

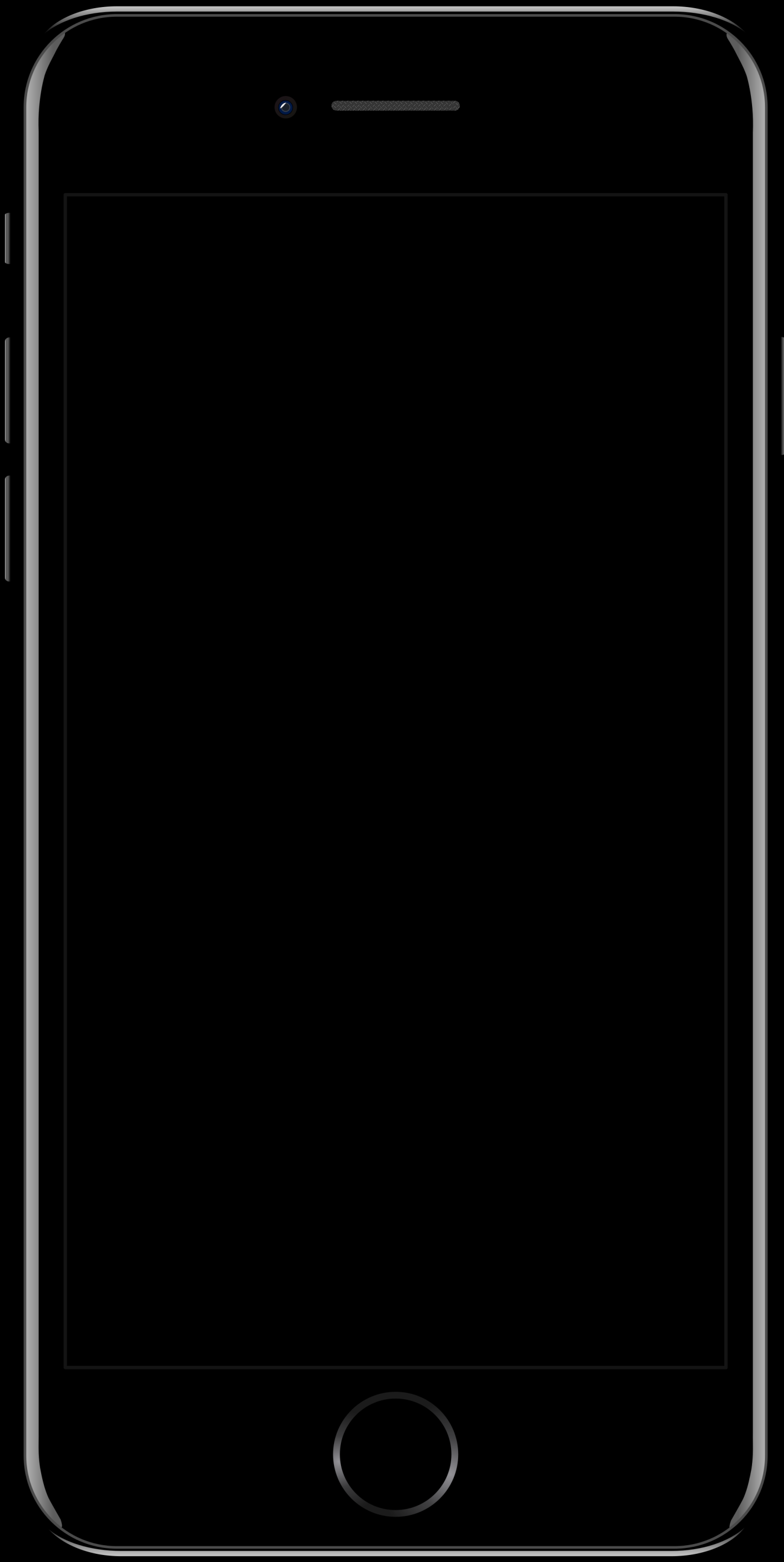
INNOVATION FOUNDRY | TECH TUNE-UP

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

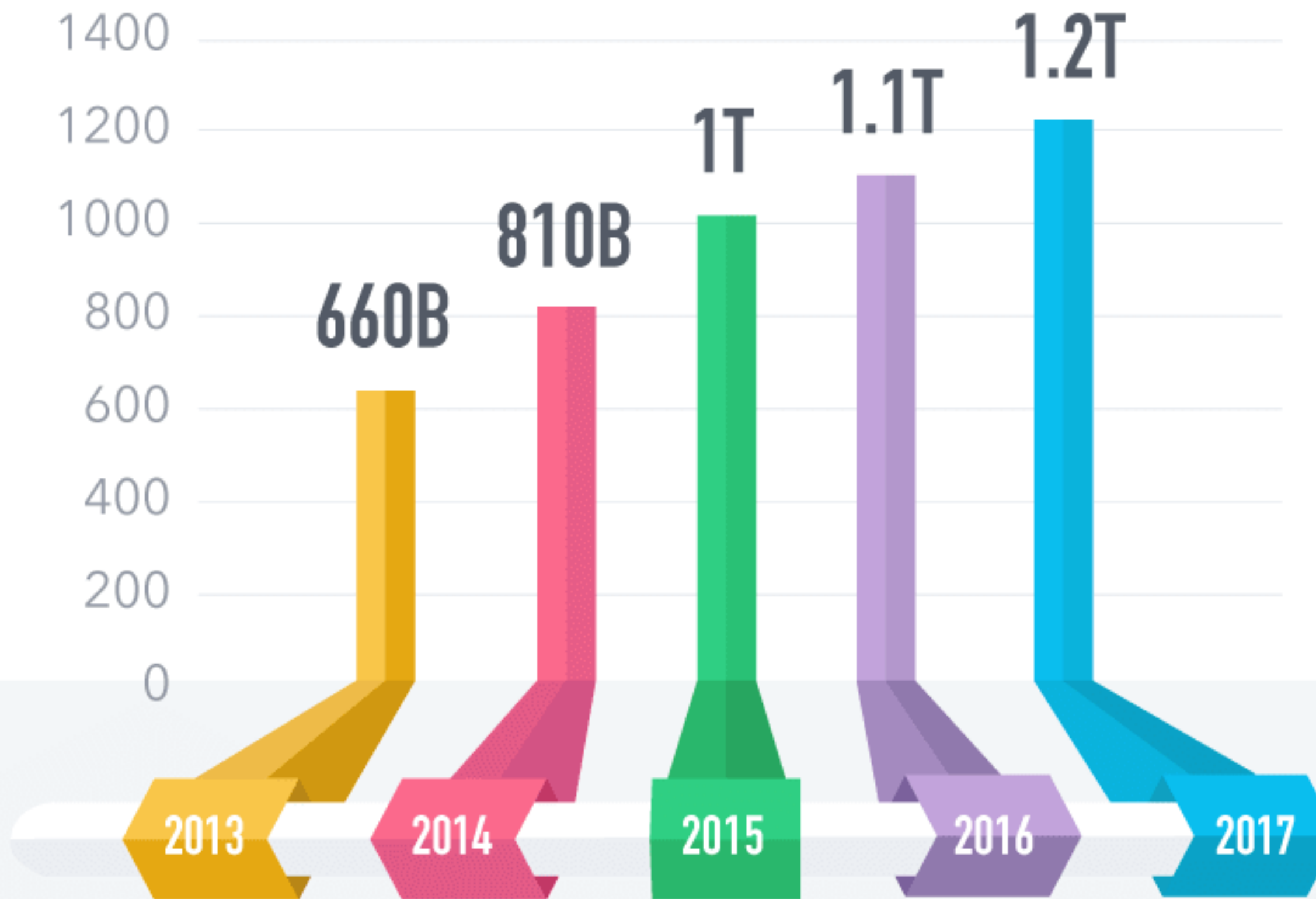
Proving the adage 'you'll never have fewer digital pictures than before', the number of photos taken worldwide is expected to grow again in 2017.

9%

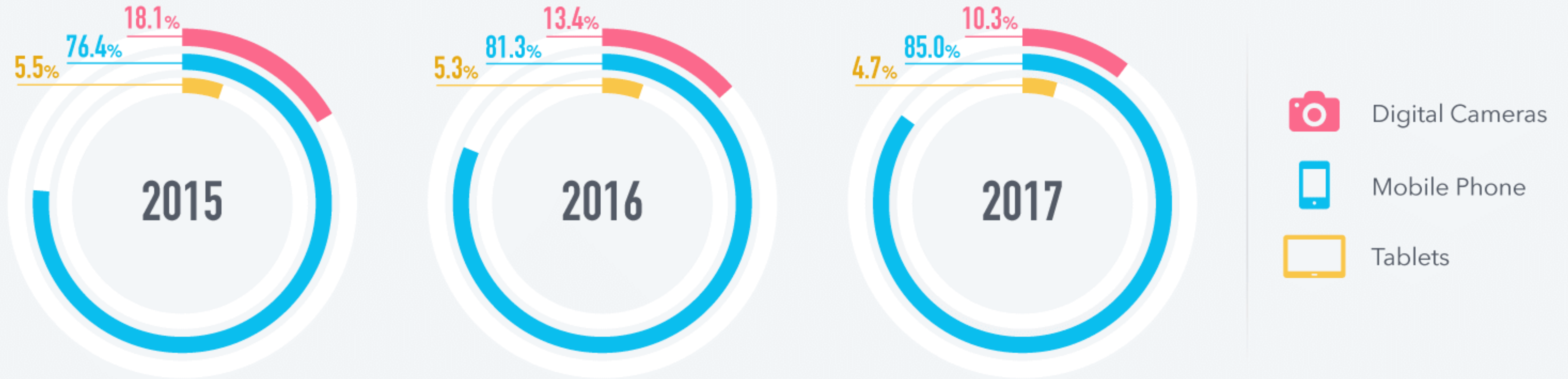
Compound Annual Growth Rate

BILLIONS

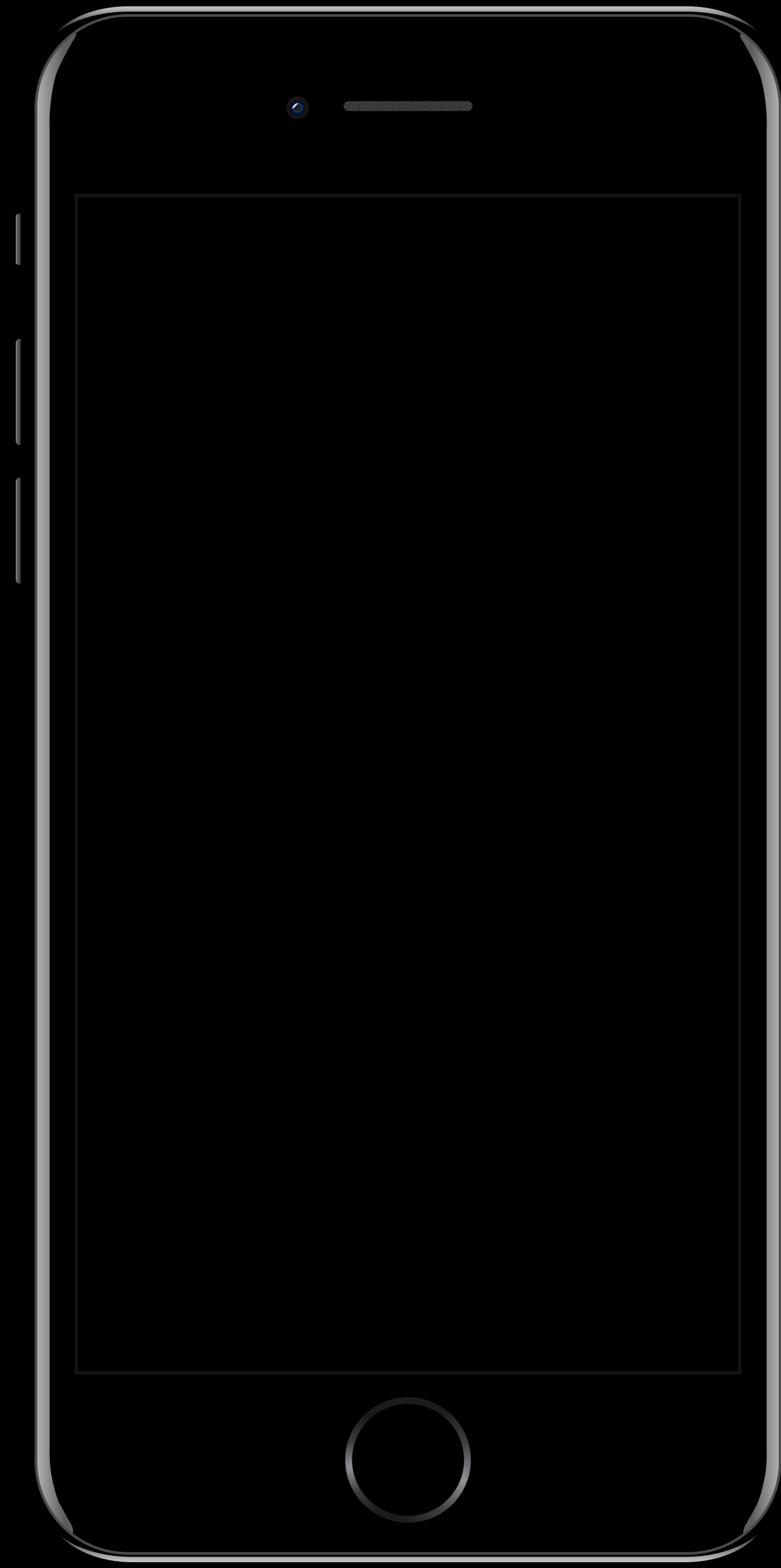
TOTAL PHOTOS TAKEN



Mobile pics or it didn't happen | Camera pics or it wasn't special

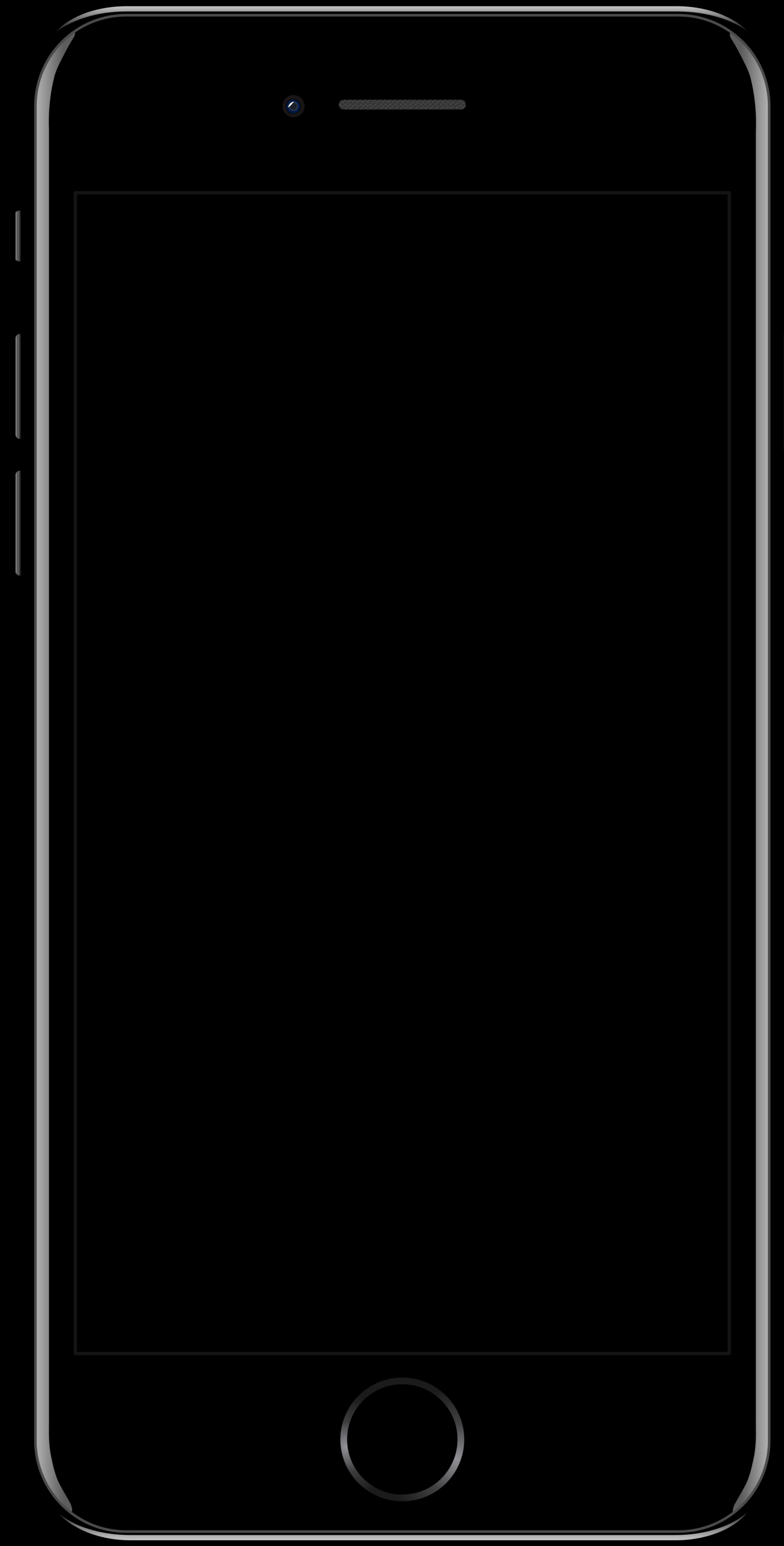


People worldwide continue to turn to mobile phone cameras for most photography, like social media and casual snapshots. Digital cameras, though declining in use, are finding a niche for capturing important milestones like weddings. Grandparents notwithstanding, tablet photography continues to decline.



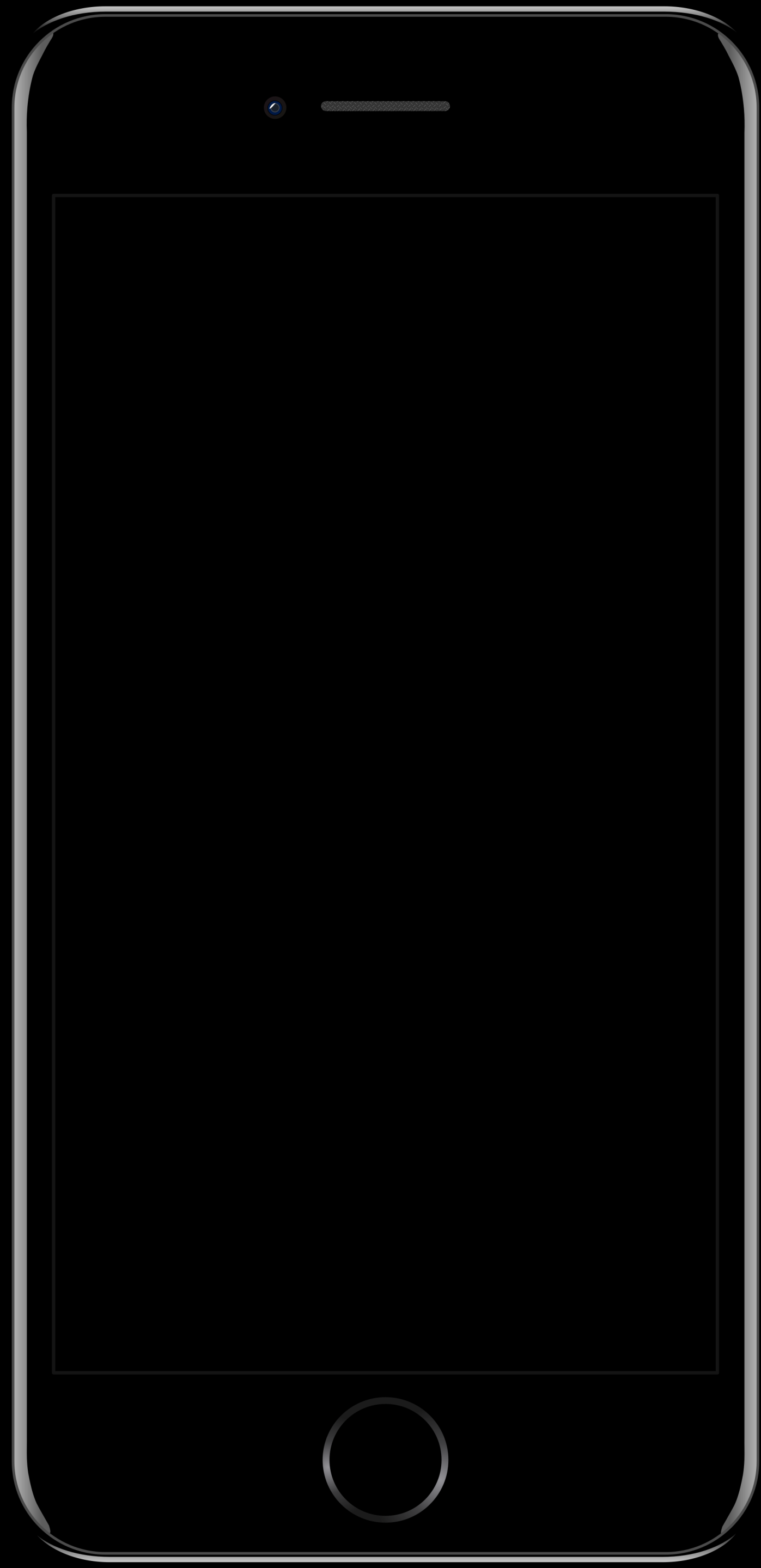
WITH SO MANY IMAGES BEING TAKEN...

HOW CAN I HELP
YOUR IMAGES STAND
OUT FROM THE REST?



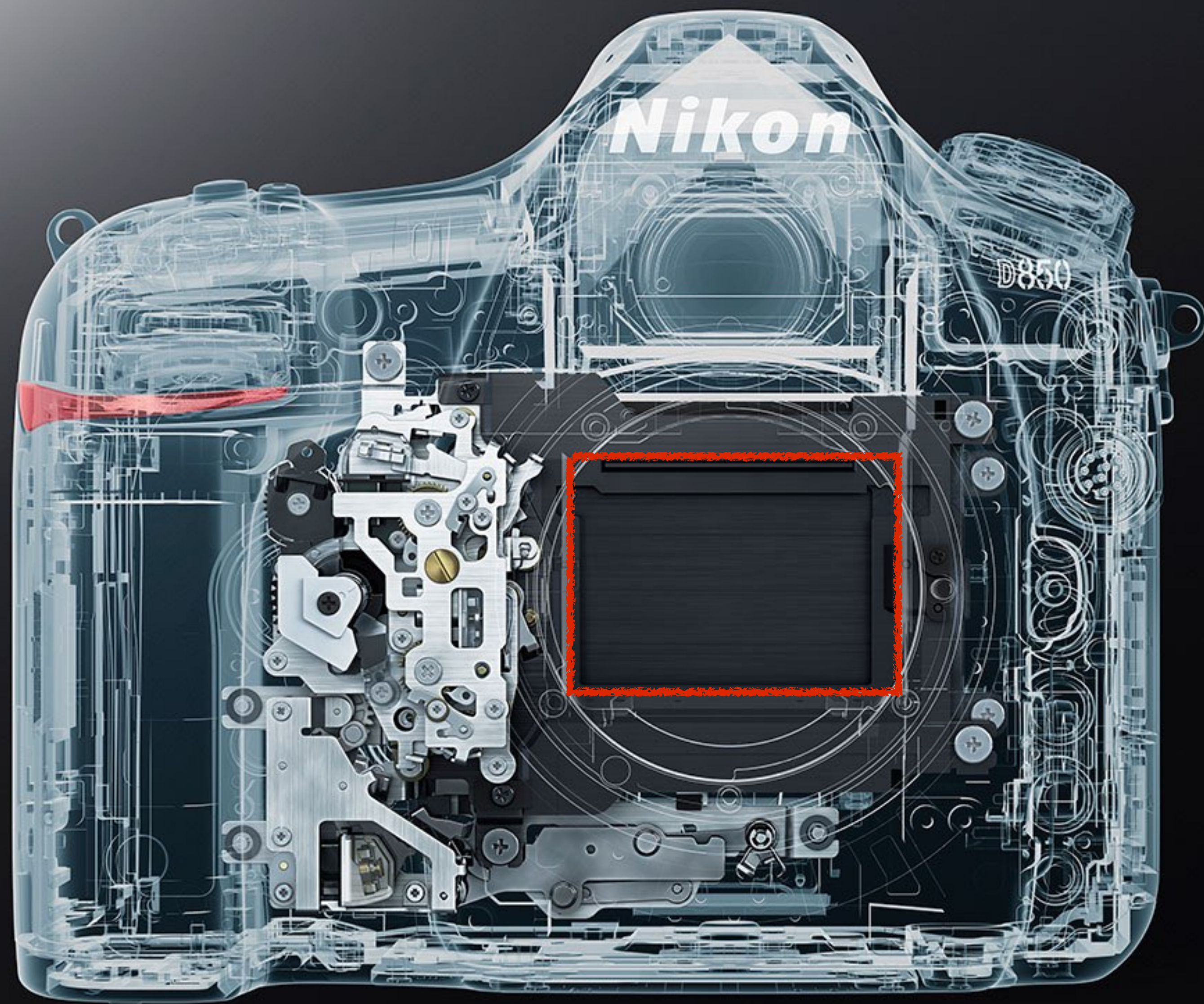
“Don’t market to your customers, educate them instead.”

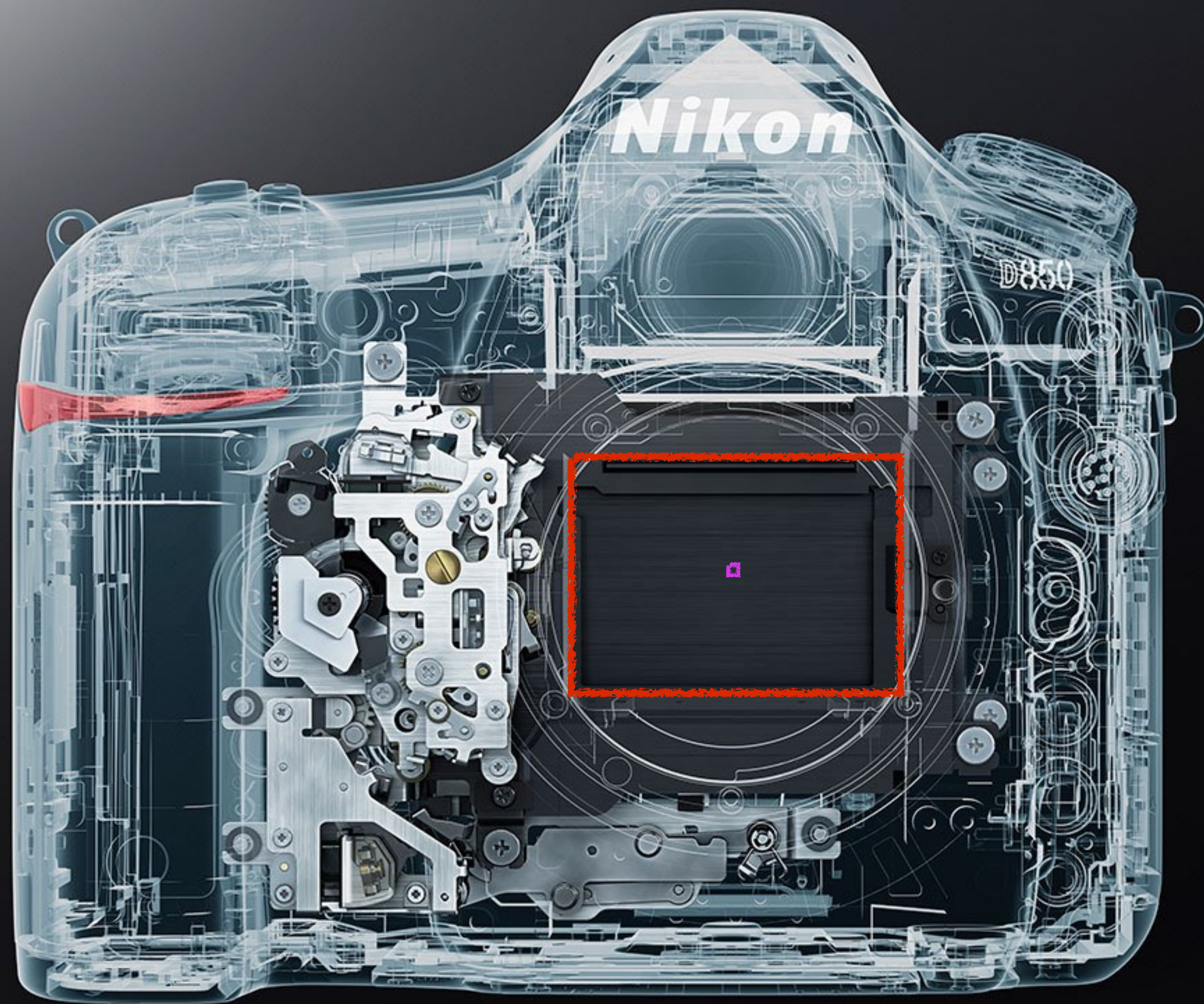
–FORBES MAGAZINE - APRIL, 2015



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

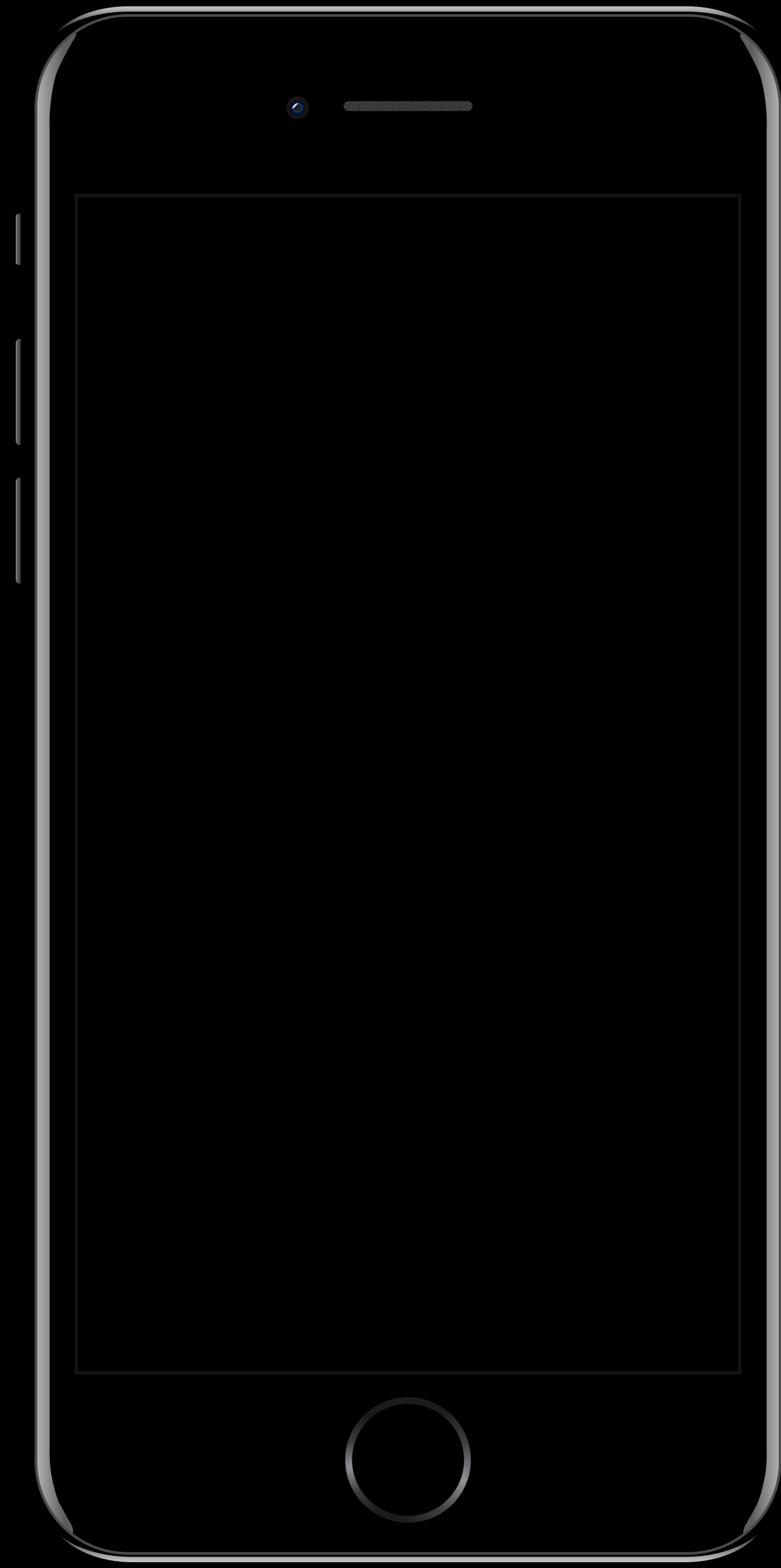
f/4.5

$\frac{1}{4}$ 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

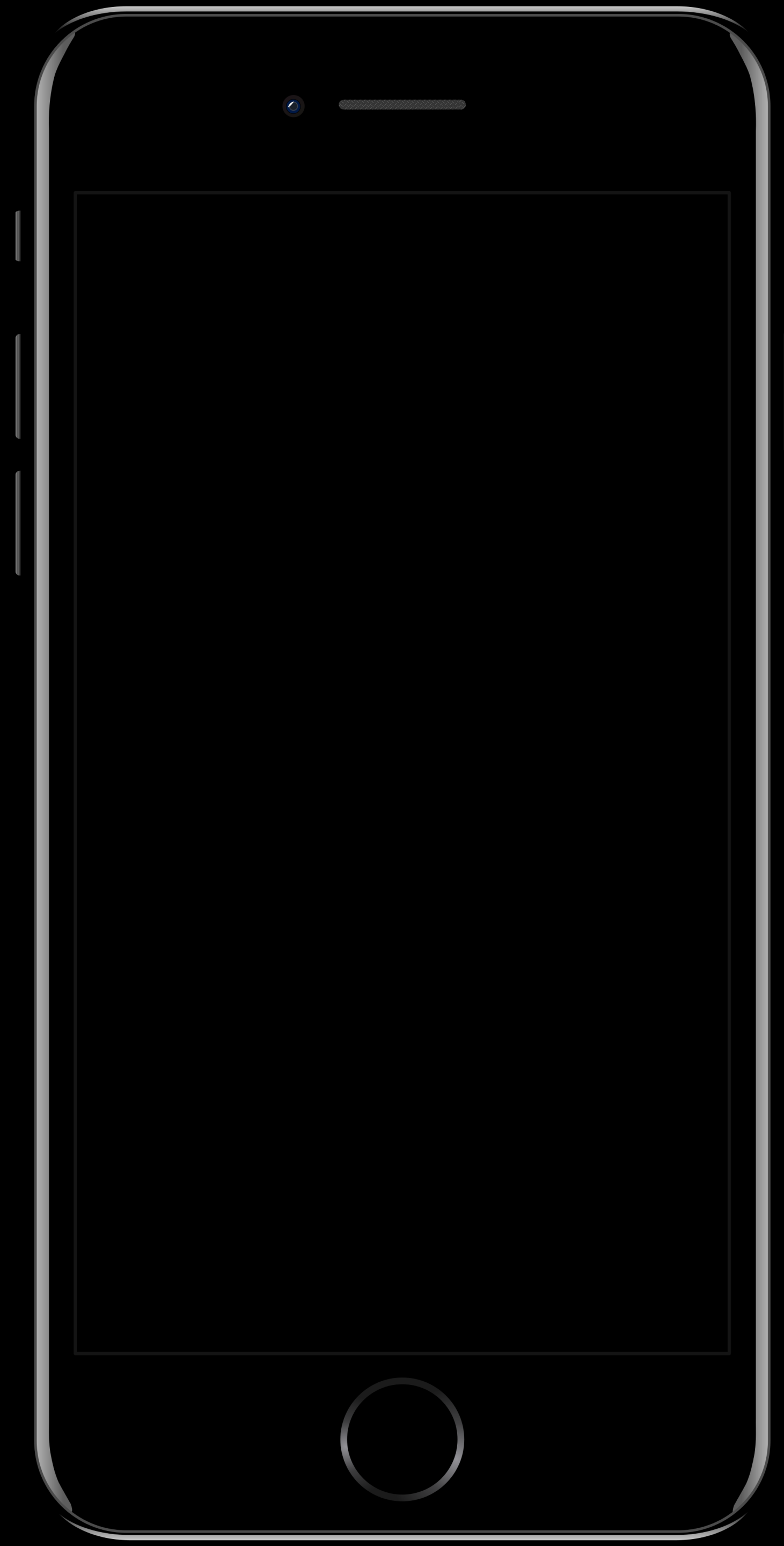
ISO 100

Flash Off



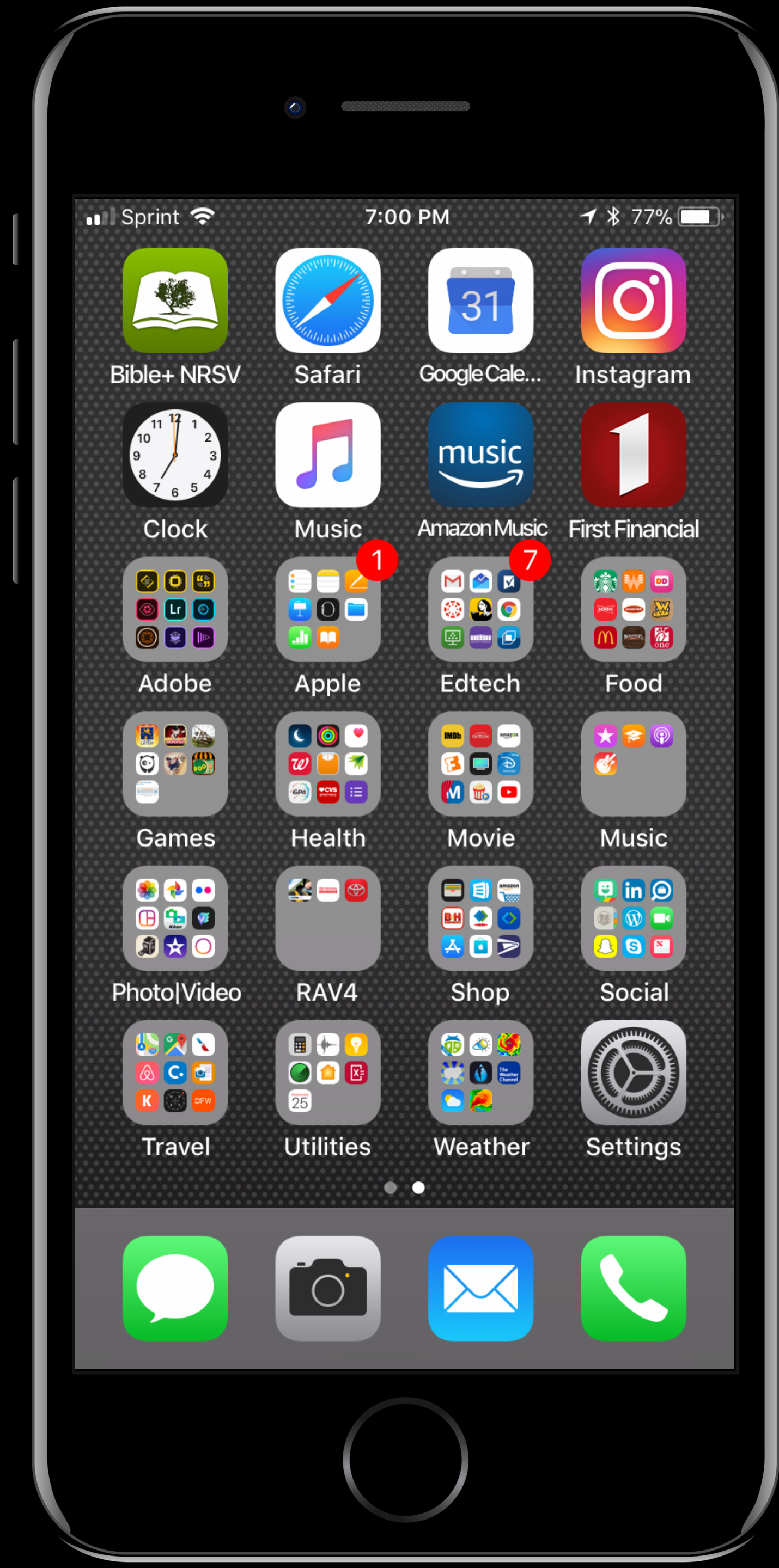
DO YOU KNOW ABOUT YOUR SETTINGS?

YES, YOU CAN CHANGE
A FEW OF THEM TO
HELP CAPTURE THOSE
SPECIAL MOMENTS.



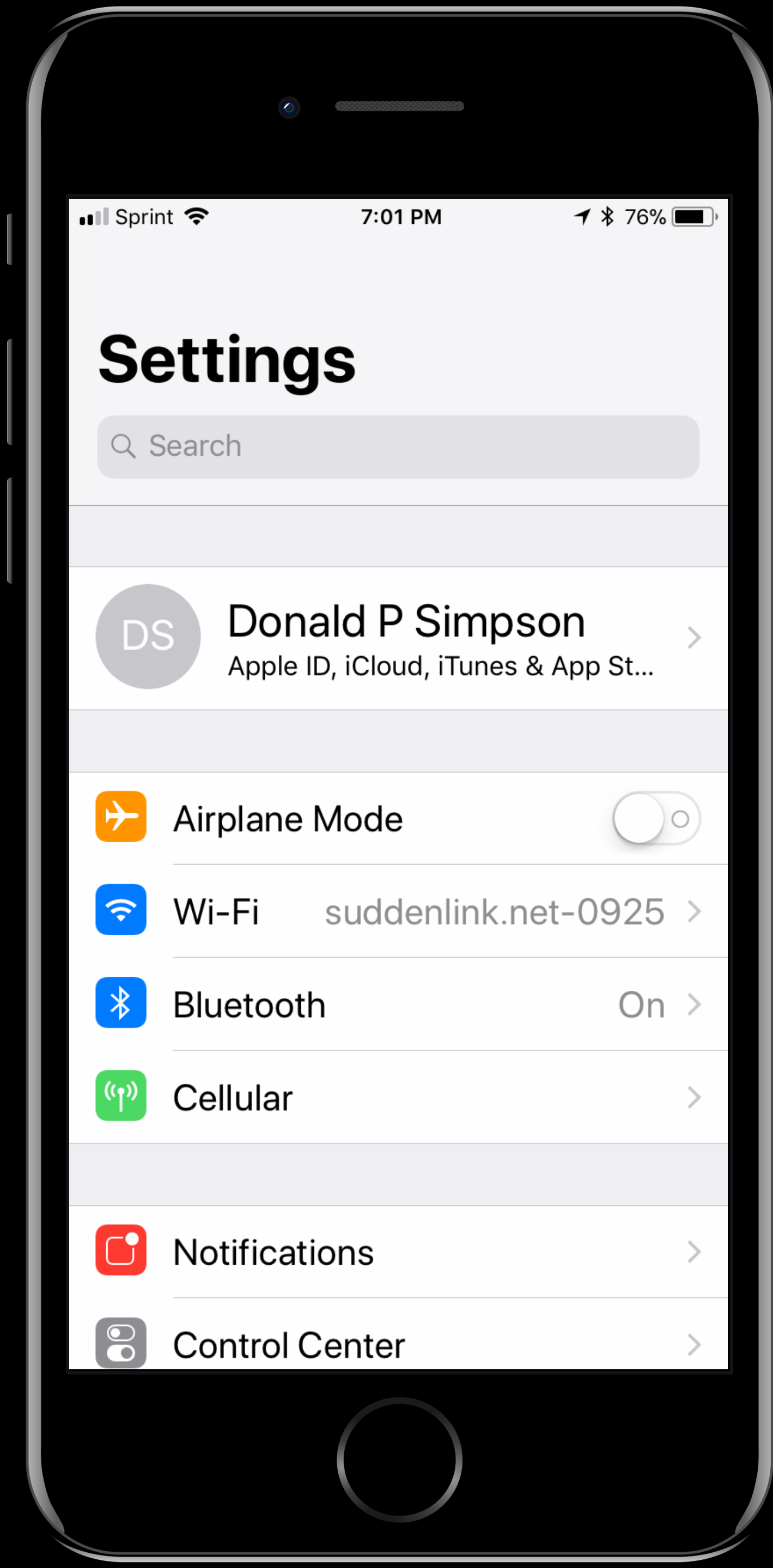
DO YOU KNOW ABOUT YOUR SETTINGS?

CAMERA SETTINGS
ARE WHERE YOU
THINK THEY ARE.



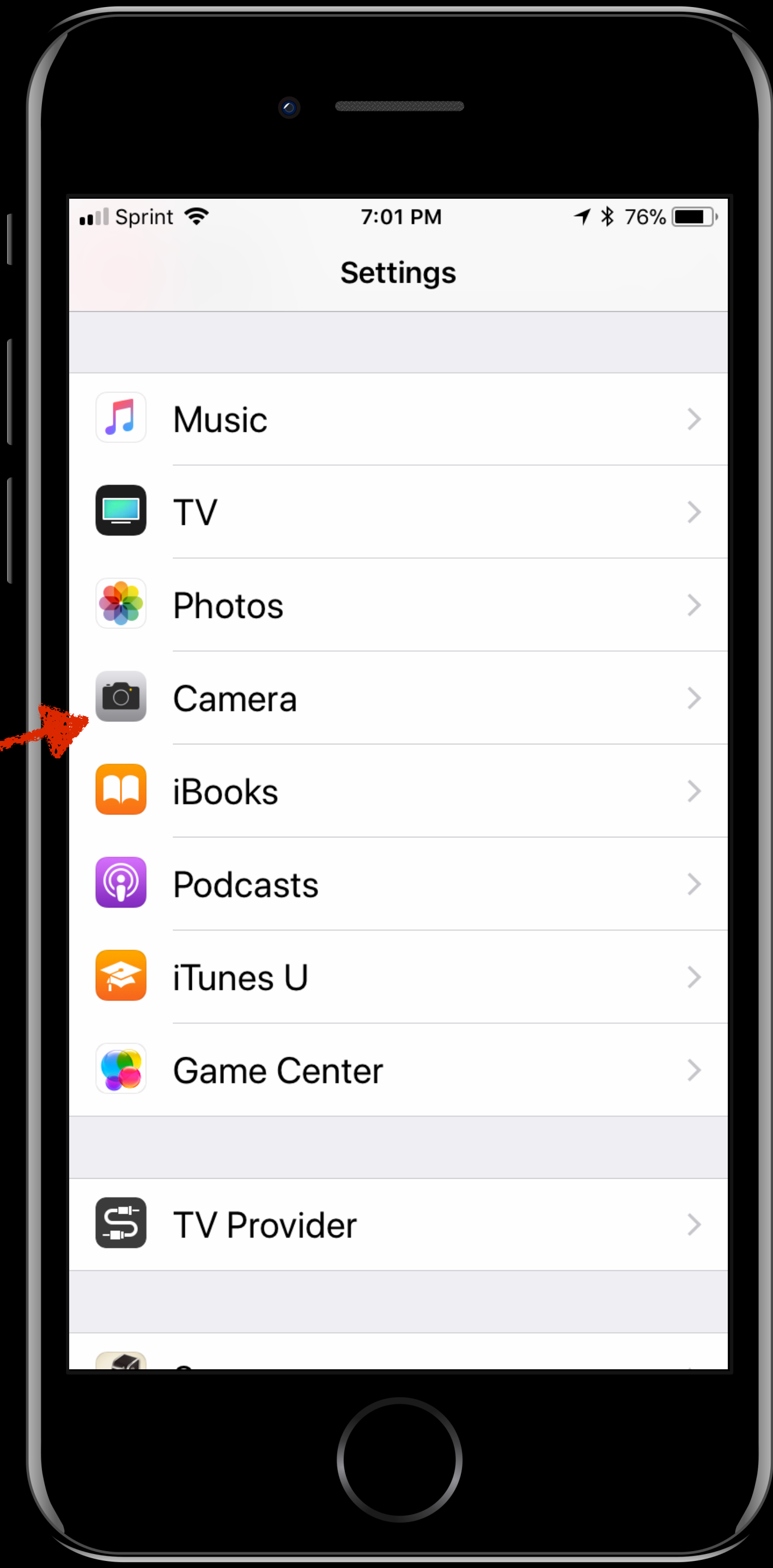
AFTER CHOOSING THE SETTINGS ICON

YOU NEED TO SCROLL
DOWN TO FIND THE
CAMERA SETTINGS.

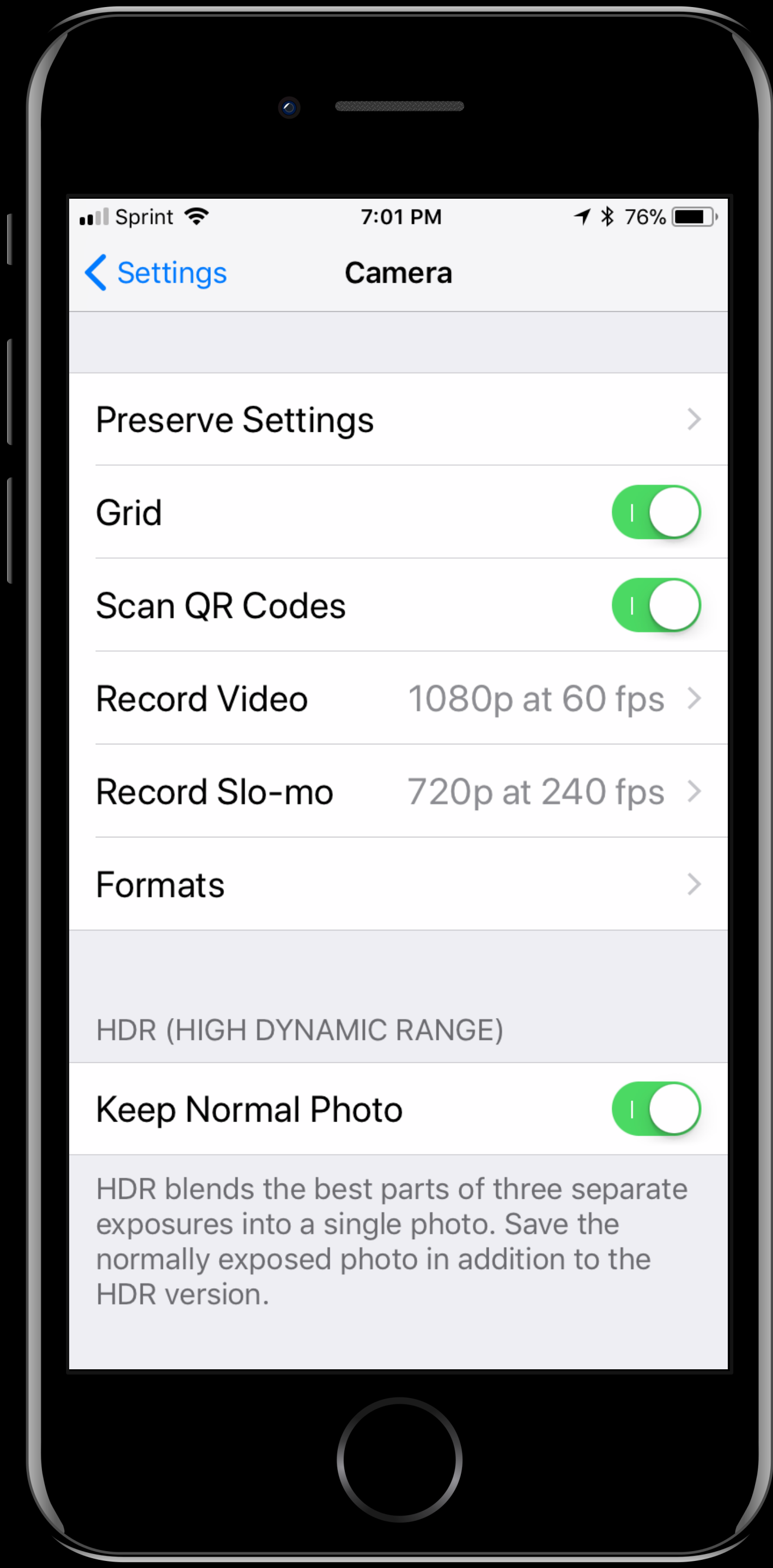


ONCE YOU FIND "CAMERA," CLICK IT!

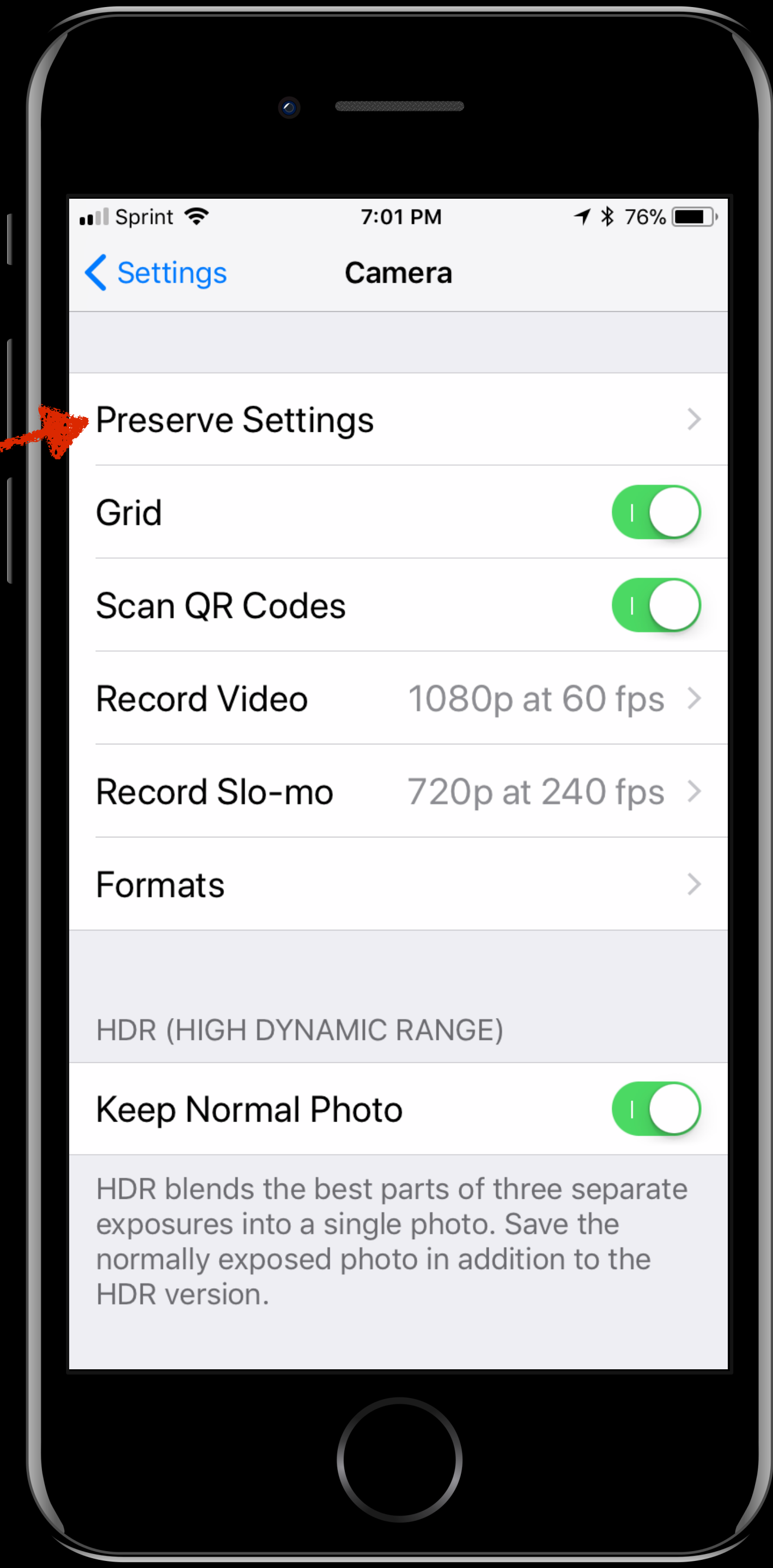
THIS WILL ALLOW
YOU TO CHANGE A
FEW THINGS.



HERE ARE THE CAMERA SETTINGS

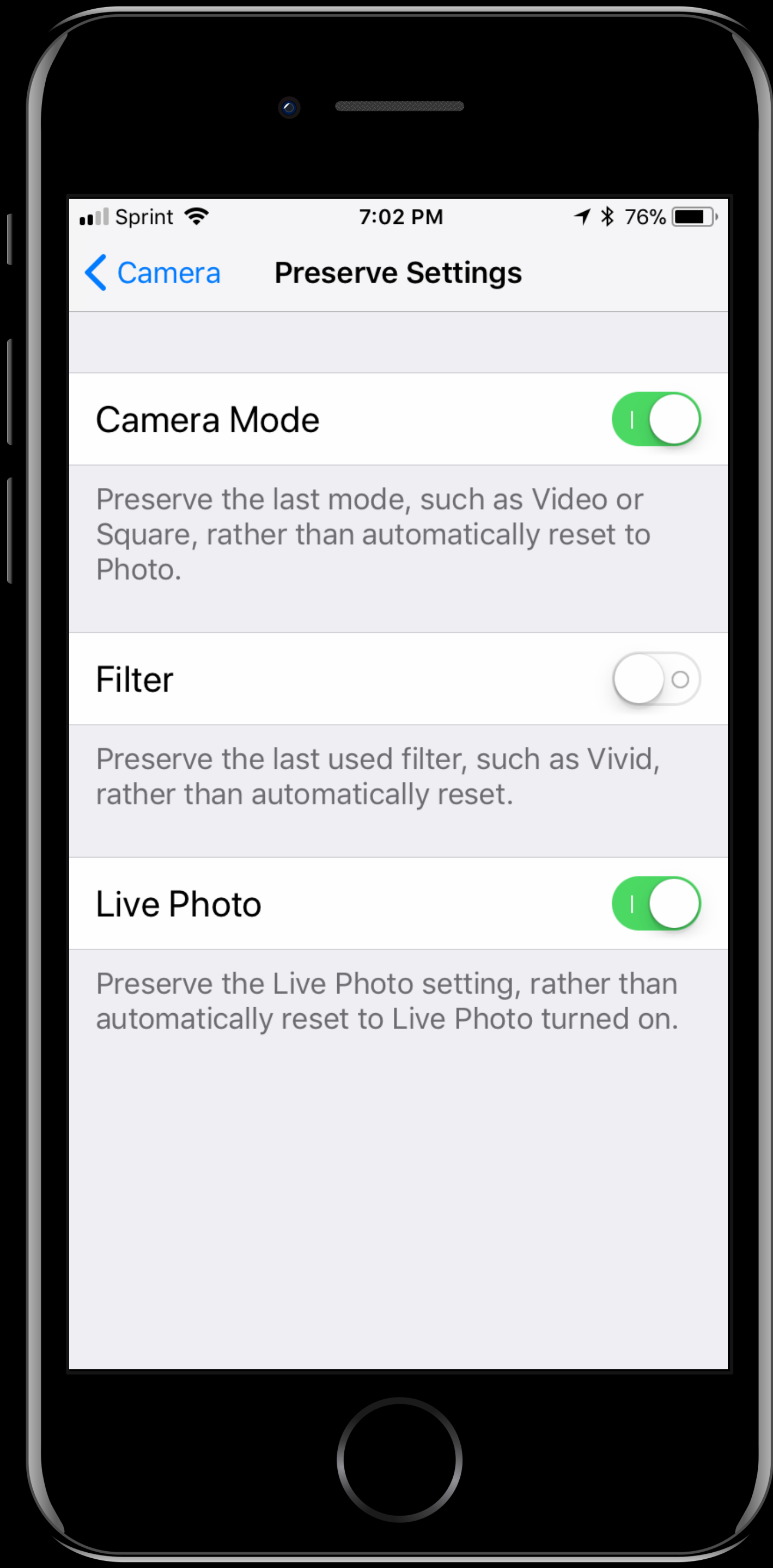


PRESERVE SETTINGS

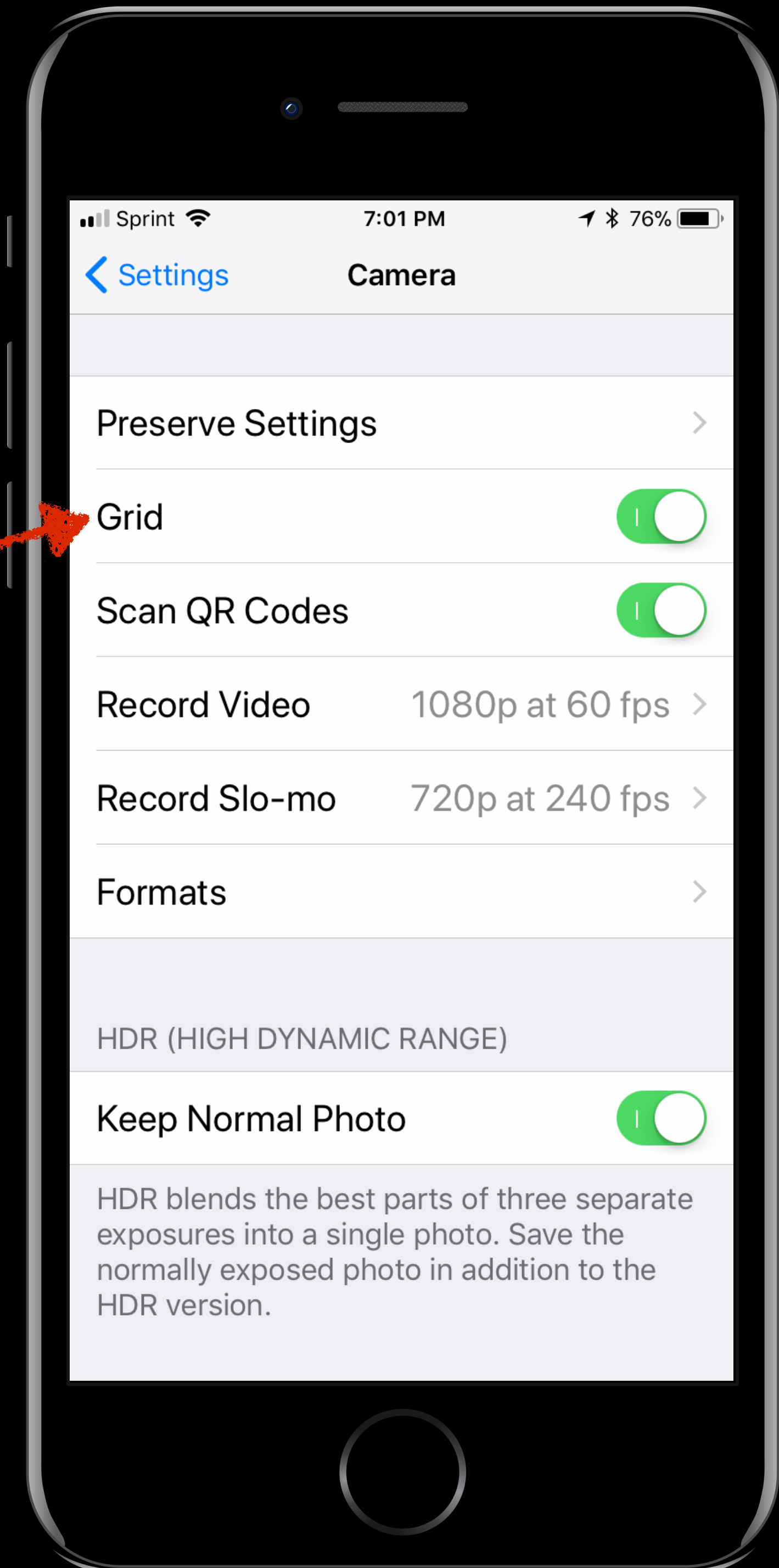


PRESERVE SETTINGS

- CAMERA MODE
- FILTER
- LIVE PHOTO

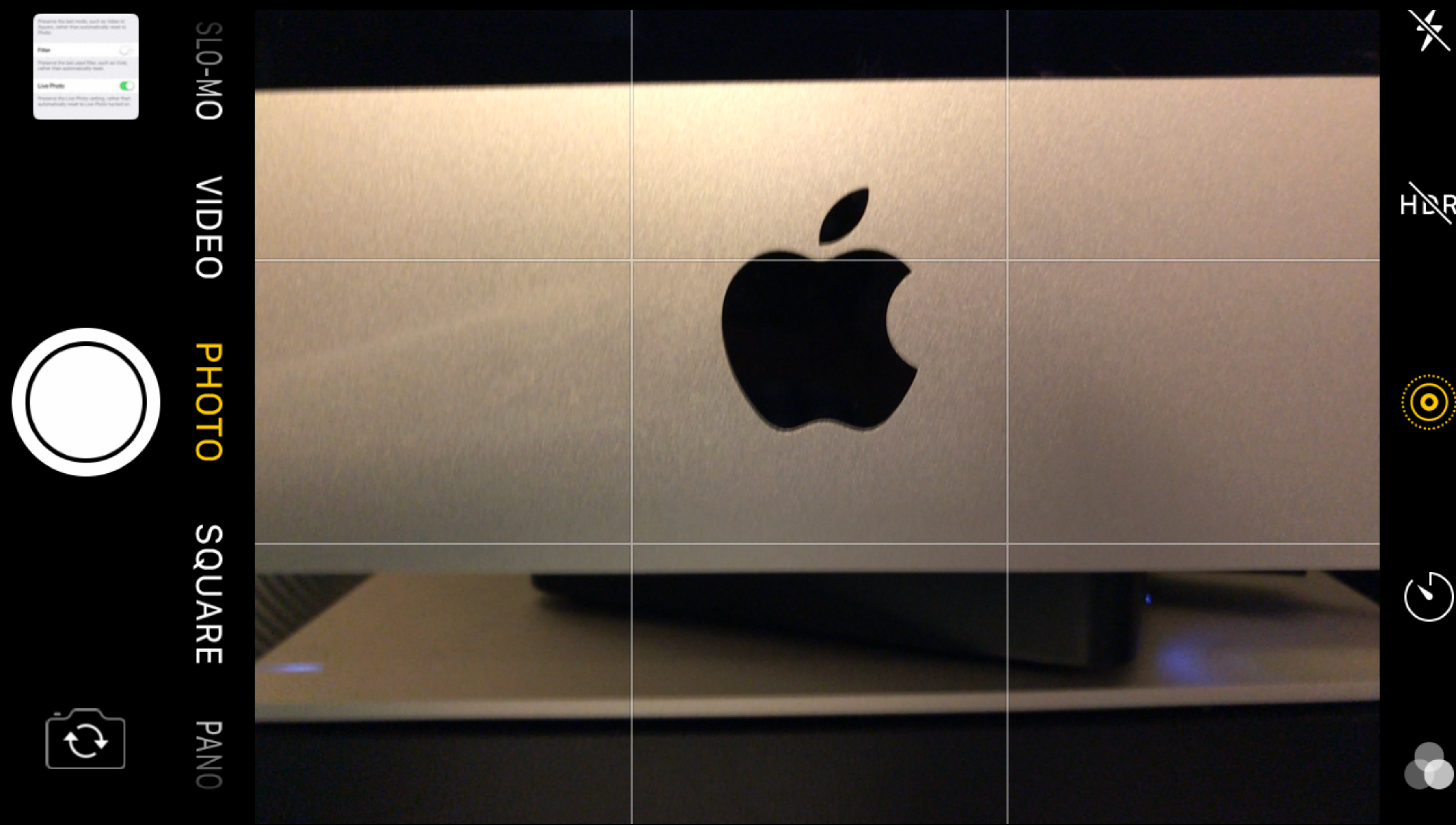


GRID

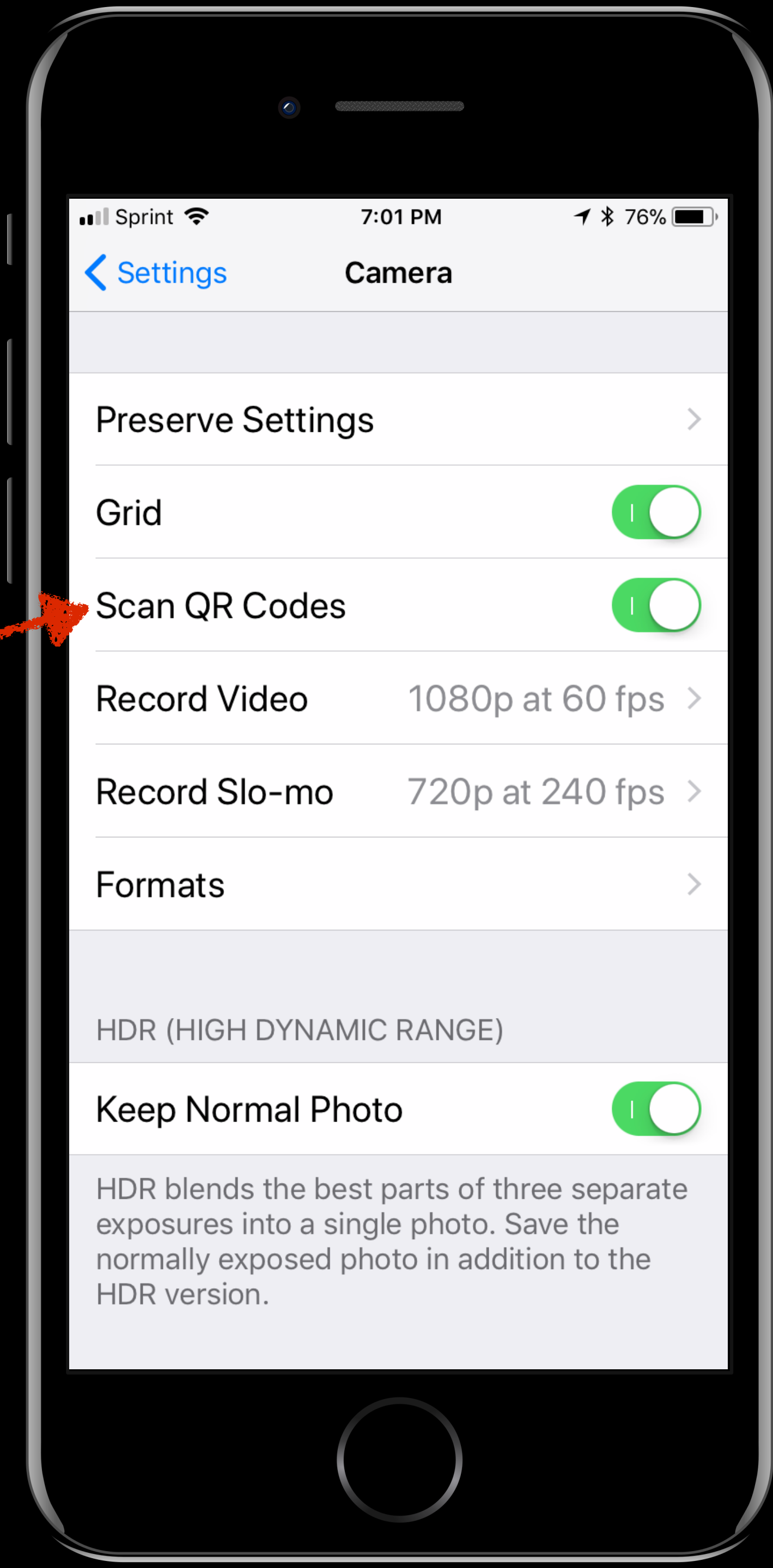


GRID

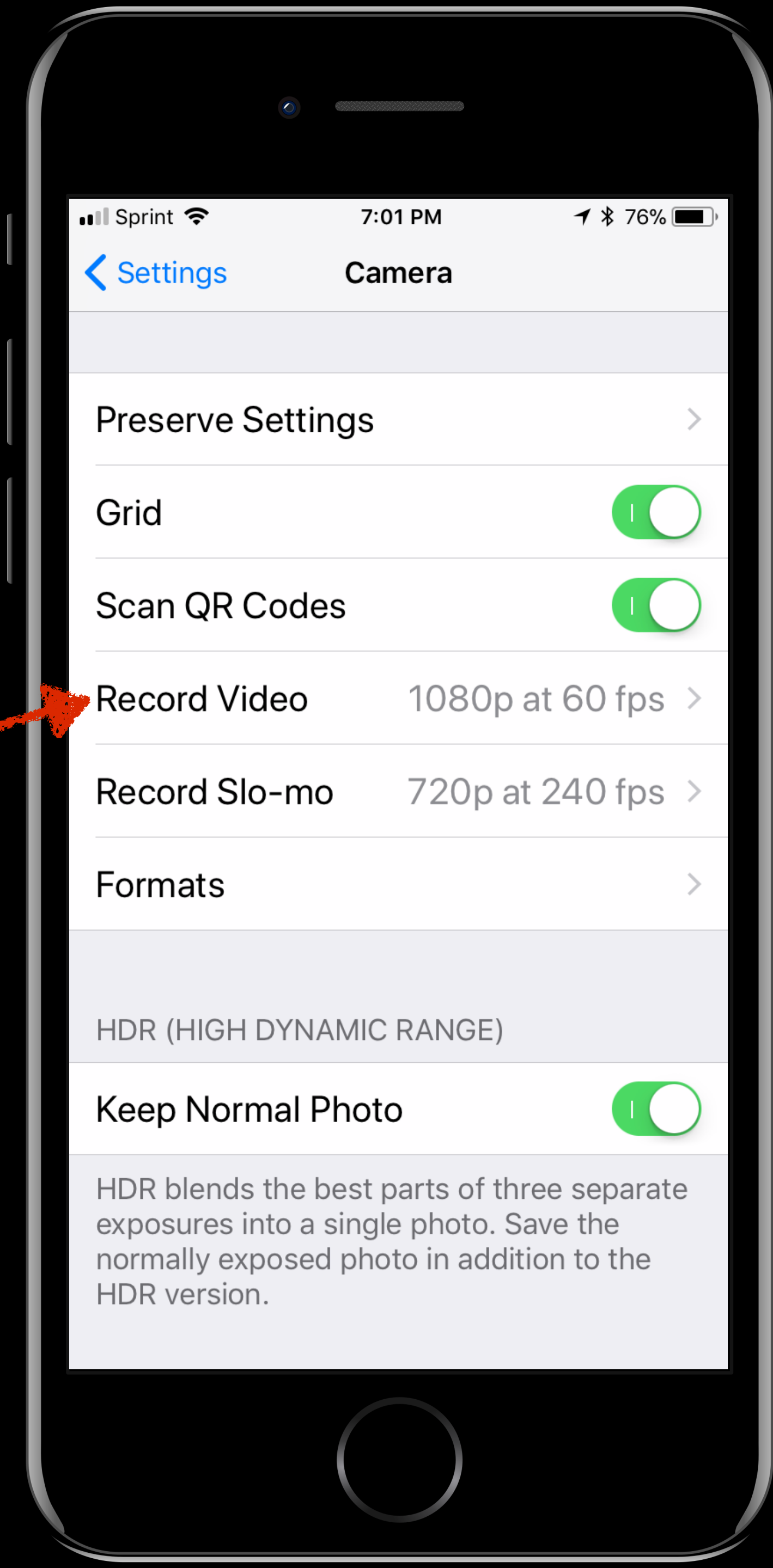
RULE OF THIRDS



SCAN QR CODES

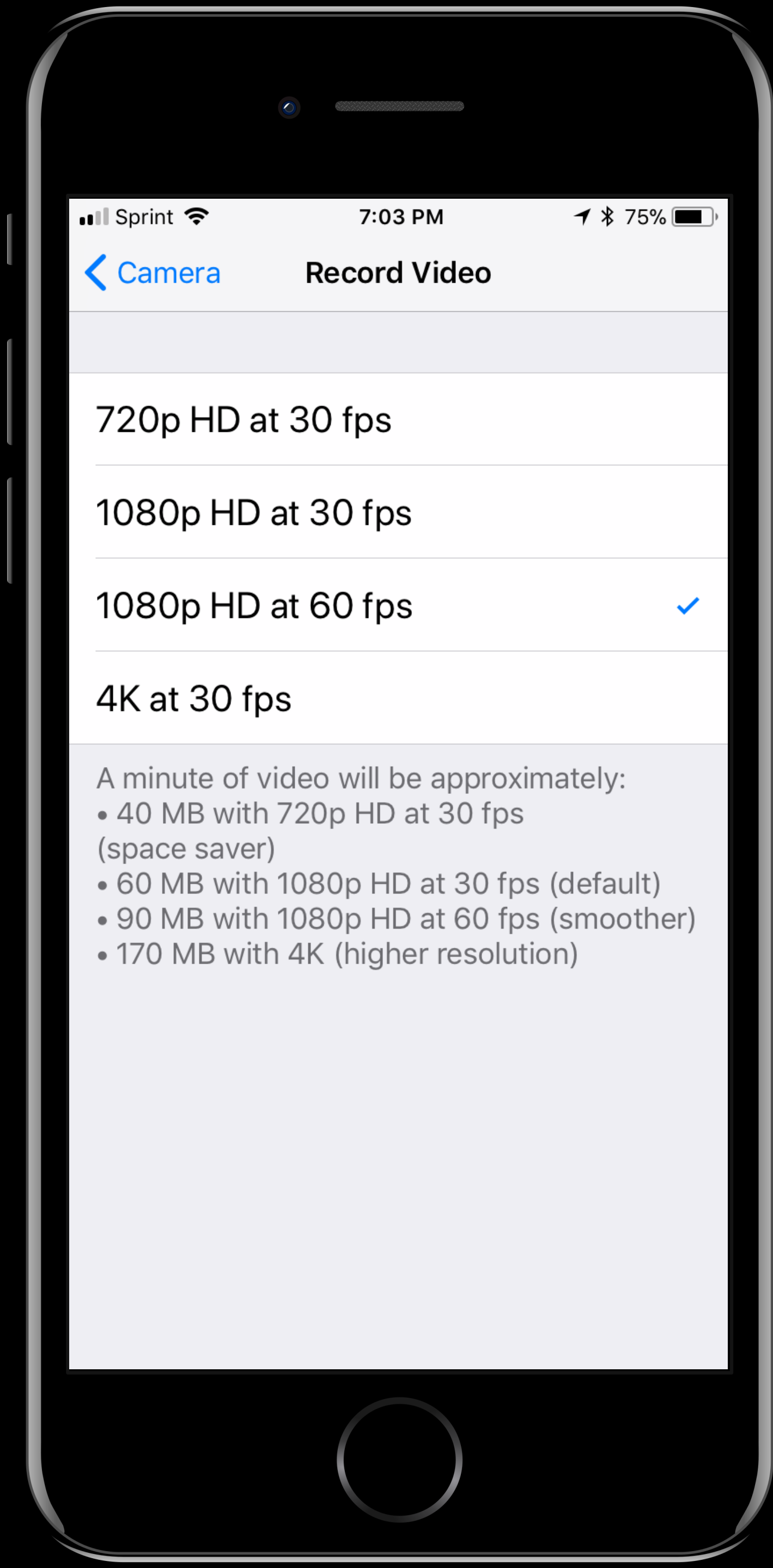


RECORD VIDEO

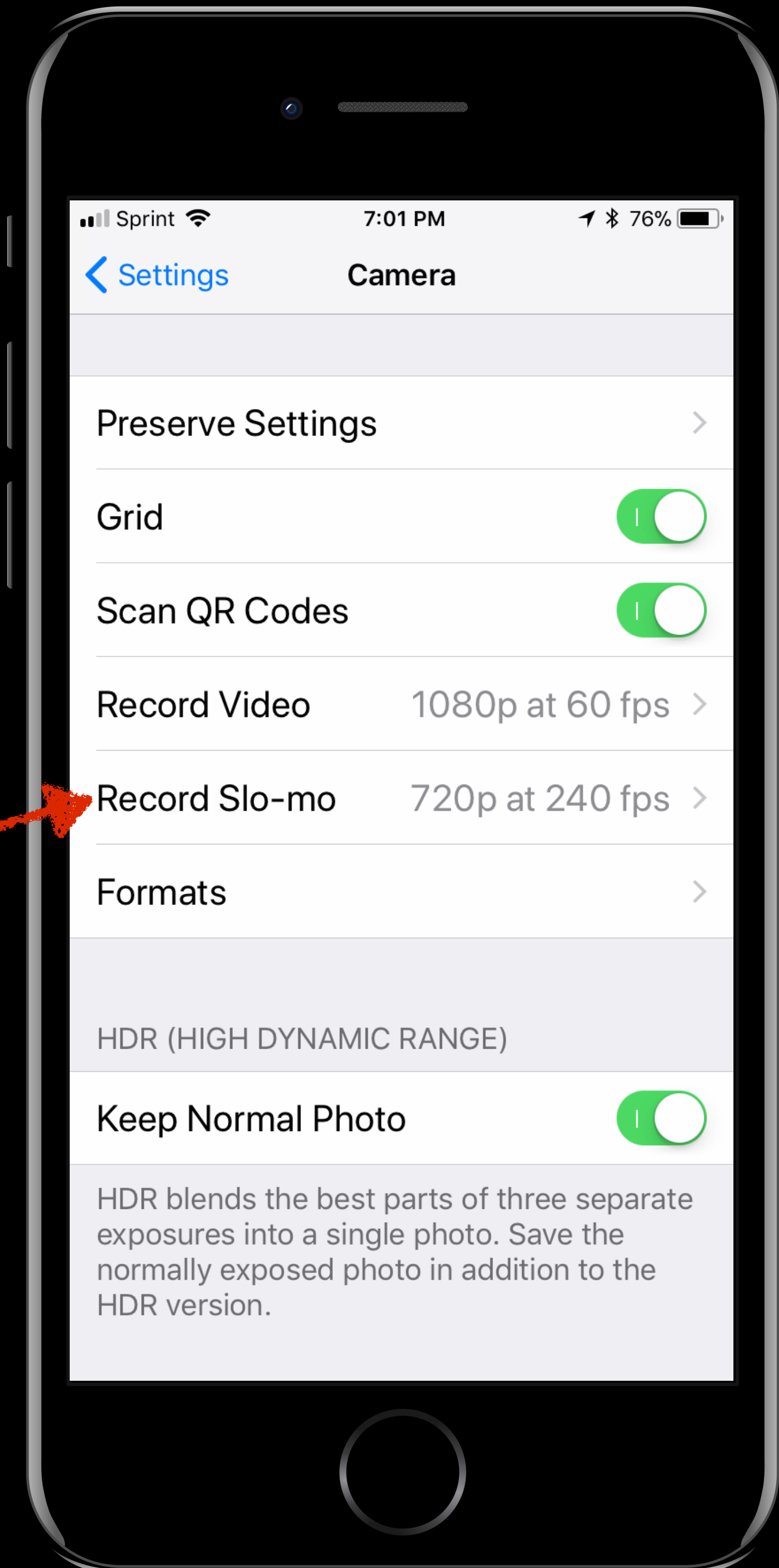


RECORD VIDEO

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

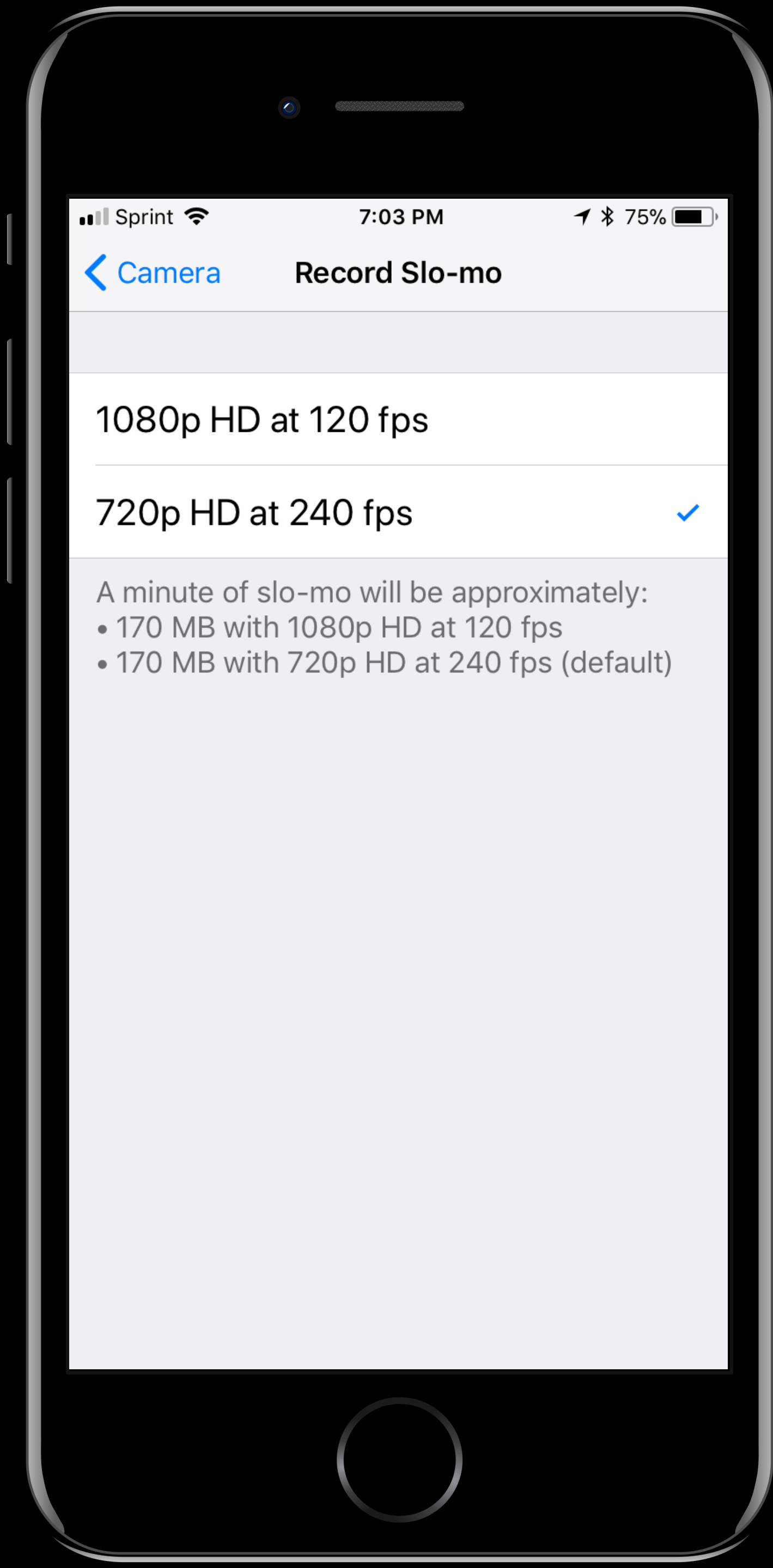


RECORD SLO-MO

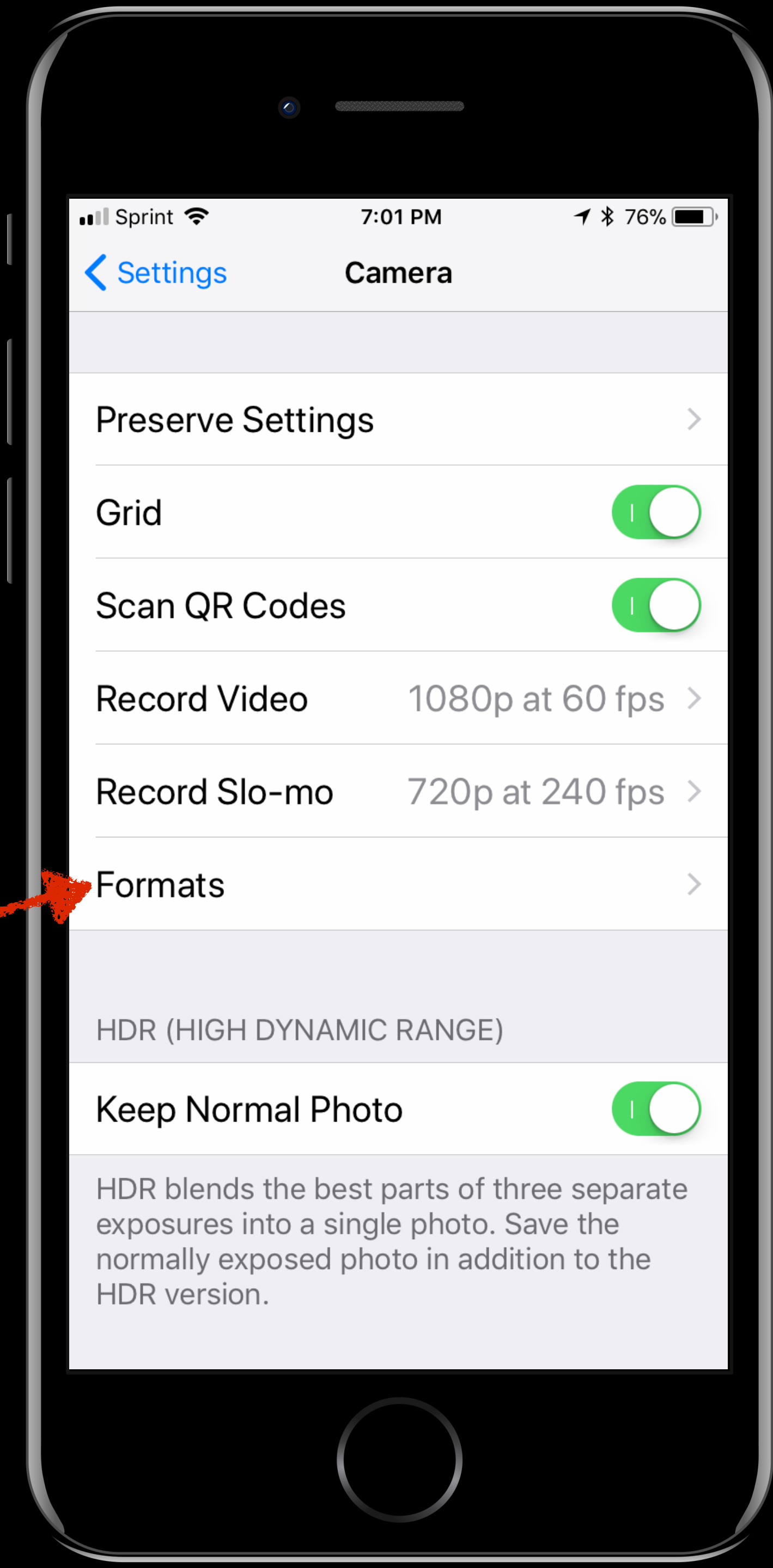


RECORD SLO-MO

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

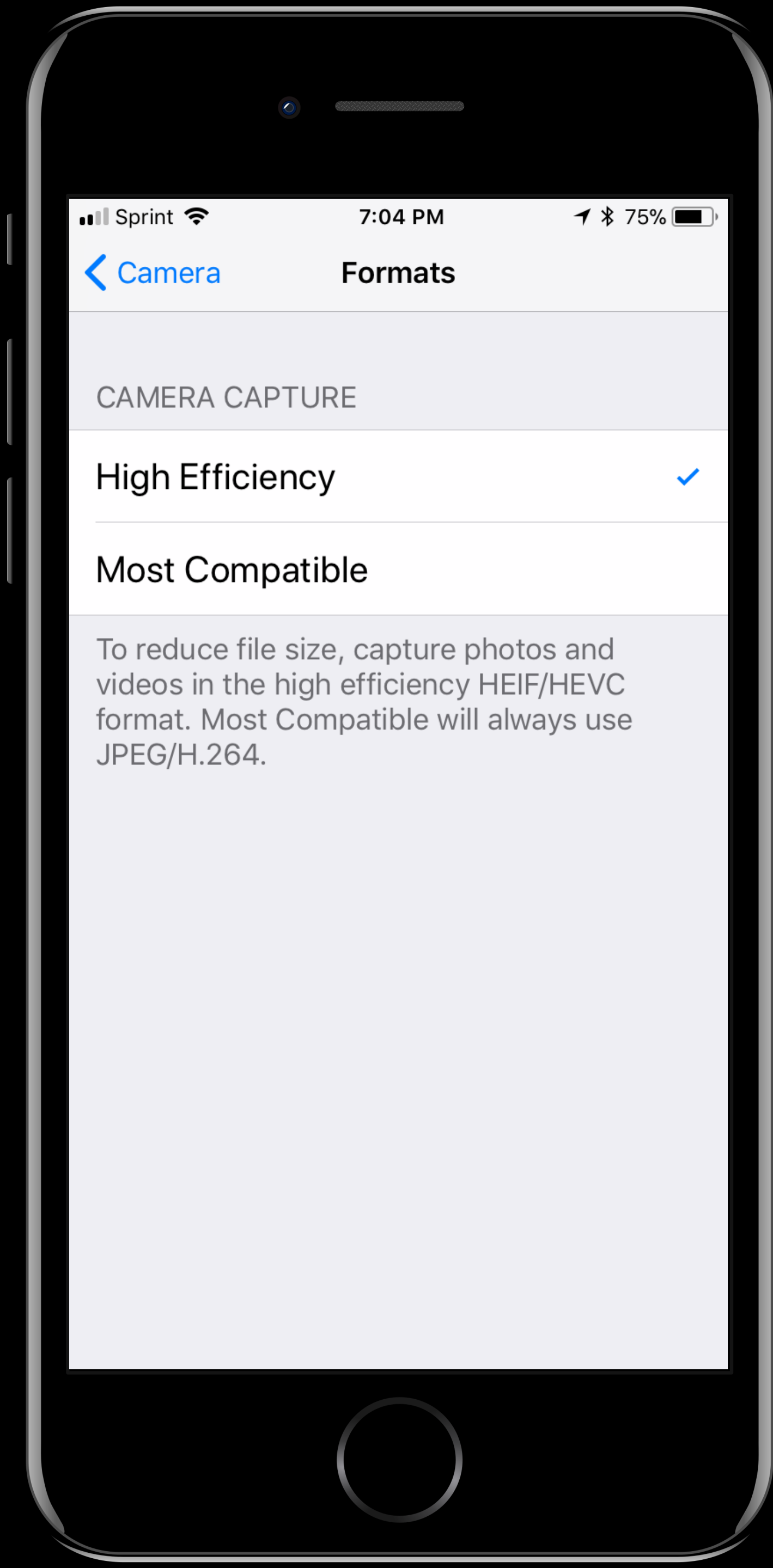


FORMATS

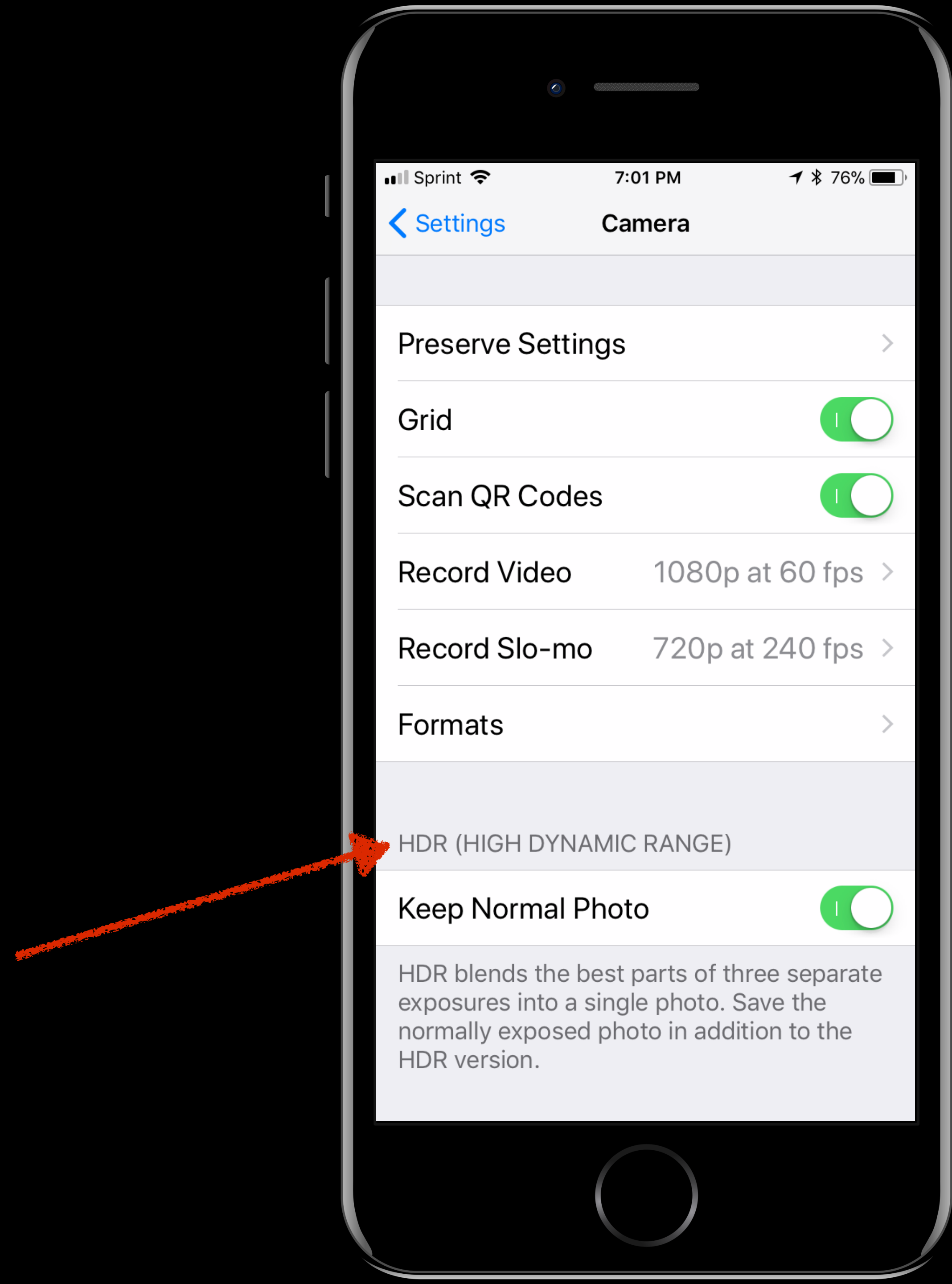


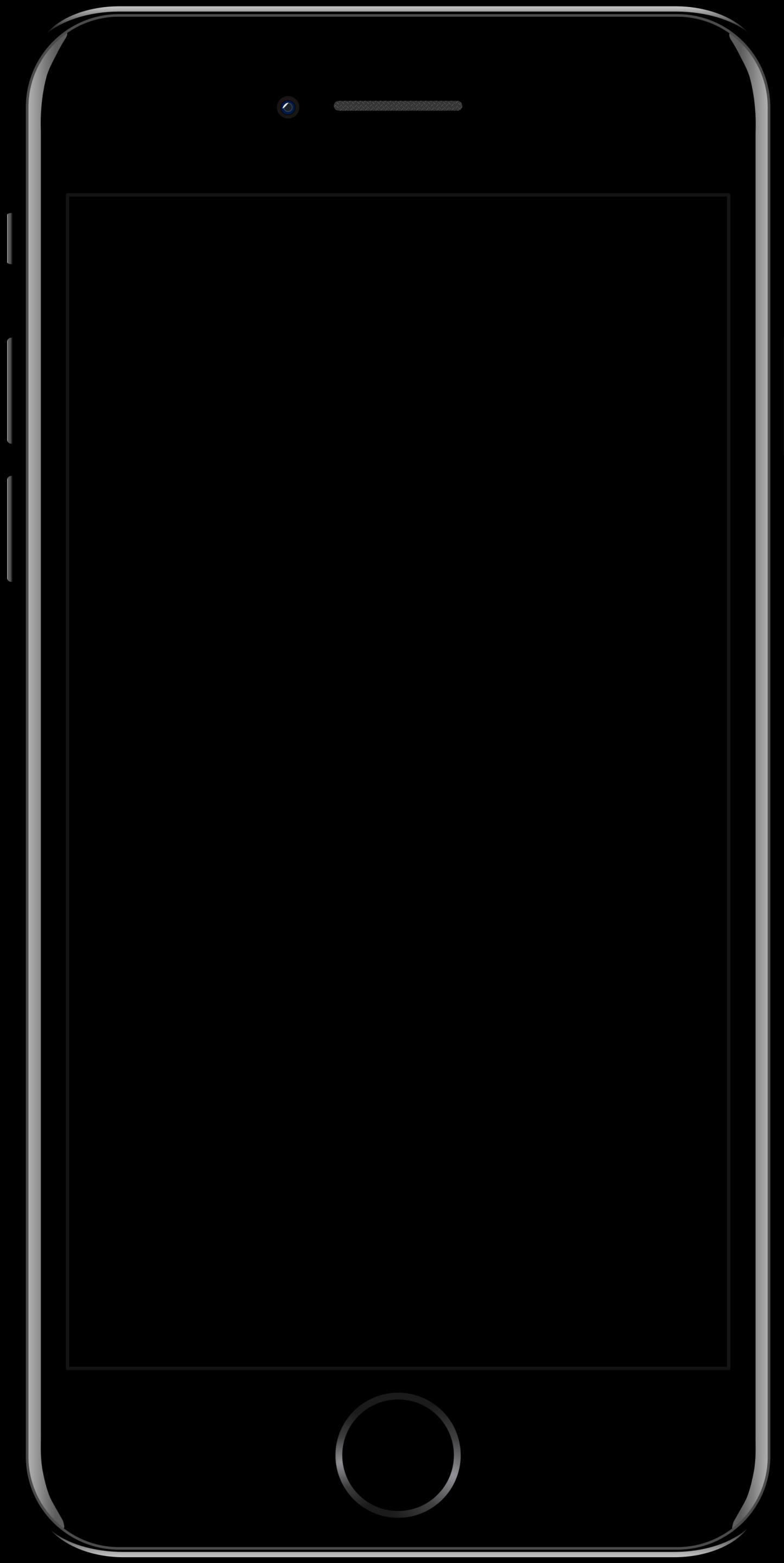
FORMATS

- HIGH EFFICIENCY
- MOST COMPATIBLE

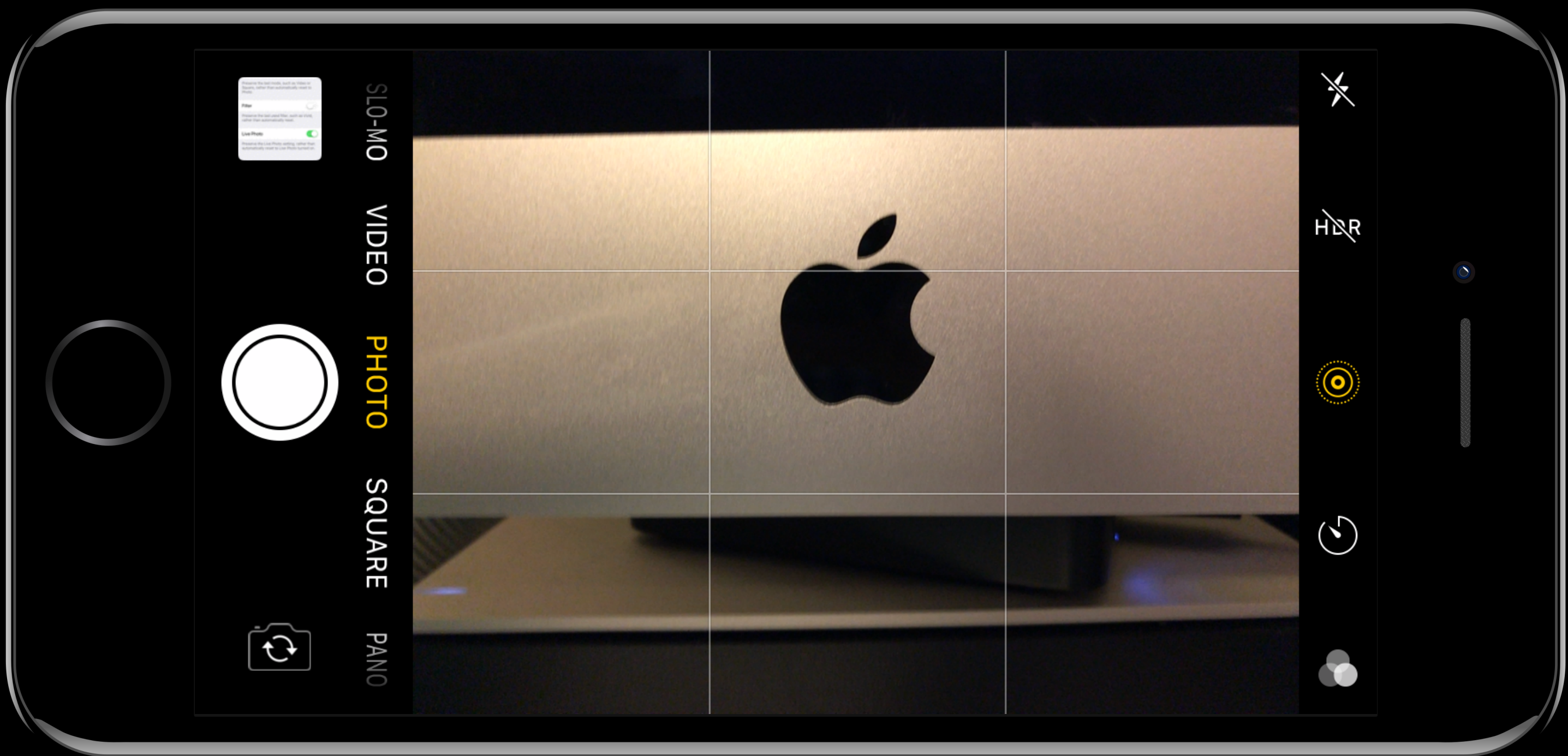


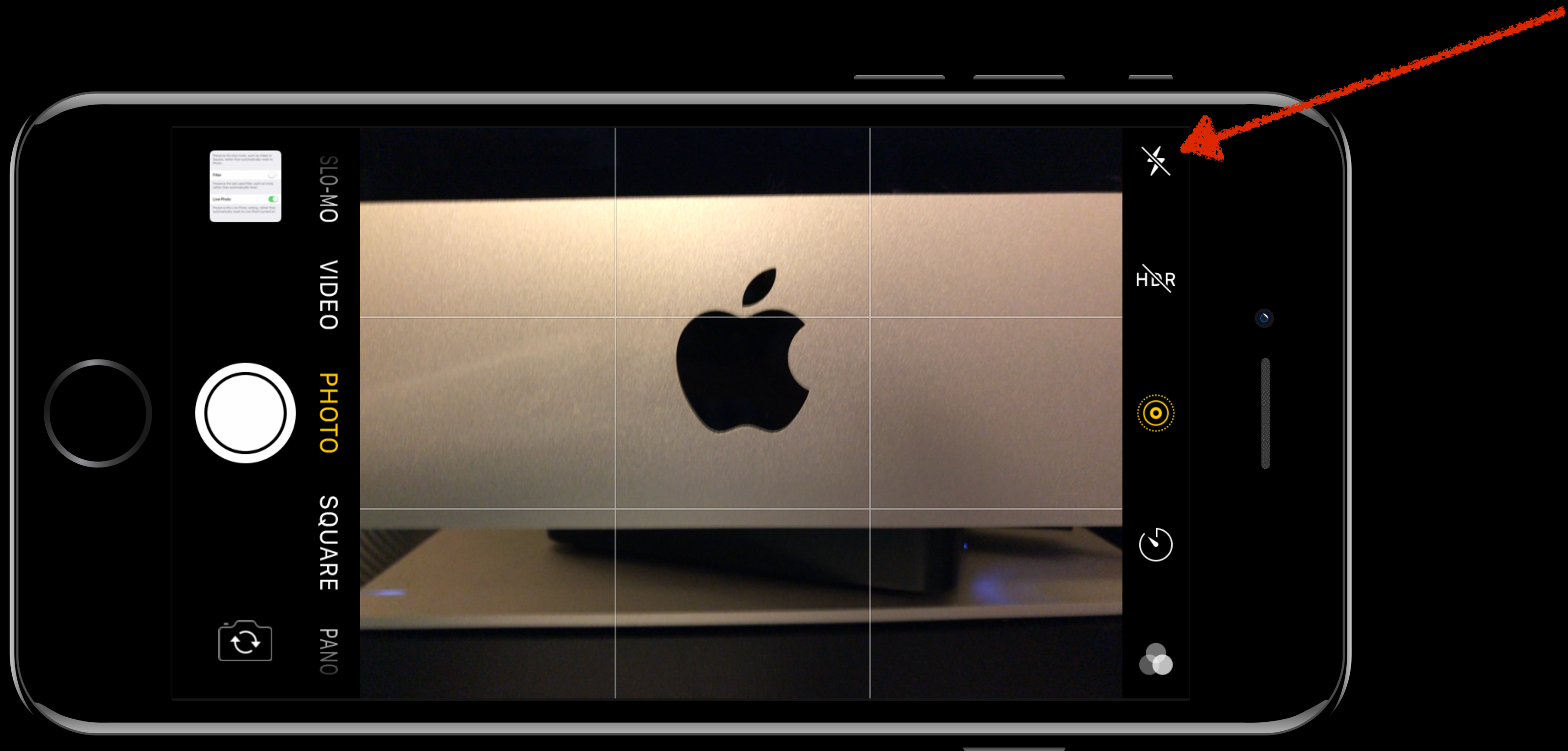
HDR (HIGH DYNAMIC RANGE)

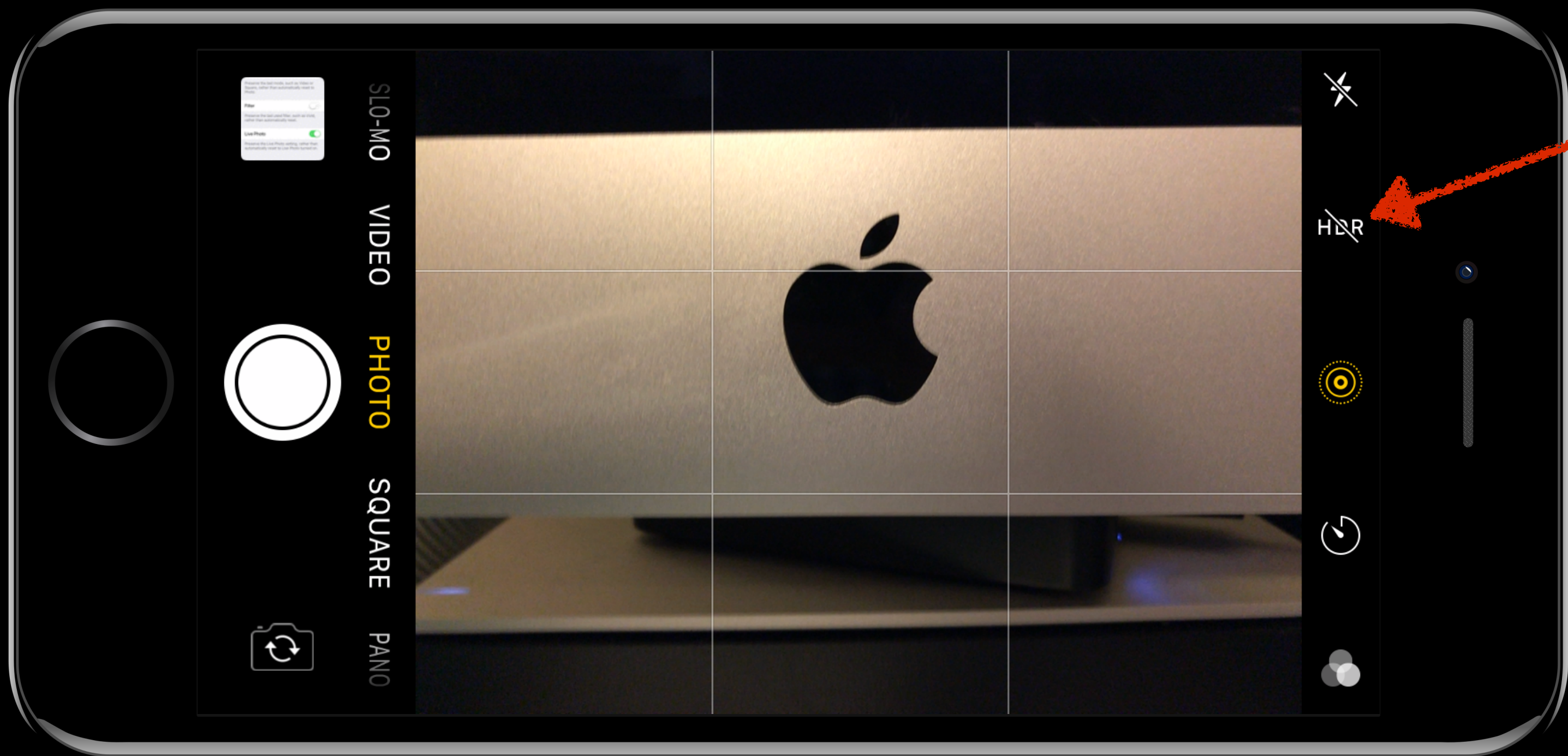


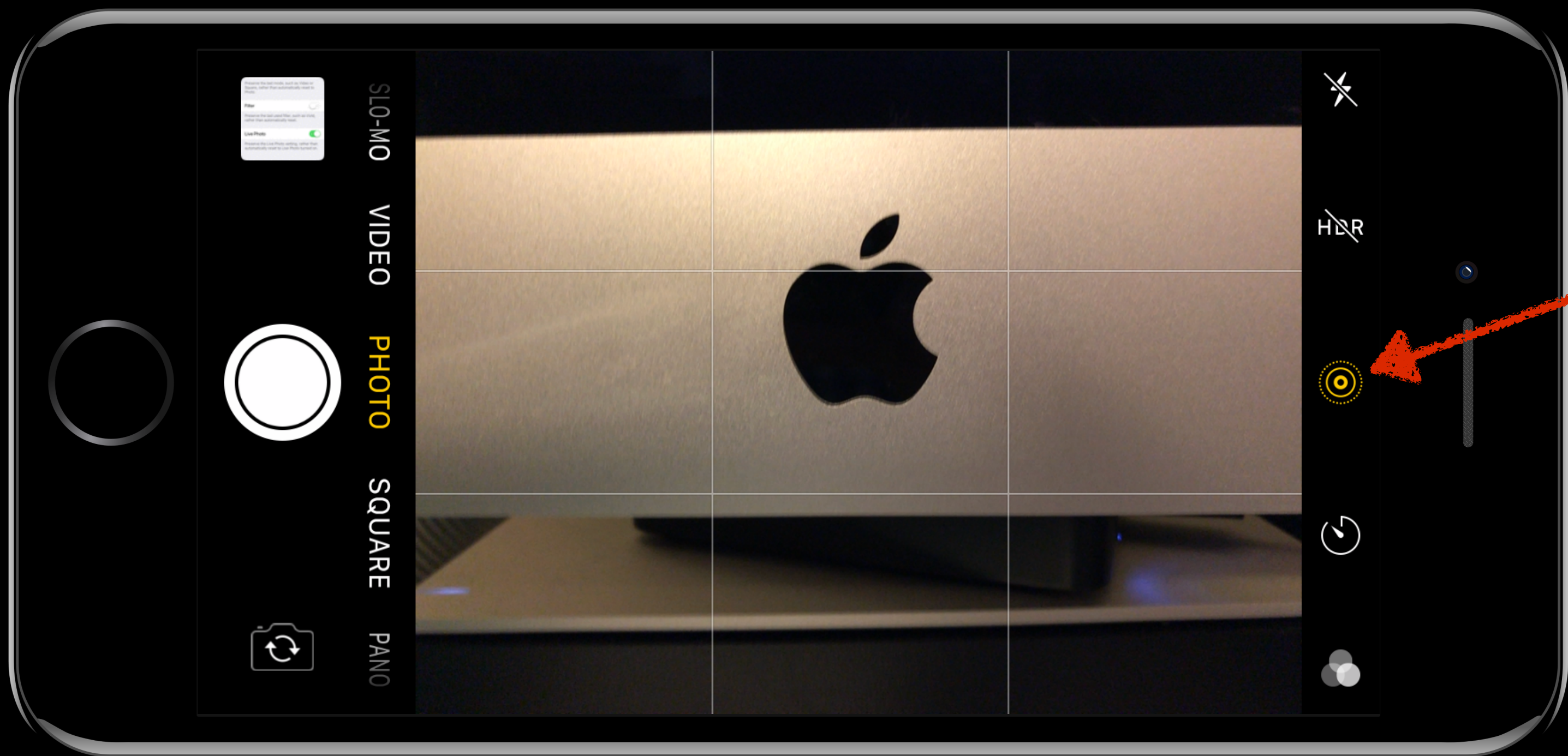




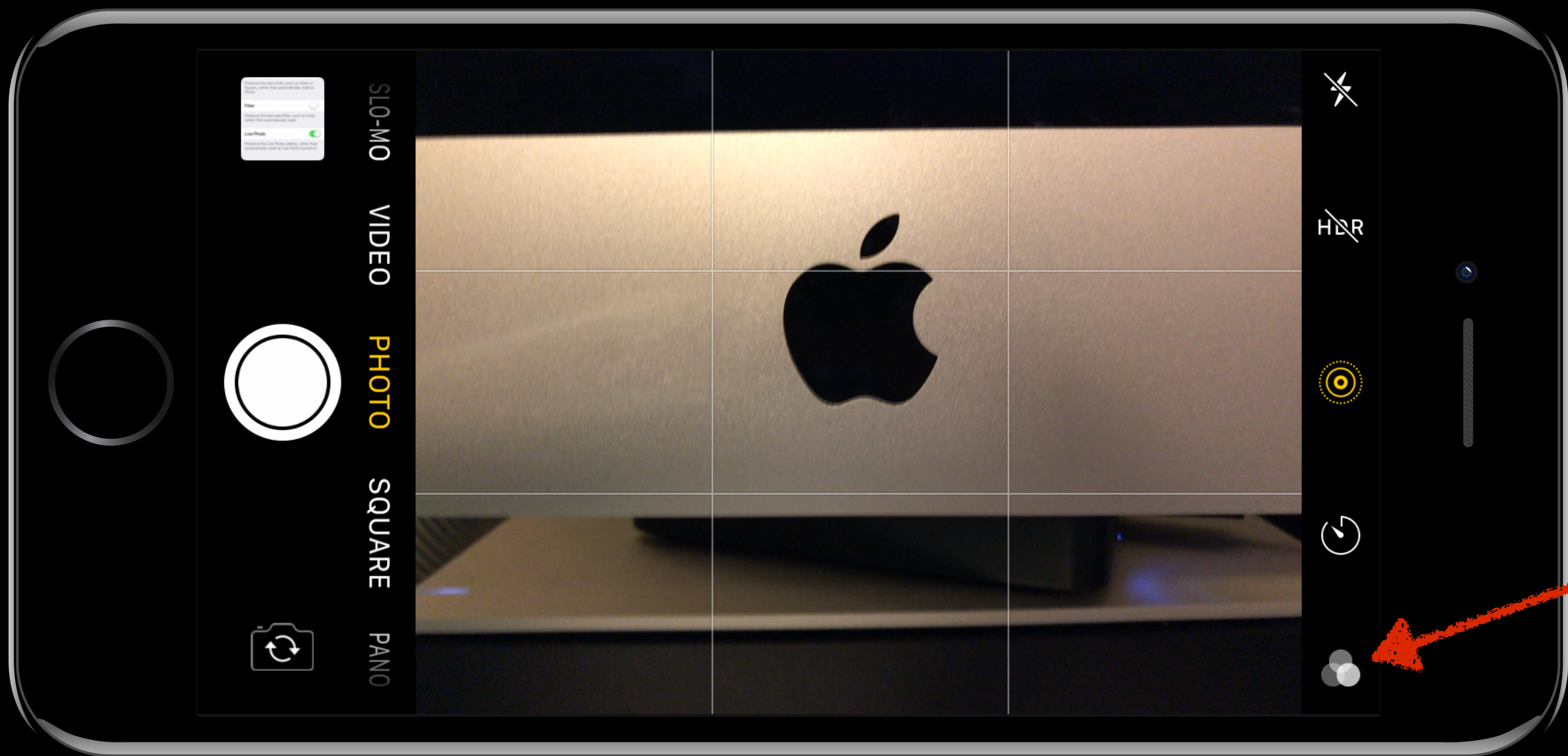




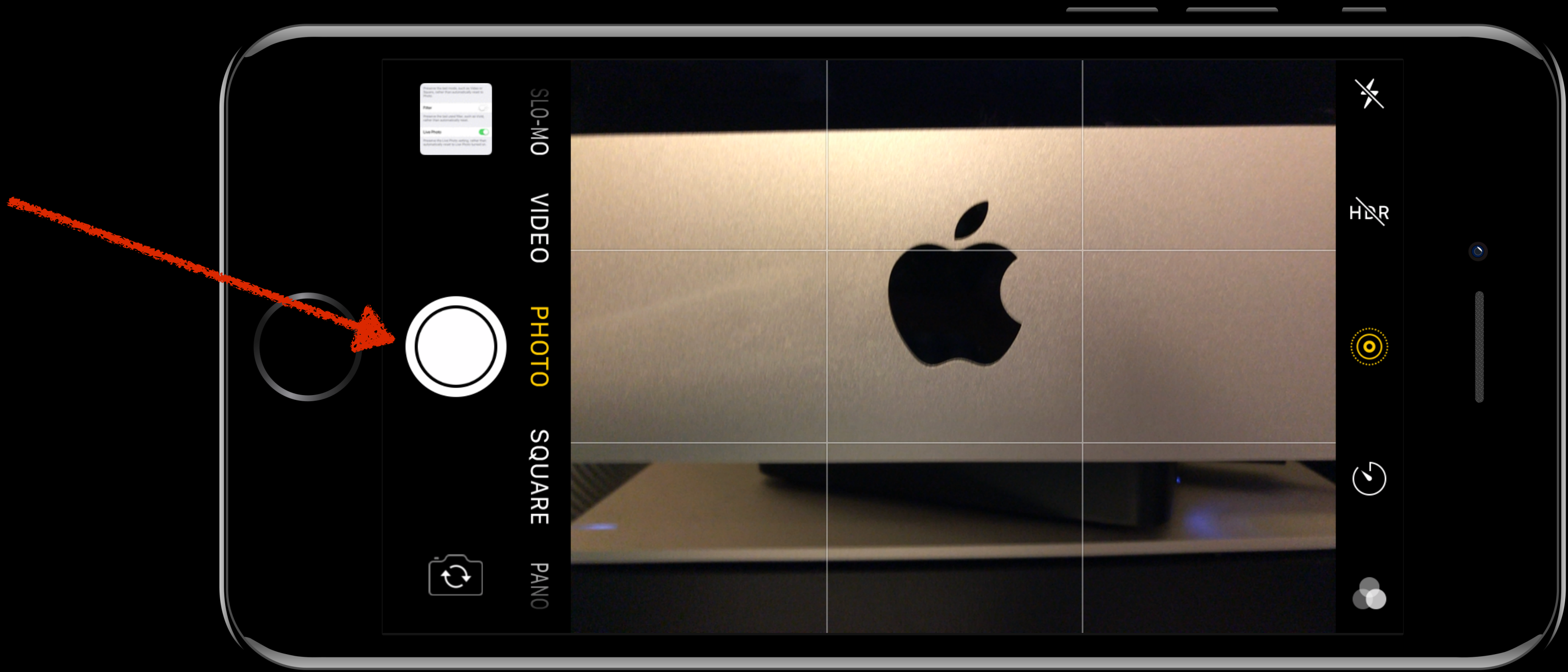


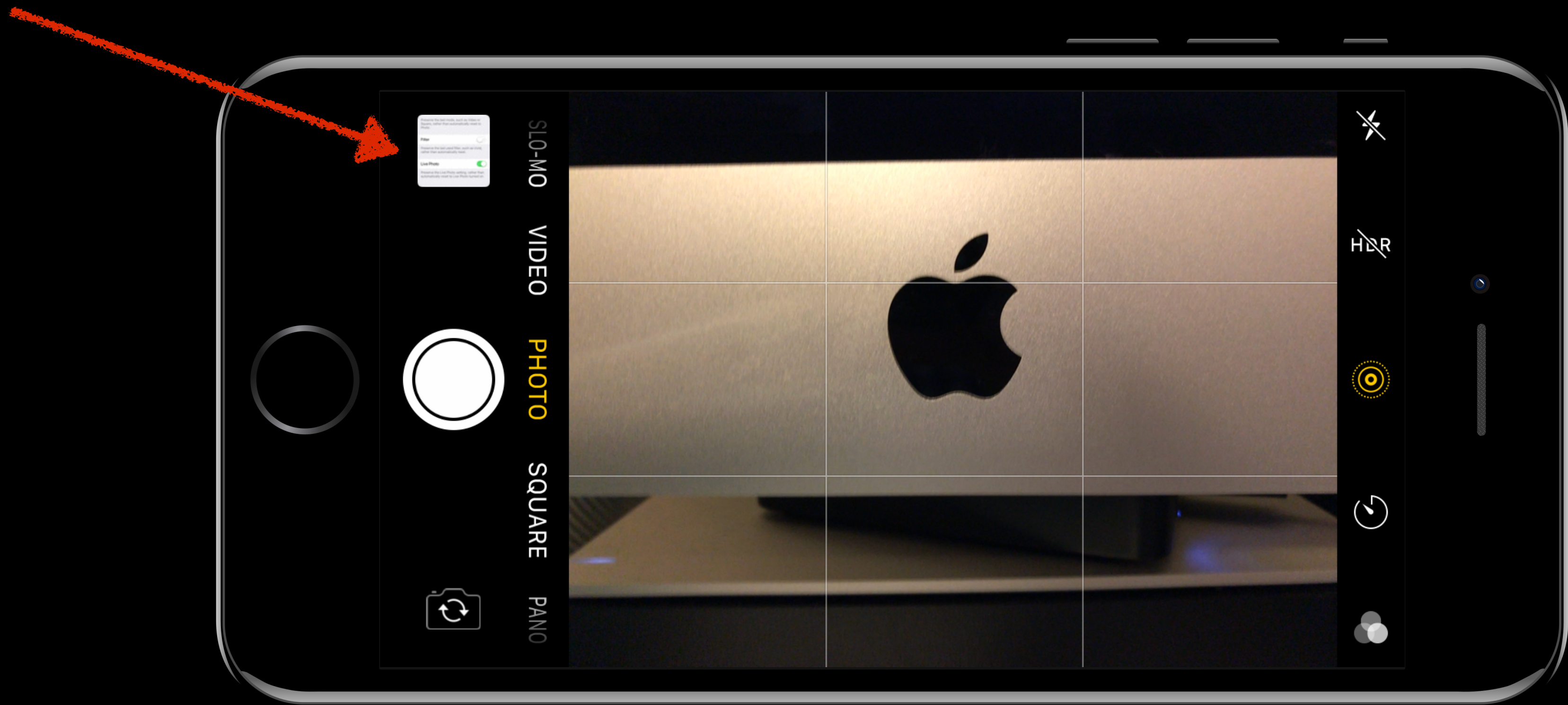


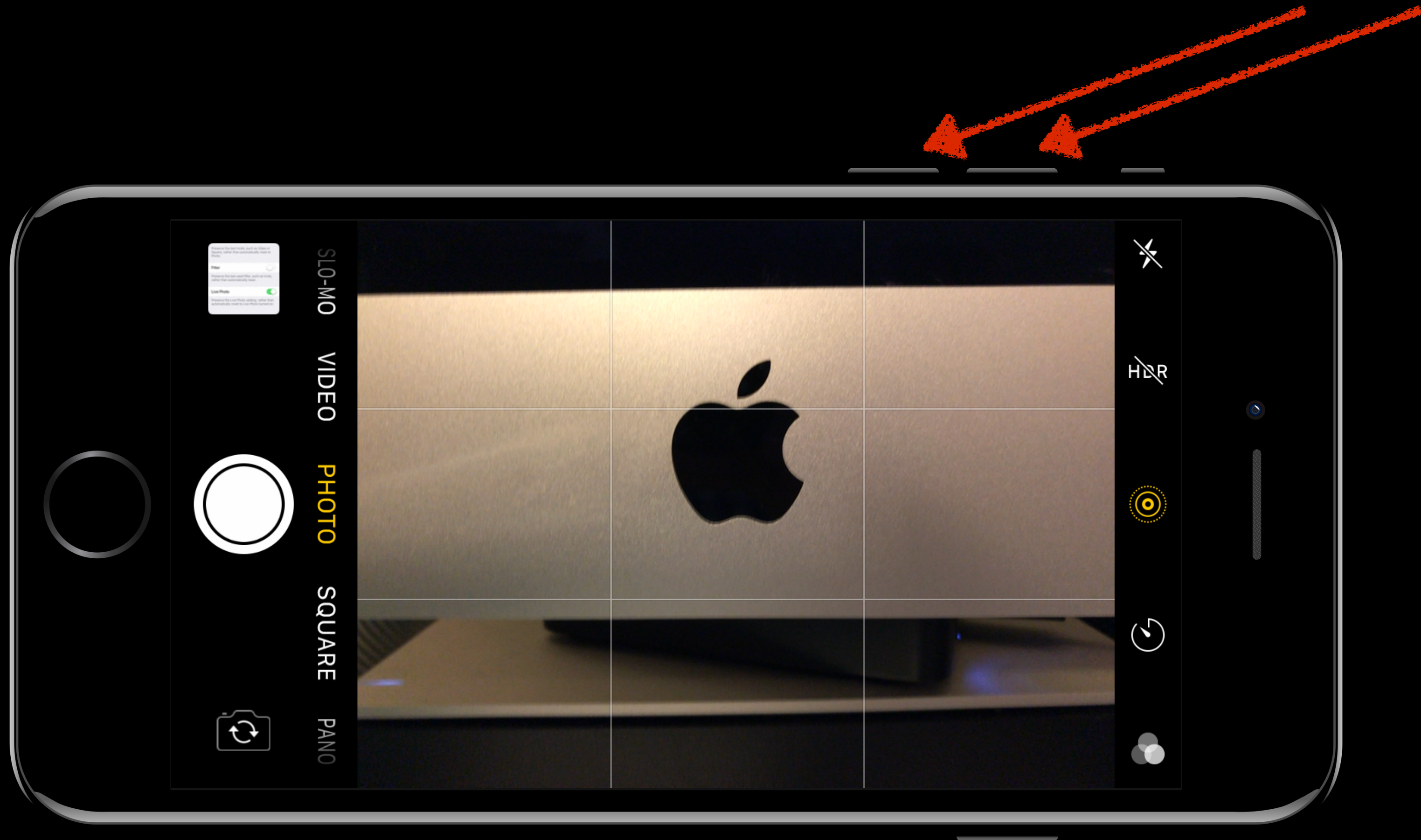














QUESTIONS?

[BLOGS.ACU.EDU/IF](https://blogs.acu.edu/if)

