

HOW TO CREATE

# Amazing Photos

with Your Phone for Social Media



[WWW.SHALIMARSTUDIOS.COM](http://WWW.SHALIMARSTUDIOS.COM)

# Welcome!

Bonjour! Hola! Namaste!

Hello! My name is Yasmin and I'm very happy to meet you. I'll begin by telling you that I started Shalimar Studios 11 years ago and what started as a hobby over the years grew into a passion.



I believe sharing the personality behind your brand is very important to creating a connection with your target clientele. For personal branding sessions, I work closely with my clients to ensure they feel comfortable on the day of our shoot. In the weeks leading up to our shoot, I'll walk them step by step and work to create the perfect personal branding images. My goal is to not just be the photographer, but collaborate to create chic, modern and impactful images to help each business grow.

This guide is where I take my years of experience behind the camera, and offer you tips and tricks on how to create impactful phone photos for when you don't have a professional photographer around. These are quick and easy tips that you can start using today to fill your social media with content.

# The 2 Most Important Parts of a Photo

## Lighting & Composition

### Lighting



Light is the magic sauce to creating an image that will stop the scroll on social media. When working with light, it is best to shoot during golden hour, which is about an hour before sunset. That is when the sun is lower in the sky, creating softer light and shadows. High-noon sun is harsh and unflattering; avoid it if possible.

If you can't shoot at golden hour, then shoot in what we call open shade. That would be a doorway (as seen in the top image,) or under an overhang, where your subject is in the shade but being illuminated by the ambient light. Be mindful not to have the person in direct sunlight, but where there is that nice, even and soft light.

Another option is if you are indoors, to face a large window. It creates that same soft glow to your images.



Backlight is another great option as seen in the 2 images above. Have your subject turn their back to the sun and lighten the image so their face isn't dark but the right shade. This creates beautiful rim lighting around your subject and helps them stand out from the background. These images will require a bit more editing in that they will initially appear washed out. My favorite tip to edit these is to increase the contrast...wow!

Lastly, shooting on a day with overcast skies gives you the most latitude as it is softened light all day long. The image of Sam to the right is the perfect example, soft light on her and the background. Having her step away from the background really helps her stand out while shooting in Portrait mode.



# Composition

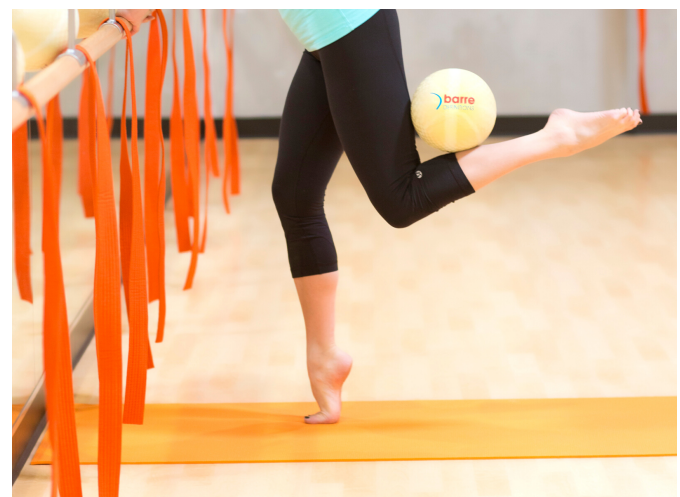
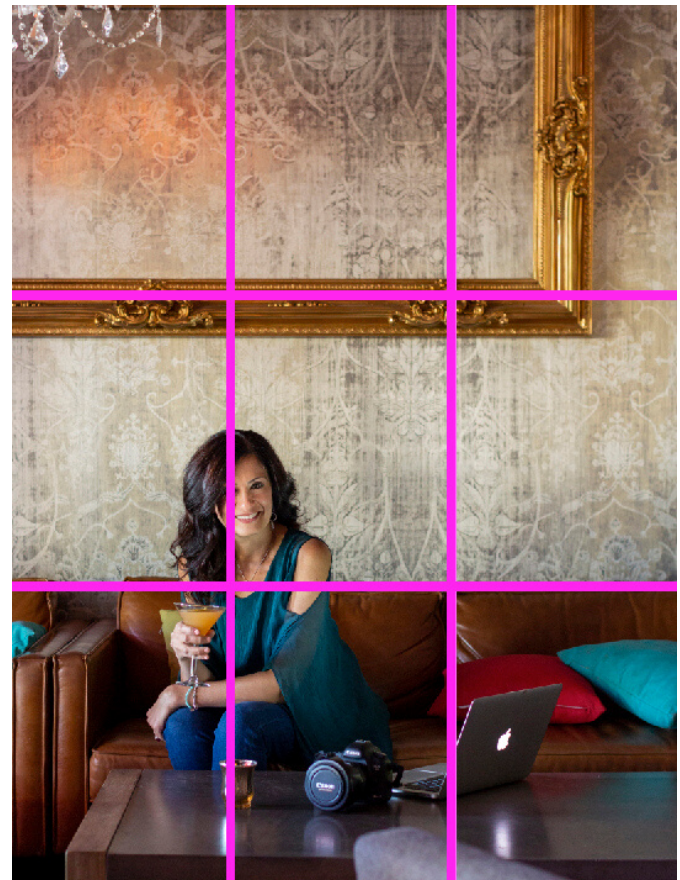
Composition is how we arrange the layout and position important objects and people within the frame of the photo. To draw the viewer's eye to key elements, you want to imagine there are 2 vertical lines and 2 horizontal lines, evenly spaced on your photo. Where those lines intersect are where you want to place the important parts. In the middle photo, you can see I placed the subject in the bottom left intersection of the lines.

This creates more visual interest, and draws the eye to that key element. How you arrange those elements, will be dictated by what you are selling or marketing.

Experiment placing your subject at different intersections to see how the feel of the image changes.

A great tool is using the grid feature on your phone which sections the photo into thirds so you can see before you take the picture how it will all look.

If photographing a portrait, have the person step away from the background. We tend to think we should be standing up against a wall, but pulling yourself away from it, stepping 5-10 feet away from the background, will create separation and bring viewer's attention to the subject. We want to draw the eye to the product, service or person we are marketing, everything else is a distraction. Don't forget to touch the screen where you subject is to create that focus in the image. For portraits, focus on the eye.



# Variety is the spice of life

Capture a variety of images in each shoot that you do. For each pose photograph each of the 4 shots below. For each photo, vary your hand positioning, eye contact, (looking at/off camera, or at a product,) and interacting with a product you sell/offer. This will maximize your time shooting and provide you with a variety of imagery you can share.

- Tip: Showing the face behind the business creates connection with your clients and helps build trust

## HEADSHOT



## THREE QUARTER



## FULL LENGTH



## DETAILS



*find your perfect photo*



*And so  
She did  
it too!*

Add variety to your images by photographing your products alone, in a flat lay, or with someone holding it. Use elements in the background that speak to your product or service. For example, if you're selling a pet product, have a blurred out pet in the background, (use Portrait mode on an iPhone,) or photograph a close up of a dog's nose sniffing or touching the product.

Color also plays an important part of the mood you set in your images. I always suggest choosing colors that match your branding. That helps create a cohesive look to your imagery and that consistency helps create trust. If you have a menswear brand, think about using colors like navy, grays, with subtle pops of color. If you're a surf brand, think about light blues, pastels, and whites.



# Editing your images

Now that you've spent the time deciding what you want to photograph, found the best light, and chosen the mood and tone of your images, it's time to edit. Unfortunately our cell phone cameras don't see all the range of color and detail that our eyes do, so spending a little time on editing can take your okay image to a wow image.

The in-camera editing function is a great start. I typically will add some contrast and adjust exposure to brighten or darken the image. If I have a person or subject in the photo, I will then use Facetune to slightly soften the skin. This is one function that can easily get out of hand. We don't want plastic Barbie skin, we want to still look real, but minimize blemishes. One of my favorite tips is then using the Details function and swipe lightly over each eye. This gives that extra little pop to the eyes and really draws in the viewer. For advanced editing, Lightroom mobile or Snapseed are great options for editing as well as storing your images in a collection.



Adobe Photoshop Lightroom

If you're a one-woman-show, a cell phone tripod can be your best friend. Set it up on a table or chair, or buy one like this one with adjustable legs so that it can be attached to a pole or be molded to hold onto something and not move. These tripods are my go-to for self-portraits, creating a timelapse, or when I need my hands free if I'm holding a product. You can set a self-timer for photos, and even set it up for video and talk directly to your clients.





## *Helpful hints*

### *1. Decide What Type of Image*

Social media content needs to showcase a variety about your business. Your clients want to see who is the face and personality, your products or service in action, and be able to visualize how your product or service can help them.

### *2. Look for the Light*

Lighting can make or break a great image. It is THE most important part of creating an impactful image. When shooting outdoors, shoot during golden hour which is 1 hour before sunset. It is when the light is softest and most flattering.

### *3. Composition*

How you layout your subject or objects in a photo will tell the story of your brand. Enable the grid feature on your phone and keep important parts in the picture where the lines cross. This is called the Rule of Thirds and will greatly improve the impact of your images.

### *4. Editing*

Cell phone cameras unfortunately don't see all the detail and vibrant colors that our eyes do, so most photos will need to go through some editing. Apps I use are the in-phone edit app for a bump of exposure and contrast, Facetune to minimize skin blemishes and enhance details in the eyes, and Snapseed or Lightroom mobile for advanced editing.





# Thank You...

I hope you found these tips helpful.

We love to hear how these tips helped you reach your business goals. Drop us a line and tell us of the wonderful engagement and feedback you receive.

## Let's keep in touch!

\*You can connect with me on Instagram @shalimarstudios where I'm obsessed with all things Insta! Be sure to say hi and let me know how you found us and what more you would like to see for Branding Photography.

\*Visit our website at [www.shalimarstudios.com](http://www.shalimarstudios.com). We regularly update our blog featuring Branding Sessions and interviews of local business owners.

\*Send me an email to get the conversation started on how we can create a customized experience and create beautiful, stylized, chic and modern branding photos to help you spread the word of you and your business.



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