



Seeing Beyond The Ordinary

Wifi Password: CranbrookArts1401

Hello!



My name is Joel Robison

I'm a freelance photographer, digital artist and content creator, originally from Cranbrook.

You can find me at [@joelrobison](https://www.instagram.com/joelrobison)



What We're Going To Talk About

- Introductions**
- How I Started/The Work I Do**
- How You Can Create Your Own Creative Style**
- **Photography Basics and How To Shoot**

- **Photo Time – approx 1 hour outside**

- How to edit photos using free apps on your phone/tablet.**
- Tips for posting on Social Media.**
- Questions**



Introduction



“

Art Simply Makes Me Feel Better

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FIFA WORLD CUP™
TROPHY TOUR by *Coca-Cola*

FIFA
WORLD CUP™
TROPHY
TOUR
by *Coca-Cola*







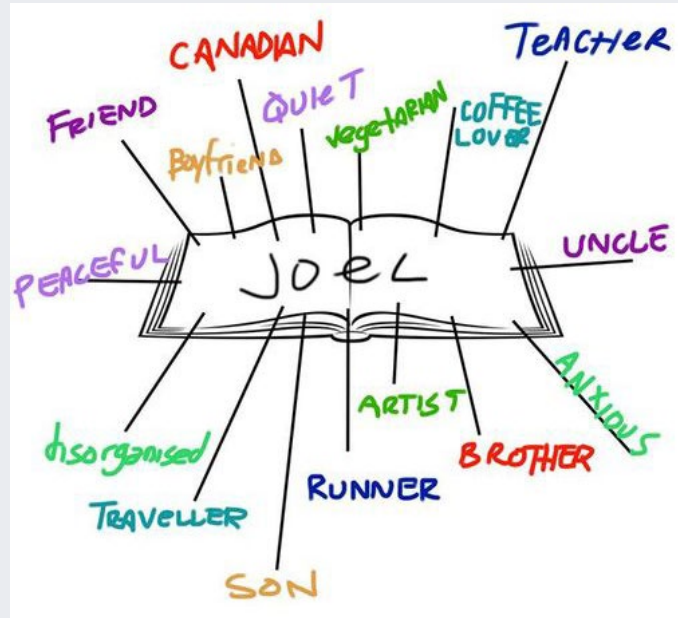
How Can You Find Your Own Creative Style?



- You can develop your unique creative style by remembering that you are the only you in the whole world!
- We are defined by a lot of things in our lives. Titles, experiences, roles and backgrounds that can give us a great starting point for building a creative foundation.



Use MindMaps to help expand your definition of “you”.





- You can creative visual clues within your photos that link back to your personality, story, experiences or identity.
- Take an object, a colour, or even a location and use it as a visual connection to those parts of yourself. This can help you create personal work that is creative and unique to your own story.





- Give yourself permission to create. We often shut ourselves down before we try. We listen to an inner naysayer that shuts down our creativity because we fear failure, we fear judgement, or we fear the unknown.
- Creativity is something that needs to be nurtured like a muscle. You can do this by exposing yourself to different types of art, by participating in art challenges or projects, and by giving yourself the space and time to create.



Photography Basics



Shutter Speed

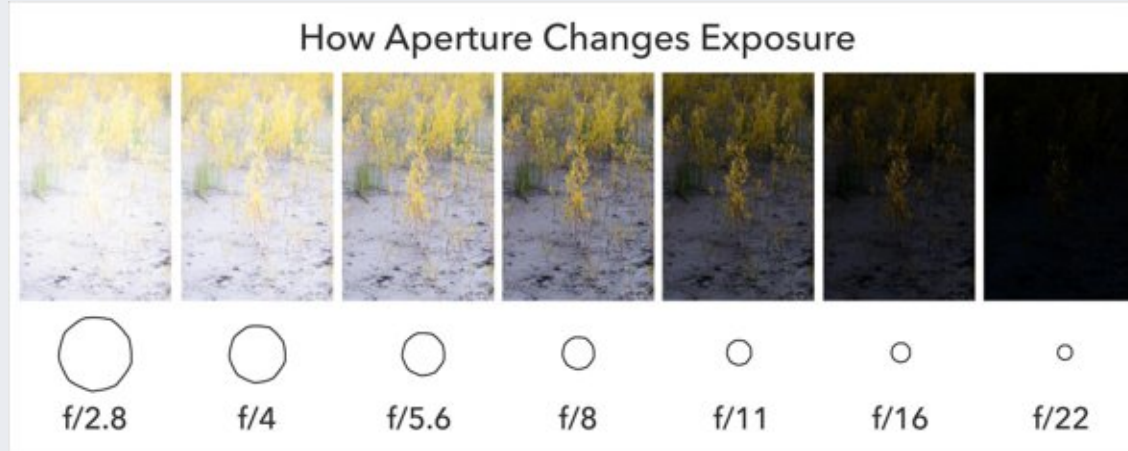


How quickly the sensor of the camera is exposed to light. Fast shutter is good for movement without blur. Slow shutter speed is good when you need more light or you want movement in light.

Shutter speed be in seconds or fractions of seconds ($1/500$, $1/5000$, $5''$)



Aperture

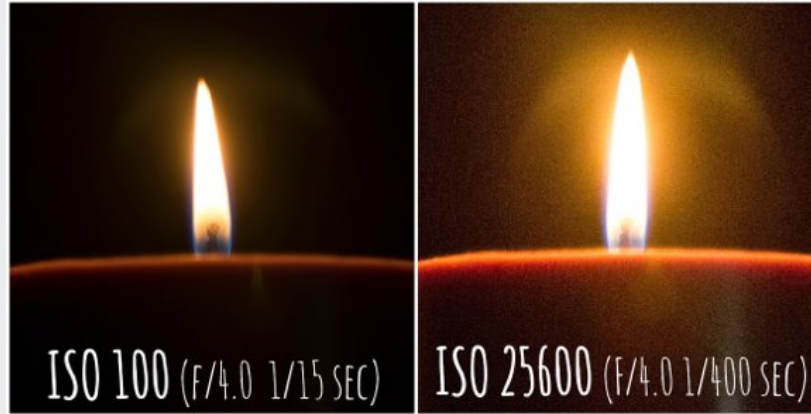


The size of the opening in the lens that lets light in. The wider the aperture the more light comes in, the more narrow the less light.

Wider aperture (lower f-stop) has a more blurred background.



ISO



The amount of light that your camera lets in. The higher the ISO number the more light is let in.

Bright sunny day – low ISO

Darker light – high ISO



Depth Of Field



Narrow Aperture



Wide Aperture

A narrow depth of field means less of your image will be in focus, and have a blurred background. Wide depth of field means more of your image will be in focus. You can change this by zooming into your subject, or using a lower aperture.



Tips For Shooting



Perspective



When we talk about perspective in photography, we are talking about depth in the image. It's essentially where you and your camera are in relation to the objects you are taking a photo of. It is how we view the image and where the main point of interest is. Our natural perspective is our eye level, so depending on your height, your natural view is where your eyes see the world. One way to create an interesting and more captivating scene for your viewer is to change your perspective. You can do this by changing where you are taking a photo from.



Angle

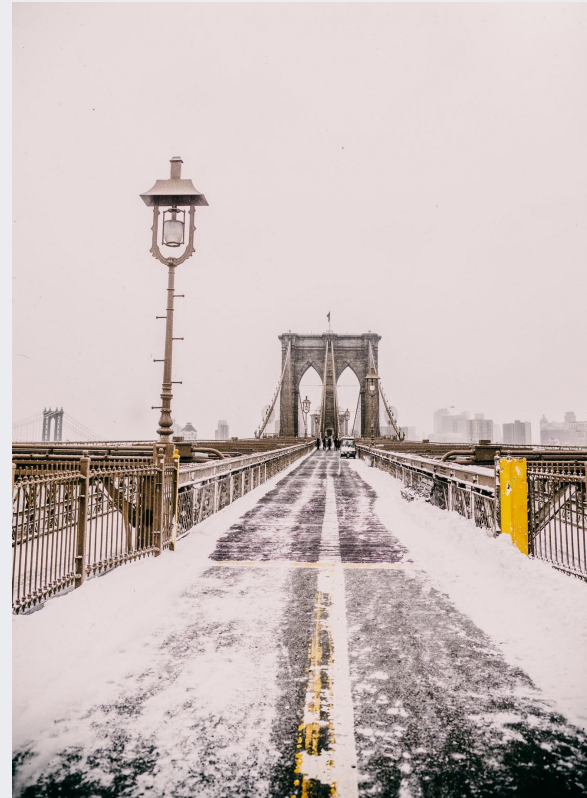


Angle and perspective in photography work closely together. The perspective is the depth and level of view of your image. The angle is the direction you are shooting your photograph in. We can use the angle of our camera to help create interesting stories as well. Suppose we lower the camera's perspective and shoot near the ground. In that case, we can adjust our camera angle upward, which will elongate and lengthen our subject and the elements within the image.



Focal Points

. You can help your viewer by using leading lines in your image. Think of them as a pathway that leads right to your focus point. These can be things like pathways, fences, walls or other elements that can help create a visual guide pointing toward your subject.





Focal Points

You can add out-of-focus elements as a framing technique that will help bring your viewers' attention to the focus of your image. You can do this by shooting your images with out-of-focus elements in the foreground





Negative Space

This can help you create a sense of movement and a bit of a calming element in your image.

You can create negative space by including extra sky in your image or giving yourself some extra space on either side. Or making sure you have a lot of open areas around your subject.





Editing Our Images



Apps We Can Use

- - Photoshop Mix - Great for some creative editing
- - Snapseed – Perfect for simple adjustments and some fun extras
- - Lightroom – Powerful editing tool, can sync with desktop version
- - Adobe Spark – Perfect for creating social media posts



What We Can Edit

- **- Colour Tones – Change the mood of the image by changing the tones, warmer or cooler.**
- **- Brightness/Contrast- Make your image brighter or more vibrant.**
- **- Hue and Saturation – Make your colours more powerful or change them to other colours**



Sharing on Social Media



- **Make your image stand out – use negative space, pops of colour and strong focal point!**
- **Choose vertical format for Facebook and Instagram (4:5. 5:7) to get most “screen real estate”.**
- **Use the carousel feature on Instagram to show multiple images rather than creating separate posts**



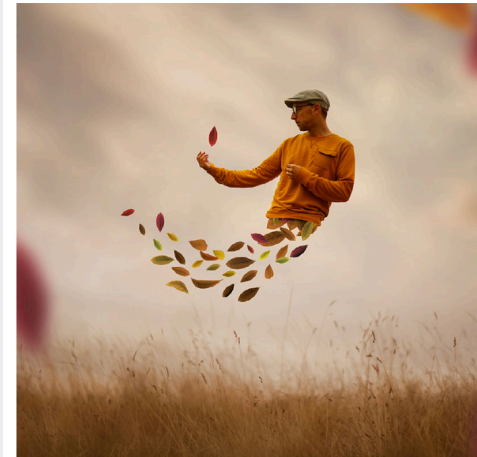
- Use location feature to connect with other local photographers/businesses/audience
- Do some “hashtag farming”. Type in a hashtag relevant to your interest (ie: #creativephotography) and choose one of the top images, look for the hashtags they use and create a list you can use on your own posts.



- To increase engagement, include a call to action in your caption. Ask your audience a question, for a suggestion or include them in some way. Show behind the scenes or sources of inspiration.
- Use apps like AdobeSpark to create interesting social posts to promote your business or to share your images in visually engaging ways.



**Colour
Inspiration**





- The best advice for social media, is to be social! Comment on other photos, establish connections and use it in a positive and supportive way!
- Some photography communities I enjoy are OffBeat Photography and The Lightbulb Project on Facebook as well as CanadianCreatives on Instagram. Flickr is a great place to post your work in a calmer more supportive space.

Thanks!



Any questions?

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