



“THIS, NOT THAT”

Quick Reference Guide for Capturing Great Marketing Photos





About this Guide

- Photography is a talent; not every photo will be a winner, so don't get discouraged
- Take many pictures and sort the “winners” out before uploading/editing
- Most smartphones have the capability to take great photos and edit them. Search for a guide specific to your phone model online.
- Tips:
 - Think closely about what you're trying to capture (people, plants, garden, an individual, etc) and focus on your subject
 - Wipe your lens (if using a smartphone)
 - Opt for natural lighting whenever possible

Take photos at eye-level as much as possible



THIS



NOT THAT

Garden and farm work is great when we see faces



THIS



NOT THAT

No ifs, ands, or butts.

(There is no “this” because
there are no butts.)

Apologies to this person. Don't share
photos like this online. →

THIS



NOT THAT

Group Photos – remember, people are the subject



THIS



NOT THAT

Time for a Close-up!



THIS



NOT THAT



Questions?

Our staff are happy to answer any questions you have on photos, videos, lighting, angles, subjects, etc.

Email us anytime referencing this guide at hello@boldbison.com