Tryazon Photo Tips

One of the things that makes Tryazon so fun for our brands is they get to see a variety of people engaging with their product through fun group pictures! Because great pictures are an important outcome for them, we wanted to put together a few helpful tips as you prepare to take these shots at your event!

Lighting Tips

- Daytime parties provide good light to take clear pictures
    - Outside is a great option when available since there is more light for the camera to use

    - If the sun is too bright, put your subjects in the shade or cloud cover
- When shooting pictures inside:
    - Try to take a shot by the window (in the day time) where the window will hit your subject's side or front of face.

o Don't shoot directly into a window or your subject will look like a silhouette and be hard to see the subject.

o Turn off your lights and use window light when possible as indoor light can sometimes give a yellow/green cast onto skin (like the image below)

o If your party is at night and you must have the lights on, then turn on all the lights in the room and adjoining rooms (see left image below) and try not to include the lamp/chandelier in the photo (see right image below).

- o When you have sufficient lighting, then turn off your flash! Doing this avoids yellow skin cast, red eye and glare on glasses. Use window light or all the room lights as shown above.

- iPhone tip: If you need more light, touch the subject on your smartphone before you take your picture. When the square appears with a sun, drag the sun up or down to adjust the exposure of the image then snap the photo.

Focusing Tips

- For nicer cameras: Focus on the eye closest to the camera
- Smartphones: Pick where you want to focus by tapping with your finger on your subject on the video screen (don't rely on autofocus)
- If you have a large group, focus on the person at the front rather than the middle (more of the group will be in focus this way)
- Experiment with different angles and focus. For example, by putting an object (party pack item) in front of the people at the party and focus on the item instead of the people this will blur the people for an interesting product shot. Or shooting from above can be fun!

General Tips

- Don't zoom when you take an image. Move your body to get closer or crop it later. You will lose a lot of quality with zoom, causing photos to look more pixelated
- Get to know your camera or smartphone camera. Know what the tools and features do so you can use them.
- Turn off your flash unless you have to use it like at night time AND there's not enough light in the room.
- Take multiple images so that if one ends up blurry, you have another sharp image to choose from. Send in your best images when passing them over to us!

- Use two hands to take your pictures! This sounds silly simple, but two hands increase your stability and sharpness of your image. Post-editing sharpening can only do so much.
- Avoid sending in collages or using other frames and stickers over the images. Focus more on the picture itself than decorating it up.
- Consider asking a friend to take your party pictures if they have a nicer camera or more experience with photography.
- Make it fun! Be creative when possible and authentic, showing both the party pack products and party group.

Quick Edits

Most phones have an editing tool right in your photo viewer. Take two minutes to adjust the following aspects of your favorite three party images.

- Bump Saturation slightly
- Sharpen & Contrast & Brighten as needed
- Crop –remove any elements that don't need to be in the image that distract from the subject(s)
- If picture was taken indoors with lights on, decrease the Warmth a bit to lessen the color cast

Thank you for your efforts to provide excellent visuals of your party experience for our brands to see! We can't wait to see what you come up with! 😊