

# Smartphone Photography Guide

No photographer at your event or conference? Got a smartphone in your pocket that you could use to capture some content? Here's a guide.

## The Do's

### **Always shoot in horizontal format.**

You fit more subjects in the horizontal format and it is more user-friendly for sharing on social media platforms.

### **Get as close to the subject as possible.**

By getting as close to the subject as possible without causing disruption, you end up with a higher quality image without your photo being pixelated. This also offers more flexibility for editing.

### **Make sure the subject is in focus.**

No one wants to see a blurry photo! Ensure your subject is in focus by tapping your subject on the smartphone screen.

### **Make sure there is adequate lighting on the subject.**

While we know sometimes it's hard to control the lighting, the more light there is on a subject, the clearer and higher quality your photos will be. You should move around and find the best lighting, like having the window to your back.

### **Use the newest smartphone available.**

By using the newest smartphone available, you will be using the most advanced camera available and you will be able to capture the best possible photographs.

## The Don't's

### **Don't shoot in vertical format.**

Vertical photos limit the amount of subjects in your line of sight and is more difficult to edit and post on social media platforms. Avoid vertical photos when possible!

### **Don't zoom in using the smartphone.**

By zooming in using the smartphone, you are losing quality and the photos become more pixelated and may render them unsuitable to use for promotion or social media.

### **Use flash sparingly.**

Try to avoid using flash by working with the lighting available.

### **Captured content but not sure if the subject has given us permission?**

Use this online talent release form: [rit.edu/ntid/talent-release](http://rit.edu/ntid/talent-release)