

CAMERA CONFIDENCE

Basics

The quick guide to taking great photos.

Let's get real for a minute... if you are only posting snapshots online, with no real thought about making your photos tell a story, the only people that will be interested in your content (or at least politely pretend to be interested!) will be a few of your friends and some family members.

So put simply, a snapshot is one of those photos you just take without thinking about anything. Maybe you took it from a moving car, or even through the dirty window, or maybe it was a selfie where your face takes up most of the frame and, no matter how descriptive your caption is in promoting the amazing location, nobody can see it.

Whereas a photo usually follows a few simple but effective rules to make it appealing, eye-catching, and emotive. It tells a story that people want to experience.

Tip #1 - You gotta be straight

The simplest thing like posting photos with the horizon line, well... horizontal, makes a huge difference to how people's brains respond to an image. It can be super off-putting to see a tilted image and it makes people mentally want to straighten it.

If you don't get it straight when you are taking the photo then use the basic editing tools you have to fix it before posting. Look through your Instagram feed and see if you spot any photos that could have used a bit of straightening.



Do you think one of these photos looks better than the other?