

1

FIND YOUR FRAMING

Find your focal point, but don't shy away from including other elements in the picture if they are part of the story.

2

GET FOCUSED

If your main subject isn't in the middle of the picture, use the focus lock feature on your camera to set the focus on your subject.

3

MOVE YOURSELF AROUND YOUR SUBJECT

Try shooting your subject from different angles to find the best perspective and to frame out anything distracting in the background.

4

COMMUNICATE SCALE

Try including visual references (people, tools, coins, etc.) if you want to communicate scale.

5

CHOOSE THE RIGHT SPEED

Shutter speed determines how long your camera's shutter stays open. Use slow speeds like 1/4, 1/8, 1/15, and 1/30 for stationary objects. Use 1/1000, 1/2000, and 1/5000 for high-speed objects.

6

FIND THE RIGHT EXPOSURE

ISO is the camera's sensitivity to light. Use high ISO (above 800) only when you need to photograph in dark light or on cloudy days. Use low ISO in bright sunlight.

7

SEE BEAUTY IN THE DETAILS

Close-ups of faces, colors, textures, and patterns give added dimension and details to your photos.

8

PAY ATTENTION TO LIGHTING

The light source (from the sun or other lights) should be directed on your subject. The best times to shoot photos are early morning or late afternoon when the sun is low in the sky.

9

SHOOT MORE THAN YOU THINK YOU NEED!

Capturing great photos is a process of trial and error. Experiment with different angles and framing, evaluating what works and what doesn't to hone your approach as you go.

10

CHOOSE WISELY

Be sure to pick only the best photos to represent your project.

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