



MERTON

HERE
NOW

cit

BTG

CONTENTS

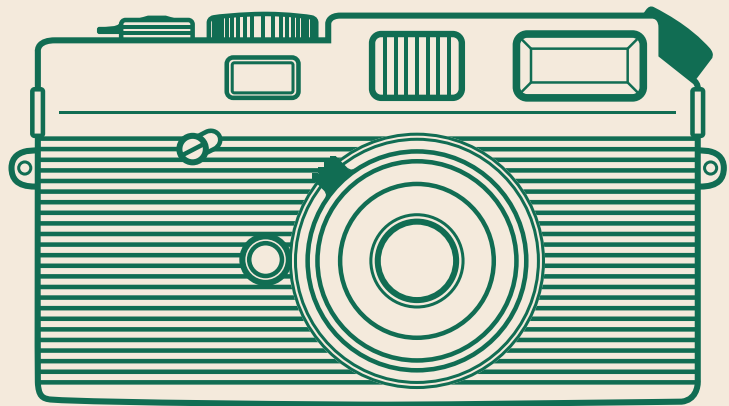
INTRODUCTION	07	Select a Suitable File Format	38	Show Landscapes Some Love	72	Avoid Lens Flare	106
THE 10 GOLDEN RULES		Adjust Your Exposure	40	Shoot Early or Late	74	Look Beyond the Obvious	108
Take Control of the Picture-Taking Process	10	Capture the Widest Tonal Range	42	Use a Tripod	76	Shoot Wildlife	110
Learn to See the Transformative Power Of Light	12	Check the Exposure is Correct	44	Override the Light Meter	78	Set Your Alarm Clock	112
Practise, Practise, Practise	14	Stay Within Range of Your Flash	46	Fill the Frame	80	Be Patient	114
Research & Plan	16	Reduce Red-Eye	48	Move Around	82	Get Creative with Wildlife	116
Develop a Picture-Taking Routine	18	Use Your Phone Like a Camera	50	Light Your Lunch	84	Record Light Trails	118
Be Patient & Commit to the Image	20	Put Yourself in the Action	52	Capture Cityscapes at Dusk	86	Shoot a Firework Display	120
Pay for Photos Only When It's Appropriate	22	Prevent Blur	54	Gauge Light to Shoot Interiors	88	Don't Put Your Camera Away	122
Shoot Raw Files	24	Highlight Your Subject	56	Use a Fast ISO	90	Protect Your Camera	124
Become Proficient With Image-Editing Software	26	Follow the Rule of Thirds	58	Get to the Parade Early	92	Back Up Your Images	126
Critique Your Photos Objectively	28	Vary the Look of Your Images	60	Visit Famous Places	94	Work With Your Images	128
<hr/>		Vary the Depth of Field	62	Grab a Window Seat	96	<hr/>	
THE 49 BEST TIPS		Reduce Reflections	64	Add a Sense of Scale	98	GLOSSARY	130
Choose the Correct Camera	32	Talk to Strangers	66	Anticipate the Moment	100	INDEX	134
Accessorise!	34	Use a Short Telephoto Lens	68	Capture Reflections	102	ACKNOWLEDGEMENTS	136
Use the Quality Control Settings	36	Use a Wide-Angle Lens	70	Make Sunsets More Interesting	104		



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

06 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 accidentally 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.



Nasir-al-Molk Mosque, Shiraz, Iran

INDEX

A

action 82, 100
aperture 10, 40, 62, 68, 72, 118, 120
automatic 10, 54, 58

B

back up 126
birds 114
bracketing 42

C

camera phone 50
camera shake 54, 96, 112
cityscapes 86
commitment 20
compact digital cameras 32
composition 12, 56, 60, 68, 72, 74, 78,
98, 108, 116
critique 28

D

depth of field 62, 72, 74, 88, 100
Digital Single Lens Reflex cameras (DSLR)
24, 32, 58

E

equipment 32, 90
exposure 10, 40

F

f-stops 46
filters 34, 64, 102
flash 10, 34, 46, 50, 88, 118
flowers 80
focus 56, 62
food 84
framing 60, 80

G

GoPro 52

H

High Dynamic Range (HDR) 42
histogram 44
horizon 72, 96

I

ISO 10, 18, 40, 46, 68, 74, 88, 90, 100,
112, 120
image-editing software 24, 26, 38, 42,
48, 50
interiors 88

J

JPEG 38, 44, 52

L

landscapes 72, 74
LCD screen 44
lens 18, 54, 106
lens hoods 34

light 12, 18, 40, 46, 50, 84, 88
light meter 78
light trails 118, 120

M

metadata 128
money 22
movement 100

N

nightlife 90

P

patience 20
photographing strangers 66
pixels 36, 44
point of interest 56
polariser 34, 64, 78
portraits 68, 92
print 38

protection 124

R

raw 24, 26, 38, 52
red-eye 48
reflections 102
research 16, 94
resolution 36
rule of thirds 58, 72

S

scale 98
shoot first 18
shutter-release cable 10, 34, 86, 120
shutter speed 10, 40, 54, 68, 70, 74, 76,
80, 82, 96, 100, 112, 114, 120
sport 82
sunrise 12, 74, 104
sunset 12, 74, 86, 104

T

tripod 10, 16, 34, 42, 74, 76, 86, 88, 118,
120
time 16

V

viewpoint 16, 52, 60, 92, 94, 106, 112

W

weather 122, 124
white balance 78
wide-angle lens 70, 72, 74, 90
wildlife 110

Z

zoom 110