



Crunchy Carrots

Helping You Succeed Through Digital Marketing

Taking Great Photos With Your Phone

6 tips to improve your mobile
photography skills



Use Guidelines

- Turning on your camera's gridlines is an easy way to improve your mobile photography
- This allows you to follow the 'rule of thirds' - an image should be broken down into thirds, both horizontally and vertically
- The subject of the image should be positioned where the lines cross, allowing for a more natural look



Set Your Focus

- Sometimes you may need to actually let your phone know what subject you'd like to focus on
- This can be done by simply tapping on the screen where you want the image to focus just before you take the picture
- Setting focus can be particularly useful when trying to snap a moving object



Focus on One Subject

- The best photos taken are usually focused on one, eye-catching subject
- The subject of a photo shouldn't fill the entire frame and two thirds of the shot should be negative space
- This allows for the subject to stand out more clearly



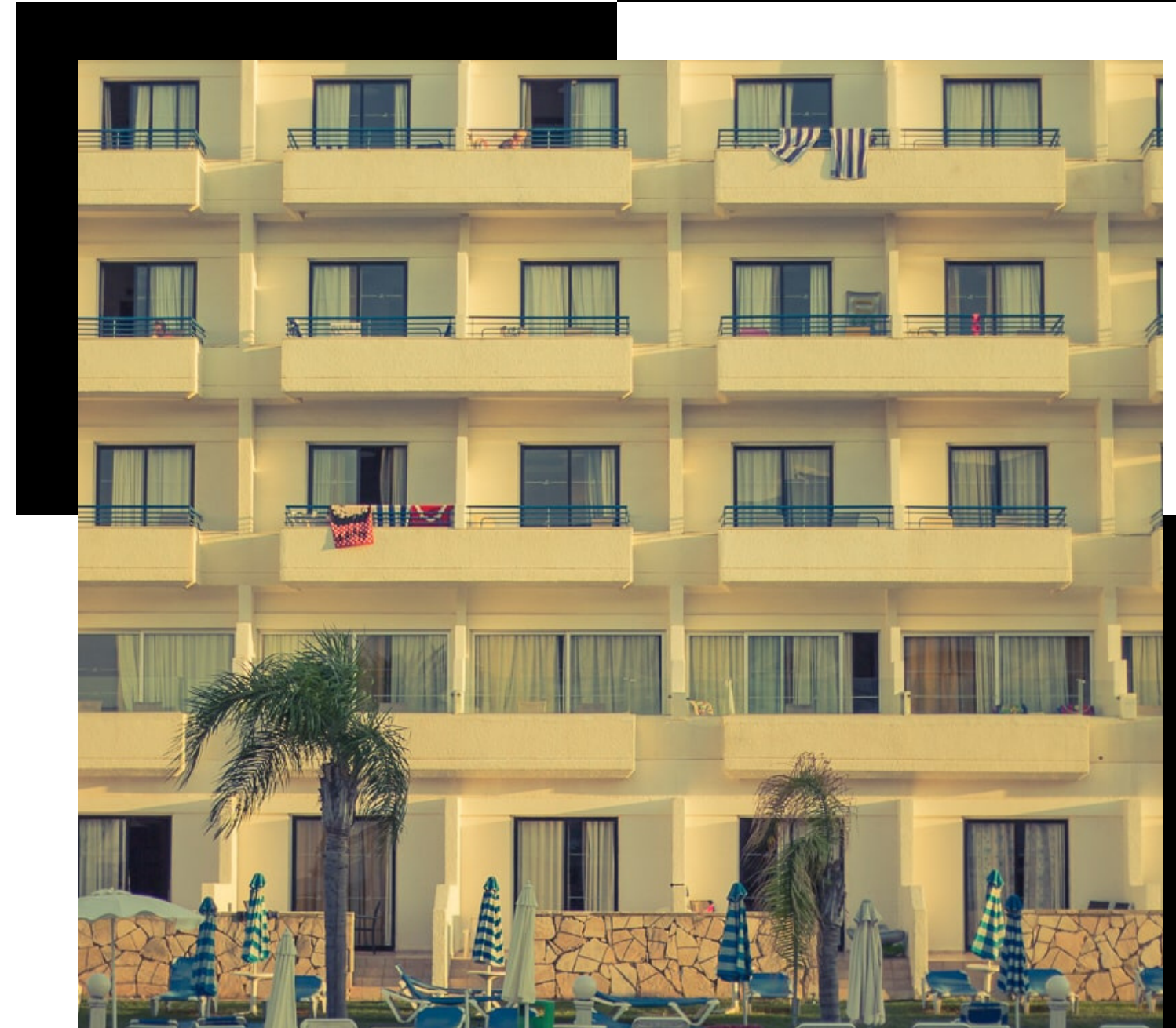
Find Symmetry

- We are naturally drawn to the harmony of perfect proportion and balance, which is why we can't help but look at symmetrical images
- Symmetry is achieved by creating an image with two equal halves that mirror each other
- Using gridlines will allow for more precision



Identify Repeated Patterns

- Similar to symmetry, repeated patterns are also very appealing to our eyes
- This can be found when core elements of an image are repeated across the shot
- This allows for simple designs to become more interesting and distinct



Try Not to Zoom in

- We are often tempted to use the zoom on our phones when trying to capture an image from a distance
- This is bad practice as the zoom on our phone cameras results in poor quality and often blurry images
- If possible, it is always advised to move closer to the subject to avoid any reduction in quality you might experience by using the zoom



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