

**No Photo Shop Required**  
**Timothy Bishop, CMSM**  
[tbishopcmsm@gmail.com](mailto:tbishopcmsm@gmail.com)  
[www.flickr.com/photos/timothyspics](http://www.flickr.com/photos/timothyspics)  
[www.linkedin.com/in/timothybishopcmsm](http://www.linkedin.com/in/timothybishopcmsm)

**Camera Tips and Pointers**

**Cell Phone Cameras**

Pros

- Convenient and portable, easy to upload photos to social media, OK for back up camera

Cons

- Quality of images, limited camera settings, camera wobble, shutter delay

Tips

- Set image quality to highest resolution, keep lens clean, practice using settings, practice holding the camera steady while shooting photos

**Point and Shoot**

Pros

- Convenient and portable, multiple styles and models to come from usually better range of camera settings and controls, can use larger memory cards, usually have larger file format options and higher resolution

Cons

- Settings are not always intuitive or clear, need to transfer files to a computer before uploading to websites/ social media, shutter delay can use a tripod if needed

Tips

- Set image resolution to highest setting, practice using different settings, turn off digital zoom and use just optical zoom, use a tripod for low light uses

**Digital SLR**

Pros

- Better optics, usually higher resolution, virtually no shutter delay, can use a tripod, more control options for advanced needs

Cons

- Portability, need for multiple lenses, more complex controls, cost

**Recommended Additional Equipment**

- A lint free lens cleaning cloth (\$3 at any drug store camera store or optometrist office)
- A can of compressed air (\$5 at any computer or camera supply store)
- A camera strap
- Extra batteries and charger
- A minimum 8 GB memory card
- USB cord or card reader for transferring files to your computer
- A tripod appropriate for the size of your camera (cost varies)
- A clear lens filter if using a DSLR (\$4 to \$25)

## **Capturing Great Photos of Your Downtown**

### **Preparation**

Take your camera. You can't get a great photo if you don't have the camera

Grab the extra batteries just in case

Clean the lens on your camera with a cloth or compressed air

Have a shot list of the kinds of photos you think you will want to get prepared in advance.

Assign someone to be the photographer for the event or activity

### **Taking a good photo: Three C's**

Consider what you're photographing and what story the photo is going to tell

Compose the photograph in the viewfinder. Look for distracting backgrounds, unwanted extra activity and things like power poles, signs, reflections etc... Think about if the photo looks better horizontally or vertically and adjust accordingly.

Click the photo and then click a second shot just in case

### **Zoom and Move**

Many of the challenges to getting a good photo can be overcome by:

Zooming in on the subject to avoid unwanted background and better define the subject of the photograph

Zooming out to bring more background to the photo providing context and identifying a sense of place for where the photo was taken

Moving the camera to shoot from a different angle can help avoid reflections and glare windows, cars and other objects

Moving the camera to another angle can also help your photo stand out if you are shooting an object or activity that is frequently photographed from one direction

## **Timing and Lighting**

When shooting out doors try to shoot with the sun shining on the subject from behind you.

If possible avoid shooting during the mid afternoon when the sun is high above and the lighting is most harsh

Avoid areas of deep contrast where one area is brightly lit and one is in the shadows

Adjust your camera's white balance for best performance. Incandescent, fluorescent and halogen lighting can alter the color of your photos if not corrected for.

## **Great Shots Gone Bad: Common pitfalls and tips to avoid them**

**Red Eye:** Turn off the flash or use the red eye reduction setting on your camera. Adjust the ISO or camera speed setting to allow more flexibility in low light.

**Blurred or out of focus photos:** since most cameras are equipped with auto focus this is often a matter of camera shake while pressing the shutter. Practice holding the camera steady while pressing the shutter. You may also consider using a tripod and your camera's self timer setting. If shooting active subjects or events blurred images can be prevented by adjusting your camera settings to a higher shutter speed or selecting the action setting.

## **Minor Fixes**

Microsoft Picture Manager tools include red eye removal, brightness adjustments, color adjustments, cropping, rotation, and alignment, and contrast adjustments.

These tools are pretty simple and easy to use but should be used sparingly for fine tuning. The goal should always to take a better photo not fix bad ones.

## Using Your Great Photos to Build Your Program

### Create and Maintain a High Resolution Photo Archive

Regularly back up photos on disk or external hard drive

Catalog photos for easy retrieval by subject

Create an online archive that others can access using an online photo sharing site such as [www.flickr.com](http://www.flickr.com).

About flickr:

Basic account is free up to 200 photos and limited to 100 MB per month.

Pro account \$25 annually for unlimited uploads

Allows you to sort photos into sets or albums

Can create groups and add your photos to other groups

Lets you adjust the rights and permission for your photos controlling who and how others can access them

### Sharing Your Photos Online For the Most Impact

**On flickr:**

Name your photo with a descriptive title that includes your program or events name

Add a description that includes a link to your website

Include a location tag for your photo

Tag your photo with key subjects or search terms

Add your photo to other groups

Set your rights and permissions to allow for easy use by media and others

Share links to individual photos or sets with press releases

**On facebook:**

Include a photo with your status updates whenever possible

Post event photos within 24 hours

Tag individuals in your photos (if you have permission)

Include a description and link to your website with photos

Ask your fans to vote for their favorite photos or share their own

**Other**

Include photos in you blog if you have one

Include links to photos or albums with your twitter posts

Frequently update photos on your website. If you have a website that is difficult to update or managed by a third party consider adding a slideshow widget that will automatically update when you post new photos on your facebook or flickr account.

Include links to photos (**Not attachments**) with **press releases**

Once photos are posted send a link to other groups that might want to see or use them, for instance the car club that hosts a downtown car show or the Lions club that volunteered to put up the Christmas tree.

## **Sample Photo Shoot List for Downtown Event**

Volunteers setting up

Centerpieces, decorations, and displays

Guest of honor or other VIPs in attendance

Your sponsors

Your sponsor's signage, one with just the sign or banner and one with activity or people in front of it.

Your organization's banner or signage

People participating in the event or activity

Award winners

MC and any other speakers

People shopping

Crowds in front of stores

Crowds inside stores

Large crowd shot

Close up of small group

Kids and family's at the event

Volunteers during the event

Volunteers after the event

## Sample Monthly Main Street Photo Shoot List

Before photo of any building or storefront that has recently changed owners

In progress photos of any active renovation projects

4 or 5 seasonal photos of Downtown with flowers blooming, trees in fall color, fresh snow, outdoor cafes' etc..

Any volunteers working on projects

Shopkeepers cleaning windows and storefronts, or working on window displays.

Customers shopping

People walking on the sidewalk, sitting on benches, using wayfinding signs, or using bike racks, or admiring public art.

Anything that looks interesting or uniquely special to your community

Oregon Main Streets Conference 2011  
All Rights Reserved  
Timothy Bishop, CMSM  
[tbishopcmsm@gmail.com](mailto:tbishopcmsm@gmail.com)  
[www.flickr.com/photos/timothyspics](http://www.flickr.com/photos/timothyspics)  
[www.linkedin.com/in/timothybishopcmsm](http://www.linkedin.com/in/timothybishopcmsm)