

SECRET 1: ENGAGED SUBJECTS IN PHOTOS STAND OUT



Indoor photos that show a **workspace environment** such as an office, must include subjects engaging with each other. A **raised ISO and wide aperture** go hand in hand to create a minimalist yet productive environment. Using a portrait lens such as 35mm or 50mm would be ideal for creating this type of photo. Additionally, the background and foreground should always include some happenings. Scatter some pages along with a cup of coffee or attach some Gantt charts on the wall at back. The key here is to capture a moment in time. **A moment of engagement and productivity.**

Camera Settings

Focal: 50.0mm

Aperture: f/2.8

ISO: 100

Shutter Speed: 1/250s

SECRET 2: DARKEN THE PHOTO TO BRING FOCUS ON THE PRODUCT



Product photos tend to bring the shadows out and reduce the highlights from the object in focus. This can be achieved by **setting ISO as low as 100 while still keeping the aperture slightly wide open**. The objective of this is to **bring the viewer's attention to the object in focus**. Remember that product photos demand a wide as well as a sharp focal lens. Know when to use each. In most cases, however, a lens such as 35mm is considered ideal.

Camera Settings

Focal: 35.00mm

Aperture: f/2.5

ISO: 100

Shutter Speed: 1/125s

SECRET 3: SYMBOLIC IMAGES DRAW MORE ATTENTION



Many photographers while capturing stock photos for a ceremony or event would include the subjects in it as well. A secret tip is to just **focus on a specific important element that showcases the importance of that event**. Is it a marriage? Focus on the couple's hands being held with rings on them. This would speak for the whole cultural value as a whole rather than capturing just a moment in an event. For this, it is best to use a zoom lens and switch to **medium ISO** and sharp focal length.

Camera Settings

Focal: 200.0mm

Aperture: f/8.0

ISO: 400

Shutter Speed: 1/300s

SECRET 4: PANORAMIC LANDSCAPES SELL WELL



Landscape photography is a bit crowded but many of them aren't much attention grabbers. Because what captures the essence is the panoramic view. Something that, unless a lens of a specific type is used, can't be shot. By using a wide-angle lens and **increasing the aperture** to above 10.0, much of that essence can be brought to the viewer's eye. Remember that the goal for these types of photos lies in **capturing the essence** rather than taking a candid snap of some moment in action. The vibrancy and the stillness of the image can then be best mastered by **having a low ISO and a fast shutter speed** respectively.

Camera Settings

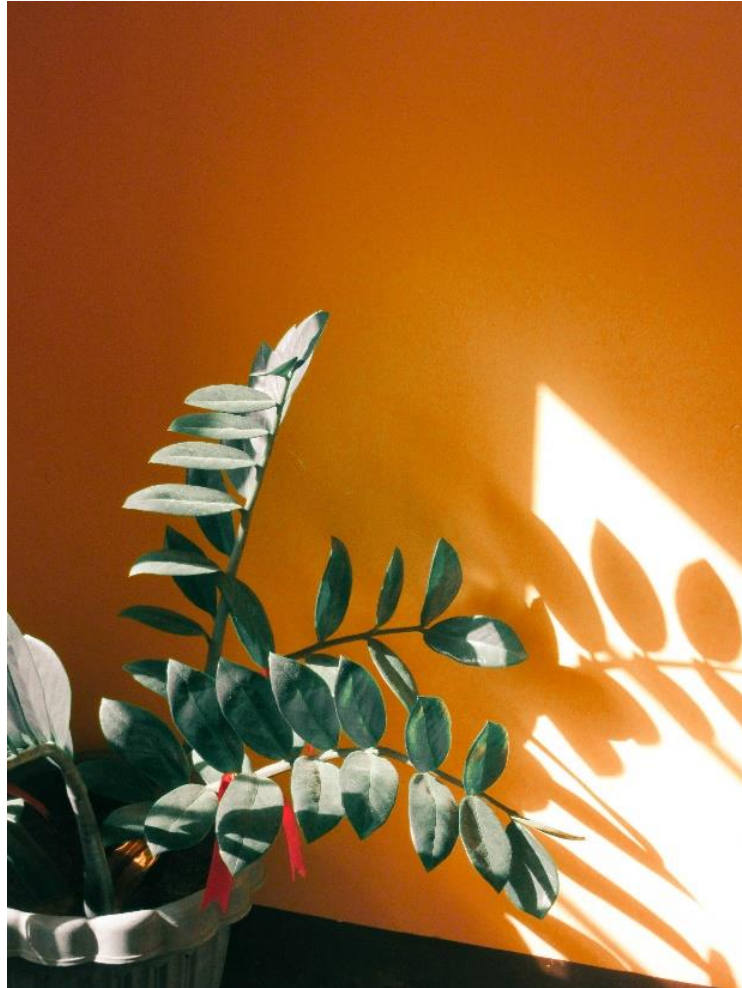
Focal: 18.0.mm

Aperture: f/3.5

ISO: 100

Shutter Speed: 1/4000s

SECRET 5: COLOR THEMED PHOTOS STAND OUT



Many a time, buyers need **specific photos that contain a color theme** in them. They might need it to go well with their presentation's theme. So, it's always better to have a diverse portfolio of photos that highlight common color themes. For this, all you need to make sure is that the **ISO isn't so bright** that it washes the color away. Neither is it too low that it darkens it.

Camera Settings

Focal: 15.44mm

Aperture: f/5.0

ISO: 320

Shutter Speed: 1/250s