

# TRAVEL SNAP CARDS

## CLIP-ON LENSES



Don't let anyone tell you that professional travel photography cannot be created using a smartphone. It's being done everyday. Smartphone camera technology is about to bridge the gap with the traditional DSLR camera. Still, they have limitations. One of the most notable is the limited optical lens. Using 'Clip-on' lenses helps to alleviate that consideration.

PRINT SIZE: A5  
14cm x 21cm /  
5.53" x 8.27"

### WEIGH THE OPTIONS

There are a wide variety of manufacturers for clip-on smartphone lenses. You can spend anything from just a few dollars to hundreds of dollars. Here are some considerations before you make a purchase:

- How good is the build quality? Will the lens or lenses hold up to the rigors of travel?
- How good is the optical quality? Read reviews. Take a special look at edge-to-edge sharpness.
- How easy are they to use? Do they clip-on easily? Do they require a special holder? Do they have a tendency to fall off if you're not extremely careful?



Keep in mind that to use clip-on lenses, you need to remove your protective case.

### THE BENEFITS

The advantage of mobile smartphone photography is traveling extremely light and being able to produce quality images almost instantaneously. Using clip-on lenses somewhat negates these benefits. However, it does allow you to capture photographs optically that you cannot take with just your phone.



Clip-on lenses bring two distinct advantages to your mobile travel photography: macro capability and telephoto photography.



### PRO TIP! RESEARCH BRANDS

There are numerous manufacturers with different benefits and cost. Two key players are Olloclip and Moment. Research what brand might work best for you. For example, Moment lenses require the use of a Moment case, which is an additional cost. However, using their lenses, on their case, creates perfect alignment of the lens onto the smartphone every time, versus Olloclip, which requires you to carefully position the lens.

# TRAVEL ✈️ SNAP CARDS

## LIGHT & SHADOWS



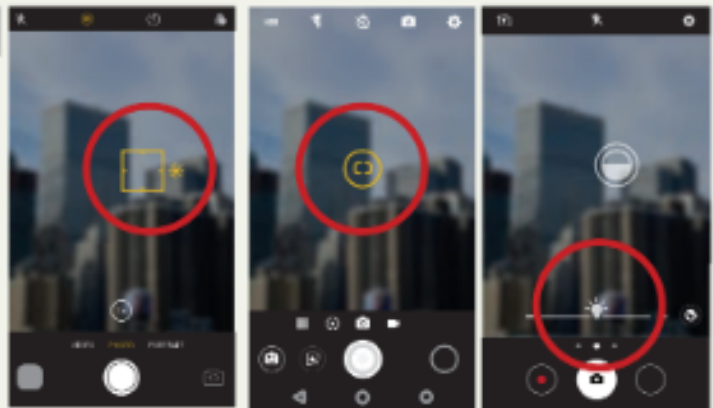
Mobile phone photography has equipment limitations as compared to DSLR and mirrorless cameras. Therefore, it's imperative for the mobile phone travel photographer to become an expert in certain skills. One of those skills is the ability to see, organize, and make use of light and shadow.

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"

### QUICK TOOLS FOR QUICK THINKING

These are some of the most common photo apps that come with any mobile phone. They all have a very similar, and easy, approach to exposure and focus adjustments.

The ease of access to these tools is essential since contrast control in the highlights and shadows is important for travel photography.



### FIX YOUR EXPOSURE ON CAMERA

**Selective Auto-Exposure:** smartphones read a scene and determine the best overall exposure. To indicate an area where you need more light or shadow, you need to indicate where in the scene the phone should be metering the exposure. This is very simple. Just tap the area of the screen where you need to prioritize exposure.



AUTO EXPOSURE

AREA #1

AREA #2

Exposure focused on the fence.

Exposure focused on the brightest spot.

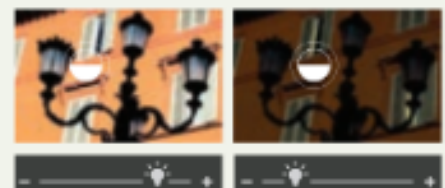
### PLACE SHADOWS AGAINST LIGHT FOR SHAPE



IPHONE



ANDROID



This shot from Paris, France illustrates the technique of placing shadow against light to create a strong shape. How to accomplish this? Use the technique above to meter the area you want perfectly exposed and then, move the exposure icon until you get the desired brightness.

# TRAVEL ✈️ SNAP CARDS ON THE FLY



'On the fly' is probably the most fun post-processing activity there is, because you receive immediate gratification by shooting, processing, and posting an image within minutes. This type of work is beneficial to becoming noticed and building a following. It is also more acceptable to go a bit crazy here with your creativity.

PRINT SIZE: A5  
14cm x 21cm /  
5.53" x 8.27"

## OUR PICKS

There are countless apps for editing on the fly with a mobile smartphone or a tablet. Take time to investigate what you like. These are some of our favorites:



### SNAPSEED:

One of the only mobile editing apps that gives you a readable histogram.



### ARGENTUM CAMERA:

Amazing results for black and white photography.



### TOUCH RETOUCH:

When you need to remove something from a photograph, this app is as powerful as Photoshop and a lot easier to use.



### INSTAFLASH PRO:

Probably the best editing app out there for making micro tweaks to color and contrast.



### RAYS:

Our favorite app when it comes to adding a special lighting effect.

## RAW + JPEG BENEFITS

Produce camera raw files for ultimate quality and .jpeg files for on the fly processing and uploading.

**PRO TIP:** Some cameras allow for wireless transfer of images. You can shoot camera raw + .jpeg with your DSLR camera, and then immediately transfer the .jpeg to your phone or tablet, where you can then process and post the image to social media within minutes.

## PRO TIP! SOCIAL MEDIA



Set up several accounts. Use one that you only post your very best travel work. Use another to post more creative off-the-wall photography. Cross-reference the two. Always use a similar set of hashtags, so that your visual style becomes known on certain feeds. You can also add additional hashtags that are pertinent to a particular photograph. Upload to Instagram several times daily.



Set up a professional portfolio on Behance. Upload only your very best work to Behance post travel.



Set up a professional travel photographer page on Facebook. Upload to Facebook several times weekly.

# TRAVEL SNAP CARDS

## CAMERA POINT OF VIEW (POV)



PHOTZY.COM

The camera point of view (POV) is the one choice that you can make that will separate you from every other travel photographer. Explore the scene. Tell a story. Find the best angle. Photo buyers don't care if your image came from a mobile phone. They want quality and a great story!

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"



A



B

Fantastic travel photographic moments don't last long, which is why we recommend developing your skills at working a scene and choosing a great POV over using attachment lenses. The intended subject here was the boy and the girl with the selfie stick. The image (A) isn't very strong due to all of the elements surrounding the subjects (highlighted in red). A few steps to the right (B) presented a much better POV. Interest and composition are now directly on the intended subjects. The photographer worked the scene, told a strong story, and found the best angle.



Another example when even small movements make a huge difference. Each camera POV tells a far different story.



### COMPOSITION RULES STILL APPLY



One of the easiest tools to use in mobile phone travel photography is to highlight a subject through the use of a frame. Spot your subject, and then look for something to frame it with.

# TRAVEL ↗ SNAP CARDS

## SHAPE & COLOR



In the world of mobile smartphone travel photography, you have one main disadvantage, and that is the limitation of a fixed optical lens. Don't ever use the digital zoom feature, as it doesn't produce professional results. With a fixed lens, your composition becomes critical to creating eye-catching travel photography. Two of your best composition options are shape and color.

PRINT SIZE: A5  
14cm x 21cm /  
5.53" x 8.27"

Travel with your DSLR or mirrorless camera system, but also always have your mobile phone at the ready. The immediacy of the mobile phone camera will allow you to capture images that you might miss while readying a complex camera. Train to see in shapes and colors.



### SHAPE IT UP

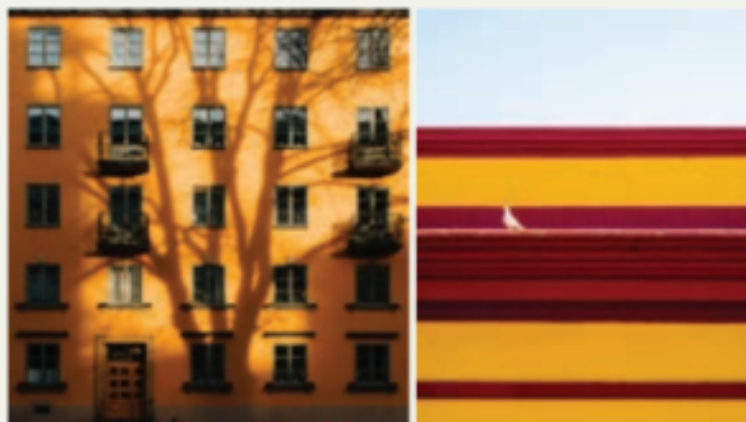
Shape and color are dominant visual elements. Shape in particular is rooted in our subconscious. A strong shape will always attract immediate attention.

A real benefit to focusing your attention to color and shape is that you will find it everywhere. You will find it in nature, architecture, and even when you're photographing people.

As a mobile smartphone travel photographer train yourself to look at a scene with a less literal eye. Experiment with squinting your eyes as this reduces a scene to shapes and colors. It can help you identify interesting elements of the shapes and colors technique.



### COLORS THEMSELVES TELL A STORY



This photograph from Seville, Spain illustrates the power of color. Can't you visualize it as a magazine cover? Most areas of the world are known for certain colors or color combinations. Notice how the colors reflect the locations, in this case Spain's flag.

#### PRO TIP!

Capitalize on shapes and colors with your mobile photography efforts. Another technique is to use complementary colors.



# TRAVEL → SNAP CARDS

## SHOOTING APPS



There are many options in the world of shooting apps for mobile phone photography. These apps offer some exciting opportunities for creativity and technical quality. On this travel card we will highlight a few of them that we like and what we see as a key feature.

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"

### USEFUL APPS



#### ARGENTUM CAMERA

This app creates black and white photographs. It offers some limited controls including exposure adjustment. There are six filters that use algorithms to mimic the tone and contrast style of famous black and white photographers. Two other features that we really like are the "Speed Shooting Mode" and the "Double Exposure Mode", the Double Exposure Mode is so easy to use that the process becomes a real joy.



#### HALIDE CAMERA -Paid-

Here are the 5 features that we love about this shooting app.

1. It has a SUPER easy to use manual focusing function.
2. It allows manual control over the selected ISO setting.
3. You can manually adjust the shutter speed.
4. Allows you to shoot in camera raw format or non-lossless TIFF format.
5. Our favorite feature is the "Live Preview Histogram". Using the histogram as an exposure guide provides absolute surety of professional quality in exposure.



#### SPECTRE CAMERA -Paid-

The app "Spectre" has only one shooting function. But what it does... it does really well. Spectre allows you to shoot long exposures from 3 to 9 seconds while handholding the camera.

### CREATIVE APPS

#### WARMLIGHT - MANUAL CAMERA -Paid-



This is an app that has some of the previously listed features while also adding a comprehensive list of preset filters for specialized effects.

#### VSCO -Free-



This app delivers a range of configurable editing presets that are great at emulating the look of analog film effects, and editing with tools and settings for saturation, skin tone, etc.

#### PRO TIP!

Many manufacturers of DSLR and mirrorless camera systems have their own smartphone app. Check to see if your camera offers this feature as it is extremely helpful. We particularly like the wireless shutter release function, live view on the smartphone, and the wireless transfer of images between camera, smartphone, or a laptop computer that these apps offer.

# TRAVEL ↗ SNAP CARDS

## SPOT EDITING - APP



PHOTZY.COM

Spot editing, or otherwise known as the removal of unwanted objects from a photograph, was once reserved for the likes of Photoshop experts. Once you learn about the smartphone app "*Touch Retouch*" your mobile phone imaging will never be the same. This spot editing program is so powerful it rivals Photoshop... it's an amazing program!





### STEP BY STEP SPOT EDITING WITH TOUCH RETOUCH APP



Here is an un-retouched travel photograph (A). While it's not bad, it could be greatly improved with a little spot editing. Here we have identified a few of the problems that could be corrected through spot editing. (B) Image C is the final result.



1.  Select the object removal tool and paint over the sign hanging from the post under the bird.
2. The Object Removal tool did a good job of eliminating the sign, but we need to put the texture of the sand back into the shot where the sign was removed.  
 Select the Clone Stamp tool. Place the Crosshair indicator over an area of sand that you want to clone, and then carefully paint the area where the sign was with the brush.
3. The closest airborne bird is a key feature of the photograph. Its role is to work as a focal point for the subject, which is the man. Separating the bird from the tree behind will strengthen it as a focal point. Begin by painting the tree around the bird's wing using the Object Removal tool.
4. Now that we have removed the tree branch, it looks faked. This is known as an artifact. We must put the realism back into the tree using the Clone Stamp tool. Look at the image on the right. You can see where we placed the clone stamp locator over a branch similar to the one we had removed. After cloning over the other branch, the removed branch now looks normal again. Plus, we have the bird separated from the tree.

Traveling through various countries, and dealing with each of their customs officers, is another reason to travel as lightly as possible. The more expensive camera gear you're carrying- the more attention you will draw. There are three major concerns with customs: charging a duty tax, establishing the purchase origin, and whether you are working, or a tourist, as this may have visa implications.

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"



### REGULATIONS RESEARCH

Before leaving on your trip, contact the local embassy for your destination countries. Find out what regulations they may have regarding photo equipment. Please note that they tend to take a harder line with video cameras than still cameras. Even if you intend to shoot video with your still camera, label it as a still camera, and do not mention video.

### FILLING OUT FORMS

If you are traveling with a couple of camera bodies and several lenses, you will not likely garner much attention. However, there is no guarantee. Your safest option is to complete official paperwork before leaving your home country. In the United States the form is called "CBP Form 4457", and it can be filled out at a local customs office.

### ATA CARNET

Your best option for protection against confiscation and import taxes is an "International ATA Carnet". This form clears photography equipment in over 100 countries worldwide. It lasts for one year, and may be used repeatedly, as long as the equipment listed doesn't change. Search online to find an ATA Carnet office near you.

### PRO TIPS

1. Do not pack your gear in the original boxes.
2. Scan the original purchase receipts (if you still have them) and keep them in .pdf files on your mobile device, as well as a printed copy with travel documents.
3. Use colored gaffer's tape and place a piece of tape on each piece of equipment to identify them as a group.
4. Create a master checklist of all gear that includes a description, serial number, and purchase date (if possible). Keep one copy with your travel documents and a second copy in your camera bag. When registered at a hotel- keep these lists in a hotel safe.

# TRAVEL ✈️ SNAP CARDS INTRODUCTION CARDS



When traveling to foreign countries, communication with a potential subject for your photography becomes critical. You cannot rely on translation programs or books. People are busy, and you want to take their photograph without insulting them or overly intruding on their time. "Introduction" cards, can be a major asset within your camera bag.

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"

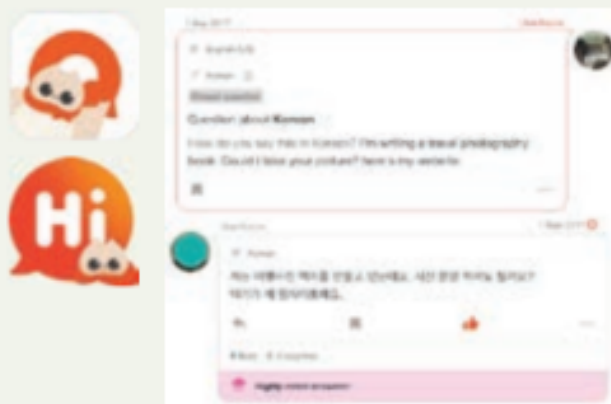
## BE MINDFUL, LEARN THE LOCAL CUSTOMS

While photography is widely accepted in many parts of the world, there are areas where it has little or no meaning. Learn what the local customs are and how you can work around them. Introduction cards are a great step in that direction.

Introduction cards can verbalize your intent to a stranger. However, your approach and body language will also play a large role in your acceptance or rejection. Study the customs of your destination. For example in Japan, people greet each other by bowing. A bow can range from a small nod to a deep bend at the waist. A deeper, longer bow shows respect while a small nod is casual and informal.



## CHECK YOUR TRANSLATION



When creating your cards check several sources for the correct translation. Don't simply rely on Internet automated translators.

A great way to get an accurate translation is using apps like HiNative! (Android & IOS). You can also ask native speakers to translate your text or to check if the translation is accurate and polite.

### PRO TIP!

1. Overcome fear by having your Introduction Cards ready
2. Have your equipment ready. Do not fumble around in front of foreign strangers.
3. Keep your shot simple and quick.
5. If the subject declines, remember no means no.
6. If asked, show the subject the picture. Otherwise, move on after a polite thank you.
7. Learn local customary greetings. Know the difference between a casual and a polite greeting. Do not assume that everyone greets others in the way that you're used to.



Most places around the world have evident visual nuances and patterns. Knowing the color scheme for a geographical area can help you pre-plan wardrobe, props, and your shot list.

PRINT SIZE: A5  
14cm x 21cm /  
5.53" x 8.27"

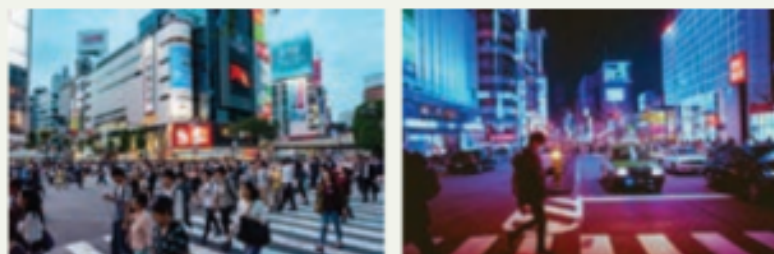
## A LITTLE BIT OF HISTORY

When you're planning a trip, and researching the best areas to take interesting travel pictures, you'll notice how photographs of certain places seem to have the same colors. This is not a lack of creativity from other photographers, but something much deeper.

Color represents a location's heritage, its history, its roots and the spirit of the people. Color is rarely a meaningless choice. Story is stated in color: saffron in Myanmar, carnation in Portugal, green in Ireland, red for the October Revolution in Russia.

## FIND THE TRENDS

### JAPAN



### CARIBBEAN



## WHEN TO FOLLOW THE TREND



Certain colors don't have a historical background, but can be seen over and over through the urban landscape: Yellow cabs in New York, neon lights in Tokyo, red lanterns in China, the pastels of Florida, etc. Following color trends allows you to hint to a location without the need of any signage or markers.

## WHEN TO BREAK THE TREND



Finding parts of a city, or area, that don't seem to follow a color, mood or architectural trend will create a very strong message. You might need to make sure you have markers such as signage, people, etc. This is a great technique to use for travel journalism photography!

# TRAVEL ✈️ SNAP CARDS USING MAPS



PHOTZY.COM

We are so used to our smartphones guiding us that we rarely think about getting lost anymore. However, as a travel photographer you will likely face situations where your smartphone may not work at all, or get very expensive through the use of data. You should also consider an investment in a handheld GPS, and if you travel to remote areas, learn how to read a map and use a compass.

PRINT SIZE: A5  
14cm x 21cm /  
5.53" x 8.27"



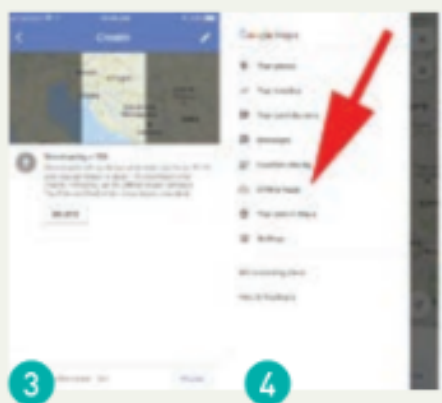
There are many smartphone - mapping programs. You can research them. Probably your best bet for worldwide coverage is Google Maps.

### PRO TIP!

Set up Google Maps for a foreign destination before you leave. This way the map will be accessible offline.



This demonstration uses IOS for iPhone. It works similarly for Android. Downloadable maps have limited search information, but provide full navigation. Offline mapping is not available for some areas of the world. Download all the maps that you need for travel before leaving.



1. Open Google Maps and search your destination. Click the "download" button.
2. Set the map to the area that you wish to download. You can zoom the map in and out. The consideration here is how much storage space is used.
3. The map downloads using a Wi-Fi network.
4. You can see your downloaded maps in the "offline maps" window.
5. Google maps senses when global navigation isn't working and will automatically switch to your offline map. Navigate as you would at home.

**REMEMBER:** Maps expire after 29 days. You can update while traveling by using a Wi-Fi network. Delete maps after your travel to clear storage space on your device.



### PRO TIP!

Anything that is electronic can potentially fail. It's wise to carry paper maps and a compass, especially if you're traveling to remote areas.

Buy your maps in your home country with your own language. Practice with a map and your compass before relying on it with your life.

# TRAVEL ✈️ SNAP CARDS

## PACKING GEAR



PHOTZY.COM

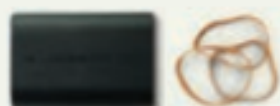
When packing delicate and heavy photography gear for travel, there are a number of important considerations. If traveling by vehicle or rail, your options are quite open. If traveling by air, the options are quite the opposite. For that reason, this travel card will focus on air travel only.

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"



### BATTERIES AND CARDS

Remove all batteries and cards. Protect cards against damage and dirt by putting them inside a card case.



Soft case



Hard case



### CAMERA AND LENSES

**Do not mount lenses to the camera bodies.** Slip each lens into a thick protective sock or case. Make sure all caps are tight and secure.

If you must check your gear into the hold of an airplane, only use high quality hard side cases with foam padding. Lock the cases with airline-approved locks or use zip ties. Keep extra zip ties inside the case. If customs or security opens your case, they may zip lock it back up for you.

### LUGGAGE

Use hard cases and backpacks with wheels, as they will give your back a needed break during long travel days. Write down the make, model, and serial number of each piece of gear that you travel with. Make several copies and carry them in different places. This will be helpful should anything become lost or stolen.



### PRO TIP!

Make sure all of your photography gear is covered by insurance. Travel as light as possible. Most airlines are very unforgiving about weight. If your carry-on camera bag is at the weight limit or over- take a camera out and sling it over your shoulder. If you have a laptop inside the bag take it out and carry it.

These extremely useful apps can help you organize your photo adventure trip. They can also help you navigate in foreign areas with ease. At the time of publication, these were the best apps available for these particular applications. However, it's the application itself that is important information to you. Don't be afraid to do some research and see if there is anything new out there.

PRINT SIZE: A5  
14cm x 21cm /  
5.53" x 8.27"



## TRIPIT

TripIt organizes all of your travel itineraries and documents into one easy to access location. You can confirm flights, hotel reservations, rental cars, driving instructions, and it even works with Airbnb. (Android & IOS)



## PACKPOINT

This app uses AI technology to help you plan and pack for your trip. Simply tell the app where you will be going and what the timeframe is. (Android & IOS)



## SKIPLAGGED

Once you have established your timeframe and destination, this app will help you locate the best deals in hotels and flights. It has an easy user-friendly interface. (Android)



## POCKET EARTH

Never get lost or miss a super cool local hangout with Pocket Earth on your mobile device. With this device you have access to worldwide maps. Plus, with the click of a button, you can use the maps offline. No Internet? No problem! (IOS)



## TRAIL WALLET

Keeping track of expenses while traveling can be daunting. This app allows you to track expenses, set budgets, and provide notifications when you go over budget. (IOS)



## GOOGLE TRANSLATE

This app can translate over 100 different languages, and it will translate several dozen common languages offline. (Android & IOS)



## FLUSH

Need a bathroom? Locate the nearest one with this valuable app! It has over 190,000 locations mapped. (Android & IOS)



## THE FLIGHT TRACKER

Keep track of your flights. It's easy to use, and it has worldwide coverage. (Android & IOS)

# TRAVEL → SNAP CARDS

## SETTING GOALS



PHOTZY.COM

If your interest is to become a “Travel Photographer”, that is someone who is not just creating snapshots while on vacation, then you must view it as a business. You're in the business of creating travel photography- whether you are doing this full-time or part-time. The more businesslike you become... the more successful you will be, and this includes Setting Goals.

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"



### MAKE IT PERSONAL

Create goals that align with your personal values and interests, as they will then motivate you.



### BE SMART

Follow the SMART Goals Plan: get **S**pecific, make them **M**easurable, create **A**ttainable goals, make them **R**elevant and most importantly make them **T**ime specific.



### WRITE IT DOWN!

It is proven that goals are far more effective when you write them down.



### COUNT YOUR STEPS

Follow the “Five-A-Day-Rule”. Each day, take at least 5 steps toward accomplishing your goals.



### PLAN YOUR ACTIONS

Goals are only effective with an accompanying ‘Action Plan’ to achieve them. First create your goals, and then create your action plan. For example, if one of your goals is to create a stunning photograph of the Eiffel Tower using a drone? Your action plan may include researching whether drone flight is allowed. Do you need a permit? What time of day would be best? Do you want crowds or no crowds?



### MEASURE YOUR GOALS

Choose achievable goals. If you aren't physically and economically able to climb Mount Kilimanjaro, then don't set that as a goal.

# TRAVEL ✈️ SNAP CARDS

## THE ALL IMPORTANT CHECKLIST



PHOTZY.COM

Some photographers may consider the use of a checklist as binding to their creativity. For the travel photographer, checklists are of utmost importance. A travel photographer's time is limited, and they must accomplish as much as possible to make the most out of their travel dollars. When nothing is forgotten, the quality of the work generally exceeds expectations.

**PRINT SIZE: A5**  
14cm x 21cm /  
5.83" x 8.27"



Checklists help keep you on an established path, and that can lead to more productivity. You get more, high quality, photographic work completed in a confined period of time.

In order to get started with your checklists, you need to do some self-examination. The purpose of a checklist is to help you make sure no important step in a process is forgotten. For example, when checking out of your hotel do you have all of your gear: including chargers, batteries, and lens caps?

### TO KEEP IN MIND:

- LEARN FROM THE PAST**  
Investigate your failures. Look for 'killer items' from your past efforts. These are the areas where you need checklists.
- PRIORITIZE**  
Checklists instill discipline. If you have 5 days at a destination and your 'shot checklist' includes 50 different sites. You're going to need another checklist to establish order, prioritize, and make sure you don't forget anything important.
- SET A TIME SCHEDULE**  
At the beginning of your travel period (week/day/month) set out all tasks for that period and prioritize them.
- CHECK YOUR GEAR**  
When beginning a project use a checklist to make sure you have the right tools and resources. For example, did you bring a shutter release for long exposures? Did you bring model releases so that your work is more salable and valuable? If you're bringing a model with you, do you have clothing, props, hair and make-up?
- CHECK THE CHECKLIST**  
Three checklists are fundamental to travel photography: A master packing list, a shot list for each location, a check out list of all valuables when leaving a location.

# TRAVEL ↗ SNAP CARDS

## ACTION FREEZE / BLUR



As a Travel Photographer, you aren't necessarily a specialist with the activity of photographing action. Sports, birds, and other fast paced activities require some additional skills. This travel card is meant to buff up your knowledge on just a few action photography techniques, so that you can make good choices when confronted on your travels.

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"

### PRO TIPS!

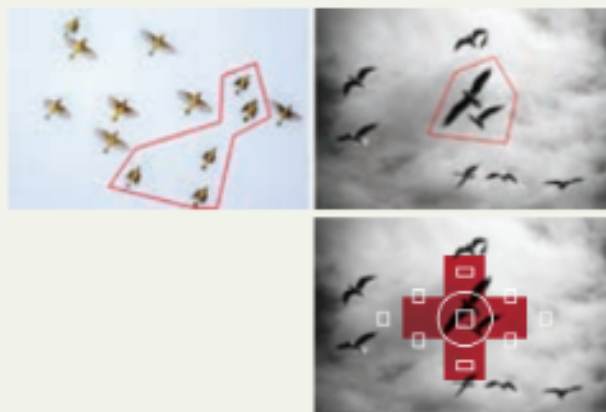
#### 1. HOW FAST IS THE OBJECT MOVING

When confronted with moving subjects- go through this self-analysis check. The wings of a hummingbird are moving faster than the wings of the great tit pictured on the left. So all things being equal... a hummingbird would require a faster shutter speed to freeze the action.



#### 2. WHAT LENS ARE YOU USING?

Having the correct shutter speed and choosing the right lens are the first steps. A telephoto lens requires a faster shutter speed to freeze action than a wider focal length lens. Equally important are the selection of focus points and the placement of the 'critical focus' within the frame. When starting out- set your focus points to a small cluster of 4 to 6 focus points.



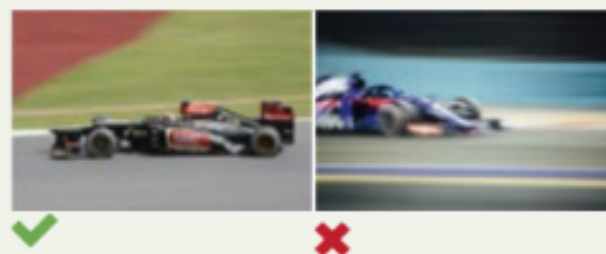
#### 3. BLURRING ON PURPOSE

If you choose to blur your subject... make sure that subject is not blurred to the point where it isn't identifiable and make sure that the blur appears intentional and not simply a mistake.



#### 4. MIXING BLUR WITH A SHARPNESS

This is done through a technique called panning. You move the camera in unison with the moving subject by rotating your upper body. Two very important considerations: use the correct shutter speed to freeze the subject with the panning movement. As you pan, (and this takes practice), don't awkwardly cut off your subject.



# TRAVEL ✈️ SNAP CARDS

## BRACING THE CAMERA

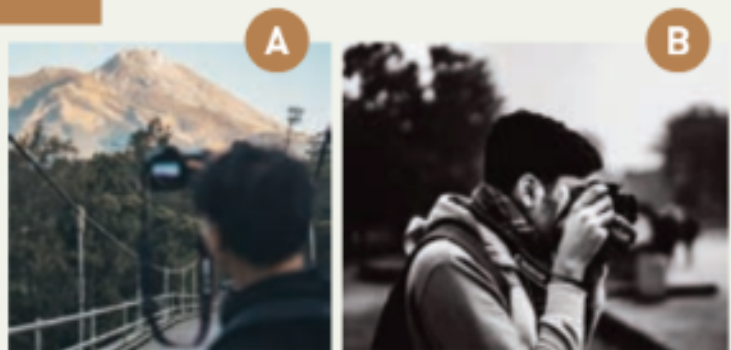


One of the biggest disappointments for any photographer is capturing a great shot, and then realizing that the image is soft and fuzzy. This is especially true for the travel photographer who goes to great lengths and expense to capture their images. Here we discuss other ways to successfully support the camera for sharp images, when a tripod isn't a possibility

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"

### DO'S AND DON'TS

Under no circumstances, ever, hold your camera out in front of you like image A. Even in smartphone photography, you should be supporting the camera. A key element to proper form in bracing a camera, is to have the elbows tucked into the stomach or chest (B) - use this technique... even with smartphone photography.



### TRIPOD ALTERNATIVES

A mini-pod and gimbal (C) will satisfy 90% of your low light situations, and weighs less than a pound. A shoulder rig (D) is often seen with video production. However, it is truly effective for still photography, especially with long telephoto lenses where no tripod is available.

Another easy method to steady the camera is to use the shoulder strap. If the strap is around your neck, push the camera down to your belly causing the strap to go tight and gently squeeze the shutter release (E). You can also wrap the camera strap around your elbow, while standing, or your knee, while sitting. The key is to have that strap pulled tight between your hands.

Think about ways that you can brace the camera: either using your body or a stationary object.

- Sit down and rest your elbows to your knees.
- Lie down and rest your elbows to the ground or your body.
- Rest your hands onto the shoulders of a friend.
- Rest your hands or arms on a firm object such as a car, wall, fence post, or bench.



# TRAVEL ✈️ SNAP CARDS

## METERING PATTERNS



Metering patterns tell the camera where to measure the amount of light and then feed exposure information to the shooting mode. There are primarily three situations that confuse camera exposure meters: backlighting, primarily light or white scenes, and primarily dark or black scenes.

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"

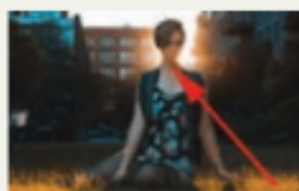
### HOW TO DEAL WITH CONFUSING LIGHT SOURCES



#### FOR BACKLIGHT USE: SPOT METERING

Measures a reading from around 2-3% of the image area. On most cameras, this area immediately surrounds the active AF point.

If your subject is facing the camera with the light behind them, and they are the important subject: set your camera metering pattern to spot. In the case of the woman on the right- position the spot on the woman's face and take the spot meter reading from there, and then lock the exposure setting.



#### USE MATRIX / EVALUATIVE FOR:

This is the default metering mode for most cameras. It reads the entire frame and determines an average of all the values. Places a slight emphasis on the active focus point.

#### LIGHT SCENE

When your scene contains mostly light or white tones, take your reading, and then override it by adding 2 1/2 stops of exposure. Adjust as necessary.

#### DARK SCENE

When your scene contains mostly dark or black tones, take your reading, and then override it by subtracting 2 1/2 stops of exposure. Adjust as necessary.

#### SILHOUETTE

If your foreground object is to be a silhouette, and the background area is the important area: set the camera meter to matrix/evaluative.

#### CONTRASTING LIGHT

If the scene contains very light areas and very dark areas that are equally important set your metering pattern to this mode.



#### WHEN THE LIGHT SOURCE IS TOO INTENSE: PARTIAL

Partial metering takes into account around 10% of the frame area and disregards the other 90%. Active area usually follows the active focus point. If the Sun or another source of background light is intense and located within the frame: set the meter to partial and exclude the intensely lit area when taking the meter reading. Lock the exposure setting.



#### FOR EMPHASIS ON ONE AREA USE: CENTER-WEIGHTED

Takes into account the entire frame, but with a bias placed upon the central area. The active AF point isn't taken into account with this setting. Use this metering pattern when you want to place emphasis on a certain area of the frame, but also give some consideration to the rest of the frame.

# TRAVEL ↗ SNAP CARDS

## POV - CUD



PHOTZY.COM

CUD stands for Classic, Unusual, and Detail. It's specifically referring to the camera point of view (POV). By practicing CUD, you vastly increase your chances of getting the right travel photograph to the right buyer.

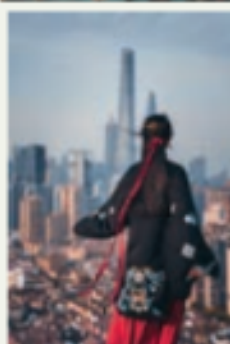
PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"

The classic POV is almost always the standard shot that everyone sees. It is almost always from standing height and displays minimal composition tools. There is nothing wrong with the Classic POV, and you should take that picture. Don't stop there. The Unusual POV comes from the photographer that is willing to explore an area. Perhaps, they climb the stairs, or lie on their back, or walk several blocks away and try to capture a view with a telephoto lens. This is the photograph that stands out as being creative. The Detail POV is the one that is often forgotten.

### CLASSIC



### UNUSUAL



### DETAIL



Think about your travel photography from the position of the buyer. By practicing CUD, you can meet virtually any requirement on a given subject. Look at the pictures of Shanghai, China above. As a travel photo buyer not only do these 6 images give you a nice variety to pick from, but you may end up purchasing more than one from this travel photographer, as they work well together.

### PRO TIP!

#### Tell a story

By practicing CUD, you will learn how to be a better visual storyteller. Look at the three racing images. Each one has its own story to tell.



# TRAVEL ✈️ SNAP CARDS

## SHOOTING MODES



There is probably no more mysterious or misunderstood aspect of camera use and photography than the shooting modes. Each mode has its purpose and function. Even smartphone photographers can benefit by studying this travel card and applying the principles to their travel photography.

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"

### UNDERSTANDING WHAT MODES ARE

The shooting mode has nothing to do with the camera metering. The shooting mode is telling the camera how you want to deal with the functions of exposure: aperture, shutter speed, and ISO. By locking yourself into believing that you must always use a certain shooting mode, (and yes this includes manual mode), you're wasting some of the major benefits of your camera. If you're using aperture priority mode, and you forget to glance at your shutter speed before firing the camera- you could end up with a blurry photograph.

### WHICH ONE TO USE?



#### WHEN YOU HAVE TIME: MANUAL MODE

If you have plenty of time, and the subject isn't rapidly going away, and you're not rapidly going away, and the light isn't rapidly changing.



#### DEPTH OF FIELD: APERTURE PRIORITY

If your primary concern is depth of field then use aperture priority. If the object is also moving, keep an eye on the shutter selected for your chosen f/ stop. Set the ISO to Auto. If your camera permits- set a maximum for the ISO that stays within the reasonable noise rate of your camera.



#### FREEZING ANY MOTION: SHUTTER PRIORITY

Set the shutter speed high enough to freeze the motion. Keep an eye on the selected aperture to determine if your depth of field is adequate.



#### PLAYING SAFE: PROGRAM MODE

If the moment is completely chaotic and fast paced, use the program mode. Watch the chosen settings in your viewfinder.



#### PRO TIP!

**NEVER USE FULL AUTO.** If your subject might rapidly disappear or move, or if you might have to move, or if there is the potential of a disruption between you and the subject, or if the light is rapidly changing such as at sunset or if clouds are moving in the sky... follow the guidelines above.