

Photography & Video Basics

March 3, 2021 - 12:00pm

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### **Why use VISUALS for your content online?**

You may have heard the famous quote “a picture is a thousand words.” The reasoning behind a quote like that can be whittle down to science and how the brain works. Visuals are easier to process quickly as oppose to reading a sentence or a paragraph full of text. Research shows that the brain processes images 60,000 times faster than texts. That this information is helpful to know because if you’re thinking like an entrepreneur, you should be thinking about using less text for things like ads or quick impression, and more images that avoid confusion and maintains the same look and appearance as your businesses brand.

It’s worth knowing that images are stored in long-term memory, and words and texts are stored in short term memory. A study conducted on active learning showed that [10-20%](#) of the participants were able to remember spoken and written information while over 50% of visuals and images were remembered. It is important to aim at retention of information when passing marketing products and services. Not to mention that the image is a universal language and communicates to all languages. Especially being in a dual language country like Canada, that can come in handy!

BUT WAIT...For our SEO webinars we really stressed how important it is to answer the questions of your potential clients and customers. If you think that you are going to just add a few images without any substance, it could affect your businesses’ long-lasting impression. Photos and Videos have VALUE but only if you use them well. Always try to bring it back to how it allows your company to appear. What type of message is your image or video saying? and how does it reflect your business, brand, mission etc.? You want to maintain consistency with your business, so use your images and respect their value.

Digital force tips: We love Canva and other photo manipulating online programs that we discussed in our Ads webinar. Including Photoshop, Adobe Spark, Pixlr etc. Some of these programs have photos already part of their program and they look professional, easy to use, and they are ready to go, but as much as we love these ready to go images for that quick fix, know that if you want to make your content stand out, you should make original content. That means taking your own photos and videos. Can you mix a little Canva with your own original photos, YES! So now you’re thinking like an entrepreneur! Remember when you use your own images and videos, it’s yours. No need to stress over small print that can be hidden in these programs regarding using copyright images.

The following are some Photography Composition examples that we discussed in the webinar:

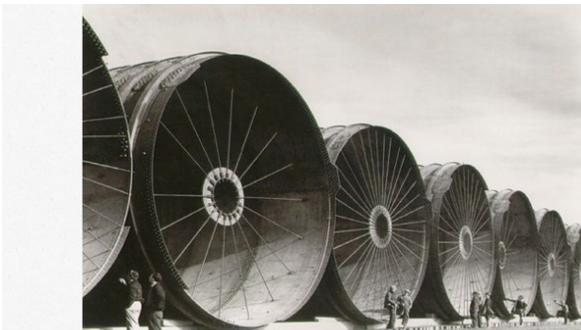
### Photography Composition Principles

#### What is the Rule of Thirds?

Description: In photography, the rule of thirds is a type of composition in which an image is divided evenly into thirds, both horizontally and vertically, and the subject of the image is placed at the intersection of those dividing lines, or along one of the lines itself.

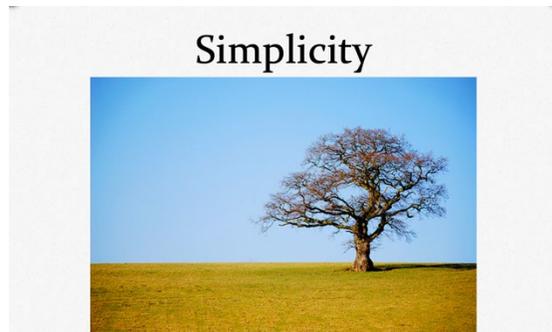


#### Compositional Styles to get your Started:



Diagonal Lines/Repetition – Margaret Bourke-White, *Wind Tunnels*, 1933

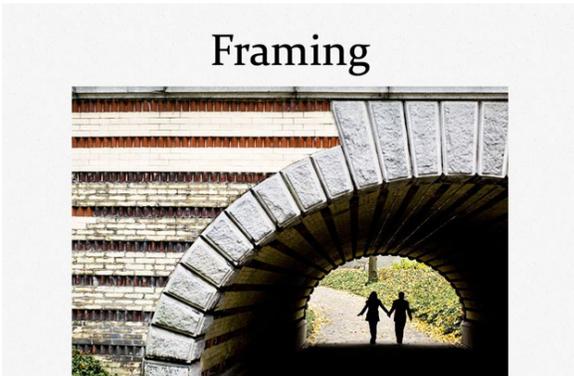
Use Diagonals, Repetition, Perspective and Angles to create interest.



#### Simplicity

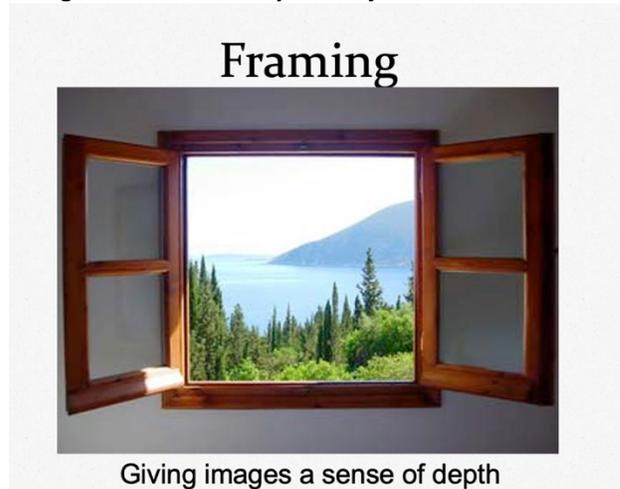
Look for uncomplicated backgrounds and try to focus on keeping objects out of the picture that may draw attention away from your subject.

Use your rule of thirds and nothing distracting in the background to focus on your subject



#### Framing

Leading the eye towards your main focal point  
Try not to crop too close, and draw the audience in



#### Framing

Giving images a sense of depth

## Contrast



Use contrasting colours

## Contrast



Contrast -  
Berenice Abbott,  
*Murray Hill Hotel:  
Spiral*, 1935

or shapes!

## Texture



An often-overlooked method of capturing the viewers' attention is the use of texture.

**This image encompasses the rule of thirds, contrast, diagonal, and texture.**

### Setting up your iPhone for Photography

The first thing you want to do is Turn off your HDR. The letters HDR stand for High Dynamic Range. It refers to a scene in which there is a lot of contrast between the top highlights or brightest areas, and the lowest shadows are darkest areas. I recommend trying to practice by taking a photo outside with it and with out to really see the difference it makes.

HDR is not great for when your scene is low contrast, or if you want to do a silhouette, or if you want to remove all shadows, or if you want to take a photo of people or animals. It just doesn't go well with skin tones and afterwards for editing purposes. My advice is that if you enjoy doing HDR, like the processing part of it, and the final look – then do it. But do so sparingly and selectively.

### Digital Force tips when taking photos

- Be aware of your lighting and try to use natural light as much as possible.
- Get closer to a window if you need to. Natural lighting is always best.
- Note that artificial light will always give you a tint to any skin colour
- If you have glasses, you will see artificial light like a ring light in the reflection
- Make sure you look at your surroundings, or anything weird going on in the background

## Photo Editing Software

- Canva
- GIMP
- Pixlr
- Photoshop
- Photopea

## Videography

Digital Force tips when it comes to audio in video

- It doesn't hurt to invest in a small microphone (For example, wireless RODE or USB SNOWBALL)
- They are pretty inexpensive these days and some are wireless that can record right into your phone, or computer.

## Remember for good audio:

- 1) Try not to deal with wind. Sometimes you will see a fuzzy sock on a mic, it's called a windsock and it covers the mic to help with wind distortion
- 2) Be aware of your surroundings. For example, construction sites!
- 3) Find a Quiet areas

Audio is important because no one really notices it until it's really bad, and it doesn't matter how awesome your visuals are... people will be turned off if your audio isn't tuned in!

## Video Do's:

- Get a tripod.
- Put your camera down on a steady surface
- Use both hands to hold your phone or camera
- Make sure you keep that finger out of the way too
- Do stay in focus! No one likes when a video goes in and out of focus, unless that is the intension to build suspense or something. But a tripod would help with that.

## Video Editing Software

Editing on your phone: InShot, Viva, Videoleap and VRecord

Editing on a desktop or laptop computer MovieMaker for PCs, or iMovie for Macs if you are a beginner. If you want to upgrade, you can check out Final Cut Pro or Adobe Premiere!

Also, Canva has some video making options as well that are easy to use and fun, but not recommended if you have a lot of edits to make.

Also, try not muddle up your message by using too many all up with crazy effects, sound effects, transitions etc.

## References:

<https://www.eztalks.com/unified-communications/why-visual-communication-is-important.html>  
[HubSpot](#)

<https://www.digitalphotomentor.com/to-hdr-or-not-when-and-if-you-should-use-hdr/>

<https://neilpatel.com/blog/social-media-photos-videos/>