



MELBOURNE | LONDON | OAKLAND





## INTRODUCTION 07

### THE 10 GOLDEN RULES

Take Control of the Picture-Taking Process 10

Learn to See the Transformative Power Of Light 12

Practise, Practise, Practise 14

Research & Plan 16

Develop a Picture-Taking Routine 18

Be Patient & Commit to the Image 20

Pay for Photos Only When It's Appropriate 22

Shoot Raw Files 24

Become Proficient With Image-Editing Software 26

Critique Your Photos Objectively 28

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### THE 45 BEST TIPS

Choose the Correct Camera 32

Accessorise! 34

Use the Quality Control Settings 36

Select a Suitable File Format 38

Adjust Your Exposure 40

Capture the Widest Tonal Range 42

Check the Exposure is Correct 44

Stay Within Range of Your Flash 46

Reduce Red-Eye 48

Use Your Phone Like a Camera 50

Prevent Blur 52

Highlight Your Subject 54

Follow the Rule of Thirds 56

Vary the Look of Your Images 58

Vary the Depth of Field 60

Reduce Reflections 62

Talk to Strangers 64

Use a Short Telephoto Lens 66

# CONTENTS

Use a Wide-Angle Lens	68	Capture Reflections	100
Show Landscapes Some Love	70	Make Sunsets More Interesting	102
Shoot Early or Late	72	Avoid Lens Flare	104
Use a Tripod	74	Shoot Wildlife	106
Override the Light Meter	76	Set Your Alarm Clock	118
Fill the Frame	78	Be Patient	110
Move Around	80	Record Light Trails	112
Light Your Lunch	82	Don't Put Your Camera Away	114
Capture Cityscapes at Dusk	84	Protect Your Camera	116
Gauge Light to Shoot Interiors	86	Back Up Your Images	118
Use a Fast ISO	88	Work With Your Images	120
Get to the Parade Early	90		
Visit Famous Places	92	<b>GLOSSARY</b>	122
Grab a Window Seat	94	<b>INDEX</b>	126
Add a Sense of Scale	96	<b>ACKNOWLEDGEMENTS</b>	128
Anticipate the Moment	98		



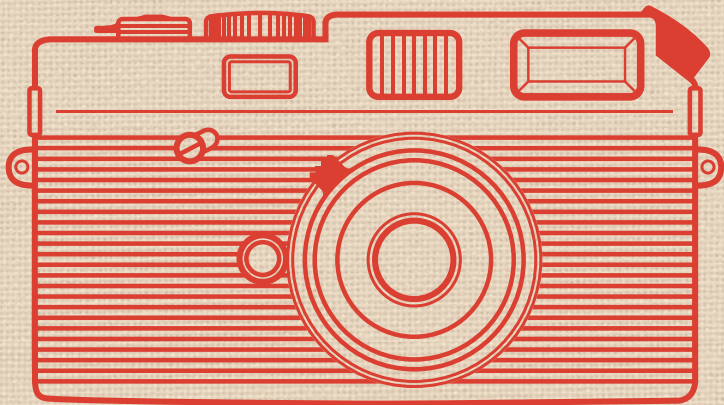


# INTRODUCTION

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**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 55 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.





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GOLDEN RULES

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# TAKE CONTROL OF THE PICTURE-TAKING PROCESS

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Take control of the picture-taking process by learning the technical stuff so you can take your camera off the fully Automatic or Program settings. And get to know your gear so that the mechanics of taking a photograph become second nature.

Automatic features are brilliant if you know what they are doing and what impact they are having on the image – then you can decide if that is really how you want your photo to look. Particularly, understand the exposure triangle – ISO, shutter speed and aperture – so that the multiple options you have for setting a correct exposure become instinctive. This will allow you to use the settings as creative tools that control the mood, quality and feel of the photograph, rather than just as a technical necessity.

As for gear, the minimum aim should be to know how to change the ISO, shutter speed and aperture settings, turn the flash on and off, change lenses and filters and get your tripod up, camera mounted and shutter-release cable attached; all as quickly as possible.

With this combination of technical knowledge and practical skills you'll then be able to concentrate on and enjoy the creative side of photography by seeking out interesting subjects and great light. You'll also have a much better chance of capturing more images at exactly the right time, especially those fleeting moments and expressions that make unique photographs.



Palace of Westminster at dusk, London, England