GARDEN CLUB
OF VIRGINIA

PHOTOGRAPHY COMMITTEE

Handout for Presentation on Photographing Artistic Designs for the 2021 Virtual Daffodil Day Show

Topics Covered:
- First Things First
- Basic Cellphone Camera Tips
- Lighting
- Cropping, Leveling and Filling the Frame
- How to Send

<u>First Things First</u>

- Intentions affect composition. Photographing an artistic design for the Daffodil Day show, or almost any flower show, is different from photographing designs brought to the Board of Governors meeting, for example. There, it is as much about capturing the ambiance as the design. For your Daffodil Day show creations, look at your designs through the eyes of the judges. Can they see detail? Are any areas out of focus? Too dark? Too shadowy? In an in-person show, the judges are able to move around a bit to see depth in a design, so your two-dimensional image needs to show as much detail as possible. Walk around your design thoughtfully before and while you are photographing to get a judge's perspective on your arrangement.

- Size matters – The size of your design could mean challenges for the backdrop, location for photographing, and whether you can get close enough in to photograph the whole arrangement or whether you need to shoot farther out and crop your photograph after you've taken the shot.

- Click, click, click: Take multiple images for all sides required.

- Which Camera Should You Use? Either cell phones or DSLR (digital single lens reflex) cameras work. For camera users, however, the no editing rule for this year's schedule means using the JPEG and not the RAW format as RAW requires editing. Cell phones will do a good job, particularly later model phones. While portrait mode can be used, the distance required to take an image in portrait mode will likely preclude it for your purposes in taking close up images of your designs. Best to stick with the Photo mode on your cellphone camera.

- What color backdrop complements the design? This year's schedule leaves the background color for most classes up to the designer/photographer. Trifold boards work, presentation boards work, fabric works. If using fabric, ensure that

it is smooth (e.g. wrinkle free). Trifold and presentation boards can be purchased on-line at Amazon, at Staples, Hobby Lobby, etc. Note: This year's schedule does not require the same color for the background and tabletop, however it makes for a nicer image if you can use the same color for both. If not, ensure your tabletop is not busy and/or does not detract in any way from the design or the container.

Some Cell Phone Tips:

Use the "Focus Finger."   Doing so will ensure that the phone focuses where you want it to focus. Apple and most cell phones do a good job finding the right focus, but it is also possible your phone will focus on the vase rather than the arrangement or not focus on the depth of your arrangement. You can take control: (1) Place your finger on the area in your camera you deem the best. A yellow box with a yellow "sun" will appear. (2) Keep your finger on the spot until you see the AE/AF caption on the top of the image. (3) Slide your finger up and down on the sun to increase or decrease exposure if you need to. When you have the AE/AF lock on, exposure and focus will remain on what you put it on, even if you move the camera around slightly.

Image of what your phone camera screen looks like with the AE/FE Lock turned on.

Feet (your feet) are the best tool in toolbox. Avoid the tendency to stand back and zoom. Get closer to your image. Having to take your images straight on means you may have to adjust your stance.

**Eyes.** Use your eyes to really SEE your image at least three times:
1) When composing your image. Visualize your image and the materials you will need to photograph it to the best extent possible. Use grid lines on your phone's camera to ensure your composition is straight. Adjust the backboard if needed.
2) In camera. When your camera is trained on your design, whether front or sides, take a close look. Are you cutting an edge off? The top? The bottom of the container. Is it straight? Remember: perimeter patrol.

3) After you take the photo, really look at the image. Check again to ensure nothing is cropped out or is improperly exposed; make sure the photo shows details and fills the frame.

Lighting

- Depends on your environment. A well-lit room should provide good enough lighting to ensure details of your design can be seen. If the ambient light in the room not strong enough, change locations. Consider going outside to photograph.
- Front light is light that is on your design and generally behind the camera. It is generally the best light to use but be careful not to be too close to the light source (window) to avoid unwanted shadows.
- Side light is not recommended for this process or for portraits. Side light is best for landscapes.
- Backlight – Best to avoid as your backdrop will likely get in the way. If you do use it, make sure to place something behind the backdrop to avoid light creeping in behind your design or under the edges of your backdrop.

Cropping, leveling and filling the frame. You want your design to take up most of the image (fill the frame), leaving some room around the sides to show the background or contrasting color. Use grid lines on phone and crop tool on phone.
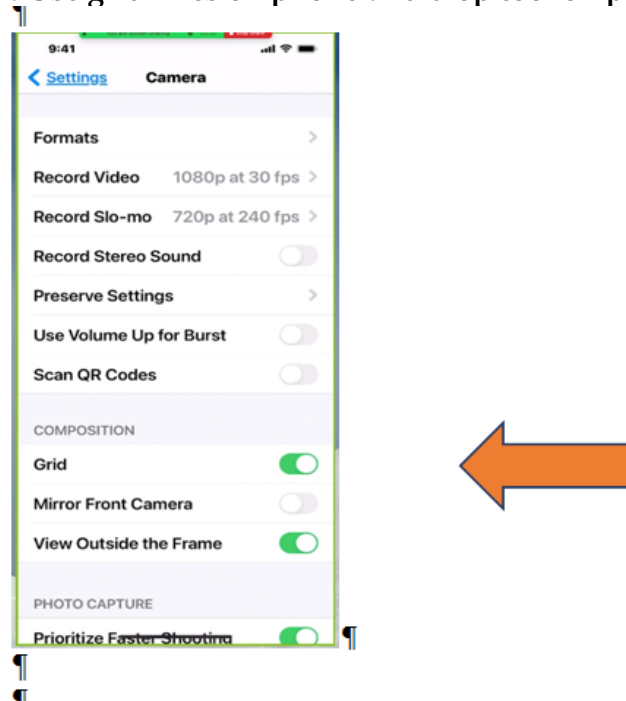
How to Send Your Photo:

- Rename your image to include your name and entry number.
- Suggestion: LastName_FirstInitial_ClassNumber.jpg

- Leave the suffix jpg or jpeg on your photo when you rename.
- Your entry number will be emailed to you by Bev Earman following your registration online.
- Send your photo in ACTUAL SIZE.
- Entering a show constitutes permission to use images of the submitted content in all GCV communications.

To rename images on a Mac computer from Photos:

- Click on the photo
- Click on the info button on the top right bar (it is a lower case i with a circle around it)
- Click "Add a Title" and type in your information per the above format
- Close the info box
- With your photo still highlighted go to File – Export
- Choose Export 1 Photo
- Go to File Naming and Choose "Use Title"
- Export it to a location on your hard drive that you will remember.
  ***It is critical to know where your photo was filed
- In your email, click on the paperclip at the top right to add your photo.
- Find it in your file, choose it, ensure it is ACTUAL SIZE and send.

Renaming images from an iPhone is more complicated and requires that you know where your files are on your phone. It is best to rename and send from Photos or, if your phone is not synced to Photos on your Mac or if you have a pc, send your iPhone photo to your hard drive.

To rename in a hard drive on a Mac, click on the photo then right click to find the rename option. On a Windows based PC, a rename option is found in File Explorer.

Some examples of various colored backgrounds