

DOGPAWstudio

PHOTO GUIDELINES

How to take the best photos for your brand!

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What you'll learn

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PORTRAIT PHOTOS

PHOTO TAKING BEST PRACTICES

Taking great portrait photos involves much more than “point and shoot.” You’ll need to frame up your subject so that their entire face is captured. Be sure that they are well-illuminated; aim to have the light source falling on their face, and don’t shoot them with backlighting. Also check that you are shooting from a good angle: being at eye-level or slightly above is ideal. Avoid shooting from below as that can cause the subject’s face to appear stretched or shadowed.

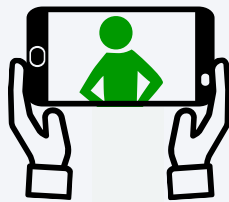
DIFFERENT SHOTS TO TAKE

Vary up the angles and positions in your portrait shots, as some will capture your subject’s “good side” better than others. In general, aim to capture some straight-on shots, a few with your subject’s head tilted toward one side or the other, and a few in which your subject is looking at the camera or off to the side. You should also aim for a mix closeup shots, head-and-shoulders shots, and upper body shots, and full-body shots.



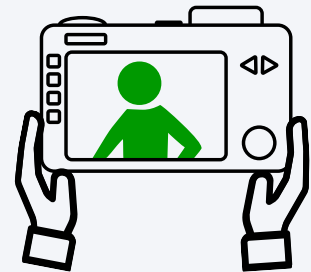
HOW TO POSITION YOUR CAMERA

While you can adjust your camera’s zoom, it’s best to hold your camera correctly to begin with. Follow these tips for optimal positioning.



FOR PHONES & TABLETS

Hold your device upright and make your subject’s face the center of the photo. If applicable, activate portrait mode and tap the screen where your subject’s face appears to focus on it. Portraits look best when you are at eye-level with your subject. You may shoot from slightly above — never below. Be sure to keep plenty of space around your subject’s face so that the top of their head is not cut off.



FOR CAMERAS

Stand about 6-8 feet away from your subject, then use your camera’s zoom feature to make sure their face is fully captured in the viewfinder. If your camera has auto-focus, be sure that your subject’s face is the focal point. Maintain good space around their face so that no parts are cut off. Try holding the camera both vertically and horizontally for a bit of variety.



LANDSCAPE PHOTOS

PHOTO TAKING BEST PRACTICES

When shooting in landscape, it's important to keep your subject the focal point of the photos. As with portrait photos, avoid shooting against the light: you want your subject illuminated so you can clearly see them within their surroundings. Framing is important as well. You want to capture enough information to give your subject context, but not so much that your picture looks cluttered. Maintain lots of white space around your subject.

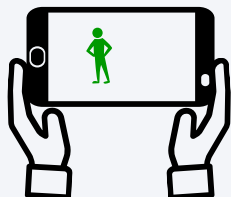
DIFFERENT SHOTS TO TAKE

Try different compositions with varying amounts of scenery or background. Get some relatively close shots of your subject (with plenty of white space around them), as well as some wide shots that show more of their surroundings. Play with the overall framing, but be sure to either center your subject or use the rule of thirds (which we'll cover later in this guide).



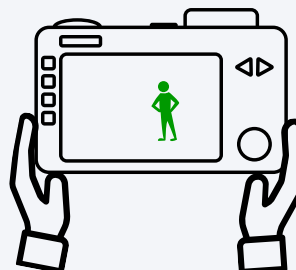
HOW TO POSITION YOUR CAMERA

Landscape photos are easier to crop than portrait photos, but you still want to compose before you shoot. In other words, don't rely on post-production to fix your photo. Hold your device correctly so that you can get the framing and white space that looks best.



FOR PHONES & TABLETS

Hold your device horizontally. Maintain enough distance that your subject has plenty of white space around them. Tap the subject on your screen so that the camera will focus on them. Play a bit with distance and framing for a variety of shots.



FOR CAMERAS

Cameras are ready to shoot in landscape by default. Begin by aiming the camera at your subject. Position them in the viewfinder and zoom in or out as necessary. If your camera has auto-focus, be sure the focal point is your subject and not something in the background.



IMAGE SIZING & CROPPING

HOW TO CROP PHOTOS USING PIXLR

Even well-composed photos sometimes need a bit of cropping. You may want to eliminate some unnecessary background or any visual clutter. Sometimes, you'll need to resize the photo for a certain format. To do this, open Pixlr and follow these steps.

- 01** LOG INTO PIXLR AND OPEN THE PHOTO EDITOR.
- 02** SELECT "OPEN IMAGE" AND LOCATE THE FILE ON YOUR COMPUTER.
- 03** CHOOSE "CROP" IN THE LEFT SIDEBAR.
- 04** TYPE IN THE DIMENSIONS YOU WANT. YOU CAN KEEP THE SAME PROPORTIONS AND CROP THE IMAGE TO A DIFFERENT SIZE, SET NEW PROPORTIONS WITH CROPPING, OR SIMPLY RESIZE THE IMAGE WITHOUT CROPPING.
- 05** CLICK "SAVE." VERIFY THAT THE IMAGE IS THE SIZE AND PROPORTIONS YOU NEED AND THAT NO VALUABLE INFORMATION WAS CUT OUT.
- 06** SELECT "FILE TYPE" AND CHOOSE THE JPG FORMAT WITH A QUALITY OF 60 - 80%.
- 07** CLICK "DOWNLOAD."
- 08** UPLOAD YOUR FINAL IMAGE WHEREVER YOU NEED IT.

PORTRAIT - SQUARE

Crop and resize your image so that the horizontal and vertical dimensions are the same. We recommend 450 by 450 pixels.

PORTRAIT - VERTICAL

Crop and resize your image so that the portrait is taller than it is wide. We recommend 450 by 650 pixels.

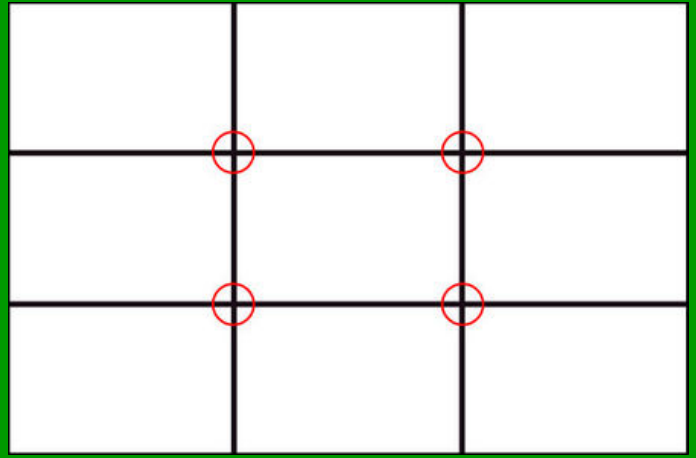
PORTRAIT - HORIZONTAL

Crop and resize your image so that the portrait is wider than it is tall. We recommend 650 by 450 pixels.

LANDSCAPE PHOTOS

Crop and resize your landscape photo to make it a well-balanced banner image. We recommend 1500 pixels wide and 450 to 650 pixels tall.

FOLLOW THE RULE OF THIRDS



01

EXAMINE YOUR VIEW

When composing your shot, imagine that the frame is divided into three sections both horizontally and vertically.

This makes up 9 rectangles.

02

MAP OUT YOUR FRAME

Identify where those invisible rectangles overlap, e.g. where the bottom right third intersects with the middle rectangle.

03

POSITION YOUR SUBJECT

Place your primary subject at an intersection of the thirds. If you're capturing something in the right-hand part of the frame, aim to have them overlap the bottom right, middle right, bottom middle, and part of the middle rectangle.

04

FRAME UP THE REST

Avoid centering any element in the image. For example, if there is a wall or treeline in the background, make sure it is occupying the upper thirds, not the dead middle of the frame.

05

BUILD UP IN THIRDS

If you can't constrain your subject to only one corner (e.g. in closer shots), frame them up in thirds. For example, you can position the subject to the left or right of the frame so that they occupy the intersections of the upper and lower rectangles. This makes a more natural shot than placing them dead-center.

06

DOUBTS? FIX IN POST

It's not always possible to perfectly frame your subject when shooting, but if you've captured enough white space, you can often crop your photo to place your subject within an intersection of thirds.





Need Some Guidance?

Contact us at help@dogpawstudio.com and we'll help you out!

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