

# MAJORITY STRATEGIES **PHOTOGRAPHY GUIDE**

## Part 3: Smartphone Photography



## ARE SMARTPHONES THE NEW DEDICATED CAMERA?

Nearly  $\frac{3}{4}$  of Americans own a smartphone.

As smartphones become more sophisticated and better at capturing our memories, many are putting down their dedicated cameras and relying solely on their phones to photograph everything from daily life to the most important occasions.

Numerous editing apps and filters help even novice photographers turn their smartphone images into frame-worthy memories and social media moments almost immediately with relative ease and simplicity, increasing the popularity and use of smartphones over dedicated cameras.

But can smartphone photography provide the images advertisers and marketers need to develop quality, effective print and digital advertising?

*Absolutely.*

Smartphone photography comes with its own set of rules – and limitations – but once mastered, can be a powerful tool to create the imagery we need to help deliver your message in a unique and memorable way.

Let's get started.





# GETTING STARTED

First, get to know and get comfortable with your smartphone and its camera.

Every camera is different and will provide you with different options for shooting in standard mode or high dynamic range (HDR) mode, where holding the shutter takes a burst of photos to select from.

You may find a camera app provides you with additional options to adjust the exposure, white balance, the flash, and more.



**PRO TIP:** As smartphone cameras become more and more sophisticated, it makes sense that newer models of smartphones will provide you with the best quality images. Using a newer model of phone (think iPhone 6 and newer) is very important to ensuring the highest resolution possible. Even with these settings in place, smartphone photography may provide some limitations in terms of print advertising, where resolution is of the utmost importance to ensuring photos print crisp and clear.







# CAMERA SETTINGS

In order to capture high-resolution images on your smartphone, check your device's Settings.

The latest Apple iOS and Android devices' default settings will typically be set to take photos at the highest resolution, but it would be wise to doublecheck before beginning to take photos.



**PRO TIP:** You don't want to "miss the moment" – and the perfect image – by accidentally taking a low-resolution image that won't be crisp and clear for print advertising and may limit digital advertising.

Remember the photo resolution will be represented in a number of pixels, for example 3984 x 2988.





# COMPOSITION

Composition is an important element of photography. Professional photographers will look for lines and shapes. They will focus on colors and lighting. Combined, that creates the composition of the photo.



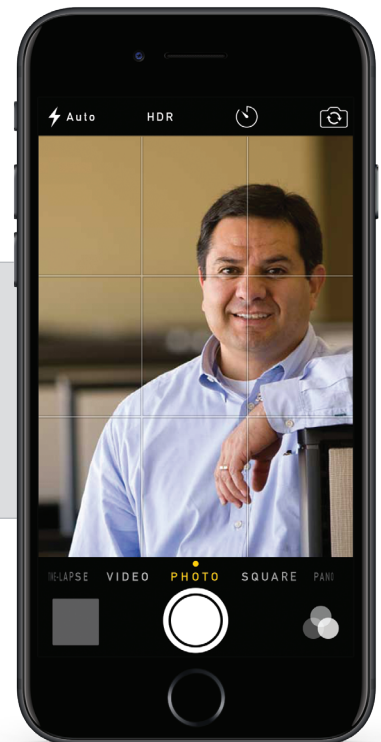
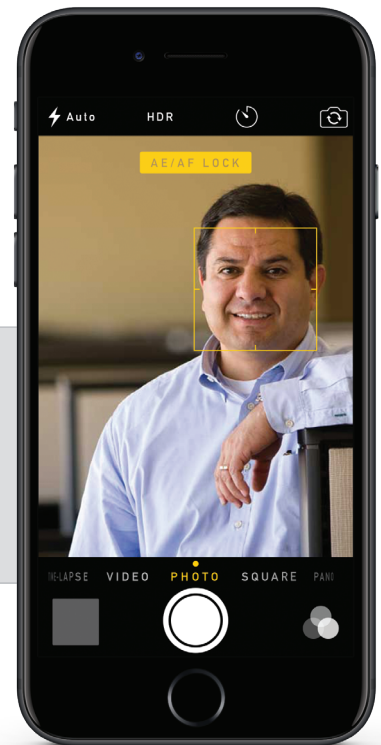
**PRO TIP:** In camera mode, tap on your screen to tell your phone where to focus. This is where you want the person looking at the photo to focus, typically the subject's face.

While we all want to take a stunning photograph, what may be more important in terms of composition for images that will support your print and mobile advertising is to focus on the “negative space.”

Negative space is the area around your subject that is relatively void of distraction. That allows for the placement of copy that works with the photo. The sky is often used for negative space.



**PRO TIP:** Use the gridlines setting on your smartphone to remind yourself to place the subject of your photo outside of the center of the frame.





# LIGHTING

Lighting helps to set the mood of the photo as well as focus attention on the subject matter.

With smartphone photography, it is important to try to take your photos in natural light while avoiding the harsh mid-day sun.



**PRO TIP:** Avoid using the flash on your smartphone. Almost always too harsh, the flash will wash out colors and potentially create “red eye” of your subject.



DON'T



DO

If you are setting up your photo and notice your image is too dark on your screen, tap on the darkest area and your phone (newer models) should adjust the lighting. The converse is true, too. If your image is too light, tap on the lightest area and your phone should adjust.



**PRO TIP:** It will be tempting to use filters to add drama, color, or definition to your image. Filters are great for social media images, but do not use them for your print and digital advertising images. Advertising images will be professionally edited in Photoshop to achieve the needed and desired effect.





A smartphone is positioned vertically on the left side of the frame, showing its top edge with a speaker grille, a small sensor, and a camera lens. To the right, a black game controller is partially visible, resting on a dark, textured wooden surface. The lighting is dramatic, highlighting the textures of the wood and the metallic finish of the phone.

# WE PLAY TO **WIN.**

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