



FLORAL

P H O T O G R A P H Y



Getting the best from your images .

The focus of this workshop is to give you the tools to take fab images where ever you are. Using simple set ups but also making the most of what is around you, when you're out and about.

3 step guide to creating great consistent images, mainly using your mobile phone but also referencing DSLR/ Mirrorless camera users.

3 STEPS TO SUCESS

3 Steps to Fab Images



Lighting
Natural / artificial
Main emphasis is natural daylight



Background
Bold v's Simply



Design & Composition
Angles, design ,focal length



Step 1.

Seeing the Light

Natural Light

Soft Natural Light , Using a window, conservatory or cloudy day outside

Move your subject slightly away from light source

Bounce the light , use a white piece of card to bounce the light onto the subject for even light.



Shadows

Use the shadows to add form, contrast and design to your composition

Note : Images shot with my iPhone , no editing



Artificial Lighting

Studio / artificial lighting is a huge area, so I will very very briefly touch on this area.

LED'S, Lamps .

You can use spots , LED'S , lamps etc to shape and model your subject .

Have some fun using different lamps to get different effects .

On Camera Flash.

The flash on your camera is pretty harsh on the subject as it points directly onto it. Use this to create drama shadows.

Tips to bounce and soften your flash

If you are using a speedlight point it onto the ceiling or behind you to soften light creating a daylight effect.

If you are using an on camera flash soften the flash with a piece of paper attached over or in front of the flash bulb.

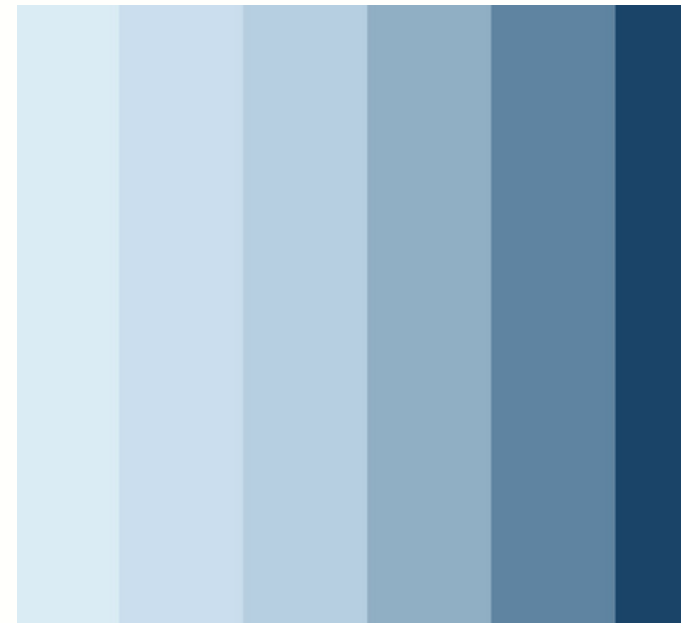
<https://www.youtube.com/watch?v=m6T1SDEBoUQ>



Step2. Background



The background is as important as your subject. It stages your subject. Creates a style, consistency or brand identity. Showcases your creativity



Simple

Keep it simple.
One colour or tone ,
Clean lines , fresh , modern

Contrasting

Use a contrasting dark background
against light tones to create a
dramatic, sophisticated look

Bold

Be bold and brave with
architecture to add a modern or
creative look.

Textured

Textured materials highlight the
form and beauty of the flowers.

Infinity Wall

Simply use a large piece of card for
background and ground and curve
it so there is no horizon line.

Backgrounds



Tonal



Bold



Architectural

Step 3

3 Shots in 1

Designing and composing your image.

1.



Wide
Full subject in the frame

2.



Detail
Close up into the subject, looking
for texture and form

3.



Creative / Action
Shot a different angle, or even an
action shot of the preparation .

DEMO 3 in 1

WIDE

DETAIL

CREATIVE

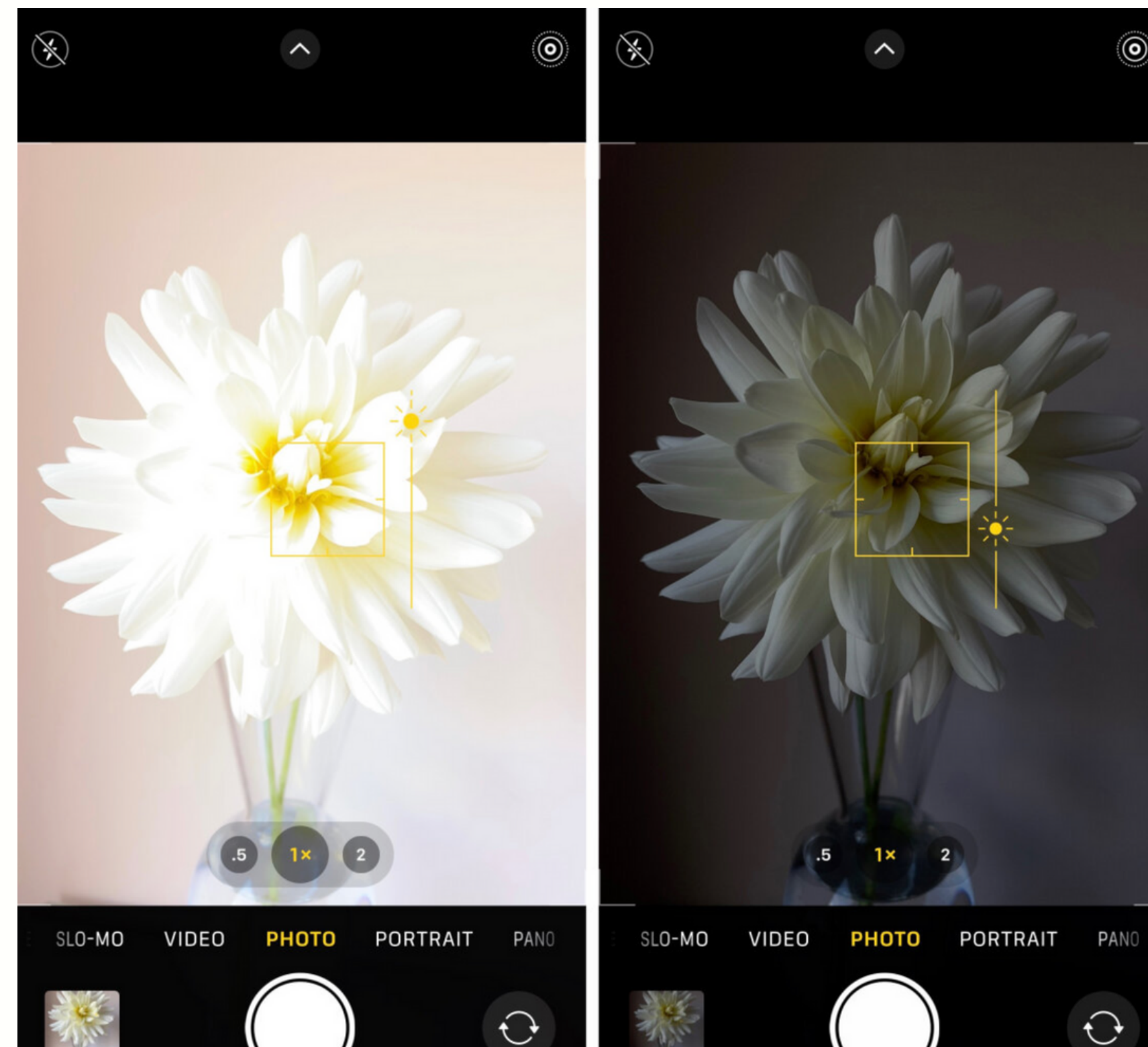


Exposure

Use the exposure compensation button to change the lighting in camera.



On an iPhone you highlight the subject and then change the exposure directly .



Those little tweaks



Editing your image
Use the software on your phone to tweak exposure, contrast, sharpness, etc



Use the presets on your phone or on instagram to create a look and reuse to create a theme.

Using People as Props



Hands
Holding Flowers



Colours
Match colours of clothing



Creative
Be fun

The Devils in the detail



Showcase the material



Create a Colour Pallet



Show Design



BIG FISH
PHOTOGRAPHY

Big Fish
PHOTOGRAPHY

