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

Natural expression

Better off with slightly dark than overly bright
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 at least 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