What are smart phones good for?
- Immediacy
- Manual controls in photography apps
- You can take 300 photos and delete 299
- iPhone 8 has three lenses: one 56mm/f2.2 selfie lens, one 28mm wide angle f1.8 (fast, wide open) and one stabilized telephoto 56mm, f2.4mm (slower)
- Smartphone lenses don’t have zooming capabilities, you just zoom into your image, cropping it
- The iPhone TrueDepth camera is great, but it cannot deal with messy hair
- iPhone camera is not best in class anymore – Huawei P20 Pro and Mate P20 Pro and Samsung Galaxy S10 are better
- Why iPhone still rules? Apps!
- Portrait mode, when it works, is a killer
- Flash is getting better, and there are diffusers you can use

Composition – rule of thirds
- This type of composition is pleasing to the eye & cinematic
- Place the point of interest close to the intersection of the lines
- No need to be too literal about it
- Turn on the grid on your smartphone app and practice

Other composition rules (take your pick!)
- Dynamic symmetry
- Golden ratio

Best smartphone photography apps for Android and iOS
- Camera+ - gold standard, full range of pro controls, lets you choose what controls you want to see on the camera screen
- VSCO Cam - apparently not as easy as Camera+
- Manual RAW camera - easy and elegant interface, 8+ compatibility
- Slow Shutter Cam - best for night photography
- TouchRetouch - removal of unwanted objects
- Filmborn - old style photography experience, includes various film options
- Snapseed – Free Google photo editor
- Adobe Photoshop Express - mini-Photoshop, free with Adobe account
• **Facetune** - best for selfies, #1 phone app on the list of iPhone apps
• **AirBrush** - machine learning for portraits, be careful not to overdo it, expensive subscription
• Instagram
• **SKRWT** – best for fixing lens distortions for architecture photography
• Check the current list of Photo & Video top apps through your phone

**Image quality controls on your phone – Camera+ screen**
• Change image controls to highest quality
• Try manual controls for shooting (lock focus, manual exposure)

**Use of filters - #nofilter contra-argument**
Traditional photography:
• On lens filters
• Different types of film
• Darkroom techniques
All of these are now available in digital form on our smartphones and are called **filters**.

**Sharpening & HDR – a little goes a long way!**
• Foreground vs. background problem explanation
• HDR is a technique of combining three images: overexposed, underexposed and correct exposure to get the details in shadows visible

**Colour & white balance**
• Fix your photo colour by adjusting it in relation to the white portions of the photo

**Portrait lighting with a white surface**
• Try to bounce light off a white surface for nice diffused light

**Golden hour/Blue hour**
• Experiment with taking photos at best times of the day

**Harsh light**
• Use harsh sunlight to create deep shadows on B&W photos

**Scale**
• Show scale by placing a human figure in the photo, a silhouette is fine

**Repetition**
• Repeating shapes are interesting to photograph

**Background**
• Carefully choose your backgrounds
Touching shapes and lines
  • Try to use overlapping shapes, rather than touching

Exaggeration
  • Use exaggeration to make your photos more dynamic

Negative space (horror vacui)
  • Use empty space or large areas of solid colour

Fixing lens distortions
  • Vignetting usually manifests as dark corners in photos – crop it out
  • Barrel and pincushion distortions can be fixed with various apps
  • Watch for chromatic aberrations, they appear as a purple fringe between extremely light and dark areas of the photo – crop it out if it’s in the corners or take another photo with a different setting
  • Use SKRWT app to fix perspective and vertical lines

Fixing portraits
  • Airbrush app uses machine learning to make portrait changes

Get close
  • Do not be afraid to get close to your subjects

Get to their level
  • If photographing kids or animals, get to their level, on the ground

Cropping
  • Use creative cropping to your advantage

Macro
  • Use macro lens for close-ups and small objects

Ultra-wide
  • Use ultra-wide attachment pro level lens to fit tall objects into your photo

Right place…
  • Always have the phone ready, go to visually interesting events

Right time
  • Don’t forget to use SFU Model Release Forms!
SFU brand photography
- Action + interesting angles + B&W = SFU brand (campaigns and hero images)
- Action + interesting angles + color = SFU brand (images in a supporting role)
- For more info about SFU brand photography, visit the Communicator’s Toolkit

Other options
- Use negative space
- iPhone portrait mode is not just for portraits, use it, but make sure to check the edges of human figures for software errors
- Panorama mode

Black & White
- Exercise shot composition with B&W photography

Additional hardware
- Lenses (Olloclip are best for a casual photographer and have a more affordable pro range, Moment are best for a pro and more expensive)
- Get a pro-level wide angle lens, if you can only afford one smartphone lens
- Extenders, selfie sticks can be good for interesting angles
- Tripods
- Diffusers

Where to shop?
- Check serious professional photography suppliers like B&H first and then buy on Amazon for best prices

How to learn more about smartphone photography
- Watch Apple iPhone instruction videos on YouTube
- Check out iPhone photography competitions to see how other photographers are pushing the boundaries (IPP 2017 and 2018)
- Spend a few days trying out app functions to see what works
- Join a FB group like iPhone Photographer

Where to find inspiration?
- Look at 500px, British Journal of Photography and other sites for DSLR photography and you will learn a lot
- For SFU brand journalistic style inspiration, look at Magnum Photos, Time Magazine Top 100, NYTimes The Year in Pictures
- Find great photographers on social media and follow them, a selection of Magnum photographers is a great starting point
- Learn from fine arts
- Take a subject and stick with it for a while, Cézanne painted apples throughout his entire career, start #caturday, still life project, shoot just flowers for a while, etc.
Parting statement: You can never make a good photo out of a bad one!
  • Make sure you take a technically good photo first, and then use additional tools to make it outstanding.

Exercises
  1. Take a photo of something with white in it and try to color-balance by making the white pure white
  2. Take a darker photo and then use sharpening, HDR or highlights & shadows function in your camera app to bring out the details in the photo
  3. To learn composition, try shooting B&W silhouette photos for a while
  4. Apply the rule of thirds (or another composition rule you learned about) to come up with a dynamic looking photo
  5. Watch Apple iPhone videos on YouTube https://www.youtube.com/user/Apple

How to follow me (new accounts)
https://www.instagram.com/ivana_f_photographer/
https://www.flickr.com/photos/ivana-f