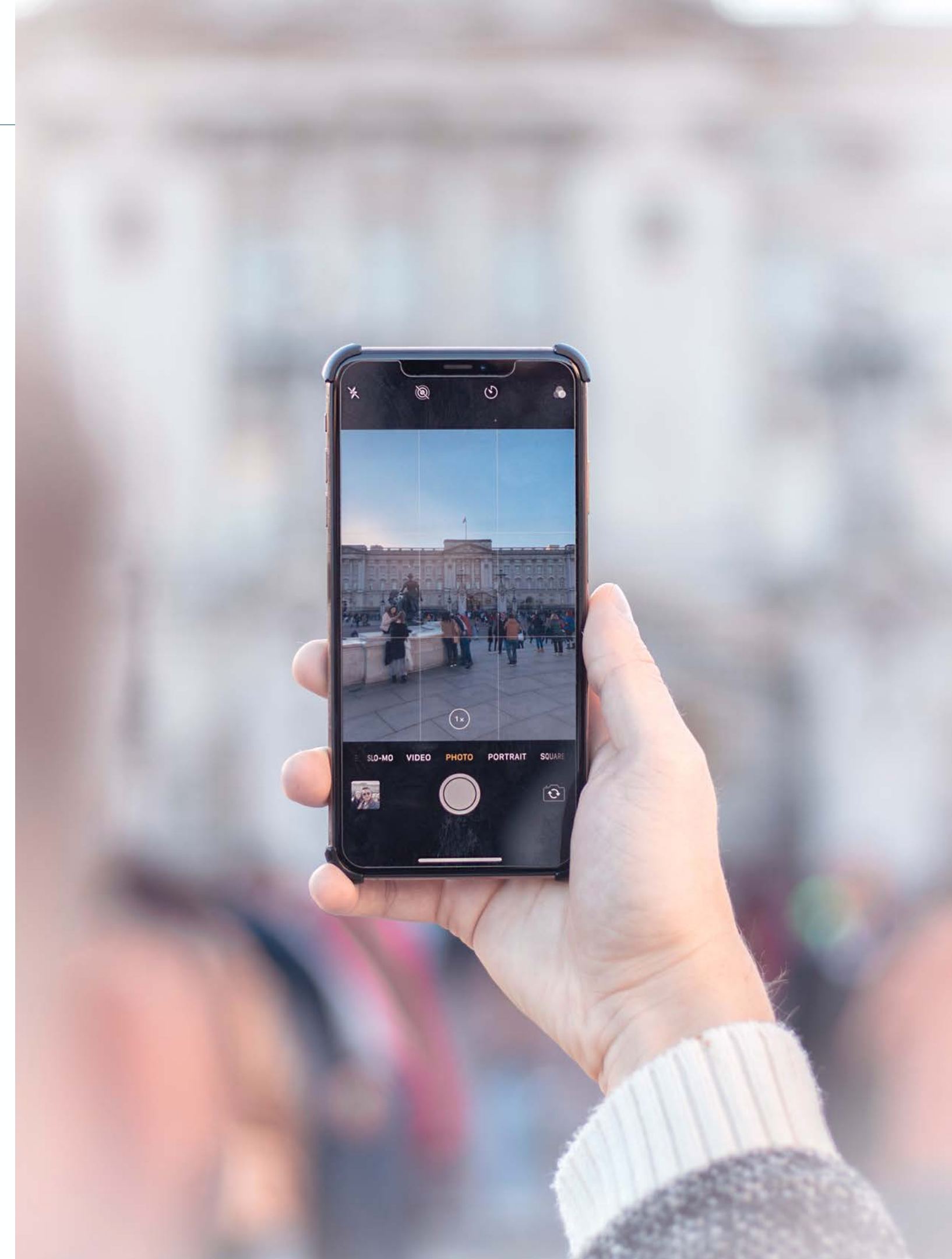


3-2-1 Taking Better Photos





What is 3-2-1?

3 TIPS
2 EXAMPLES
1 CHALLENGE



3 Tips

Angles

Make your photos interesting by using a distinct angle. This stops the scrolling right in its place. For people a slightly downward angle is most flattering.

Lighting

Pay attention to lighting: Natural light is the best source of light. Avoid shadows and glare and harsh overhead sunlight.

Pro tip: The photographer should stand between the light source and the subject. So, if you are shooting outside the sun should be behind you and the subject in front of you.

Editing

Take a few minutes to edit your photos before posting. Focus on the composition of the photo, the exposure and the color. Check out Snapseed, VSCO or Lightroom Mobile for editing help.

2 Examples

Elisabeth Johnson

- Uses a distinctive angle.
- Keeps the subjects at the center of her image.
- Edits to fit the visual aesthetic of her Instagram feed.

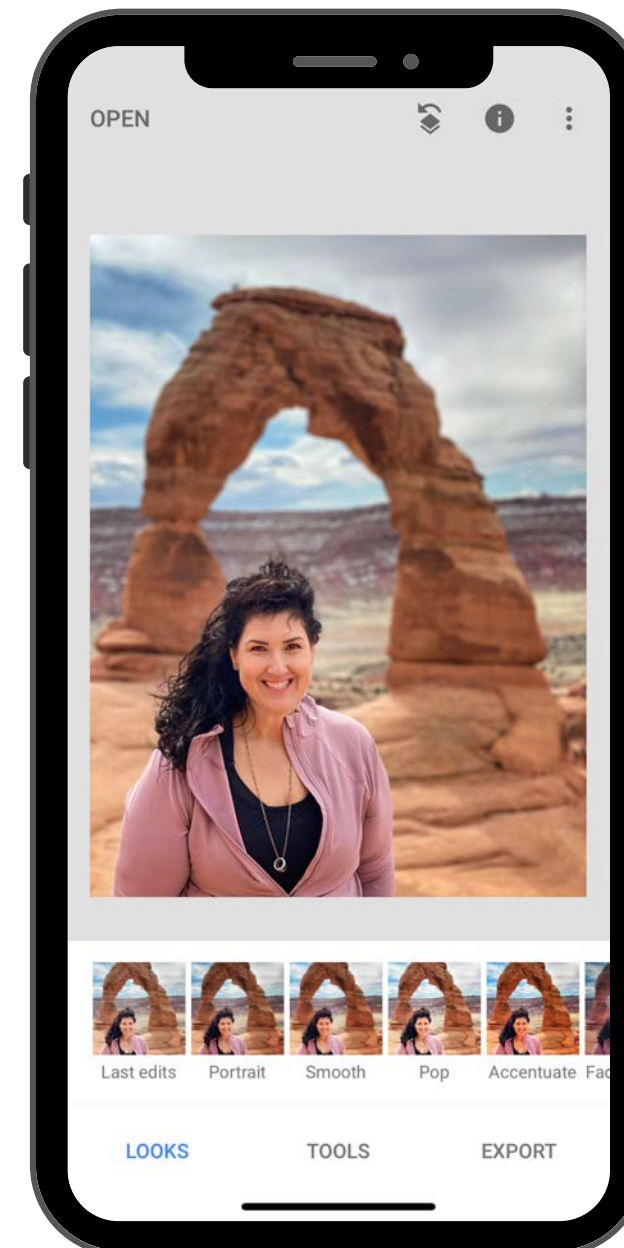
Before & After of Editing

Using a free app (Snapseed) I did a quick edit on this photo to get it ready to post...

- I changed the lighting, so my face is brighter, and the background is darker.
- I used the exposure to brighten the photo to fit the aesthetic of my feed.
- I didn't overly filter the photo so that I have no smile lines or imperfections- you still want to look like you.



Before



After



1 Challenge

Post a photo from an angle that you wouldn't normally showcase on your feed.

Think outside the box when taking your photos so you have a variety to choose from.

