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Photography and Image Processing

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Contents

- Taking a Photo
  - What makes a good photo?
  - Three ‘C’s: Colour, contrast and composition
  - Lighting and Shadows
- Processing a Photo
  - Image size (physical vs file size)
  - Cropping
  - Colour, Exposure and Saturation
  - Saving for web/online

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What makes a good photo?

- A good photo tells a story!
- The three C's…
  - Colour
  - Composition
  - Contrast

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Composition

- Good composition will draw the viewers eye to the image
- Composition is not about detail!
  - Focus on basic lines and shapes
  - Put them where you want them in the frame

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Composition

- The photographer is in control
  - If its not working, change it!
  - Ask the subject to move or hold the fish the way you want

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Composition Tips and Tricks

- Three F's rule:
  - Fill the F*****G Frame!
- Keep the Horizon Level!
- Rule of Thirds
  - Not a hard and fast rule, but it works!
- Fish 'pushed' toward the camera appear larger
- Sunnies off!

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Colour

- Colour catches the viewers eye!
  - Warm colours such as red, orange and yellow tend to move forward towards the viewer
  - Cool colours such as greens and blues tend to recede away
  - Use this to your advantage, we often shoot colourful fish on a blue background!

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Colour

- Less “controllable” than composition
- Think about it before you take a shot
  - Have a plan together where you will compose the image based on the colours you have
  - Easy on a boat!
  - More options land-based

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Contrast

- Technically part of composition
- Looks for contrast in tones and contrast in colour
- Often difficult in fishing photos given subject matter

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Lighting

- Perhaps the most overlooked but important aspect, especially in fishing photography
- Harsh light is just that…harsh!
  - Unforgiving in photos
  - Creates harsh shadows
  - Difficult for subject to look at camera
  - Looks okay to you, but not the cameras processor

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Lighting

- Soft lighting produces much nicer images
- Early morning and late evenings best
- We don’t always have control when we catch a fish!

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Lighting

- Shadows
  - Always darker on the image than your eyes!
  - Avoid any shadows if possible.
- Have the sun behind the photographer, not behind the fisher

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Lighting

- Fill Flash
  - Can overcome (or at least reduce the severity of) harsh shadows
  - Counterintuitive to use a flash during daylight, but it’s a must
  - Fills shadows cast by hats

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Image Processing

- What is it?
- Why do we need it?
- How do we do it?
  - Basic Image Anatomy
  - Basic Manipulation
  - Outputs

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IP: What is it?

- Analysis and manipulation of an image to make it suitable for an intended purpose
- Done by software using mathematical algorithms

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IP: Why do we need it?

- We have many different uses for images that require different manipulation(s)
- Our comms and media are picture focussed
- We can tell stories through good quality images

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Basic Image Anatomy

- Most digital images are constructed from individual pixels (almost all of the images we use are constructed in this manor)
- Each pixel contains an individual colour

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Basic Image Anatomy

- Resolution (digital): Number of pixels determine image size on screen

300x400

480x640

3024x4032

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Basic Image Anatomy

- Resolution (print)
  - Number of pixels per area (usually inches) determines size for print
  - High resolutions required for larger prints

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Basic Image Anatomy

- File Size
  - Super important for web images
  - Must be resized to <100kb
  - Mostly done through wordpress!
  - Photoshop ‘save for web’ feature also good

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Basic Manipulation

- Lighting/shadow adjustment
  - RAW format allows exposure adjustment
  - JPG allows lighting adjustment
- Aim to eliminate shadows
- Aim to highlight fish colours

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Basic Manipulation

- Crop
  - Take out the stuff you don't need!
  - Make an image a specific size

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Basic Manipulation

- Rotate
  - Use to align horizon to horizontal

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Basic Manipulation

- Clone
  - Use to delete blemishes such as fish blood

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Summary

- Plan your composition
- Use the available colour
- Use the available contrast
- Three F’s rule
- Fill flash
- Straight horizon

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Summary

- Enhancement:
  - Colour
  - Exposure
  - Crop for purpose
  - Remove blemishes using clone