

WELCOME

# Capturing Great Photos with a Smartphone

Thursday, May 6, 2021

# HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:  
<https://tourismns.ca/webinar-series>

# DAVE CULLIGAN

- Dave is Founder & CEO of threesixfive Media Inc., a creative agency based in Halifax & Toronto with clients ranging from Nova Scotia Power, Saint Mary's University and Steele Auto Group locally, to top national & international brands like Puma, eBay, Porsche, and more.
- Though threesixfive now creates much larger scale productions with state-of-the-art camera, lighting, and audio equipment, Dave got his start in the industry shooting entirely on iPhone and to this day captures a large portion of his own social media content on iPhone and has used his iPhone to capture content for clients like Google, Ford, and Puma.
- While conscious of the negative impacts technology and smartphones can have on so many of us, Dave remains excited about the ways these tools have democratized content creation and are enabling small businesses to grow if they use them well!

# iPHONE PHOTOGRAPHY

A Workshop with Dave Culligan



# MY STORY

- Inspired by YouTubers.
- Daily videos for 365 Days
- All iPhone for first 132 days. *Used for commercial gigs.*
- Today own operate **threesixfive** with more equipment but **still** use iPhone all the time.
- \*\*\*I only shoot photos on iPhone.

# RECENT EXAMPLES





# RECENT EXAMPLES





# RECENT EXAMPLES



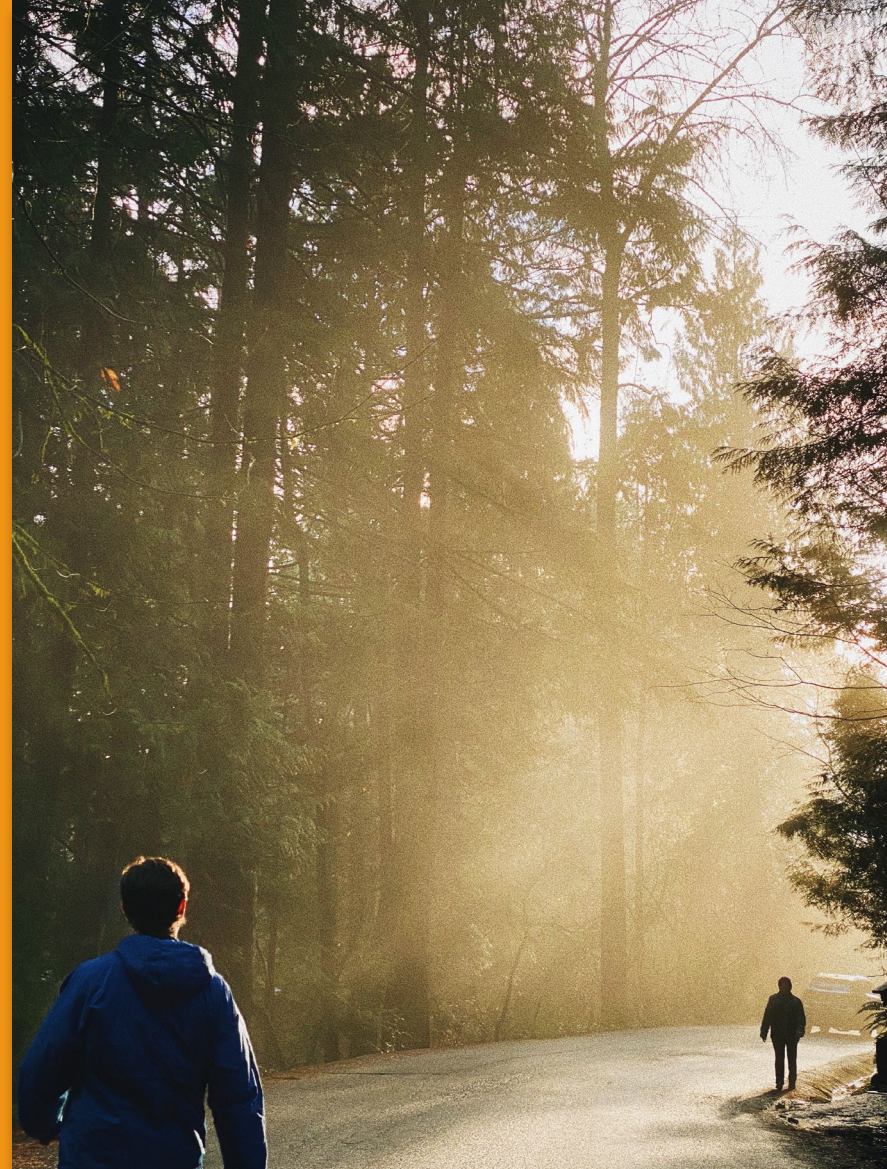


# RECENT EXAMPLES





# RECENT EXAMPLES





# RECENT EXAMPLES





# RECENT EXAMPLES





# RECENT EXAMPLES





# RECENT EXAMPLES





# SAMPLES





# SAMPLES



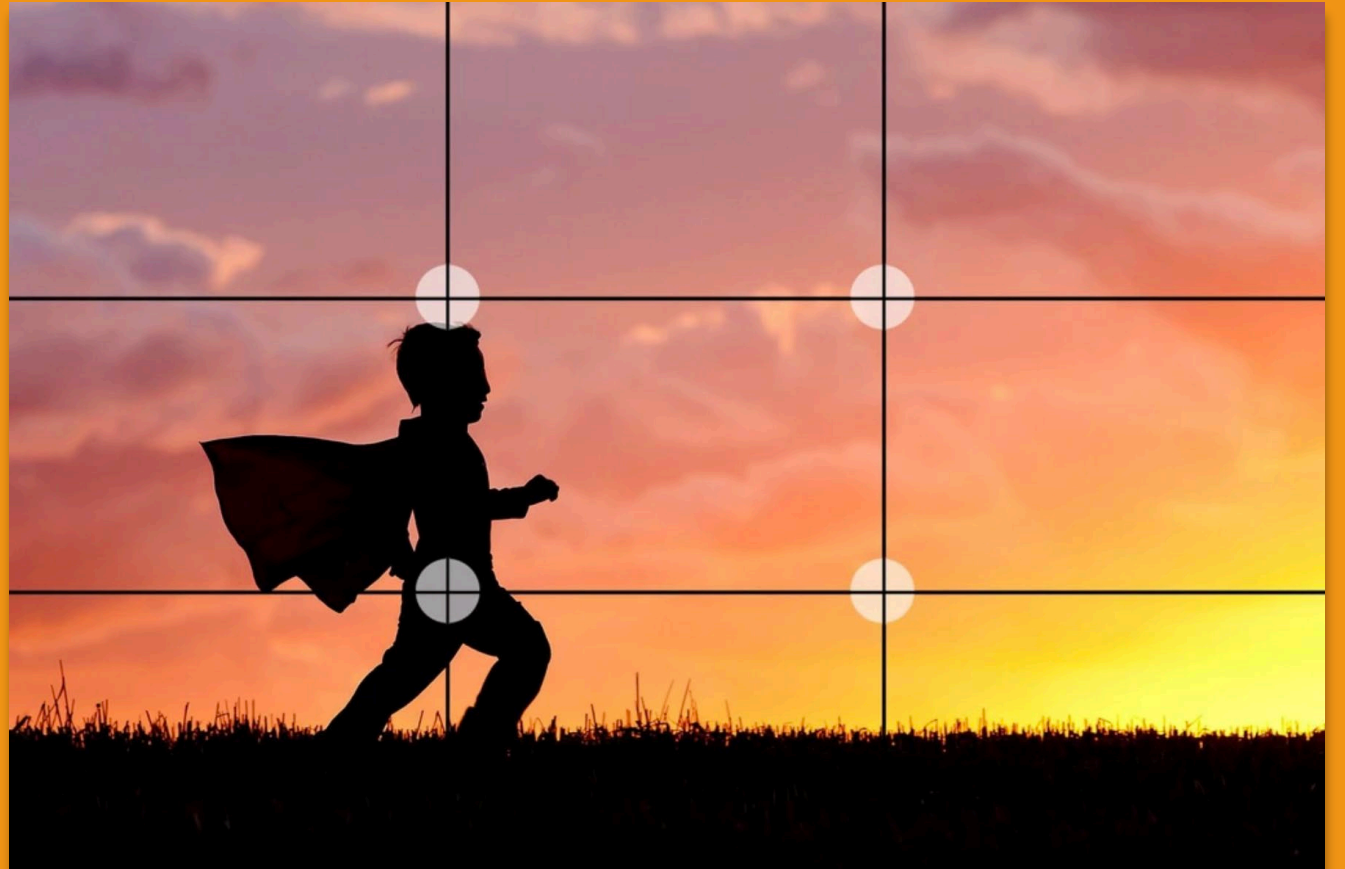


# SAMPLES



# TIPS & TECHNIQUES

RULE OF THIRDS / FRAMING





# TIPS & TECHNIQUES

LIGHT SOURCE





# TIPS & TECHNIQUES

SYMMETRY.





# TIPS & TECHNIQUES

FOREGROUND



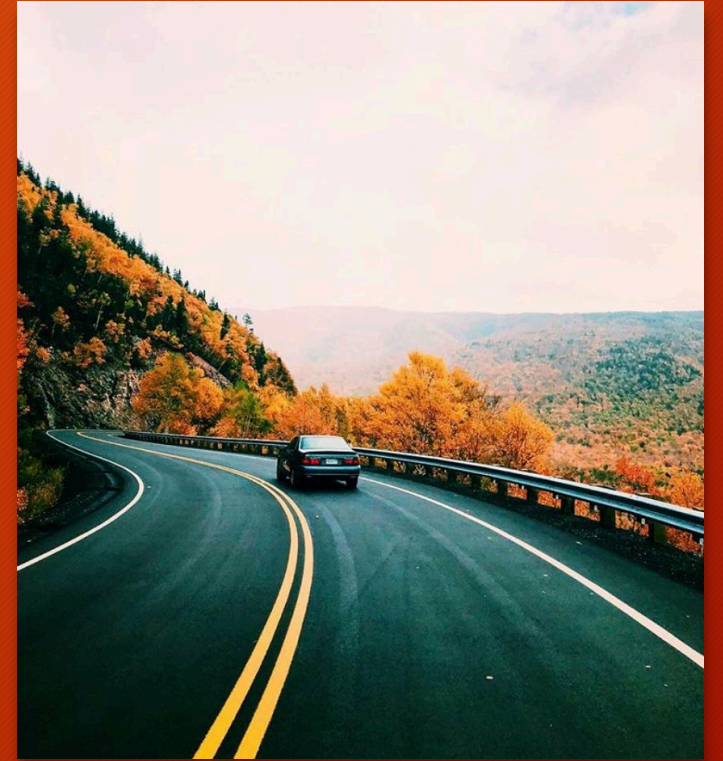


# TIPS & TECHNIQUES

PERSPECTIVE!





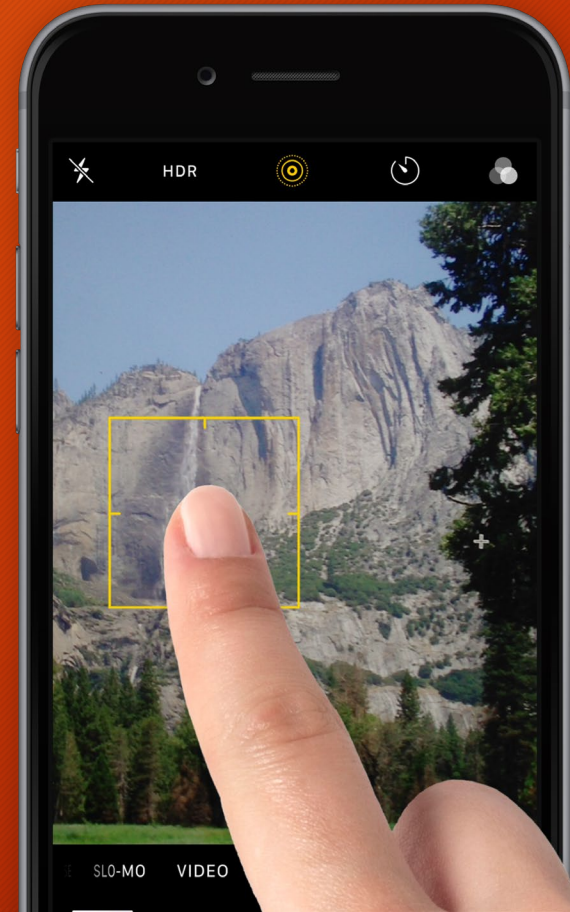


# TIPS & TECHNIQUES

PLATFORM SPECIFIC CONTENT / ORIENTATION

# TIPS & TECHNIQUES

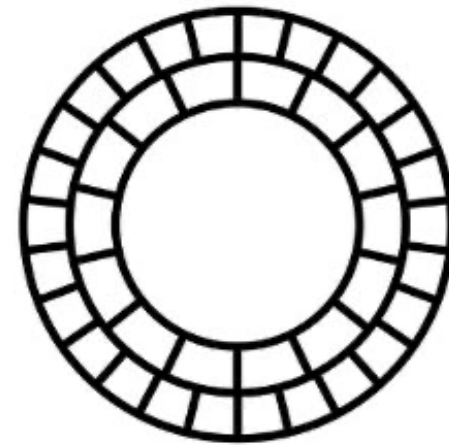
- Exposure & focus.
- Zoom, portrait, and wide mode.





# PHOTO TOOLS

- VSCO.
- Lightleak.
- Snapseed.
- Canva (Design)



**VSCO**

# OTHER IDEAS

- Tutorials (google + YouTube are your pals)
- Hire a savvy student! (Andrew Example)
- Shoot a TON & get everyone taking photos!
- Steal!
- Go back through some samples for editing tips?



## Q&A

What are your biggest challenges or questions?

# UPCOMING WEBINARS

- Subscribe to the InTouch Newsletter to receive notice about the topic of the next webinar in the series on Thursday, June 3, 2021.

<https://tourismns.ca/webinar-series>



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