WLS Marketing Bootcamp

Photo, Video & Design

Today's Goals

Review how to take great photos

Upload photos from camera to computer

Organize photos is a simple way

Simple Editing of Photos

Backing up Photos

Shooting video

Uploading video

Using Canva for simple design

Photography Review

Set camera to auto (unless you are comfortable with
   manual settings)

Find good lighting

     No light from above
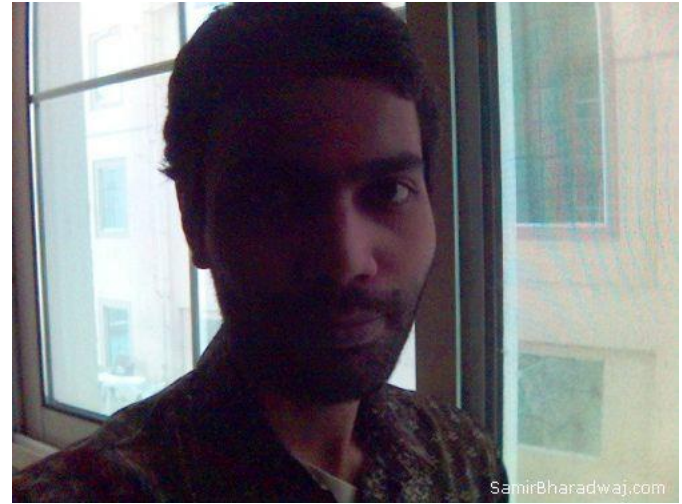
     No light from behind

     Use natural light when possible

Be aware of the background

     Focus on subject, not on background

Take a bunch of photos

Get the subject talking, laughing

Exercise 1 - Practice taking head shots

Team up

Find a good spot to shoot

Rotate taking pictures of each other

10 -15 minutes to shoot

Importing Photos

SD card reader in computer

External card reader

Connect camera directly to computer

Organizing Photos

Photo organizer - iPhoto, Lightroom, Picasa etc.

Cloud based organizer - Google Photos, Flikr, Amazon, Dropbox, iCloud

Store Photos locally

Computer has a Photos folder

Create folders within Photos folders that are descriptive - i.e. WLS Headshots 02_04_2016

Simple Editing

Cropping, straightening, lighting correction

Cropping - fix any composition issues

Straightening - Photos often are slightly crooked.

    Straightening slightly crops a photo

Lighting

    Exposure or brightness - lighten or darken the entire photo

    Contrast - create larger or smaller dynamic between black and white

    Highlights - darken the light area of the photo

Backing up photos

When using cloud based organization - no need to backup

When stored locally, backup photos in <u>at least</u> one other location

    Flash drive

    external hard drive

    stored on another computer

Shooting Video

Set camera to video

    1920 x 1080

    24 fps vs 30 fps

Light just like you would for a photo

Be mindful of background

    Flat background or dynamic background?

    If flat, keep a good distance from the background

    If dynamic, be mindful that it is not distracting to the
       viewer

Pay attention to ambient noise

Importing & Storing Video

Same process as photos

Organize videos with a video organizer

    iMovie

    Final Cut

Organize videos in the video folder

    Same as photos

Avoid cloud storage

    Videos take up a ton of space

Video Editing

Very time consuming

Stick to simple editors like iMovie or Windows Movie Maker (free download)

Avoid Final Cut or Premier unless you are experienced

Refer to toolkit for video editing techniques

Creating Great Graphics

Photoshop & Illustrator are amazing but complicated and expensive

Won't create good designs unless you are a good designer

Canva is an easy, free alternative

Put together graphic of any size and shape, quickly and easily

Web based so all of your designs are stored in Canva

Canva.com