Agenda

- **Before** (Plan the shoot)
- **During** (Apply the technique)
- **After** (Create the product)
- **Questions**
Before

Plan the shoot
Before (Plan the shoot)

- **Location**
  - Does the location correlate with the story?
  - Are there distractions that will take away focus from the subject?

- **Lighting**
  - Is there sufficient lighting?
  - Where is the lighting located?

- **Audio** (video only)
  - What is the level of background noise?
  - Source of capturing audio

- **Visual**
  - Does the subject look presentable?
  - Framing your shot
During

Apply the technique
During (Apply the technique)

- **Stabilization**
  - Ways to stabilize

- **Exposure Triangle**
  - **Aperture**: How big the lens opening is. The wider the aperture, the more light comes in. Aperture size also affects depth of field.
  - **Shutter Speed**: How long the shutter is left open. The slower the shutter speed, the more light comes in. Shutter speed also affects sensitivity to motion (i.e. faster shutter speeds freeze motion while slower shutter speeds produce motion blur).
  - **ISO**: How sensitive the sensor is to light. A higher ISO allows you to take photos in darker situations, but the trade-off is noise ("grain").

- **Framing**
  - Subject placement using rule of thirds
THE EXPOSURE TRIANGLE

ISO
Higher Number=allows more light
Lower Number=allows less light

SHUTTER SPEED
Smaller Number=slower=brings in more light
Larger Number=faster=lets in less light

APERTURE
Smaller F-Stop Number=lets in more light
Larger F-Stop Number=lets in less light
After
Create the product
After (Create the product)

- **Platform**
  - Which platform will you be communicating on?
  - When to shoot vertical and when to shoot horizontal.

- **Editing apps and software**
  - Editing on your phone or computer
  - Computer - GIMP, Canva (photo), Davinci Resolve (video)
  - Phone - Snapseed (photo), Power Director, Splice, Quik (video)
The best camera is the one you have with you.
Questions