

Event

Photography

Techniques

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Event Photography

By planning for the event you will have all the necessary equipment ready and be ready for anything that might happen thus you will meet or exceed your clients expectations.

What is event photography?

Event photography is a specialist genre that involves capturing images at an event. The event photographer could specialise in a single style such as weddings or a range including weddings, parties and corporate functions.

What is the best lens for event photography?

The best lens for event photography depends on your shooting style. Zooms offer greater flexibility but slower apertures. Primes are limiting in terms of focal length but generally offer a much faster aperture and better image quality.

What should a photographer wear for an event?

What you wear will depend on the formality of the event, but you should aim for smart casual at a minimum. Ask the event organizer what the dress code will be and decide based on that. wear comfortable shoes.

Event photography notes

Event photography is the practice of photographing quests and occurrences at any event or occasion where one might hire a photographer This is a service that is used around the world such as weddings christenings parties birthday formals dances ward ceremonies funerals etc.

What does an event Photographer do?

Event Photographers document a wide range of events from parties to corporate conferences product launches all the clients that need professional images for a product launch to a complete documentation of the event they are holding.

- Work closely with the event coordinator
- Determine the best locations to capture the shots
- Shooting guest as they arrive
- Communicating with the client throughout the event
- Shooting pictures of the performer's speakers and other features of the event
- Taking photos of the decorations

Event Photography is the trickiest of all photography there are many forms of event photography

Types of events

Wedding photography

This is the most popular you are expected to capture an exception shot in a very stressful environment. You must get it right the first time as there are no retakes

Beware of what is going on at all times

Cooperate Event Photographer

This is a complicated adventure as there are many different cooperative events from evening cocktail parties to standard board room meetings.

You will need to carefully plan your shots

Product Launch Events

This photo will be used for promotional material to promote a new product

Marketing and press releases

This is an amazing opportunity as the product and the presenter are located on a fixed platform your vantage point is key

Corporate dinner or party

This is an opportunity to get candid shots as people go about their normal routine and be prepared to arrive early and stay late

Tips for event photography

Photographing events can be a real challenge. Preparation and prior photography experience are highly recommended. It requires you to be constantly aware of your surroundings and take decent photographs without disturbing the guests.

Preparation

Preparation logistics will save you heaps of time and help identify critical flaws and errors. Take this time as an advantage to understand your surroundings.

Here are some points to consider before you take photos for the upcoming event.

Do research

Research about who is at the event, what the event is about, when particular activities are happening during the event and where specific activities are held, so you don't miss out important moments.

Have a Photography List

Having a photography shoot list is a great tool between yourself and the client. It ensures all things are covered, and it will save you a lot of time and peace of mind!

Dress Appropriately

Photographers should wear something neutral in colour. Bright colours would be distracting and risky as they might create a colour cast from the light reflected from the photographer's clothing and onto the subject. So most photographers wear black or grey. Also, make sure your shoes are comfortable and quiet! Nothing's worse than trying to sneak across a room during a speech or ceremony with loud shoes on!

prior discussion with your client is your best understanding on what to wear.

Have the right gear

You don't need a lot of fancy equipment to do event photography.,

- an external power flash with diffuser or reflector,
- full frame DSLR with a mid-range zoom,
- spare batteries and memory cards
- If it is a speaking event in a large hall, a telephoto lens is essential.
- If it's a super compact venue packed with people, then a wide angle lens is a must.
- For more serious events, a second body camera is recommended saving you from having to switch lenses regularly
- some clients would expect you to bring other equipment such as distinct backdrops for photo booths, prior discussion with your client is important to meet their expectation

Arrive early and take pre-event photos

Arrive 15 - 30 mins early, depending on the style of the event. This is the time where you can build the relationship with the guest at the event. That way when the event starts, they would be more comfortable with you asking for a photo. This is also the time to take pre-event setup shots.

Take action shots

. Action shots at an event are far more interesting than people posing for a photo. It is a lot more interesting to share a photograph of The Bride throwing her bouquet in the air, with all the ladies at the back getting ready to see who will catch it first, also try get the photo of the person who caught it in the end.. Be quick! Event photography requires you to be constantly on your toes and ready to take a shot. You never know what's going to happen. Always be on the lookout!

Outdoors - Festivals, Sports

Try to avoid flash outdoors, Rely solely on available light You may have to adjust your ISO setting depending on the time of days; when your subject is poorly use a reflector to eliminate harsh shadows

Get up and personal

Photos of people in a large room doesn't reveal much besides the number of people that attended. It is more interesting to go up and meet people, have a chat and then take their photo.

Frame the shot

Groups of 3 - 5 people. Mix up your shots with full body, medium shots and head shots. Crop tightly and avoid white or blank space unless that is the look you are going for. Step back a bit and use a longer focal length. You don't want distortion

Understand the light

Often, as photographers, we will focus closely on our subject, or composition, and forget to consider the light. This is particularly common with portraiture, as we can easily be distracted by the crucial tasks of interacting with the subject, or posing.

Light is the basis of all photography.

Before you pose your subject, or fire off a test shot, take a moment and consider the light in your image.

- Are you going to use natural light only, or combine it with artificial light?
- Is the light hard, soft, or dappled?
- Will your highlights be blown if you expose for the face of your subject?
- Could a reflector help?

To answer these questions, you need to understand how light works and how it behaves in different environments.

Location, location

So, you've decided to shoot outside. Fantastic! The next question is, where outside? This simple question is extremely important, and one of the first things you should be asking yourself.

Even if you decide to use a very fast telephoto lens (large maximum aperture such as f/1.8) that obliterates the background into a smooth, out of focus area, choosing your location is still important.

If you choose to shoot in a field, you will have ample light, but at times, the sun can be overpowering. A forest can provide shade, but dappled shadows are often unattractive. No matter where you choose to shoot, there will be advantages and challenges, and it is your job to be ready for them.

Use the ephemeris

This step coincides very nicely with the previous one. The photographer's Ephemeris is an online and mobile phone tool that allows you to see where the sun will appear at any place, at any given time.

It is quite possible to choose an excellent location, but then find that while the place is right, the time is not.,

It is all too simple to avoid this mistake. Simply select your location on the Ephemeris map and note the location and height of the sun., the golden hour is very useful for portrait photographers, and the Ephemeris is your best tool for making the most of it.

Use your environment

Once you're on location, remember that your background can do more than just provide a neutral backdrop. many portrait photographers love to blur out the background using fast aperture lenses. While there's nothing wrong with this, it isn't always the right choice.

Using the environment around your subject can be a very effective method.

Suppose you decide to shoot your portrait in a forest. Instead of simply having the subject stand amongst the trees, you can have them leaning against a tree, hugging it, or sitting on it. Get creative, and use the props that you have available.

Sometimes natural elements or man-made objects can be used to manipulate light as well. A wall, particularly a light colored one, can be used in a pinch as a large reflector, and fill in unpleasant shadows. Be conscious of your surroundings, and don't just shoot in your environment, but work with it.

Use natural light to your advantage

Natural light can be difficult to work with. It shifts constantly, and this often makes it downright frustrating to use. It's also one of the main reasons why we shoot outside. Natural light can be utterly spectacular, casting a warm glow over your subject or creating dramatic shadows. Unless you intend to shoot in the middle of the night you need to become accustomed to dealing with natural light.

One of the main challenges with light of any kind is choosing the direction of impact on your subject, and natural light is no exception. You will often find that modified natural light is too strong. Placing it behind your subject will create blown highlights if you properly expose the face. This high-key look can be beautiful, but only if you are very careful in its execution. Placing it in front of your subject will often make them squint; of course, this is undesirable.

Use a reflector

When you shoot outdoors, you will frequently find yourself dealing with an excess of contrast. One of the favorite ways to combat this is by using the reflector.

Using a reflector can help you deal with excessive contrast that's usually present in outdoor scenes.

A reflector is exactly what it sounds like: any surface that reflects light from one direction to another.

reflectors come in different sizes and allow you to choose the shade of reflected light or intensity. Learning to use a reflector will take your photography to another level.

Get a reflector and experiment with using it – you won't regret it.

Use artificial light

Although natural light is fantastic, it won't always be enough. Sometimes there won't be enough of it (the intensity) or, it will have too much contrast.

Fortunately, despite being outside, we are not limited to only using natural light. In many cases, you may find that you need to complement the natural light with something man-made, like an electronic flash.

You will eventually need to learn how to use a flash if you want to reach your fullest potential.

Shoot all seasons

, winter is a cold, bitter affair. The days become very short, and it can be very difficult to even want to venture outside. Despite this, try your best to continue shooting year-round,

While a tropical climate might provide a stable, predictable climate for photography, locations with four seasons provide the photographer more diverse shooting opportunities. In the summer, we can shoot the warm, sunny portraits, but in the fall and winter, we can create images that take advantage of our changing weather.

Don't stop shooting just because it gets cold outside, or the snow is blowing about. Of course, take precautions to protect your equipment, but shooting under rough conditions often creates stunning shots.

Putting it all together

As you can see, an outdoor portrait photographer has a lot of decisions to make: where to shoot, when to shoot, what light to use; we are confronted with numerous choices.

Don't let this intimidate you. In fact, it's part of what makes portraiture so much fun. Just remember that planning and consideration will almost always result in a better experience.

Research first, plan your shots, and most of all, have fun!

Here is an eight-point checklist to help organize your thoughts.

1. Understand the light that you will be using (hard light or soft light? What direction? What intensity? Will you need additional artificial light?)
2. Use the Ephemeris. It will help you choose the right day and time for the best lighting at your chosen location.
3. Use natural light first. Add additional lighting as needed.
4. Use a reflector. It's simple, inexpensive, and accessible to all. Plus it works!
5. Use an off-camera electronic flash. Face it, at some point you must master this technique. Why not start now?
6. Choose your location carefully. Can you use it to add storytelling elements to your portrait?
7. Utilize the environment – props... posing... altering the light
8. Take advantage of the changing seasons – different season, different look!

Steps to better outdoor portraits

There is something special about portraiture. Landscapes are inspiring and beautiful. Architectural shots are a testament to the ingenious creations of mankind. Macro images invite us to discover an entirely new world right under our noses. Portraits, stand alone in that they attempt to capture an elusive moment of humanity. This makes them both rewarding and difficult because while anyone can take a picture of a person, creating a stunning portrait is no easy task.

Many portraits are taken indoors. There are a variety of reasons to shoot indoors, including the ease of controlling the environment or the use of a studio.

If you choose to shoot outdoors, there are numerous, challenges that you will face, ranging from swiftly changing light to foul weather. It can be daunting to consider moving your work outside;

The magic of fireworks

When you see the arc of the fireworks going up, press and hold the release button on your remote release, and hold it until the burst is finished.

For multiple bursts on a single frame get your hat ready. Keep the shutter open between bursts, and cover the front of the lens with the hat. .

Shoot a lot. No two bursts are going to be alike..

The summer season spans the time for local communities to celebrate national holidays.

These spectacular displays will last a lifetime.

The fireworks display can be enjoyed by the entire family and provide an opportunity to create some incredible pictures.

Since you will be using a long exposure a tripod is recommended a remote shutter release would also be very helpful.

Before the big event it would be advisable to practice your night time photography in order to tweak your settings. And know the limitation of your equipment

Time exposures can vary from 5 seconds to 60 seconds typical is 10 seconds

You will need a fresh set of batteries and an empty camera card

You want to manually set the settings for maximum exposure to obtain the best possible image

- Scope out the area for the best angle
- know the direction of the wind as all fireworks produce smoke
- Shot in the same direction as the wind so the some is behind the display and doesn't interfere with your image
- The biggest challenge is framing and focusing on the blast
- Fireworks explode hundreds of feet away therefore focusing usually doesnot present a problem
- Put on camera on manual focus to prevent it hunting for something to focus onin the night sky
- The fstop = f11 with the lowest iso possible
- Shutter speed should be set just long enough to record the full arc of the firework trail

The first few shots will help you determine the perfect setting as all the display will happen in the same area of the sky with almost the same intensity

Some tricks

- set the camera to manual mode
- exposure to a few seconds
- release the shutter on the first blast
- hold down until the blast is complete

There is no right or wrong way to expose for fireworks it will take practice until you find the perfect setting

Fireworks photography is fast moving and requires fast reaction and reflexes so you can react on the first sight and sound of each blast

Take a quick glance at the LCD screen after each shot and adjust as required

Shoot until the batteries scream

Your first few attempts you will only get a few perfect shots but as you get more practice you will get better

Arrive at least two hours early to find your vantage point. and best viewpoint. :

Look for locations that are higher than the launch point, like a hill or mound, or even the highest level of a park

Look for a place that will have some interesting foreground. Fireworks are bright and long exposures will illuminate the foreground. You want it to be interesting,.

Big event fireworks are big, you do not want to be right underneath them. you want to capture the device going up before it explodes.

Photo Gear for Fireworks

a camera that can be set to Manual mode and has a B or bulb setting.

A versatile lens like an 18-300mm .

a good tripod,

a simple remote release to trigger the shutter. .

a fully charged main battery and a fully charged spare.

a fresh memory card in the camera, and a spare just in case.

Practical Prep

Dress comfortably, don't forget the bug spray, and wear closed-toe shoes . The ground will get slippery as well. Wear a baseball cap. You will need it.

Take a white towel to put underneath your tripod. It will help you find it, and anything that you drop in the dark.

Get a little head mounted flashlights

You will need this to play with your camera settings.

. Consider something to kneel or sit on..

Camera Settings for Fireworks

Put the camera in manual mode

Set your ISO to 200

Set your aperture to f/11

Set your shutter speed to Bulb

Aim the camera mounted on the tripod to where the fireworks will go up, using a relatively wide focal length.

Conclusion

Event photography is one of those genres that you'll easily base a professional career on. For example, shooting wedding photography could see your weekends booked out in no time.

If you land a job doing photography for events in the corporate sector, try to build a good relationship with the event planner – it may land you more gigs in the future.

Just make sure that before you step foot in a function centre you do your homework and build your skillset to ensure you master the craft and exceed your client's expectations.

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Bio

My name is David Wright.

I have many years' experience writing procedures on how to test high tech electronic equipment. Re wrote technical manuals so that the average person could understand them.

Set up numerous training programs to train junior techs.

My documenting skills are excellent paying attention to details satisfying the toughest ISO auditors.

I have enhanced my writing skills by successfully completing a course in Writing for Children's literature.

Completed course from AWAI in Copy writing service, B2B copy writing, Seo management , Email marketing and web design

This has helped me write how to articles and Information Books that you will find on my website Discount E Books <http://www.discount-ebook-s.com/>

I have had a Camera in my Hand since 1965 Gone pro In 1999

Took the course from ICS in Photography

I am now at a point in life I would like to share my knowledge with the world and the best way I know how is by Print either electronically or Hard copy paper.

David Wright

Electronic service technician

Professional Photographer

Experience writer