

# Phone Photography Best Practices

Tips for general photography and event coverage



Mitch Daniels School of Business

## Make convenience work

If you don't have a camera, phone photos can work—make sure to turn it horizontally to get a wide shot.

## Natural lighting is best

Try to shoot for photos outside or in bright, airy rooms.

## Avoid Digital Zoom

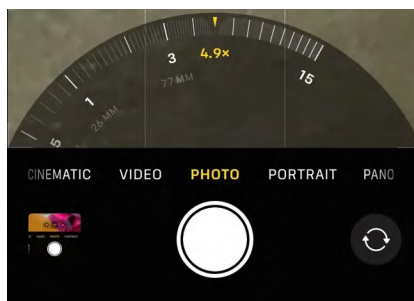
Digital zoom nearly always produces poor results as it reduces the resolution of the image. Instead of using it, simply move closer to maintain the image quality.

## Use HDR

HDR mode stands for High Dynamic Range, and it is increasingly common on many smartphones. It adds detail from the dark and light areas to provide better balanced exposure.

## Follow the rule of thirds

In the rule of thirds, an image is split into nine equal blocks that form a three-by-three grid. You should aim to get the most interesting parts of your image near the corners of these segments, where the imaginary gridlines meet.



## FREELANCERS

If you're needing a photographer for your event or general purposes, we can recommend the following individuals.

- **Brian Powell Photography**  
contact@brianpowell.info  
(765) 409-7343
- **MorganJoy Photography**  
MorganJoyPhotography@gmail.com  
(251) 767-1267

## SHARE YOUR PHOTOS

When you've taken or received your photos, we'd appreciate it if you would share these files with us for promotion of the School of Business.

Please contact **Tiffany McConnell**, [mcconnet@purdue.edu](mailto:mcconnet@purdue.edu), to gain access to the School's PhotoShelter and uploading instructions.