

The background is a vibrant collage of geometric shapes and patterns. It includes a purple triangle with a black dot grid, a teal triangle with white diagonal stripes, a yellow triangle, a pink triangle with a black dot grid, and a yellow triangle with a teal wavy line. There are also several pink lightning bolts and a blue lightning bolt. The main text is contained within a white, jagged-edged shape that resembles a speech bubble or a torn piece of paper.

TIPS ON HOW TO TAKE BETTER PICTURES

WITH YOUR MOBILE DEVICE



YOU HAVE A GREAT TOOL. DO YOU KNOW HOW TO USE IT?

The mobile phone is a great tool, not only for texting and calling, but also giving us the ability to create, edit and share images.

Nowadays we pay more attention to images, so taking good photos can help you save and share memories, connect through social networks, create communities, have a good time or use it to promote products and services.



**IF YOU ARE ONE OF THOSE WHO LOVES TO PHOTOGRAPH EVERYTHING, BUT
YOU ONLY OPEN YOUR CELL PHONE AND SELECT THE CAMERA TO CAPTURE
MOMENTS, YOU DON'T KNOW ABOUT SETTINGS, RESOLUTION, ISO, ETC... THIS
IS WHAT YOU WERE LOOKING FOR!**

PHOTOGRAPHY BASICS

Before you get started, it is important to familiarize yourself with:

COMPOSITION

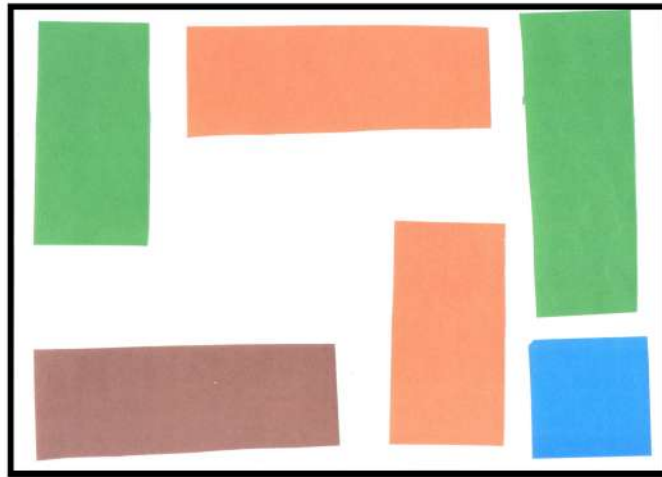
**PRE-PHOTO
PREPARATION**

LIGHTING

EDITION

COMPOSITION TIPS

Composition is the arrangement of elements in an image. It is key to give priority to an element and be able to convey a clear message.



1. DEFINE THE OBJECTIVE WHAT DO YOU WANT TO CAPTURE?

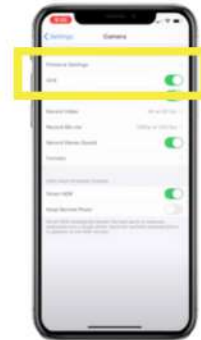
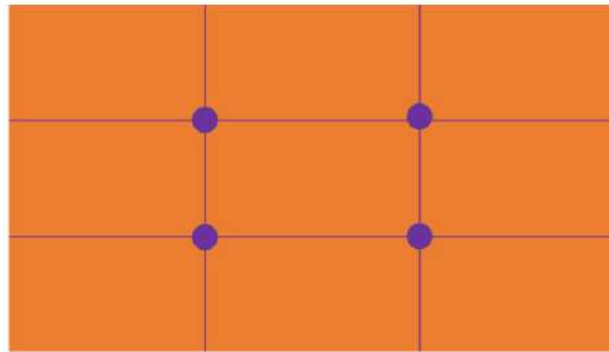


Open your mind

If you are walking down the street, there will surely be many details that go unnoticed in the scene. For them, you will need to open your eyes and connect with the environment. Start distinguishing colors, textures and possible scenarios or causal actors for your photo.

COMPOSITION TIPS

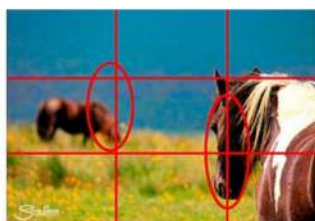
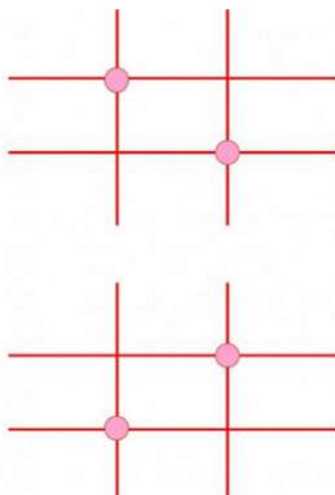
THE RULE OF THIRDS



Using the rule of thirds draws the viewer's eye into the composition, instead of just glancing at the center. By placing the subject off center, you also embrace more blank space. The rule of thirds is also helpful for highlighting an interesting background.

The purple dots mark areas where we pay more attention, "points of interest".

That's why we recommend putting elements in one of these spaces to ensure your photo is memorable.

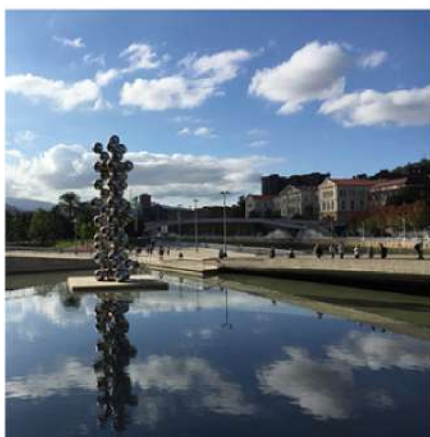


COMPOSITION TIPS

SYMMETRY



REFLEXES



PERSPECTIVE



COMPOSITION TIPS

ATTENTION TO DETAIL

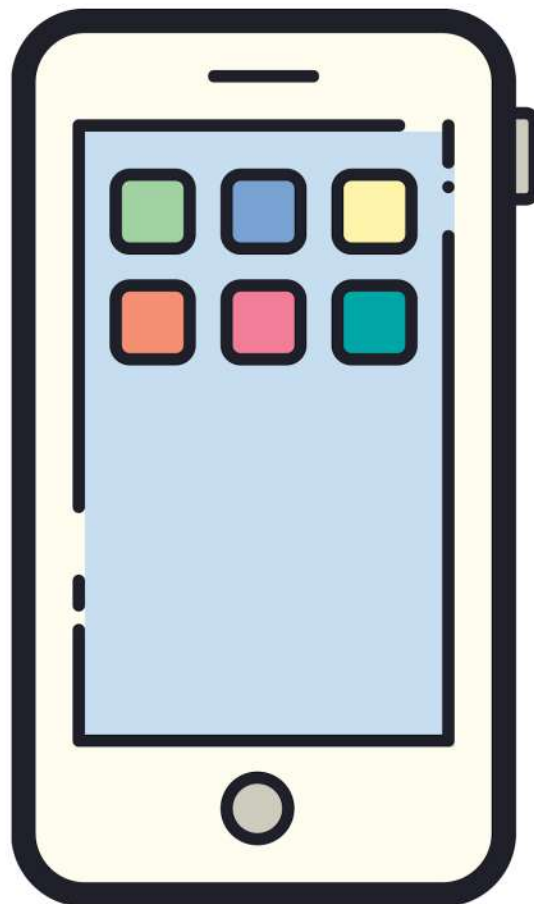


BALANCE



PRE-PHOTO PREPARATION

- 1 Clean your camera lens before you start
- 2 Check if you have enough battery before taking a photo.
- 3 Avoid using zoom, because it decreases the photo quality



LIGHTING TIPS

NATURAL LIGHT



Use natural light whenever possible, as it softens the light and marks shadows.

The ideal schedule is from 12 - 15hrs

CONTRASTS



Ensure that the lights don't look burnt (too white) and the shadows too dark so that the details don't get lost.



TIPS FOR WHEN TAKING THE PHOTO

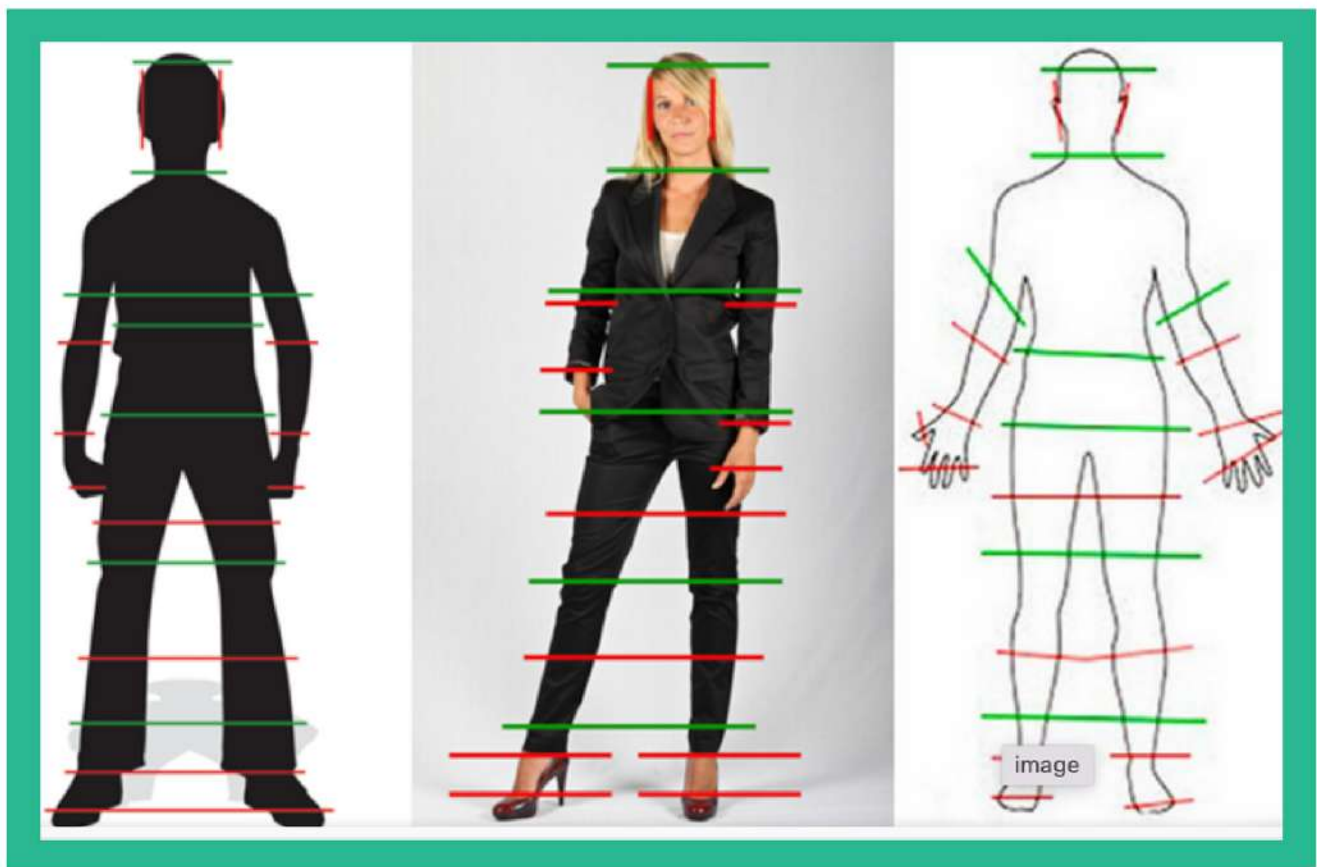
Es recomendable que al capturar la foto estés al nivel de los objetivos a fotografiar para conseguir un ángulo mas favorable, que te permita encuadrar y resaltar los detalles de la fotografía. También, se aconseja realizar varias tomas para así elegir la mejor.



Las fotos en movimiento pueden ser un gran reto. Por eso, para este tipo de fotografías, lo mejor es utilizar el disparo en ráfaga de tu cámara o presionar el obturador de manera continua. Con esta opción podrás tomar varias fotos en un solo segundo mientras sigues a la persona u objeto y después podrás elegir cuál es la mejor foto de todas.



REMEMBER TO MAKE THE CUT ONLY ON THE GREEN LINES



EDITING TOOLS

a. Automatic

Open your phone's photo roll, select "edit" and press "automatic". The phone's software itself will make the adjustments it deems necessary to perfect your image.

b. Manual

On the same reel, instead of pressing the "automatic" button, we will immerse ourselves in exploring function by function. There we can raise or lower the colors, their intensities, add textures, focus objects and highlight everything we want

c. Application

There are many applications to edit images. The most recommended on IOS and Android are:

- PicsArt
- InShot
- Snapseed
- Unfold
- VSCO

In these Apps, in addition to achieving all the changes offered by the phone editor, it will allow you to add different effects, frames and definitions. Each app is unique!

Many times what makes us choose between one and the other are not its effects or edits, but its interface (how friendly it is), so explore all the possibilities of each application.



PICSART



INSHOT

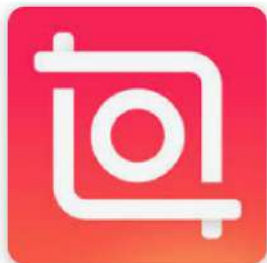




SNAPSEED



UNFOLD



THE MOST IMPORTANT THING

IS TO HAVE FUN

AND

EXPERIMENT

That's when you can find your style and capture moments that will last a lifetime.

