

# GOOD PHOTOGRAPHY MADE SIMPLE

By David Cloud



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Good Photography Made Simple  
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I LOVE PHOTOGRAPHY BECAUSE IT ALLOWS YOU  
TO CAPTURE A SLIVER OF GOD'S BEAUTIFUL  
CREATION.





































PHOTOGRAPHY IS A GREAT FAMILY TOOL. MY COLLECTION OF OLD FAMILY PHOTOGRAPHS FROM THE PAST 100 YEARS, WHICH I HAVE SCANNED OVER THE PAST DECADE, IS HIGHLY VALUED BY ALL OUR FAMILY MEMBERS.



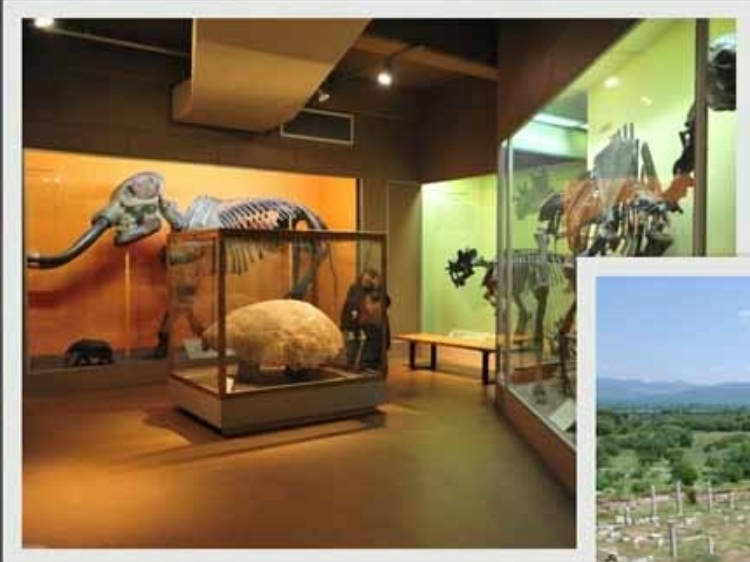
BEFORE DIGITAL, PHOTOGRAPHY WAS DIFFICULT  
AND EXPENSIVE AND FAMILY PHOTOS TENDED TO  
BE LIMITED TO SPECIAL OCCASIONS.



THE DIGITAL CAMERA REVOLUTION HAS MADE IT  
POSSIBLE TO DOCUMENT ONE'S FAMILY HISTORY  
MUCH MORE THOROUGHLY, CHEAPLY, AND  
PROFESSIONALLY.



PHOTOGRAPHY IS ALSO A GREAT MINISTRY TOOL.  
WE USE IT FOR PRODUCING BOOK COVERS, VIDEO  
PRESENTATIONS, POWERPOINTS, PRAYER LETTERS,  
AND MANY OTHER THINGS.



I USE PHOTOGRAPHY EXTENSIVELY IN  
TEACHING AND APOLOGETICS AND RESEARCH.





THE DIGITAL REVOLUTION HAS MADE IT  
POSSIBLE FOR NON-PROFESSIONAL  
PHOTOGRAPHERS TO TAKE HIGH QUALITY  
PHOTOS.

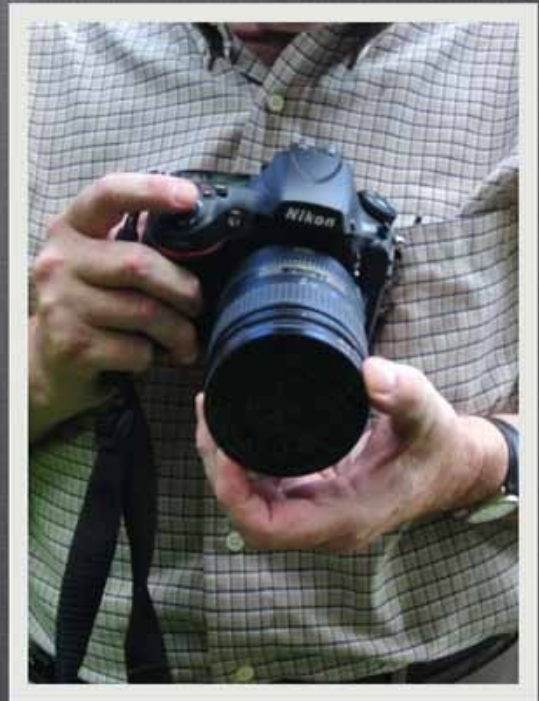
QUALITY DIGITAL  
CAMERAS ARE MUCH  
SMARTER AND EASIER  
TO USE THAN THE OLD  
FILM CAMERAS.



CONSUMER LEVEL  
DIGITAL SLR AND  
MIRRORLESS CAMERAS  
LIKE THE NIKON V1  
CAN TAKE AUTOMATIC  
PICTURES AS EASILY AS  
A "POINT AND SHOOT"  
BUT CAN ALSO TAKE  
NEAR PROFESSIONAL  
QUALITY  
PHOTOGRAPHS.



AS A SERIOUS  
PHOTOGRAPHER, MY  
MAIN CAMERA IS A  
NIKON D800.



BUT IN MY  
ESTIMATION THE  
NIKON V1 MIRRORLESS  
CAMERA IS A PERFECT  
CAMERA FOR FAMILIES,  
MISSIONARIES, AND  
PASTORS.



IT IS IDEAL FOR  
FAMILY, TRAVEL, AND  
MINISTRY USE.



IT IS SMALL, LIGHT,  
AND EASY TO CARRY.





THE LENSES ARE  
COLLAPSABLE SO THEY  
FOLD IN WHEN NOT IN  
USE.





IT IS QUIET AND  
UNOBTRUSIVE. YOU  
CAN EVEN TURN THE  
SHUTTER NOISE OFF.



IT IS EASY TO USE EVEN  
FOR A NOVICE. IT IS FUN  
TO USE FOR ANYONE.



IT TAKES GREAT PHOTOS.  
THE DIGITAL SENSOR IS  
RELATIVELY SMALL, BUT  
THE PHOTOS ARE HIGH  
QUALITY.



IT CAN TAKE HIGH  
QUALITY DIGITAL  
VIDEOS.

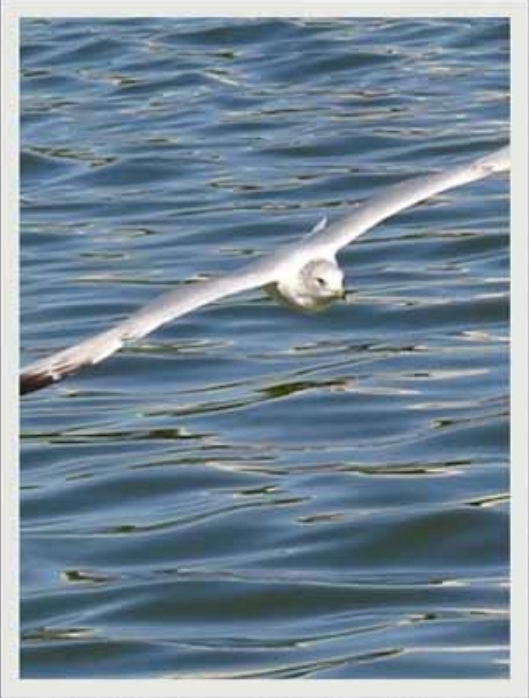


THE FOCUSING IS  
MUCH FASTER THAN  
OTHER SMALL DIGITAL  
CAMERAS.



THE NIKON V1 CAN  
CAPTURE PEOPLE  
WALKING.





**EVEN BIRDS IN FLIGHT**





IT HAS  
INTERCHANGEABLE  
LENSES, FROM WIDE  
ANGLE TO LONG  
TELEPHOTO.



THE 10-30 LENS IS  
GOOD AT CLOSE UP OR  
MACRO.



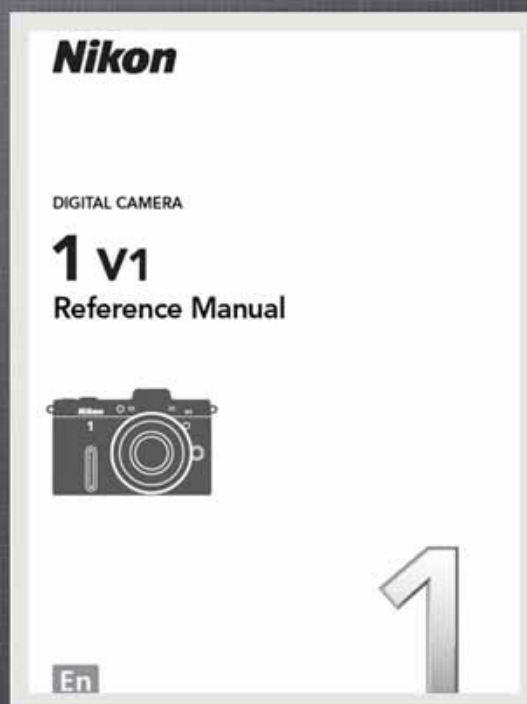


THE 30-110 LENS IS  
EQUIVALENT TO 80-300  
IN THE OLD 35MM  
FORMAT.

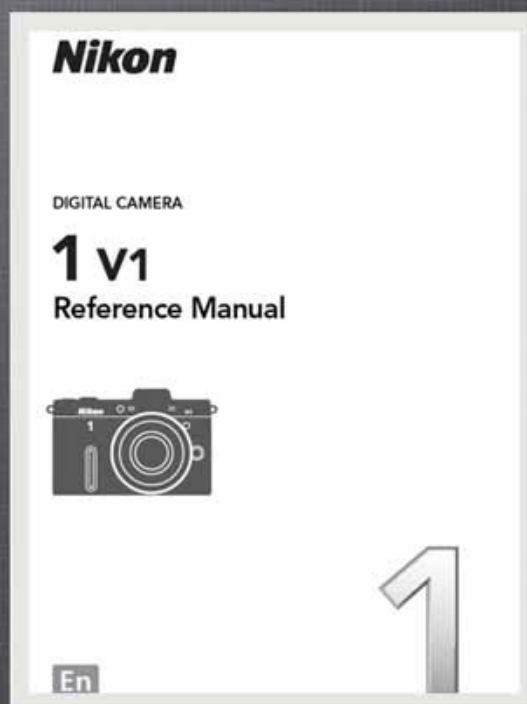
WHILE THIS COURSE  
USES THE NIKON V1 TO  
ILLUSTRATE PHOTO  
TECHNIQUES, YOU CAN  
USE ANY HIGH  
QUALITY DIGITAL  
CAMERA TO PRODUCE  
THE SAME RESULTS.



BEFORE YOU START  
THE COURSE, YOU  
SHOULD FAMILIARIZE  
YOURSELF WITH YOUR  
CAMERA'S FUNCTIONS.



THOUGH DIGITAL  
CAMERAS ARE EASIER  
TO USE THAN EVER,  
THEY ARE HIGHLY  
COMPLEX TOOLS AND  
READING THE MANUAL  
WILL PAY GREAT  
DIVIDENDS IF YOU  
WANT TO TAKE GOOD  
PHOTOS.



# PHOTOGRAPHY BASICS





**QUALITY DIGITAL CAMERAS ARE "SMART" ENOUGH TO TAKE GOOD PICTURES UNDER NORMAL CIRCUMSTANCES IN THE AUTO MODE, BUT EVEN THE SMARTEST CAMERA CANNOT TAKE GOOD PICTURES IF THE PHOTOGRAPHER DOESN'T PRACTICE SOME ESSENTIAL TECHNIQUES.**



**THIS COURSE PRESENTS FUNDAMENTAL RULES  
THAT CAN DRAMATICALLY IMPROVE YOUR  
PHOTOGRAPHY.**



**THE JOY OF DIGITAL  
SLR PHOTOGRAPHY**

By David Cloud



**WE DON'T GO INTO SUCH THINGS AS THE  
MECHANICS OF FOCUS, PRINCIPLES OF EXPOSURE,  
DEPTH OF FIELD, SENSOR MEGAPIXELS, ISO, HDR,  
POLARIZERS, TRIPODS, HISTOGRAMS, RGB,  
BRACKETING, AND MACRO PHOTO TECHNIQUES.**

**WE DO COVER THESE AND OTHER THINGS IN  
"THE JOY OF DIGITAL PHOTOGRAPHY."**

# HOLD THE CAMERA STEADY





**WITH TECHNOLOGY SUCH AS VIBRATION  
REDUCTION AND FAST AUTO FOCUS, WE MIGHT  
THINK THAT IT IS NO LONGER NECESSARY TO HOLD  
THE CAMERA STEADY. BUT IT IS!**



**GRIP THE CAMERA WITH BOTH HANDS AND  
TAKE YOUR TIME AS YOU MAKE THE SHOT.**



**DON'T GET INTO THE HABIT OF TAKING PHOTOS WITH ONE HAND, EVEN WITH A SMALL CAMERA.**



**AT TIMES THIS WILL WORK AND SOMETIMES IT MIGHT EVEN BE NECESSARY, BUT IT IS NOT THE CORRECT WAY TO HOLD A CAMERA FOR THE HIGHEST QUALITY PHOTOS.**



**IF YOU USE GOOD TECHNIQUE, YOU CAN  
STEADILY IMPROVE YOUR PHOTOGRAPHS.**

**PRESS THE SHUTTER RELEASE  
BUTTON CAREFULLY**







**DON'T JAM THE SHUTTER BUTTON DOWN;  
GENTLE PUSH IT SO YOU DON'T SHAKE THE  
CAMERA. IT'S LIKE SHOOTING A GUN; YOU  
SQUEEZE THE TRIGGER.**

# KEEP THE PHOTO SIMPLE AND UNCLUTTERED



THIS PHOTO IS TOO CLUTTERED, TOO BUSY.



THIS IS A LITTLE BETTER.



**THIS IS EVEN BETTER.**

# GET CLOSE TO THE SUBJECT





**A COMMON ERROR IS TO GET TOO FAR AWAY  
FROM THE SUBJECT.**



**IT'S MORE EFFECTIVE TO GET IN CLOSE,  
ESPECIALLY FOR PORTRAITS.**





SOMETIMES,  
THOUGH, IT IS  
EFFECTIVE TO BE  
AT A DISTANCE  
FROM THE  
SUBJECT.



# CONSIDER THE BACKGROUND AND FOREGROUND



HERE THE BACKGROUND DETRACTS  
FROM THE PORTRAIT.



**SIMPLY CHANGING THE ANGLE OF THE SHOT  
DRAMATICALLY IMPROVES THE PHOTO.**

# DON'T CUT THINGS OFF



DON'T CUT OFF PART OF PEOPLE'S HEADS OR FEET





THE EXCEPTION IS WHEN YOU ARE CLOSE UP  
FOR EFFECT.

# AVOID HAVING THINGS STICKING OUT OF PEOPLE'S HEADS



# WATCH OUT FOR WIRES







**OFTENTIMES YOU CAN SOLVE THIS PROBLEM  
SIMPLY BY SHIFTING YOUR POSITION.**

# WATCH THE SHADOWS



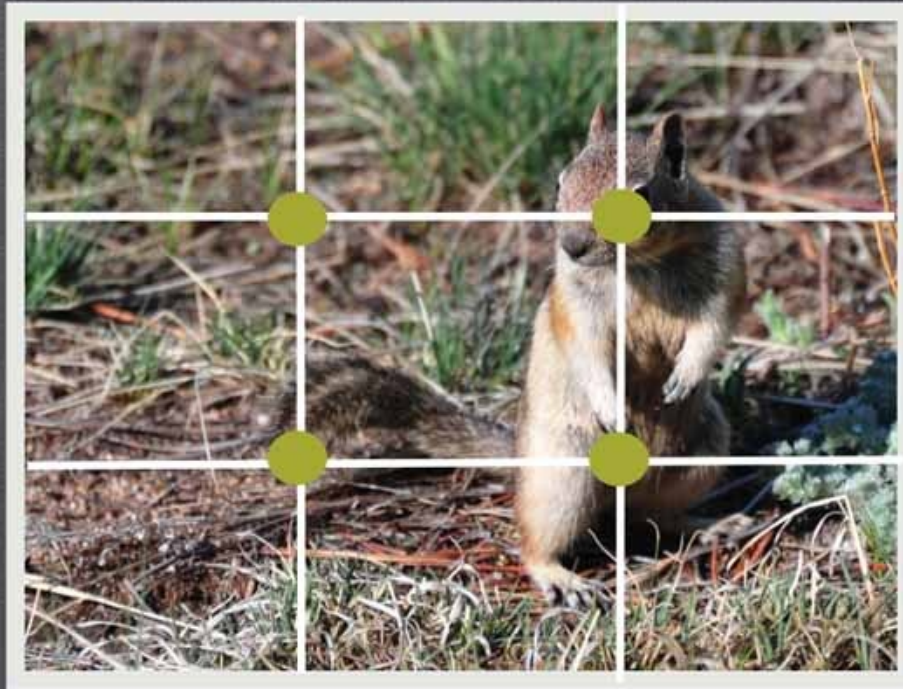




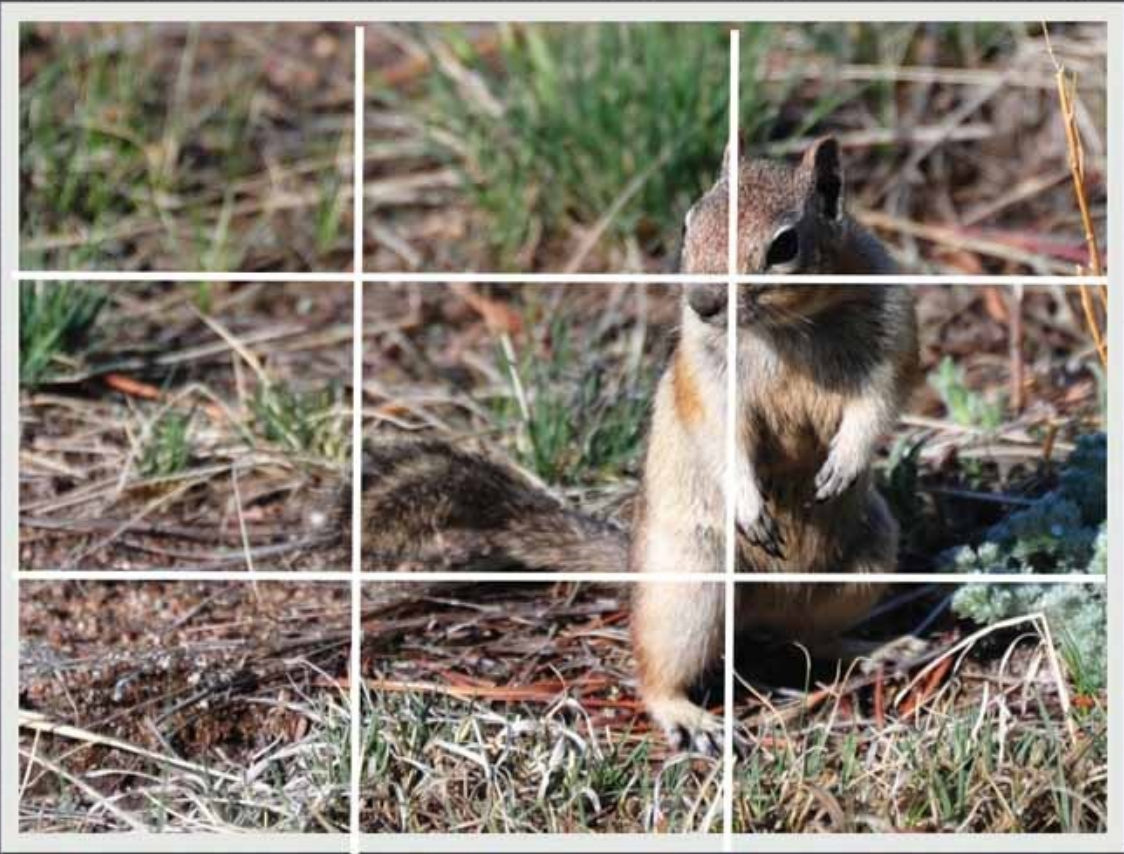
# USE THE RULE OF THIRDS

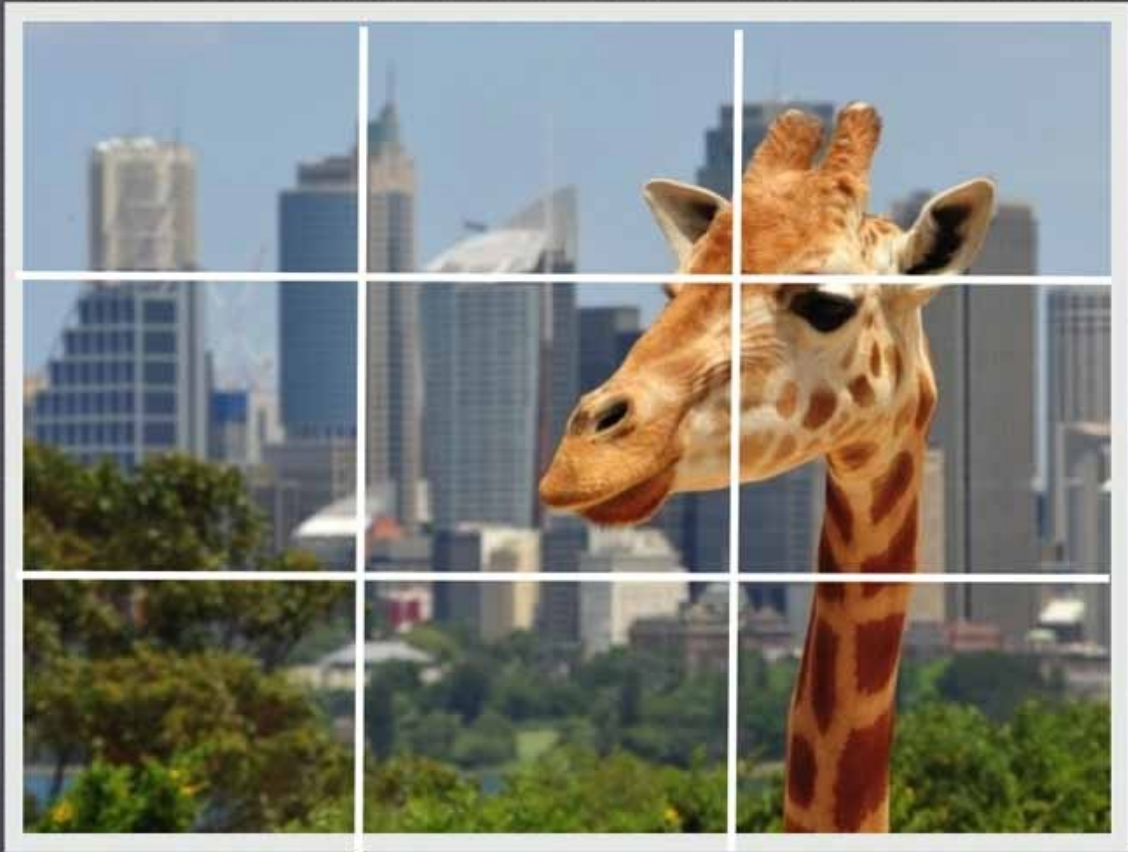


THE RULE OF THIRDS CAN MAKE A PHOTO  
MORE INTERESTING THAN PLACING THE  
SUBJECT IN THE CENTER.



**SPLITTING THE SCREEN INTO 3 EQUAL HORIZONTAL AND VERTICAL SECTIONS CREATES 4 POINTS OF INTERSECTION THAT TEND TO DRAW THE EYE.**









THE RULE OF THIRDS IS NOT AN ABSOLUTE LAW.  
CENTERING CAN ALSO BE EFFECTIVE.

# FRAME THE SUBJECT



USE OBJECTS IN THE FOREGROUND TO FRAME SUBJECTS IN THE BACKGROUND.





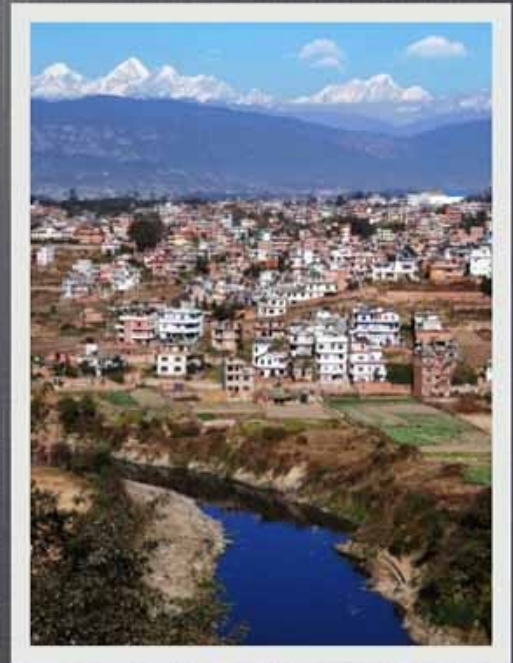
# USE TELEPHOTO FOR MOUNTAINS



USE TELEPHOTO TO MAKE MOUNTAINS STAND OUT AGAINST THE FOREGROUND.



# TRY VERTICAL AND HORIZONTAL



SOMETIMES VERTICAL IS MORE EFFECTIVE  
THAN HORIZONTAL.

# WATCH LINES AND ANGLES



KEEP VERTICAL AND HORIZONTAL LINES STRAIGHT WHEN POSSIBLE.



# TRY DIFFERENT PERSPECTIVES



ALWAYS BE ON THE LOOKOUT FOR DIFFERENT PERSPECTIVES. TRY DIFFERENT ANGLES.















**SOMETIMES GETTING LOW TO THE GROUND CAN MAKE THE PHOTO MORE INTERESTING, SUCH AS ON THE RIGHT.**



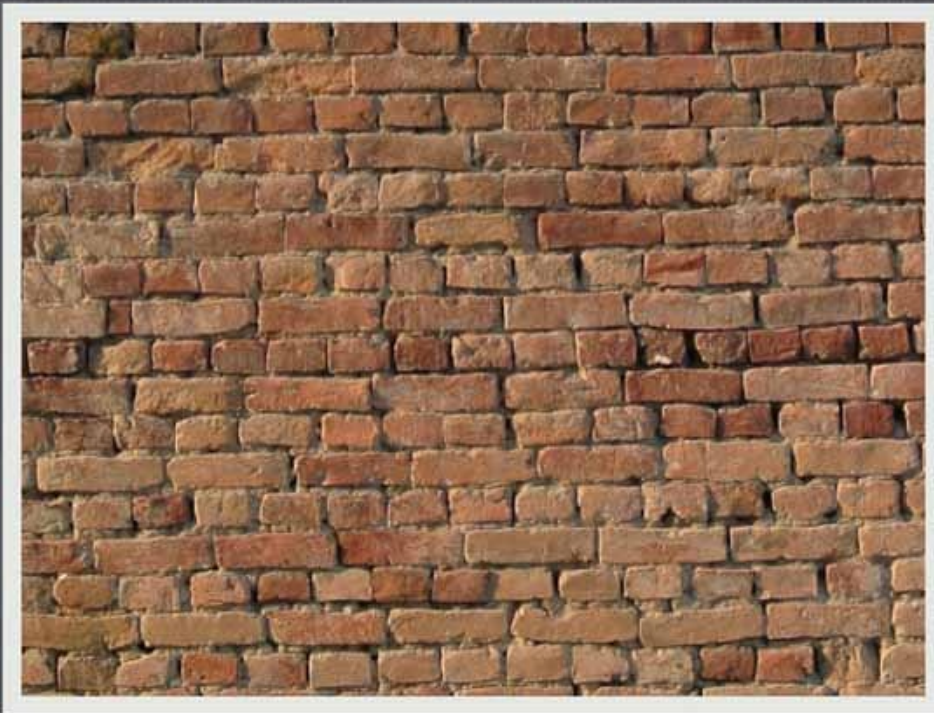


**THIS PHOTO IS INTERESTING, BUT THE LIMB BLOCKS PART OF THE SIDEWALK. NOTICE WHAT HAPPENS BY STEPPING TO THE RIGHT A COUPLE OF FEET.**



**THE PHOTO ON THE RIGHT IS MORE INTERESTING  
BECAUSE THE EYE CAN FOLLOW THE SIDEWALK TO THE  
EDGE OF THE SCENE.**

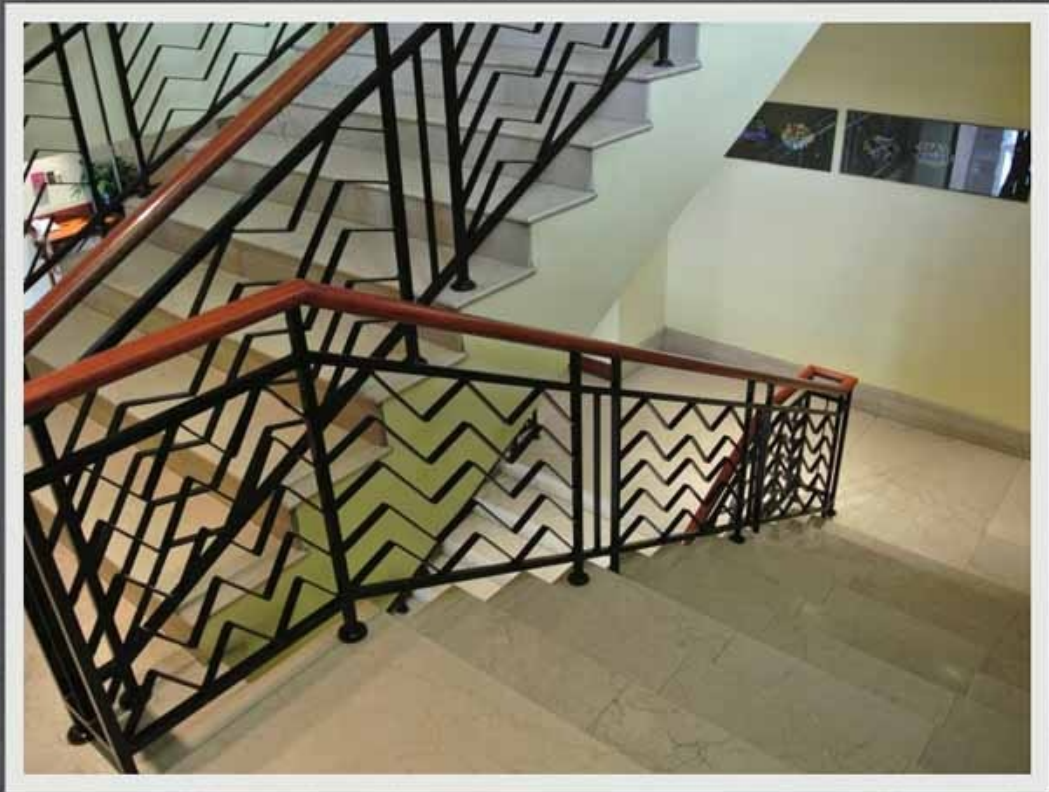
**LOOK FOR PATTERNS, SHAPES,  
TEXTURES, ANGLES**

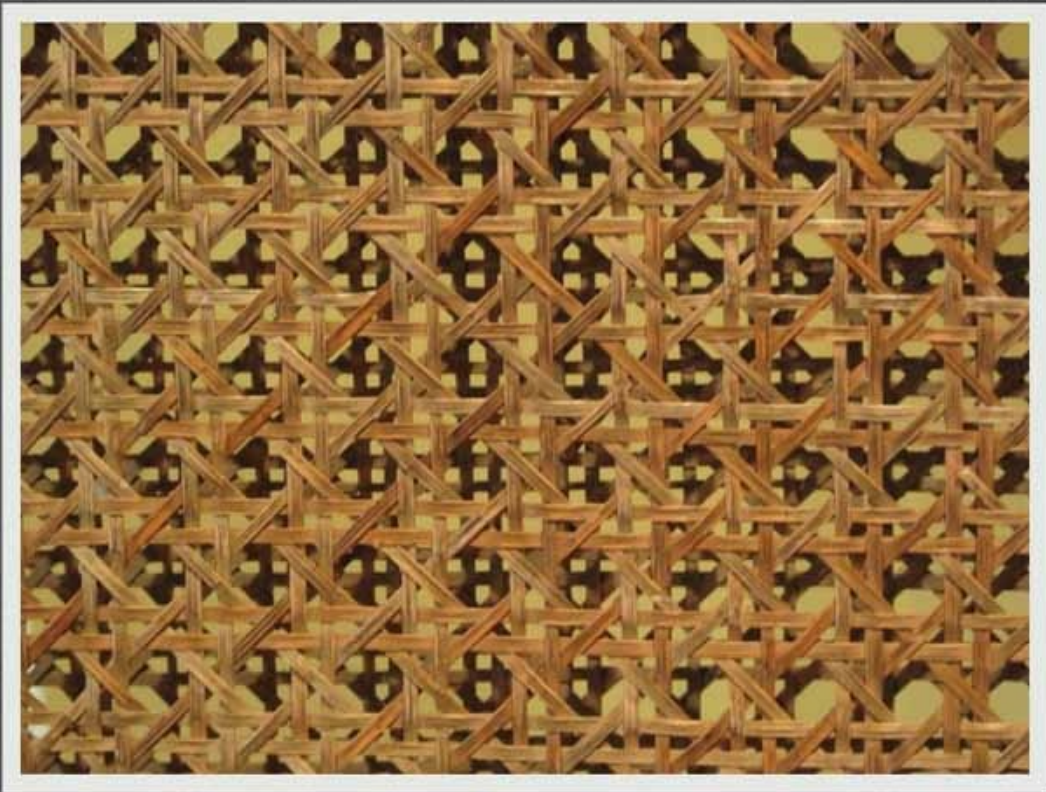
















# LOOK FOR BRIGHT COLOR











# WATCH THE BACKGROUND WHEN TAKING CLOSE UP SHOTS





**THE FLOWERS ON THE RIGHT SIDE WERE  
HANGING OUT FROM THE WALL AND I HAD A  
CHOICE OF BACKGROUNDS DEPENDING ON THE  
ANGLE OF THE SHOT.**





**THIS ANGLE ISN'T EFFECTIVE BECAUSE THE POST  
IN THE BACKGROUND IS DISTRACTING.**



**THIS ANGLE IS BETTER, WITH THE GREEN  
SHRUBBERY AS A BACKGROUND.**



**THIS ANGLE IS ALSO BETTER, WITH THE BRICK  
WALL AS A BACKGROUND.**

# CHOOSE QUALITY SPECIMENS





I HAVE WASTED TIME TAKING GOOD PHOTOS OF  
POOR SUBJECTS. THIS BUTTERFLY'S WING IS  
DAMAGED.

# MAKE SURE THE SUBJECT IS IN FOCUS





**A COMMON ERROR IS TO FOCUS ON SOMETHING  
OTHER THAN THE SUBJECT.**

**AUTOFOCUS SYSTEMS ARE GETTING EVER  
SMARTER, BUT THEY STILL NEED HELP FROM  
THE PHOTOGRAPHER AT TIMES.**



**THE SITUATION IN THIS PHOTO WAS CAUSED BY  
THE CAMERA FOCUSING ON SOMETHING  
BEHIND THE TWO GIRLS.**





**THIS CAN HAPPEN WHEN THE CAMERA IS SET TO "SPOT FOCUS" SO THAT IT FOCUSES IN THE CENTER OF WHEREVER THE CAMERA IS AIMED.**



## REMEDIES

IN SINGLE POINT FOCUS, YOU CAN AIM THE CAMERA AT THE SUBJECT (ONE OF THE GIRLS), HOLD THE SHUTTER RELEASE DOWN HALF WAY TO LOCK THE FOCUS, THEN MOVE THE CAMERA TO REFRAME THE PICTURE.



**OR YOU CAN USE THE AUTO-AREA FOCUS MODE. IN THIS MODE, THE CAMERA ANALYZES THE ENTIRE SCENE TO "FIGURE OUT" THE BEST FOCUS, AND IT IS USUALLY CORRECT. IT IS PROGRAMMED TO LOOK FOR FACES.**

# GET ENOUGH LIGHT ON THE SUBJECT





**UNDEREXPOSED PHOTOS ARE A COMMON PROBLEM. THIS IS CAUSED BY NOT HAVING ENOUGH LIGHT ON THE SUBJECT OR BY THE SUBJECT BEING IN THE SHADOW WITH BRIGHT LIGHT IN THE BACKGROUND (A "BACK-LIT" SCENE).**



## REMEDIES

GET OUT OF THE SHADOW OR SHADE AND KEEP  
THE SUN TO THE PHOTOGRAPHER'S BACK.



**USE A FLASH, WHICH PUTS MORE LIGHT ON A SCENE AND THUS IMPROVES THE EXPOSURE.**



**THE PHOTO ON THE LEFT WITHOUT FLASH IS UNDEREXPOSED, WHEREAS THE ONE ON THE RIGHT USING A FLASH IS PROPERLY EXPOSED.**



# USE A POLARIZER FILTER FOR LANDSCAPES





**THE POLARIZER HAS BEEN CALLED "THE  
LANDSCAPE PHOTOGRAPHER'S BEST FRIEND."**



**IT INCREASES THE BLUE IN THE SKY AND  
MAKES CLOUDS STAND OUT, AS WE SEE IN THE  
POLARIZED PHOTO ON THE RIGHT.**



**A POLARIZER ENHANCES COLOR SATURATION THUS  
MAKING COLORS MORE VIVID.**

A POLARIZER CAN  
REMOVE REFLECTIONS  
FROM WATER, LEAVES,  
ETC.



A POLARIZER CAN  
REMOVE GLARE FROM  
SHINY OBJECTS.



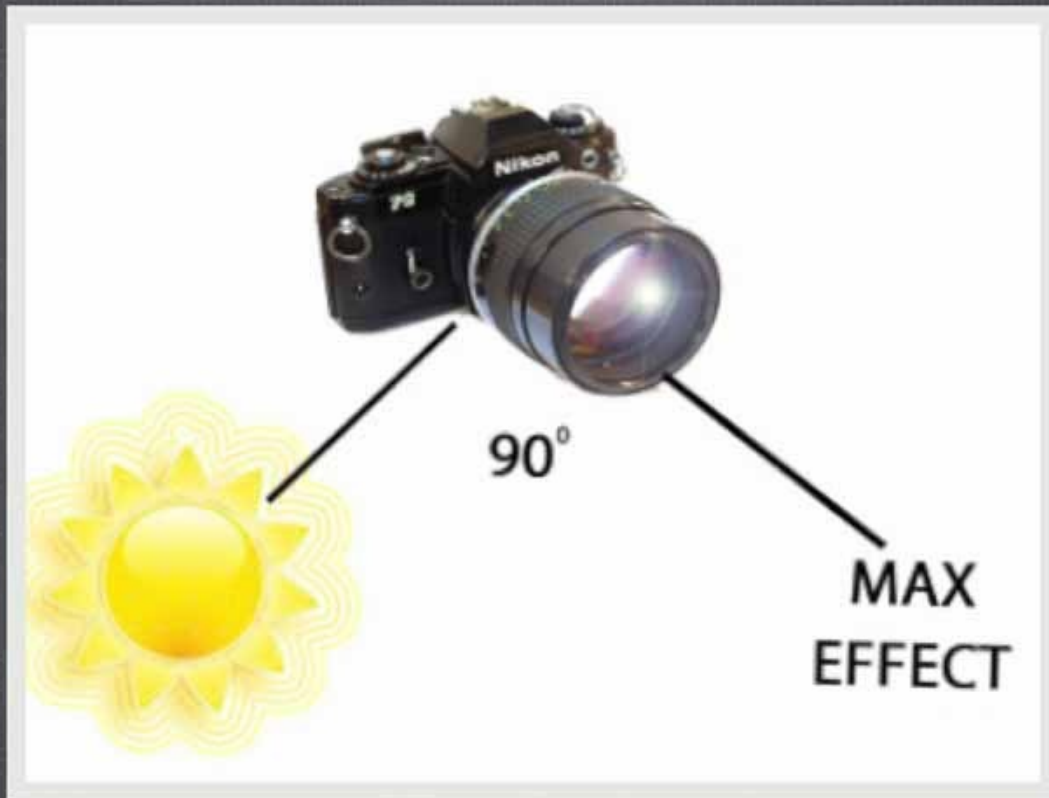


**BY ROTATING THE FILTER YOU CONTROL THE  
DEGREE OF POLARIZATION.**



**THE POLARIZATION IS INCREASED IN THE PHOTO ON THE RIGHT.**





THE MAXIMUM EFFECT IS WHEN THE CAMERA IS AIMED  
AT 90 DEGREES TO THE SUN.



**THE EFFECT IS MINIMAL WHEN THE CAMERA  
IS AIMED AWAY FROM THE SUN**



**THE EFFECT IS ZERO WHEN AIMED IN THE  
DIRECTION OF THE SUN.**

# TAKE ADVANTAGE OF A "LANDSCAPE SKY"





**A BLUE SKY WITH CUMULUS CLOUDS IS  
IDEAL FOR LANDSCAPE PHOTOGRAPHY.**



CONSIDER AN ORDINARY SCENE SUCH AS  
THIS MEADOW ON A CLOUDLESS DAY.



THE SAME SCENE IS FAR MORE  
ATTRACTIVE WITH A "LANDSCAPE SKY."



**YOU CAN'T CONTROL THE WEATHER, BUT WHEN  
GOOD WEATHER APPEARS YOU CAN TAKE  
ADVANTAGE OF IT.**



**DON'T WAIT UNTIL LATER**





**TAKE THE SHOT WHEN YOU HAVE AN  
OPPORTUNITY AND DON'T WAIT UNTIL LATER.**



**WHILE VISITING A TOWN IN PENNSYLVANIA FOR FIVE DAYS I SAW THESE BISON ON THE FIRST DAY. THE LIGHT WAS GOOD, BUT I ALMOST DECIDED TO WAIT UNTIL LATER SINCE I FIGURED I WOULD HAVE SEVERAL MORE CHANCES.**



**IN FACT, I NEVER SAW THEM AGAIN EVEN THOUGH  
I PASSED BY THE SAME PLACE MANY TIMES. THEY  
HAD MOVED FARTHER FROM THE ROAD BEHIND  
SOME HILLS.**

**THE JOY OF DIGITAL  
SLR PHOTOGRAPHY**

By David Cloud



**IF YOU WANT TO GO DEEPER INTO THE MECHANICS  
OF PHOTOGRAPHY, WE RECOMMEND "THE JOY OF  
DIGITAL SLR PHOTOGRAPHY."**

**WE DELVE INTO THE MECHANICS OF FOCUS,  
PRINCIPLES OF EXPOSURE, DEPTH OF FIELD, SENSOR  
MEGAPIXELS, ISO, HDR, POLARIZERS, TRIPODS,  
HISTOGRAMS, RGB, BRACKETING, MACRO PHOTO  
TECHNIQUES, AND OTHER THINGS.**