Objectives

- Learn how photos help provide for effective communication
- Apply composition techniques for photos
- Use SnapSeed and PicsArt to edit photos

The eyes have it!

Some Stats

- Colored visuals increase willingness to read content by 80%.
- People remember 10% of information read 3 days later, but 65% if paired with an image.
- 46% of marketers say photography is an important marketing strategy.
- 65% of senior marketing execs believe visuals are core to communicating their brand.
- Visual social media content is 40 times more likely to get shared on social media.


CDC on communicating with low literacy audiences

“Visual communication can benefit all audiences, but can be especially helpful to individuals with lower literacy and numeracy skills. Remember, though, that visuals can’t speak for themselves. People can interpret visuals, just as they do words, in different ways. Choose visuals that support the main message and have clear headings, labels, and captions.”

[www.cdc.gov/healthliteracy/developmaterials/visualcommunication.html](http://www.cdc.gov/healthliteracy/developmaterials/visualcommunication.html)
Menu

- Using photos to enhance and market content
- Compositional techniques for photos
- Enhancing smartphone photos through apps:
  - Snapseed
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Which of the following social media, webpages, and other examples are most likely to engage you?

Blog post?

OR

Newsletter?

OR

Recipe?

OR

Article?
Webpage?

PowerPoint slide?

BEGIN WITH BREAKFAST
- Pancakes with blueberries
- Yogurt with fruit and whole grain cereal
- Purple grape juice
- Fresh fruit smoothie

OR

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Twitter?

Facebook post?

LinkedIn?

Google+?
Visits to food.unl.edu website

Website visits increased 175% (2012 – 2014) since using more photos on the page and in social media.

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“Editing will enhance a great image, not make a bad image great.”
- MobilePixel.co

Framing

Framing

Spoon out a portion of food

Photo courtesy of Margaret McWilliams
Spoon out a portion of food

Try a slanted angle

Try a slanted angle

Natural light if possible

“Full spectrum” or “daylight” LED bulbs (around 5000k color temperature)

Garnish food with herbs, cheese, etc.
Hide uninteresting edges with vignette

Which photo arrangement is most interesting?

Rule of thirds

Rule of thirds

Rule of thirds

Some exceptions to rule of thirds
Plain or unobtrusive background

Odd numbers (i.e. 3 vs. 2) may be more interesting

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Include a pop of color

Be a pop of color!

Take lots of photos and different angles
Find interesting backgrounds for food and other items

Try a close up

Crop out extras to simplify

Crop out distracting parts

Close-up will blur out background

Change of angle
Leading lines

Is anything growing out of a head?

Or a cow?

iPhone: Grid lines, focus, adjusting light

1. Set up grid lines in settings:
2. Tap on Photos and Camera; may have to scroll down (has the colorful “photos” icon by it)
3. Tap switch next to Grid – about halfway down

• Tap with finger where you want the camera to focus (focuses on both iPhones and Androids)
• Move “sun” up and down on line to adjust light

Shooting in sunlight

• Shoot with sun behind you to fully illuminate subject
• Shoot with sun in back of subject and shoot toward light to create silhouettes; do NOT point phone or eyes directly at the sun!!!!
• Adjust exposure by moving “sun” icon up and down after tapping to set your focus (iPhones); finish if needed by adjusting brightness in Snapseed “Tune”
• Sunlight is harshest during mid day.

Smartphone tripod or adapter for tripod?
Keeping your smartphone charged

- Portable battery charger to carry with you
- Portable battery charger for your car if car doesn’t offer USB slot
- Long cord for your phone
- Avoid doing other things that use a lot of power while taking photos

Extension’s photo release forms
http://extension.unl.edu/communications-and-marketing/

When is a release needed/not needed?

- Always best to have one signed when subject (or a small group of 5 or so) is recognizable in a photo.
- Not needed if people aren’t “identifiable.”
- Large groups and crowd shots don’t need individual releases.
- When in doubt, take photos of back of heads or far enough away so faces aren’t recognizable.
- Technically, anything outdoors on public streets/property is photographable without permission as long as it’s not used in a different (usually negative) context to the original context. But to be nice, we should let people know what photos are for.
- At a meeting, you might photograph a person and ask to photograph their badge as proof of asking. Keep the two photos together.
- Especially important having permission with youth; some kids may have parents who have separated and other parent may not want child’s photo “out there.”
- County fairs count as public places but it’s best to go on the side of courtesy and check with our 4-H families (and other families) for image permission.
- For further specifics, Contact Mike Riese or Tracy Pracheil (for 4-H youth)

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Snapseed

- Developed by Nik software, a subsidiary of Google, Inc.
- Updated March 21, 2017
- Designed for iOS and Android
- Compatible with iPhone, iPad and iPod touch
- Available in Apple app store and Google Play
- FREE!
Opening a photo

1. “Open” a new photo
2. Tap “pencil” to begin editing

Save current photo before opening new one

When you open a photo it closes the one you are working on and all unsaved images will be lost.

3 photo source selections

- Photos on your device
- Camera opens for you to take a picture
- Latest image

Snapseed basic TOOLS by the numbers

1. Tap on first tool (Tune Image) and tap on 3 lines by number 1 to bring up adjustments or swipe finger up and down to bring up adjustments. Scroll up/down to change adjustments.
2. Swipe finger left and right to control each adjustment at the top.
3. Tap here or tap photo to see how it looked before change.
4. Tap “x” to discard changes and close the photo.
5. Tap “✓” to save changes AFTER making all adjustments.
6. OR, begin by tapping to auto-adjust.

Basic tools

- TUNE
  - Brightness: subtle, maybe +2
  - Ambiance: +10 to +35, gives better exposure throughout photo
  - Saturation: +5 (start at), adds vibrancy
  - Contrast: +10 to 15
  - Warmth: Use white balance instead
- DETAILS
  - Structure: +5 to +15, increases details
  - Sharpening: +3 to +10

Original, adjusted, over-adjusted

Original

Adjusted

Over-adjusted
Cropping tool

16:9 ("Widescreen" PowerPoint size)

4:3 ("Standard" PowerPoint size)

White balance

- **Temperature:** balances between cool blue tones and warm yellow tones
- **Tint:** balances colors between cool green tones and warm magenta tones
- **AW:** tap on AW at the bottom to automatically adjust white balance

Adjusting white balance without LED bulb

Incandescent light bulb  Adjusted  Sunlight

Text tool

1. Line
2. Entering text
3. Color
4. Opacity

Showing a photo through text
How to make a photo show through letters

Open in "text" and click on a line or image
Double tap and add letters
Click on the water drop; then on invert
And ... you're done!

More sample text types

More sample photos through text

Sharing (iPhone)
- Appears after you have completed one of the tools
- Clicking on the 3 dots opens sharing options and lets you share directly from the Snapseed editor to any apps you’ve turned on for sharing.
- Can also “Message” and “Email”

Sharing and saving a photo (Android)
- The “down” arrow opens “save” and “share” options
- The second photo shows what that looks like
- You can “save” and it will automatically save to your images from there or you can “share” and it brings up normal Android sharing options

Saving a photo (iPhone)
- iPhone
  - “Save” will modify the original photo if you say yes and will replace it. However, you can open it and restore it later.
  - “Save a copy” leaves the original intact and you can modify it.
  - “Export” makes a permanent separate copy of photo and exports to your camera roll.
Vignette tool

Vignette outer brightness

Healing

Transformation tool

Filters
NEW! “Face” and “pose” tool

Stack of items and arrow

1. Undo and redo edits. You can click “undo” multiple times or “redo” multiple steps.
2. Revert takes you back to original image.
3. Apply “last edits” lets you add them as an option to apply to your next photo.
4. Click on “View Edits,” then click on a specific edit if you want to remove it. You can also adjust previous edits.

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PicsArt Photo Studio

- Version 8.8.15, updated May 2, 2017
- Designed for iOS and Android
- Compatible with iPhone, iPad and iTouch
- Available in Apple app store and Google Play
- Rated for ages 12+ for infrequent adult themes; has extensive social network; would not recommend teaching it to a youth group.
- Basic version is free; cost items keep appearing
- Choose “Private” option when saving unless you want to share with others (more on this later)
These 9 images were made with the “Magic” feature.

Click "+" to start

Click on “Magic”

Choose desired photo from your photos

Click on sharing “Private,” the default is a public post on PicsArt site.

Click on desired effect and then click on “Apply”

The words “Saved Privately” will appear very briefly. Click “Done” when you are finished.

I use the email sharing option and email photos to myself, download them, and then share them outside of PicsArt’s structure.
References and for more information

- A Beginner’s Guide to Snapseed iPhone Photo Editing, iPhone Photography School at: http://iphonephotographyschool.com/snapseed-editing-app/
- Snapseed Help Center, Google at: https://support.google.com/snapseed
- Emmer, J., How to Print iPhone Photos (And How Big You Can Print Them), iPhone Photography School, Dec. 1, 2016, at: http://iphonephotographyschool.com/print-iphone-photos/

Thank you!