Smartphone Photography Tips

Use natural light:

It's hard to find a great smartphone photo that was taken with a flash. Most of the time, they make a photo look overexposed, negatively altering colors and making human subjects look washed out.

Take your pictures during the day. The best times are early morning or late afternoon. Avoid mid-day sun as the light will often be harsh and unpleasant. Also, keep in mind that cloudy days are some of the best days to take portraits thanks to the even, diffused light.

Avoid zooming in:

When you take a photo from a distance, it's tempting to zoom in on something specific you're trying to capture, but it's actually better not to zoom in. Doing so can make the photo appear grainy, blurry, or pixelated. Keeping some distance from the subject will also give our designers some room to crop the picture themselves and will give them more versatility.

If you'd like to get a closer picture as an option, try to walk toward your subject. That way you won't compromise quality.

Separate your subject from your background:

The further your subject is from the background, the easier it is for your phone to measure depth. Asking your subject to move forward can make a big difference.

Do not edit your pictures:

You may be tempted to try to edit your picture to make it look better, but we prefer to have the original file from the camera. Unedited files are higher in resolution, so our designers will have the best quality file to work with, and the results will be much better when they use professional editing software.

Capture multiple shots:

One of the best things about smartphone photography is that you can take as many photos as you want. You can experiment with different distances and backgrounds and send us several options, including landscape and portrait images. We will decide which one works best for the layout. We may even select more than one to use on different medias.

How to send your pictures:

Please email your pictures to **lauren.frame@oneblood.org.**

If you are sending several pictures, your email platform may ask which type of file would you like to send. It's actually asking if you want to compress the file, and that means it's going to send a lower quality photo. When given that options, select "Actual Size" so it doesn't compress the photos and we have the best resolution to work with. You can also send multiple emails as necessary, but always select "Actual Size" to avoid compression.

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