MOBILE PHOTOGRAPHY
“What is currently the most popular camera being used on Flickr?”
APPLE’S IPHONES TAKE MORE PHOTOS THAN:

CANON, NIKON, SONY, FUJI, SAMSUNG, PENTAX, ETC...COMBINED!
1.2 Trillion photos will be taken in 2017

Proving the adage 'you'll never have fewer digital pictures than before', the number of photos taken worldwide is expected to grow again in 2017.

Compound Annual Growth Rate 9%
Mobile pics or it didn't happen | Camera pics or it wasn't special

People worldwide continue to turn to mobile phone cameras for most photography, like social media and casual snapshots. Digital cameras, though declining in use, are finding a niche for capturing important milestones like weddings. Grandparents notwithstanding, tablet photography continues to decline.
WITH SO MANY IMAGES BEING TAKEN...

HOW CAN I HELP YOUR IMAGES STAND OUT FROM THE REST?
“Don’t market to your customers, educate them instead.”

—FORBES MAGAZINE - APRIL, 2015
CAMERAS ARE ALL ABOUT CAPTURING LIGHT

- **ISO** - The sensitivity measurement you, your film, or the camera chooses to capture light - example: ISO 200 or ISO 1600. Lower number = clearer images. Higher number = grainy images.

- **Aperture** - Measured in f/stops, it is the opening in the lens that you or the camera chooses to allow light to be transferred to film or the camera’s sensor - example: f/1.8 or f/8. Lower number = a wider opening, more light coming in, larger depth-of-field. Higher number = narrower opening, less light coming in, smaller depth of field.

- **Shutter Speed** - The amount of time you or the camera chooses to allow light to be transferred to film or the camera’s sensor - example: 1/8000 or 1/15. Quick shutter speed = shorter time to capture light, but stops action. Long shutter speed = longer time to capture light, but blurs action.
Camera - Nikon D700
Lens - 24-85mm f/3.5-4.5

**Camera Settings**
- 85mm
- f/4.5
- ¼ sec
- ISO 6400
- Flash Off
Camera - iPhone 6

Camera Settings
4.15mm  
f/2.2  
1/15 sec  
ISO 640
Camera - Nikon D700
Lens - 25-85mm

Camera Settings
24mm
f/3.5
1/60 sec
ISO 6400
Flash Off
Camera - iPhone 7

Camera Settings
3.99mm
f/1.8
1/7 sec
ISO 100
Flash Off
DO YOU KNOW ABOUT YOUR SETTINGS?

YES, YOU CAN CHANGE A FEW OF THEM TO HELP CAPTURE THOSE SPECIAL MOMENTS.
DO YOU KNOW ABOUT YOUR SETTINGS?

CAMERA SETTINGS ARE WHERE YOU THINK THEY ARE.
After choosing the settings icon, you need to scroll down to find the camera settings.
Once you find “Camera,” click it!

This will allow you to change a few things.
HERE ARE THE CAMERA SETTINGS

- **Preserve Settings**
- **Grid**
- **Scan QR Codes**
- **Record Video**: 1080p at 60 fps
- **Record Slo-mo**: 720p at 240 fps

**Formats**

- **HDR (HIGH DYNAMIC RANGE)**
- **Keep Normal Photo**

HDR blends the best parts of three separate exposures into a single photo. Save the normally exposed photo in addition to the HDR version.
Preserve Settings

- Grid
- Scan QR Codes
- Record Video: 1080p at 60 fps
- Record Slo-mo: 720p at 240 fps

HDR (HIGH DYNAMIC RANGE)

Keep Normal Photo

HDR blends the best parts of three separate exposures into a single photo. Save the normally exposed photo in addition to the HDR version.
**PREPARE SETTINGS**

- **CAMERA MODE**
- **FILTER**
- **LIVE PHOTO**
The settings screen of the Camera app on an iPhone is shown. The Grid option is highlighted, indicating it is enabled. Below, the instructions for HDR (High Dynamic Range) are detailed:

HDR blends the best parts of three separate exposures into a single photo. Save the normally exposed photo in addition to the HDR version.
GRID
RULE OF THIRDS
SCAN QR CODES

- **Scan QR Codes**

- **Record Video**
  - 1080p at 60 fps

- **Record Slo-mo**
  - 720p at 240 fps

- **Keep Normal Photo**
  
  HDR blends the best parts of three separate exposures into a single photo. Save the normally exposed photo in addition to the HDR version.
Record Video

- 1080p at 60 fps
- 720p at 240 fps

HDR (HIGH DYNAMIC RANGE)
- Keep Normal Photo
RECORD VIDEO

• 720P HD AT 30 FPS
• 1080P HD AT 30 FPS
• 1080P HD AT 60 FPS
• 4K AT 30 FPS

A minute of video will be approximately:
• 40 MB with 720p HD at 30 fps (space saver)
• 60 MB with 1080p HD at 30 fps (default)
• 90 MB with 1080p HD at 60 fps (smoother)
• 170 MB with 4K (higher resolution)
RECORD SLO-MO
RECORD SLO-MO

- 1080P HD AT 120 FPS
- 720 HD AT 240 FPS
FORMATS

HDR (HIGH DYNAMIC RANGE)

Keep Normal Photo

HDR blends the best parts of three separate exposures into a single photo. Save the normally exposed photo in addition to the HDR version.
FORMATS

- HIGH EFFICIENCY
- MOST COMPATIBLE

To reduce file size, capture photos and videos in the high efficiency HEIF/HEVC format. Most Compatible will always use JPEG/H.264.
HDR (HIGH DYNAMIC RANGE)

HDR blends the best parts of three separate exposures into a single photo. Save the normally exposed photo in addition to the HDR version.
QUESTIONS?

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