



FASHION PLANTS PHOTOGRAPHY

Top 10 Tips for Photographing Flower and Garden Shows

1. Decide on where you want to share your photos. If it's Social Media, new changes to the Instagram grid layout mean that the images should be cropped to 4:5 aspect ratio, but Reels/Stories across all platforms are still 9:16. Facebook can be vertical or horizontal at the same 4:5 aspect ratio but cover photos are about 3:1. You can set your camera to do this automatically, or plan on cropping your images later, which is my preference. If you want to crop them later, make sure you keep your main subject close to the center of the image so you have choices.
2. Set up your camera or phone to take the highest quality images it can. This is .heic on iPhones or .dmg for the Pro setting on Androids, or RAW photos on dSLRs or specialty apps like Lightroom. This will give you the most pixels to work with later, if you choose to do color corrections.
3. Make sure you capture a variety of views from closeups for details, medium-range for clever combinations, and overall shots that look great when you describe a whole display for a blog post.
4. You can't take too many photos. This is a once in a lifetime opportunity to capture THESE displays. So click away and delete the blurry ones later. And make sure you DO delete the blurry ones; you don't want to waste time making that decision every time you open the folder set.
5. Label your photos. Treat each display as its own mini-assignment. As you move from display to display, take a photo of the display sign with the list of designers and builders at the beginning of your photo shoot, so that you don't get them all mixed up. Get distracted? Go back and take another "before" place-marker so that you know which images go with which display. Move the images into their own folders or albums on your phone or in the cloud. Mark your favorites, and add captions or notes so you can find things quickly later.
6. People are a part of the show. Don't be upset with people in the picture; that's part of the experience. Alternatively, wait for a quiet lull in the crowd and just take your time. Remember, pixels are cheap, so take another shot.

7. Take note of the trashcans! There will be distracting signs, horrible light fixtures everywhere, and so many things that look out of place. Shifting your point of view a few feet in either direction or up/down will “hide” most of the excrescences.

8. The lighting is HORRIBLE, and it changes often. Set the white balance to Auto and plan on “fixing” it in post production. You can use any white piece of paper or other object as your “color balance card”; place it in the scene, take the photo, remove the paper, and take the rest of your shots. Then when you look at your images in Lightroom or Snapseed you can use that point from the first image and tell the computer that it’s “white”. Then you can copy/paste those settings on the rest of the images in that set.

9. Make your photos POP, by using a preset filter. Your phone has preinstalled warm and cool versions for vivid or dramatic filters. Instagram and Snapseed have a wide variety of other presets, and Lightroom and Snapseed let you save your own filters for use and reuse. Use the ones that meet your artistic preference.

10. Plan on backing up your images, either in the cloud or on your laptop. Use keywords to annotate them, or group them into folder sets so you can find them next year and compare.

Bonus tip for dSLR cameras and show garden scenarios:

1. Set your camera to fully Auto, or use Aperture priority.
2. Set your ISO as high as it will go per your camera’s manufactured settings.
3. Set your White Balance to Auto and PLAN on fixing it later.
4. Choose your Aperture based on the situation or desired image
5. Don’t shoot handheld at less than 1/125th of a second.
6. “Spray and Pray” and hide (delete) your mistakes

<https://bit.ly/NWFGS-Tips>

