



## TIPS FOR TAKING A GREAT DIGITAL PHOTO

Some of these tips are pretty obvious but we like to be as thorough as we can to help you get the best possible shot for a great poster or magazine cover.

### RESOLUTION IS KEY

The bigger the better in digital. Digital images of 1.8 megapixels for the Magazine Covers or 4 megapixels or higher for the Movie Posters are the BEST size. We need big images as the posters are big sizes. Small images do not produce on large posters and come out dotted, misty and sub-standard.

### PLEASE DO NOT ADJUST YOUR IMAGES

Avoid the temptation to retouch or change resolutions on your images as this is a specialised area and is our expertise. We cannot guarantee a great result if we do not have a good image to start with.

### DIRECT YOUR PICTURE

THIS IS IMPORTANT. THINK ABOUT HOW YOUR PHOTOGRAPH IS GOING TO BE USED.

Take an extra minute and direct your pictures and the people in them. Add some props or rearrange your subjects or try a different viewpoint.

Look out for blinking, lack of expression, legs/feet/arms/head cut off the edge of the frame.

### USE A PLAIN BACKGROUND

Before taking a picture check the area behind your subject. Look out for anything distracting around your subject.

### GET DOWN ON THEIR LEVEL

Hold your camera at the subject's eye level to capture the power of those glances and smiles.

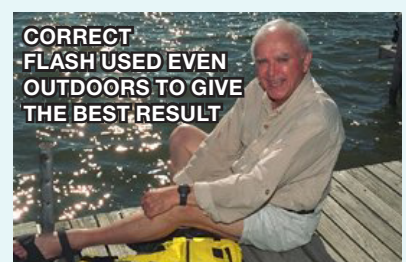
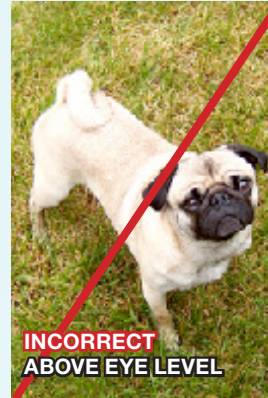
### WATCH THE LIGHT

Great light makes great pictures. Avoid direct overhead sunlight that may cast harsh shadows across faces, similarly a grey or overcast day can be too dark.

### DO YOU NEED A FLASH?

If you're not sure, take one with and one without - that's the beauty of digital - you're not wasting film!

> Continued over





## TIPS FOR TAKING A GREAT DIGITAL PHOTO CONTINUED...

### GROUP SHOTS

Don't take the group photo from a long distance. Get close enough to the group to frame them without chopping off arms or legs. A group poses pretty naturally... tall people towards the back and short people in the front. Try and keep the group close together.

### TRIPOD

If you have access to a tripod to keep the camera absolutely still, this will always give you a sharper image than if you're holding the camera.

### ORIENTATION

Portrait orientation format is the preferred format.

### LAST TIP

Take multiple shots. Better, good or satisfactory results will not be obtained with a single shot, whereas in the multiple shots you will certainly get the better picture in one of them, with all correct features.

### WHERE DO I SEND MY IMAGES?

.JPG Images burnt to CD or DVD mailed to:  
Customise It, PO Box 251, Belrose West NSW 2085

**Email:** [info@customiseit.com.au](mailto:info@customiseit.com.au)

**Phone:** 02 9975 7787 or 0411 405 225

