

The good, the bad and the ugly... 10 tips and tricks to improve your photos/video!



Frederikstad, NO
13th June 2018 Kira Petersen

A bit about me...



My principles...

- + It is not only about the equipment
- + Natural light...if possible!
- + Don't be afraid...Take risks
- + Be creative
- + Do not over think
- + Be agile...and move!
- + Be flexible & prepared...things change!
- + Ask permission
- + Set a purpose/intention
- + Know your audience/target group

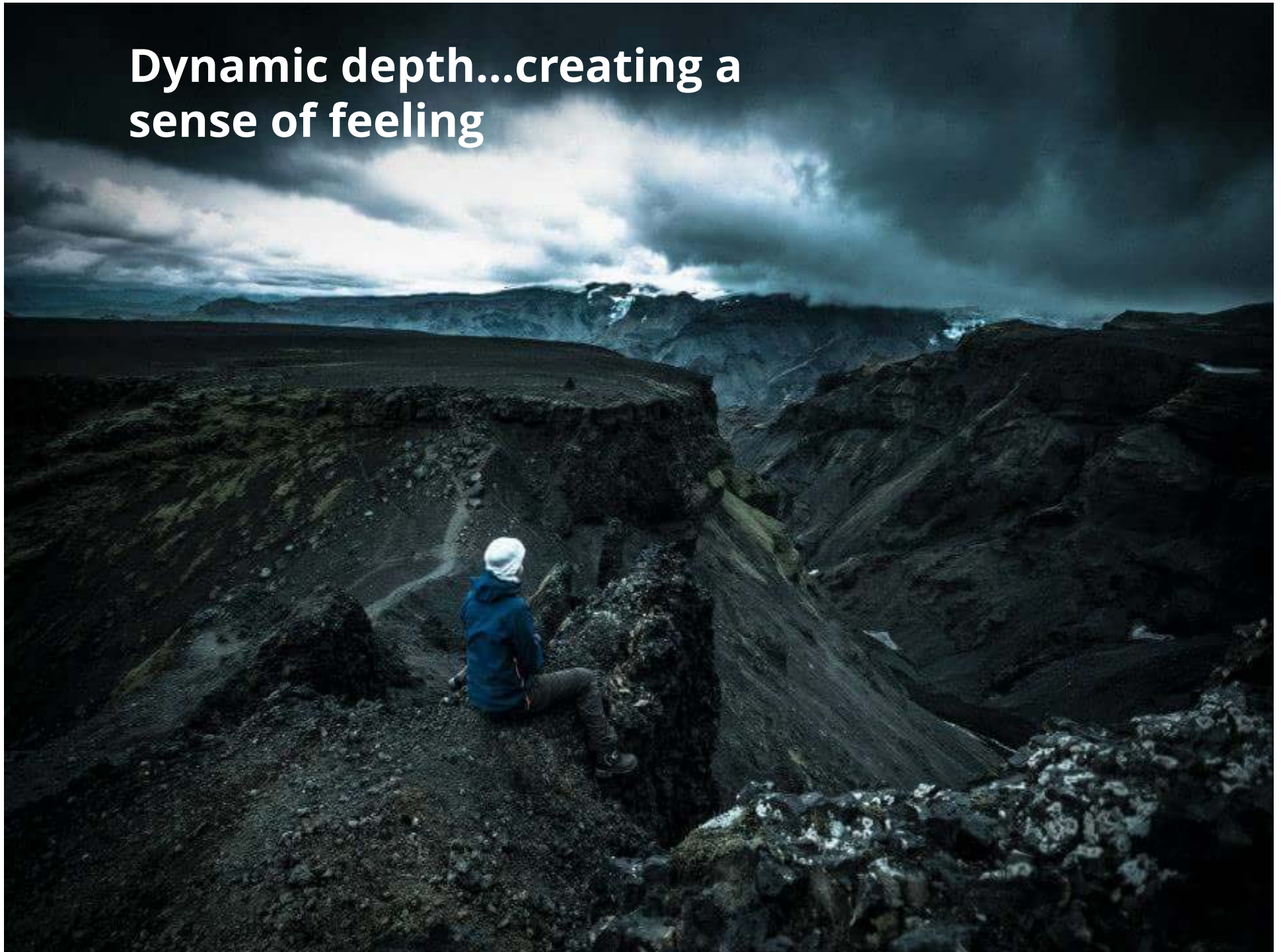
Conquer composition

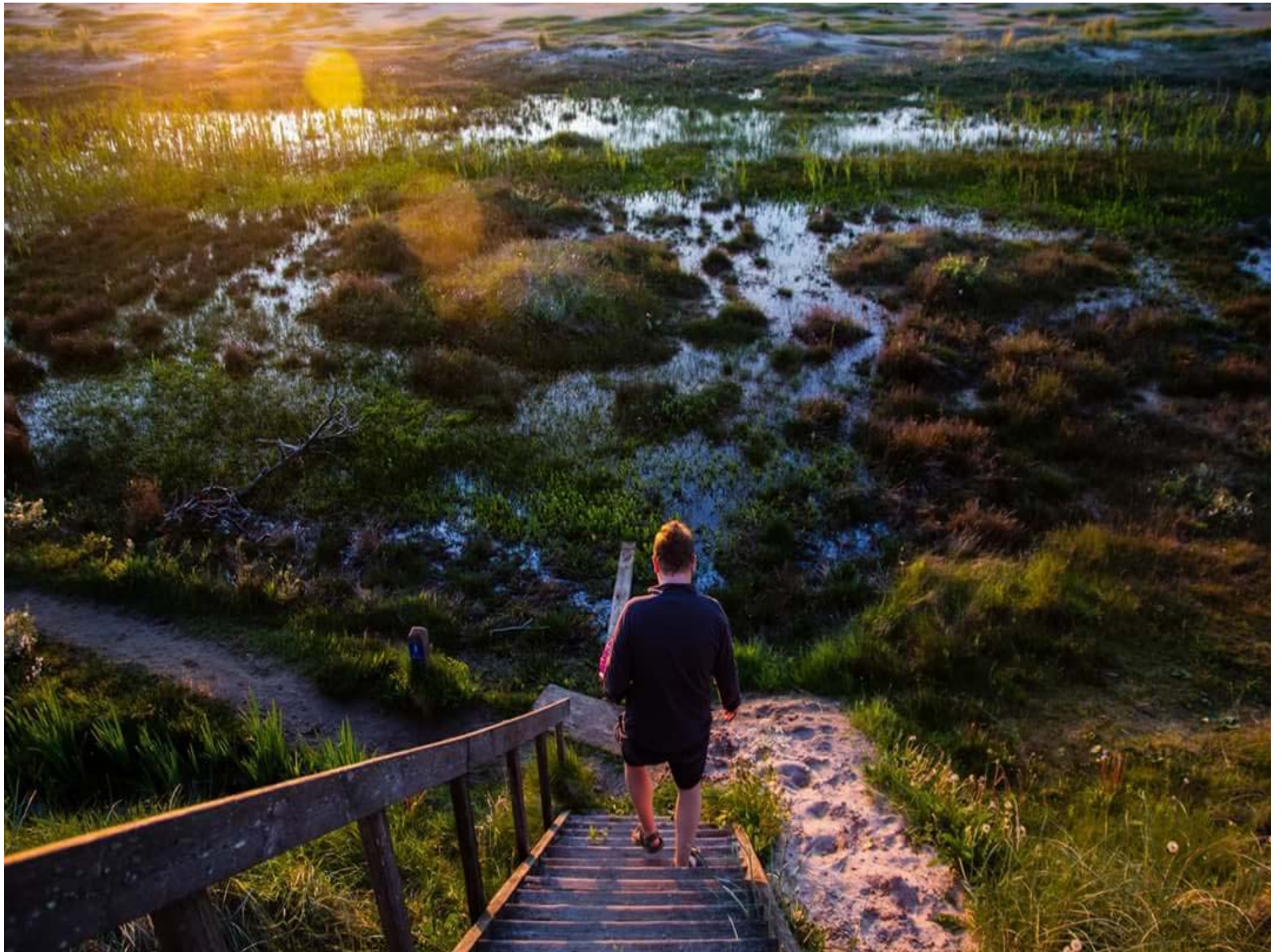


Leading lines...



**Dynamic depth...creating a
sense of feeling**







**Invoke emotional
response**





Understand lighting



**Bad lighting
= unfocused
and flat
photos**

**Good light allows for
balance of contrast,
appropriate level of
highlights/shadows and
focus**

And when indoor lighting is not ideal...try B&W!



Tells a story...



Has engagement/action





Shows Context



VS

Unique Perspective



Go for candid...if possible!

VS

3 Main Messages to Remember:

- + Always consider your possible lighting options!
- + Keep returning to your intention/purpose
–know your audience
- + Be patient, take your time and have fun!

Thank you!