

ICAN

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LET'S TALK ABOUT PHOTO

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SPECIALIZED IN CANDID PHOTO, MOSTLY INCLUDE
HUMAN

FULLY PASSIONATE. LOOKING FOR BRINGING
AUTHENTICITY, SENSE OF MOVEMENT & TRUE
EXPRESSIONS

MY VISION : EVEN MORE IN CORPORATE WORLD, MOST
PICTURES COULD BE MORE INSPIRING

*“IT’S ALWAYS BEEN MY PHILOSOPHY TO TRY TO
MAKE ART OUT OF THE EVERYDAY AND
ORDINARY...” – SALLY MANN*



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WAY OF SEEING

2

BASIC TECHNIQS

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COMPOSITION &
FRAMES TIPS

4

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5

LIGHT & POST
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6

Q & A

ANNEX : RECAP & DO & DON'T
BONUS : STORY BEHIND ICAN SHOOT

FIRST OF ALL

- Don't think any photographer started from the beginning making great pictures, it's like hold a pen - bad calligraphy first - same for anyone
- Bad news : I wish I can say the key would be only about technical knowledge & mastering the camera ... it is bit more complex but good news it is about **mindset** & if you do have it you will not only be proud an eager to take some better shot & maybe you will even get obsess by it ...

1.



WAY OF SEEING

“QUALITY ... HAS TO DO WITH
INTENTION.”

ELLIOT ERWITT

ADOPT THE RIGHT MINDSET

- From capturing to making a shot
- Have the intention to make an interesting shot vs capturing

“YOU CAN TAKE A GOOD PICTURE OF ANYTHING. A BAD ONE, TOO.” – WILLIAM EGDELSTON

- Capturing to recall an event or a situation is fine for a own diary but : your shot is done to be seen, to be communicated – need to embody the action, identity & value of ICAN...

“WHEN PEOPLE LOOK AT MY PICTURES I WANT THEM TO FEEL THE WAY THEY DO WHEN THEY WANT TO READ A LINE OF A POEM TWICE.”
— ROBERT FRANK

THINK ABOUT PHOTOGRAPHY

- Photography is a visual way to transmit something
- When it comes to visual, **aesthetic** must be a top concern more than catching
- It s about images & everyone know the power of images & how it can bring good value reputation or the other way around
- Think the camera as it is : an **intermediate** between **your eyes** (yourself) & the **situation**.. imagine the plenty of possibility you have
- Like a pen & a paper : write a poem instead of a shopping list!

THINK ABOUT PHOTOGRAPHY

- Your photo will embody ICAN . Think what you want to transmit from the struggle you are invest in, the values, the emotion from a victory, etc.
- Take shots that are inspiring ... people have no interest regarding the flow of images we are surrounded by just a moment happening unless you catch Brad Pitt
- You want not only to have people already invested to be engaged by your photo but more people to join, to be concern ...

WHAT IS AN INSPIRING SHOT

(FROM MY POINT OF VIEW)

- Feel of movement, action, never ending time - spontaneous
- Look natural, true emotion / moment
- Reflect expression : joy, fight, victory, communion, dream ...
- Visually clean at least, even better : interesting (frame & composition)
- ... replace many words by itself

2 .



BASIC TECHNIQUES

FEW BASIC TECHNIQUES

- Every tool make the work, even phone
- If you are curious to go deeper in understanding how a camera work, it is easy to find on the internet
- I will make it basic as the use I done to make the shot, no need to be too technical & I will share some tips to be sure to have shot correctly done. Remember how your construct your picture & your attitude is really what will make the difference, but it would be easy to master those techniques...



EXPOSURE TRIANGLE : A BALANCE TO MASTER

Think simultaneously in 2 ways :

1 CREATIVE

(WHAT YOU WANT FROM THE
CAMERA)

2 GOOD EXPOSURE

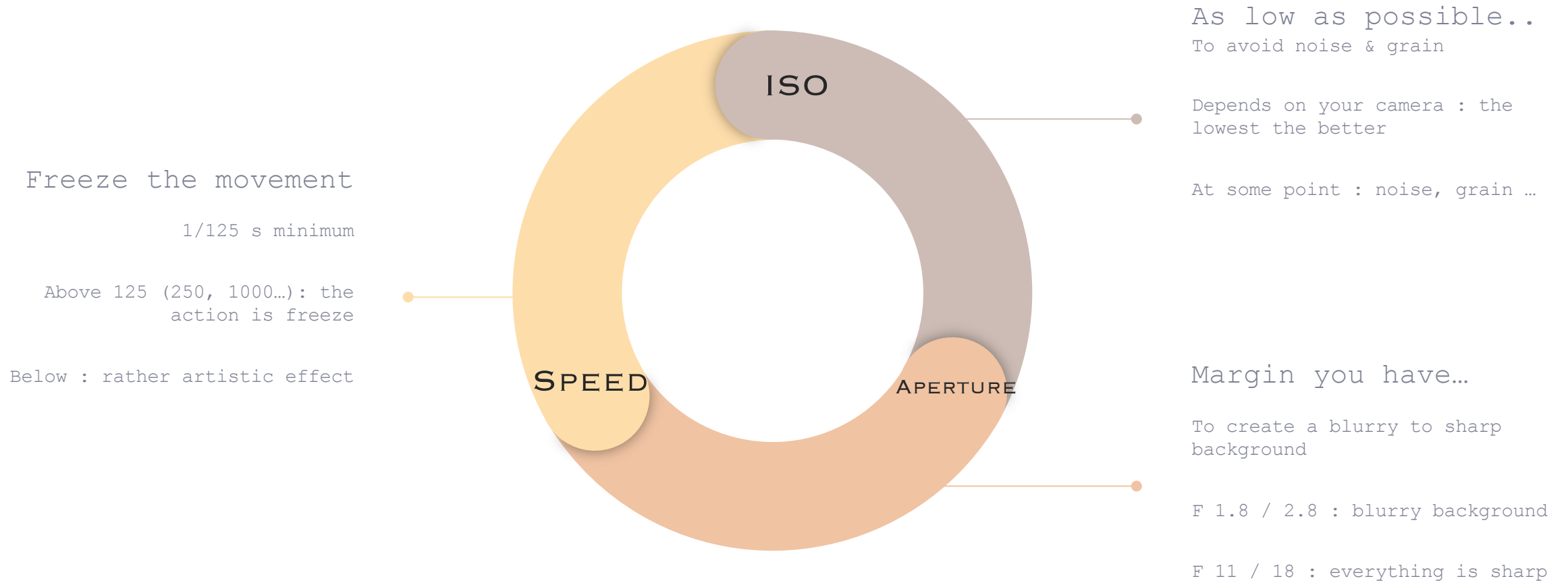
(DEALING WITH THE LIGHT &
CAMERA LIMITATION)

It looks complicated but let me explain it is easy...

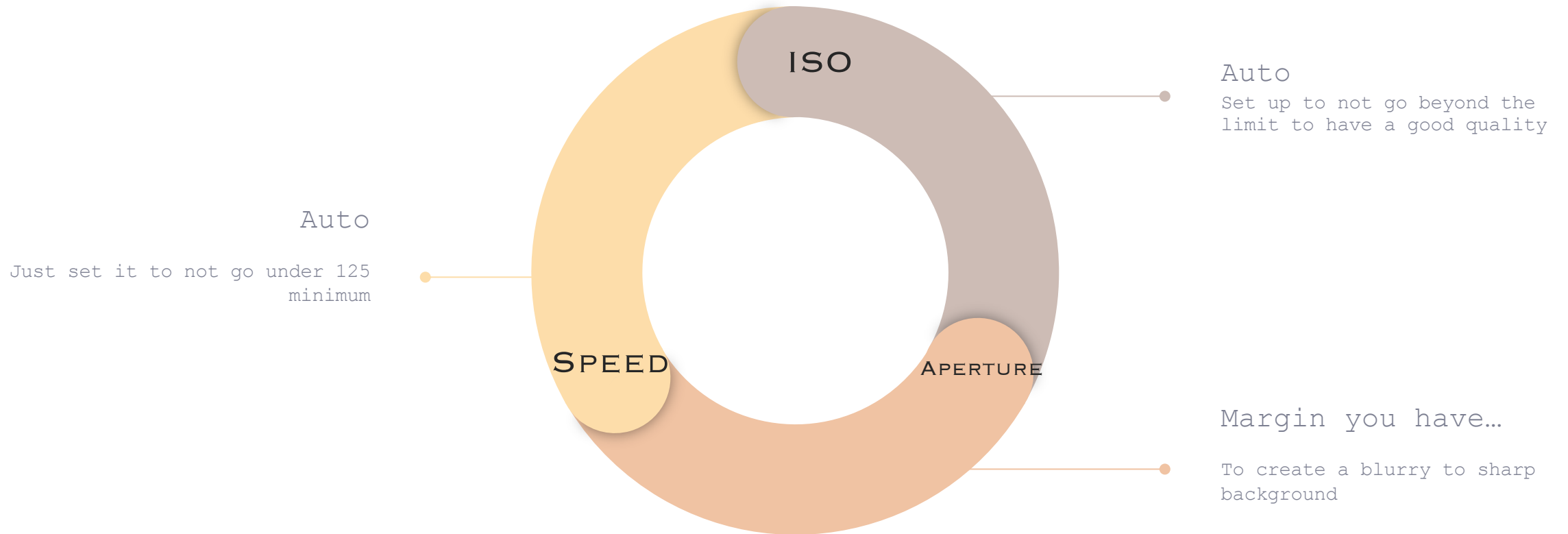
Keep in mind a good photographer is not the one mastering the most the techniques

Just master the basic it in order to open to more creative & interesting shot

THE EXPOSURE TRIANGLE



WITH APERTURE PRIORITY MODE



MY TECHNICAL SETTINGS

- Most of my shot : wide aperture (f1.8) :
futhermore for portrait, candid shot including people
- Advantage : you have a lot of light available - no need to rise up your ISO & lost quality
- Put a focus where I want & have to care less on the background
- However, be careful: the wider your aperture is the more difficult it would be to focus well
- If you take a portrait on wide aperture focus on the eyes

AUTO VS APERTURE PRIORITY MODE

- Auto is fine most of the time, if your focus is rather on the composition & framing
- I advice to rather used A.P mode as you may think more your shot instead of getting to the automatic laziness & to be lazy as well while composing
- The camera can only make the job technically not the framing...

WELL FOCUS

- Bad focus = failure
- So to be sure to make a shot with a wider aperture if you don't master the focus. Make several shots with different aperture
- Each camera or mobile phone is different but just check on the internet the way to focus relative to your model. Most of the time the tool your used will made it very easy
- If you used a wide aperture while making a shot of someone make sure to focus on the eyes.

FEW THOUGHTS

- If you can do a picture in Auto mode, pay attention to compo. This will make the difference
- In order to not be in a capturing mindset because you stress out missing the shot. Do one safe shot focusing on a clean composition & after make a picture
- For that forgot the techniques the camera barely make the work for you but be a geometer or a emotion capturer or if you rock be both

3 .



COMPOSITION & FRAMING

GENERAL RULES

- One of the most important thing in photography
- This is the top margin you have to create an interesting shot out of most situation even the most boring one ...
- First of all to compose ... used your eyes, left part of your brain & body

POSITION YOURSELF

- I can see straight away the capturer vs the creative
- You have a rectangle format & a situation, person(s), place, thing to shoot ... move, walk, go up, down, a bit on the right...
- You need to see which angle suit your better & make the picture interesting
- Take much more time position yourself, moving to frame than on your camera setting. You are the captain who make a choice of catching a moment trough a rectangle that record
- If you are in action you will be connected by the scene & take the decisive moment e.g Henri CB

DEPTH OF FIELD

By varying the depth of field, it is possible to highlight a subject sharp on a blurred background.

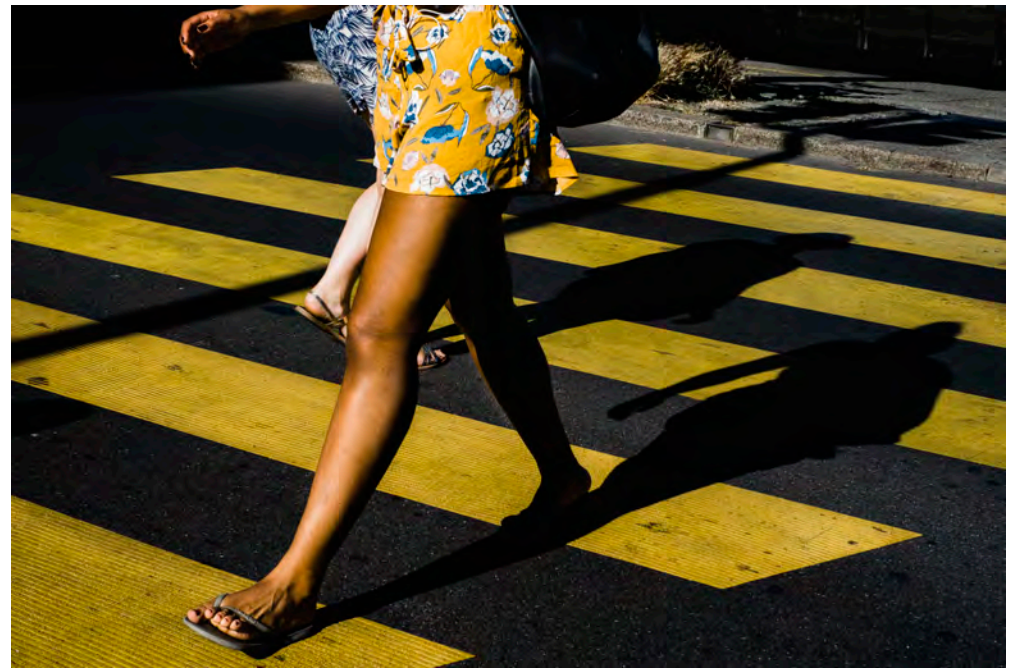
wide aperture vs narrow

F 1.4, 2 , ...



LEADING LINES

Play out with lines. There are many different types of line - straight, diagonal, curvy, zigzag, radial etc



GO FURTHER

The most well done [video](#) from the photographer Steve McCurry
9 great composition tips

VIEWPOINT



The viewpoint refers to the position we take the photograph from.

This will also be the position you place the viewer in when they are looking at your finished shot.

It can dramatically change the feel of the photograph...

POINT OF VIEW : FROM BELOW

You will bend down, squatting, kneeling or lying on the floor.
Feeling of equity
To observe them from their vision
Feeling of power, proud, victory



POINT OF VIEW : LATERAL

At the left or at the right of the subject.

Create more interesting angle & never ending time, inspire future



POINT OF VIEW : FROM THE BACK

Feel like following the person or being omniscient. Inspiring, sense of vision, goal

In this case try to have or bring a movement



POINT OF VIEW : GET CLOSE

Enter in the intimacy, in a scene. Bring more humanity



POINT OF VIEW : CHEST LEVEL

Feeling of being there. For that you need to be close unless you are using a telezoom

To confront viewer, bring more humanity & trueness to the situation, the viewer feel being there

For event : 85 per cent used



VIEWPOINT

- Most bad pictures are because geometrically poorly executed
- Either the line are not readable in a nice way, either the geometry is boring.
- If you focus on respecting & playing with line & forgot about focusing on camera setting.
- Just make your eyes connect to what you see in your screen or viewfinder. & construct, move,
- Take time ... look & wait instead of shooting straight away
- Be creative no one ask you to position yourself in a classic way

MAKE YOUR BACKGROUND CLEAN

- Here is the challenge : tidy up the « chaos »
- align things properly
- Check all part of the rectangle if the background is not too busy
- Unless you have experience in photography don't make too much plan ...it is harder, you take risk to disturbing & deaden the viewer
- Choose a clean background a angle that make things more minimal
- Unless you are using a wide aperture ... & you manage to bring emotion

4 .



FACING SITUATIONS

PORTRAIT : ATTITUDE & CONNEXION ON THE TOP



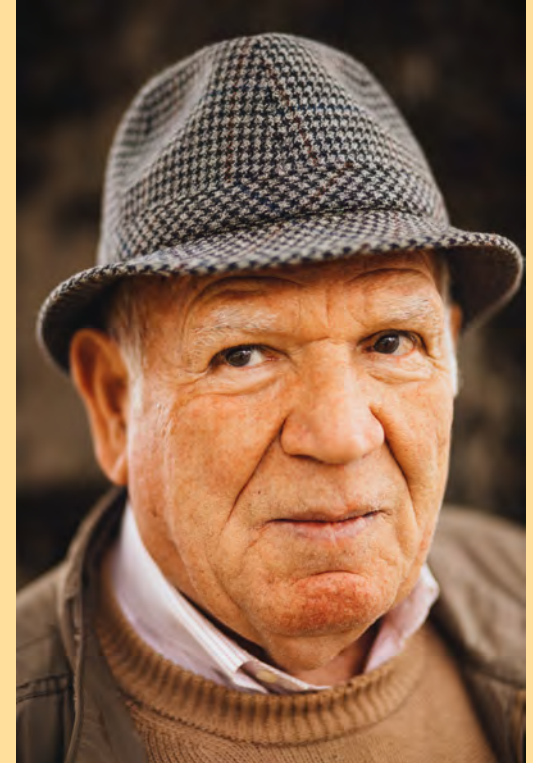
PORTRAIT : ATTITUDE & CONNEXION

ON THE TOP

- When you have a human in a picture the viewer will straight forward focus on it
- Bring true emotion, expression
- Even if they tell you they find himself ugly in picture or don't like his profile, barely everyone is beautiful when you catch a moment when they are natural
- **Tips** : talk just naturally with the model, or make sure to avoid the «facing camera attitude »
- Find your way : myself I like to be discreat, some will make some joke
- Put the character in action, like a movie producer
- Talk to your subject at the same level... the model will act more naturally & not pretend
- Don't take the shot when the subject is smiling **to the camera** to communicate joy unless he is smiling at you. Otherwise it looks cheasy & prevent from any true emotion felt by the viewer

TIPS : THE RIGHT MOMENT

MOMENT : Make your subject talk naturally or I wait for the moment when they relax & then I have my shot...the best most of the time a smile from the bit of pressure being photograph & natural expression



GROUP SHOT : COMPOSITION ON THE TOP



GROUP SHOT : COMPOSITION ON THE TOP

- I get inspired by movie, tv show print. Create candidness out of very posing picture
- Used Wide angle & please get ride as much as you can of boring & posed attitude or children in front & adult behind
- Get closer
- Be a geometer, a nice triangle work well. Making some sitted & other stand up. Break the boring in line shot. Create some perspective ! If you have many people find an original viewpoint & create a bit « tidy chaos »
- Bring a movement : it communicate action, moving forward - great for ICAN & NGO in general. Ask them to walk in group. While they walk & are more like comedian motivate them to express joy, vindication ... Create a nice group effect as a coach
- Drive them in term of attitude : even ask them to stand back and turn when you say go. While moving people can't help being natural most of the time

EVENT SHOT : PLACEMENT & MOMENT ON THE TOP

- During event be connected by emotion of people... Look, hear (a group laughing...)
- Get close & keep on moving, jump from a group to another when you can...
- I advice to used maximum a 85 mm & put the camera at your chest to make the viewer feel they are part of the scene
- Have everything settle in AP mode, then you don't have to focus on
- Fast & slow : in between being reative & wait for the expression
- Look at your photo: the expression .. What do you feel? If it's not joy & so on, make another shot from the subject

CANDID SHOT : EXPRESSION ON THE TOP



CANDID PICTURE : EXPRESSION ON THE TOP

- Not the most easy to succeed but with the most pleasing one in term of result
- Don't think it is about capturing a moment without doing much, candid shot required a lot of action from your side
- Get close & keep on moving
- Barely only focus on the expression of the subject (include eyes, body language, hear laugh...) before taking the shot
- Get close (when you can) to your subject, don't be afraid, have a careless & sympatic attitude
- Be quick, reactive, mobile...
- Create the candiness if you don't find the right expression for a strike(e.g): direct people to act & catch them become natural
- Be simple in term of techniques just master enough your focus mode. I use 50 mm with a wide aperture
- Don't shoot because you made the focus, wait like a sniper looking at the person expression & click when you feel it

5 .



LIGHT & POST PROCESS

DEALING WITH AVAILABLE LIGHT

RANDOM CONDITIONS

- Many manners to use light. I personally prefer when the light is facing the subject
- Not take a shot as much as possible in a place where there a mix of sun & shadow for portrait... it is very unpleasing for the eyes
- I prefer to underexpose as with digital it is more easy to recover the highlight in post production
- Avoid shooting a subject with the sun facing you when the sun is hard
- When if is inside with spotlight, by underexposing your line are already drawn
- Avoid highlight, it is visually annoying for the viewer & look cheap when it's not really at the end of the day with a perfect management of light from your side

DEALING WITH AVAILABLE LIGHT DIFFICULT CONDITIONS

Inside or night event when light is very poor, 2 solution :

- Wide aperture (it depends 2, 1.8)& let ISO rise up until the quality is too poor (check on the internet the limit of your tool)--- ok if you can focus only on a subject
- Flash (check out our to make flash mode in white balance or postproduce with changing the balance of color to the yellow, warmer tone)

Flash photo is not pleasing so if you can avoid it do so

POSTPROCESS


- Be simple : change the tone color to go for warmer
- Adjust the exposure : put a well expose picture next to your and adapt to have a good light
- Be careful with the color tone of the skin
- Adjust the contrast
- Adjust the saturation not go too far but bring a bit of color at the same time
- Tips : use VSCO app with phone





RECAP

RECAP



Have in mind the goal is to go beyond catching a picture but more to making a picture. Even better, to bring out emotions related to what you want to communicate. Making a picture always implies action.


Geometry is the requirement if you have in mind the making (vs the capturing). You know how to align things so pay a special attention to it, as your picture may be shared & therefore need to be pleasant to see. Having structured lines doesn't require the best camera & tool, just your eyes & focus.

Moving, positioning yourself & not wait for the subject to act is the key : for portrait, group shot act in a way to bring natural expression & remember a subject is never comfortable facing a camera until you make him either comfortable with it or forget about it.

I believe there is no bad subject or bad place. There are some challenging ones but in the end it is even more fun to play around & manage to bring something interesting out of him /her /it.

In term of emotion, try to bring true ones. Don't look for cold beauty or a fake smile. Natural expression is always so inspiring.

RECAP



In term of technics, in most situation keep the same setting (aperture priority mode preferred). The less you will focus on the camera, the more you will be able to focus on composition & act to look after emotion. Check on the internet specifications & be sure to master your focus mode.

Do not hesitate to take several shots & select after.... even Henri Cartier Bresson used to take around 4 shots by scene. This is all the more important for candide pictures to make several shots with different plan / angles. Even if some will have some miss focus or bad framings, it only requires one good shot to have the perfect picture.

Do not fear getting close & try different angles. Start by making the secure shot & then play around to bring the interesting shot.

Make sure to spend time looking at your picture & answering the question what does it inspire me? The answer should be connected to what you want to show with this picture from ICAN (joy,...).

Post processing in photography is similar than make up for women. If you try to make someone look beautiful with a lot of make up, the result will be a lost of authenticity. Instead, do small & incremental post -processing in order for the retouch not to be seen. Check for the white balance to go looking for the right lighting, warmer or colder tones depending on the light situation when the shot, make everything align around to ajust contrast, shadow & highlights.



DO & DON'T

Do & Don't

Get too far .



Get close .



Don't crop



Show the context



Do & Don't

Don't disrespect line



Be like a geometer



Don't shoot because it's in focus



Wait for the right moment



Do & Don't

Avoid boring group shot



Bring movement & original composition



Don't go for the cliché attitude



Look for true expressions



Do & Don't

Don't go for rigid attitude



Seek for movement



Don't catch uncomfortable expressions



Catch smoother expressions



Do & Don't

Don't get a busy background



Change your viewpoint to make the background clean or use wide aperture



Don't catch expression of sadness, laziness, ...



Bring expression inline with what you want to embody



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THANKS !

& DON'T FORGET TO TAKE
PLEASURE LOOKING FOR AN
INSPIRING SHOT!