

Photography Principles

These pictures are from parties you've had and shared with us. Thank you for sharing all your pictures! This guide is to help take your party pictures to the next level. Happy picture taking!

Lighting

- Shoot Pictures Outside



- Too cold for the party to be outside? Run outside for a quick group shot with the product (best in the shade outside)

- Shooting Inside

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



- **Turn off your lights and use window light** as indoor light gives yellow/green cast onto skin



- If your party is at night, then **turn on all the lights** in the room and adjoining rooms and try not to include the lamp/chandelier in the photo.



- 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

- Smartphone: Pick where you want to focus by tapping with your finger on your subject, 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.
-



and



Tips

- Don't zoom when you take an image. Move your body to get closer. You will lose a lot of quality with zoom
- Get to know your camera. Know what the tools and features do so you can use them.
- Turn off your flash unless you have to use it in dark room

- Take multiple images so that if one ends up blurry, you have another sharp image to choose from. Make sure that images are not blurry when you send them in!
- Use two hands to take your pictures! Sounds silly simple but two hands increases your stability and sharpness of your image. Post editing sharpening can only do so much.
- Avoid any other product labels in the video (hide food bags or turn them over so label isn't showing)
- Kids and toddlers should always have clothes, shirts and pants on for pictures

Quick Edits

Most phones have an editing tool right in your photo viewer. Take two minutes to adjust the following aspects of your favorite 3 party images.

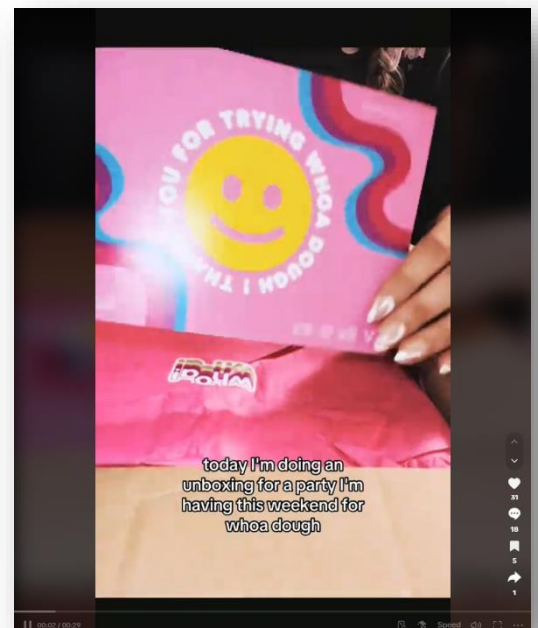
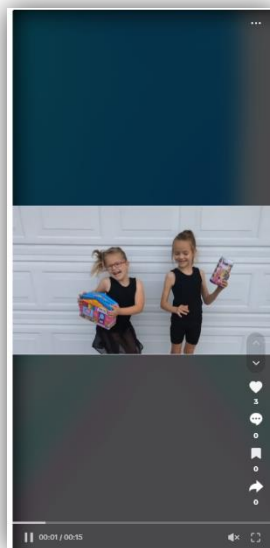
- Bump Saturation slightly
- Sharpen
- Contrast
- Brighten
- Crop –remove any elements that don't need to be in the image that distract from the subject(s)
- If picture was taken indoors with lights on, decrease the Warmth a bit to lessen the color cast

Video Tips


Tips

- Keep them short and simple
- Good lighting makes a difference
 - Shoot outdoors in the shade or indoors near a window
- Song Choice matters
 - Pick a song that matches the tone of the video!
- Clean up the background
 - Take off any clutter behind you or on your desk where you are filming
- Show your excitement
- Show off the product with movement!
- You don't have to include your party guests- just the products for videos
- Make sure any kids in the video are fully dressed
- Video Editor Apps: CapCut, VideoShop, InShot Video, Quik, VivaVideo

Unboxing Examples



Party/Product Video Examples



ketoconsabor • Follow
Paid partnership
juju.chocomonster • Original audio

ketoconsabor 47w
#AD My family and I, have fallen in love with a new way to enjoy our favorite drinks!
@drinkmate_usa makes it easy for us to create healthier and flavorful carbonated drinks with just a press of a button.

The best part is knowing exactly what's in my kids drinks, while saving money too! You can almost have an entire drink aisle within seconds.

The @drinkmate_usa can carbonate just about anything. Water, juice and even alcohol 🍷 You can even bring flat carbonated drinks back to life!

You can shop at the link in my bio and use
Promo code: TRYAZON20 to save 20% off the entire Drinkmate OmniFizz collection!

68 likes
January 25

ketoconsabor invited you to be a collaborator on their reel.

Review

Tryazon Add a comment...



hakuna_ma_frattra • Follow
Paid partnership
LL COOL J • Mama Said Knock You Out

hakuna_ma_frattra 53w
I'm gonna "Knock you out " This fun new game Monopoly Knockout from @monopolygameofficial was a hit in our holiday festivities this year. Grateful to @tryazon and #monopoly for sending us to tryout, this new version of the classic monopoly game we know and love. It was so fun aiming and sliding the tokens to try and knock each other off the properties and win cash each round. Enjoying a quick game with 2-8 players in just 20 minutes was definitely an appeal for me. This game can be found in the toysection @Walmart and is perfect for ages 8 and up. Wishing you all a beautiful and blessed Holiday season filled joy and happiness.

Liked by ryanna.vision and others
December 17, 2023

Tryazon Add a comment...