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INTRODUCTION

GREAT PICTURES ARE the result of matching an interesting subject with the best light, a pleasing placement of the elements and exposing the sensor to just the right amount of light to translate the way you see the scene onto the camera’s sensor. It is how the photographer handles this combination of technical and creative skills at a particular moment in time that produces unique images and allows individuality to shine through.

THESE 59 TIPS offer a concise insight into the thinking, behaviours and the creative and technical skills required to produce vibrant and dynamic images across the wide range of subjects and situations you’re likely to encounter everywhere, from your own backyard to the other side of the world. Put them into practice and you’ll increase the percentage of good photographs you take and lift your photography to the next level of creativity and consistency.
THE 10 GOLDEN RULES
BE PATIENT & COMMIT TO THE IMAGE

So much time creating good pictures is spent not actually taking pictures but incessantly looking, either on the move or standing around; watching, waiting. Very few really good photographs are the result of random, machine-gun-fire technique or accidently being in the right place at the right time. Plus, if you’re out and about you create the opportunity to come across fleeting moments. You will not get those ‘lucky’ pictures from your hotel room or bar stool.

When you do find a great location and the light is just right – but an element beyond your control is needed to make the picture, such as a child in a red jacket running into frame – you’ll have to balance the competing desires of trying to see everything and patiently waiting for the perfect moment to create interesting pictures. If possible wait; be patient; commit to the image. Whether it’s a matter of seconds for an action to occur, a couple of hours for the weather to change or revisiting a location at the best time of day, the quality of your images will improve dramatically. Commitment to the image is a key professional trait; it keeps photographers out there way beyond the time needed to simply visit a place.