

How to use photography to tell your farm's story

Presented by Filipa Rodrigues

Welcome!

- Introduction
- Elements and principles of photography
- Editing your photos
- Telling your story



Elements and principles of photography

Elements

- **Composition**
- **Lines**
- **Light**
- **Form**
- **Color**
- **Space**
- **Angle/Perspective**

Principles

- **Movement**
- **Proportion**
- **Contrast**
- **Balance**
- **Unity/Harmony**
- **Pattern/Repetition**





Composition

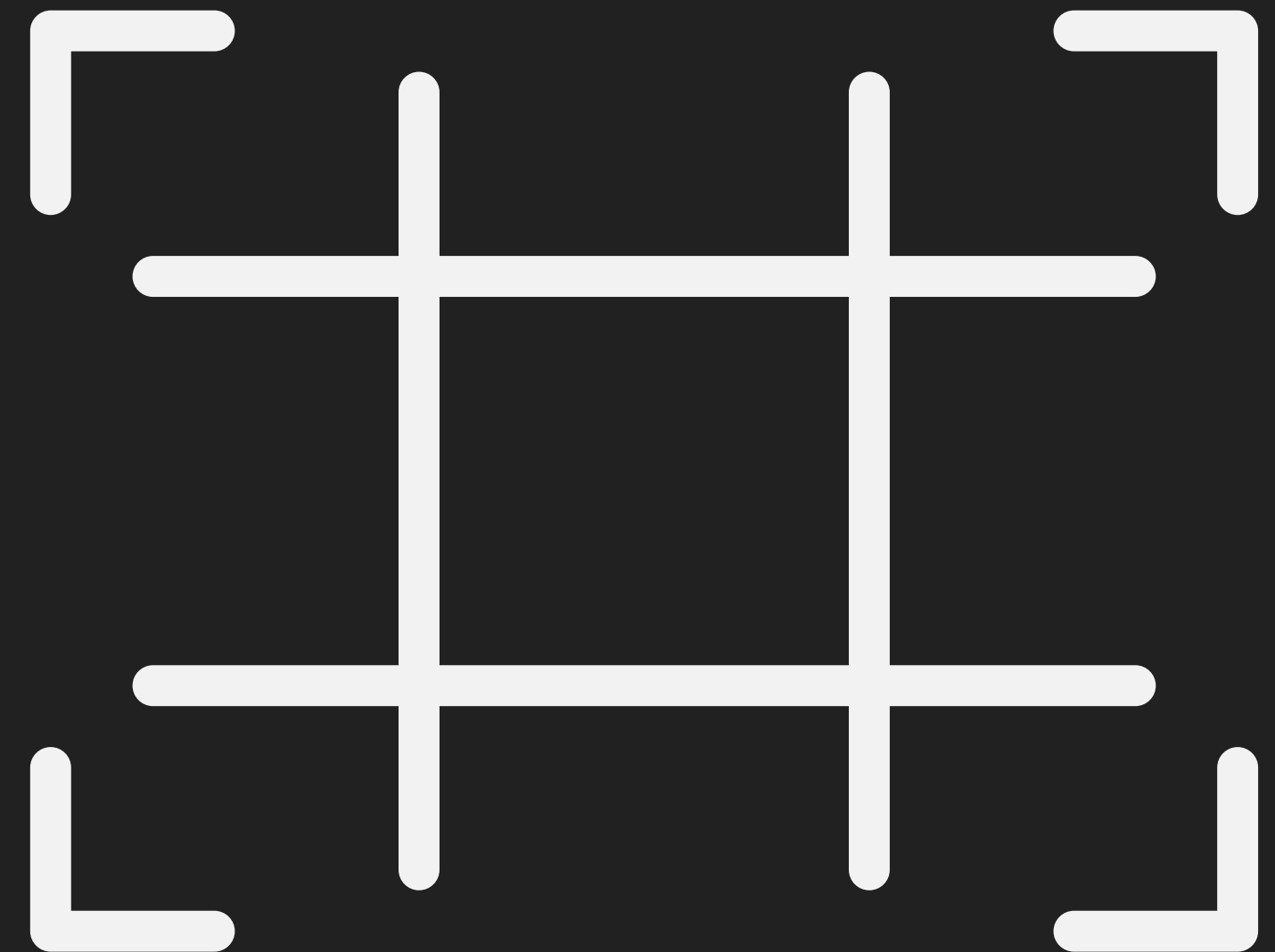
It's through composition that you can shape your visual message.

What is the Rule of Thirds?

It's an effective way to frame your subject and improve your photography. It helps direct your audience's attention to the main focal point of an image.



Mentally divide your image using
2 horizontal lines and **2 vertical lines**



Lines

Through lines you can add interest to your photo and easily convey the message you want to communicate.





Angles

Shooting from a different angle such as from down below or above your subject, will get you a view and perspective of a scene that may not be typical to what is normally seen.



Light

Light is one of the most important elements, as it is the medium through which a photograph is created.

It allows us to convey information and, more importantly, emotion in an image.

There are many ways to utilize light in photography, including using natural light, artificial light, or a combination of both.



Using natural light



- Natural light is the most commonly utilized light in farm photography
- The Sun and Moon are the main "light providers"
- The best source of natural light is found either at sunrise or sunset (golden hour)
- Mornings and evenings offer the softest light

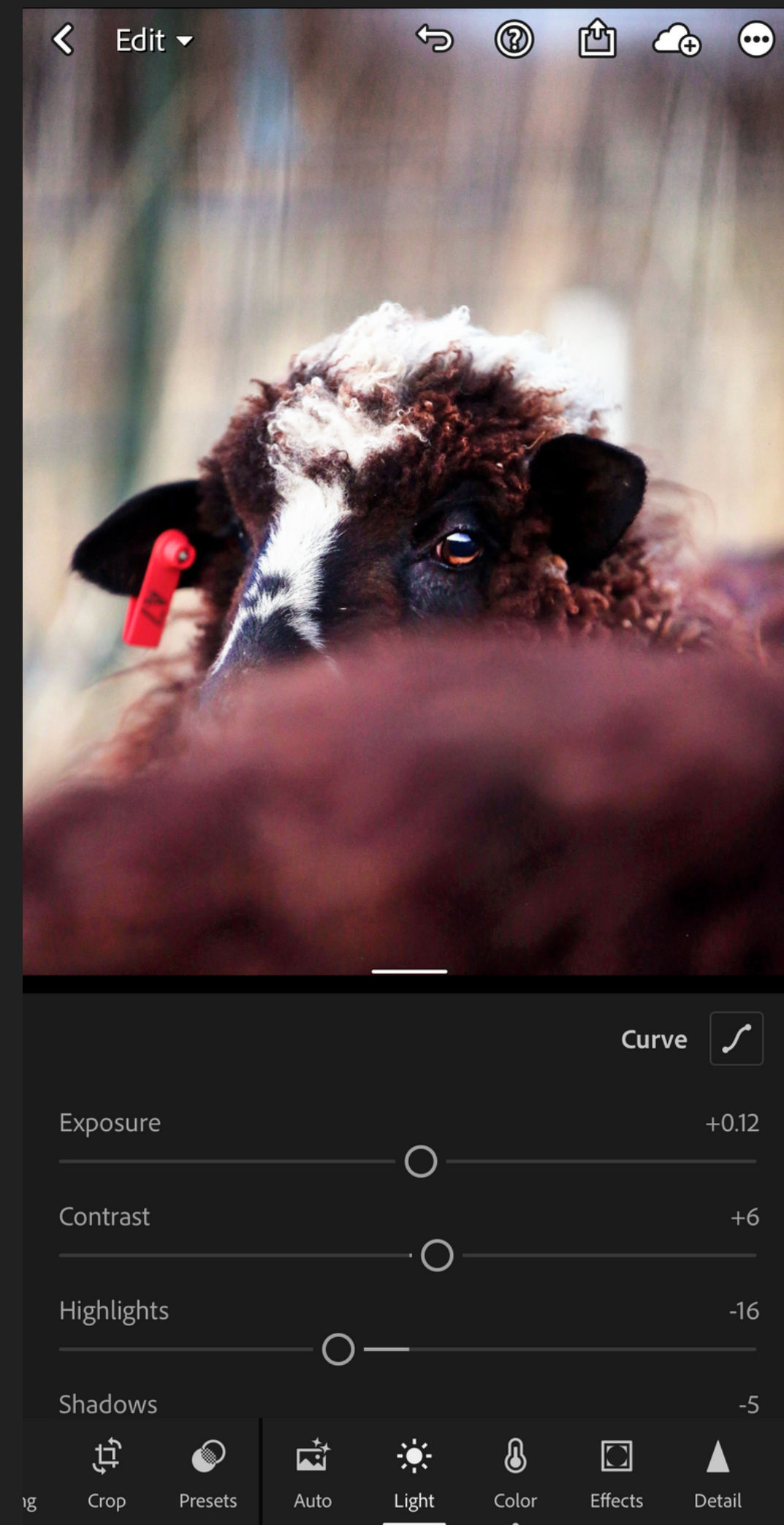
By using natural light, you can create beautiful and natural-looking photos that capture the colors and mood of the scene.

Using natural light



Editing your photos

- Exposure and contrast
- Crop
- White balance
- Sharpening





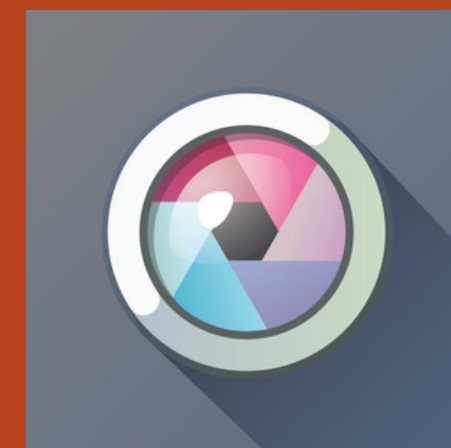
Free apps to edit your photos



Lightroom



PhotoDirector



Pixlr



Canva

Telling your story

*No one can tell your story better
than yourself!*







- Practice is essential when you are learning photography.
- When you feel inspired, go out and take photos.
- Asking for feedback can help you improve your photography skills.

**Experiment and
practice!**





Thank you!

saudadefarms@gmail.com
@saudadefarms