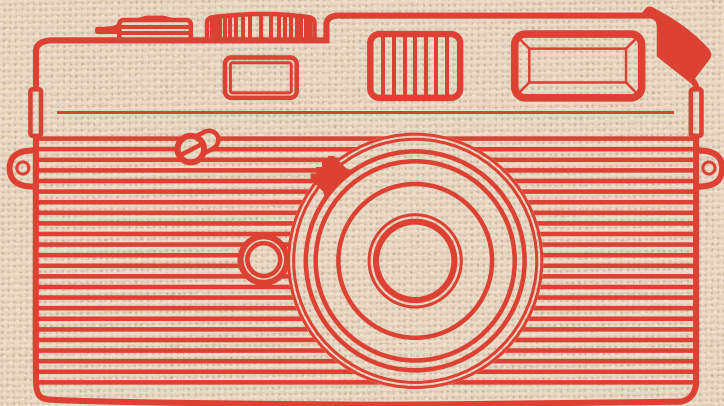


INTRODUCTION

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 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

TAKE CONTROL OF THE PICTURE-TAKING PROCESS

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