

Composition and Settings Guidelines for Different Types of Photos

Below are detailed guidelines tailored to each photo type. The guidance is divided into **composition** tips (arrangement, framing, and storytelling) and **settings** recommendations (lighting, camera features, and adjustments).

1. Single Product Photo

Composition:

- Place the product on a clean, uncluttered background (e.g., white, neutral tones, or brand colors).
- Use the **Rule of Thirds** to position the product slightly off-center for balance.
- Incorporate reflections (on glossy surfaces) or shadows for depth.

Settings:

- Use **Portrait Mode** (if available) to blur the background.
 - Ensure high resolution is enabled for sharp details.
 - Use soft, diffused lighting (e.g., natural light near a window or a lightbox).
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2. Multiple Products in a Group

Composition:

- Arrange the products symmetrically or in a pattern for harmony.
- Include a mix of heights, textures, and angles for visual interest.
- Leave some negative space to avoid overcrowding the frame.

Settings:

- Use gridlines to ensure alignment and balance.
 - Avoid wide-angle lenses to prevent distortion of smaller items.
 - Set HDR mode to capture details in shadows and highlights.
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3. Product in Use

Composition:

- Showcase the product in its natural context (e.g., a coffee mug in a cozy kitchen setting).
- Focus on the interaction between the product and the user.
- Use leading lines (e.g., a countertop or desk) to draw attention to the product.

Settings:

- Use natural light for authenticity.
 - Tap to focus on the product, not the background.
 - Slightly increase saturation in editing for vibrant colors.
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4. Small Event Photos (10 or Fewer People)

Composition:

- Capture candid moments to convey authenticity.
- Use the **Rule of Thirds** to frame key individuals or activities.
- Include contextual elements (e.g., signage, decor) to tell a story.

Settings:

- Use **Burst Mode** to capture spontaneous interactions.
 - Enable HDR for indoor scenes with varied lighting.
 - Stabilize the phone (use a tripod or steady surface) for group shots.
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5. Large Event Photos (More than 10 People)

Composition:

- Capture wide-angle shots to show the scale of the event.
- Include a mix of crowd shots and close-ups of key moments.
- Use leading lines (e.g., a stage, rows of chairs) to create depth.

Settings:

- Use wide-angle mode or panorama for large groups.
 - Keep HDR enabled for balanced lighting in varied conditions.
 - Tap to focus on the main subject to avoid overexposing the background.
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6. Indoor Photos of 1-3 People

Composition:

- Position subjects near a window or light source for soft lighting.
- Use props or a clean background to add context.
- Frame with negative space to reduce clutter.

Settings:

- Use **Portrait Mode** for a blurred background.
 - Adjust exposure manually to avoid dark shadows.
 - Avoid using flash, as it may create harsh lighting.
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7. Outdoor Photos of 1-3 People**Composition:**

- Use natural elements (trees, benches, pathways) as frames or backdrops.
- Position the subjects with the sun at their side or behind them to avoid harsh shadows.
- Include some negative space to emphasize the subjects.

Settings:

- Use HDR to balance light and shadow in bright conditions.
 - Tap to focus on the subject to ensure sharpness.
 - Use **Live Photos** (iPhone) or **Motion Mode** (Android) to capture slight movements.
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8. Action Shots of Someone Using a Product/Service**Composition:**

- Focus on the interaction, highlighting the product/service in use.
- Capture motion by framing hands or tools in action.
- Use leading lines or depth to create visual interest.

Settings:

- Use **Burst Mode** or **Live Photos** for dynamic action.
 - Increase shutter speed (Pro Mode on Android) to avoid motion blur.
 - Use natural light or a well-lit environment for clarity.
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9. Workspace or Office Photos

Composition:

- Highlight activity (e.g., team collaborating, tools in use).
- Include branded elements like signage or company colors.
- Use leading lines (e.g., desks, computers) to create depth.

Settings:

- Enable HDR for balanced lighting indoors.
 - Use wide-angle mode for broader views of the workspace.
 - Adjust exposure to ensure details in darker areas are visible.
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10. Customer Interaction

Composition:

- Focus on faces and expressions to capture emotion.
- Include the product or service naturally in the frame.
- Use shallow depth of field to keep the interaction as the focal point.

Settings:

- Use **Portrait Mode** for background blur.
 - Tap to focus on the faces to ensure clarity.
 - Adjust brightness manually for well-lit faces.
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11. Storefront or Business Exterior

Composition:

- Include the entire storefront with signage clearly visible.
- Use symmetry to frame the entrance.
- Include natural elements (trees, people walking) for context.

Settings:

- Use HDR for bright outdoor scenes.
 - Tap to focus on the storefront to avoid overexposing the sky.
 - Use wide-angle mode to capture more of the building if needed.
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12. Interior Space

Composition:

- Highlight key features (e.g., decor, layout, lighting fixtures).
- Use leading lines to draw attention to specific areas.
- Include a mix of wide shots and close-ups for variety.

Settings:

- Use HDR for lighting variations indoors.
 - Use gridlines to align furniture and features.
 - Avoid using flash to maintain natural lighting.
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13. Landscapes or Environmental Shots

Composition:

- Use the **Rule of Thirds** to position the horizon.
- Include foreground elements (e.g., flowers, rocks) for depth.
- Frame the shot with natural elements like trees or arches.

Settings:

- Use HDR for high-contrast landscapes.
 - Tap to focus on the main subject (e.g., mountains, trees).
 - Consider using panorama mode for wide scenes.
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14. Flat Lay Photos

Composition:

- Arrange objects neatly or creatively on a flat surface.
- Use symmetry or patterns for aesthetic appeal.
- Include branded or thematic props for context.

Settings:

- Use gridlines for precise alignment.
 - Adjust exposure manually for even lighting.
 - Shoot from directly above to maintain perspective.
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15. Social Media-Specific Compositions

Composition:

- Leave space for text overlays or graphics (e.g., negative space at the top or side).
- Use bold, eye-catching elements to grab attention.
- Frame with consistent angles to match your branding style.

Settings:

- Use square or 4:5 aspect ratio for Instagram.
- Adjust brightness and contrast for vibrant images.
- Use editing apps to finalize for social media platforms.

While there are many, MANY additional ways to take compelling photographs, this list of composition and setting guidelines should help you add consistency, energy, and professionalism to your photographs.