

Engaging Photos Tell Our Story

By Maj Robert Bowden

Great Lakes Region Director of Public Affairs



Schedule

- Basic camera controls
- 3 elements of exposure
- Height – Low vs High
- Distance – Close vs Far
- Long Exposure & on camera flash
- Rule of thirds
- Retouching – Photo vs illustration
- Displaying and hosting photos



FINDS
SORTIES

1012

2460







F1,4 F2 F2,8 F4 F5,6 F8 F11 F16 F22 F32

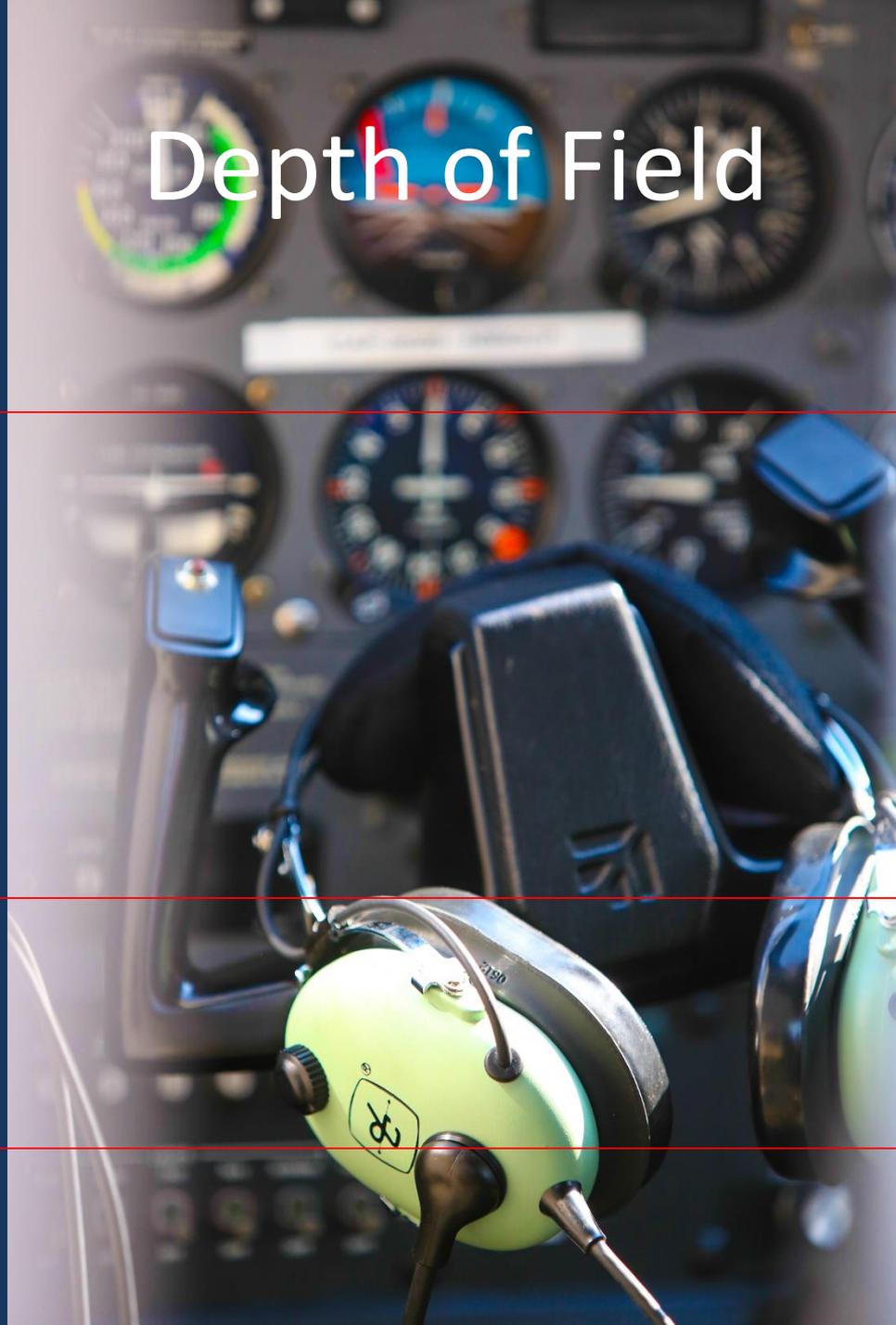


1/1000 1/500 1/250 1/125 1/60 1/30 1/15 1/8 1/4 1/2

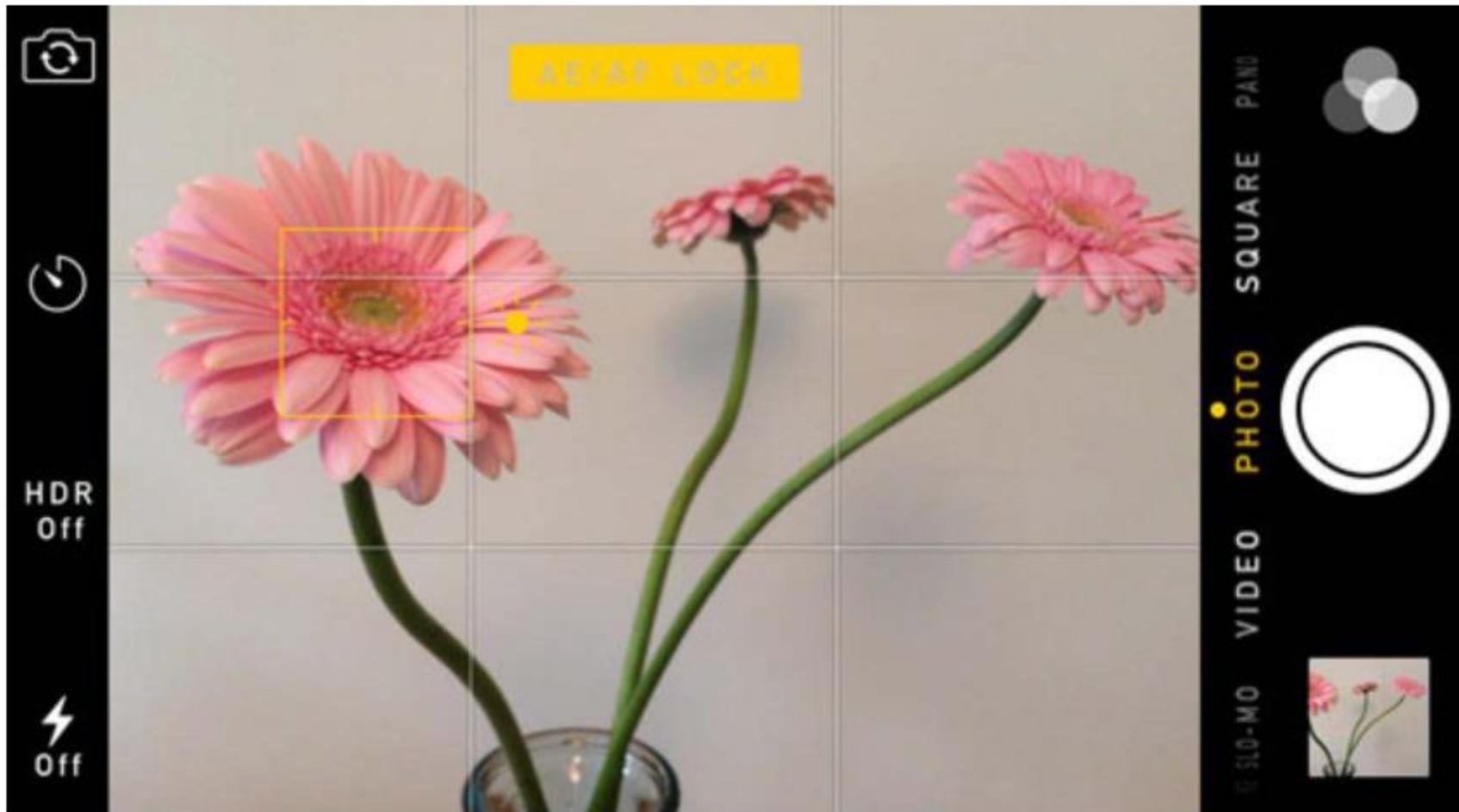


ISO 50 ISO 100 ISO 200 ISO 400 ISO 800 ISO 1600 ISO 3200 ISO 6400 ISO 12800 ISO 25600

Depth of Field



Yes an iPhone can do this!



Speed

- Shutter speed controls motion
- Higher shutter speed (1/250) eliminates some camera shake





What is the difference in the speed?

What has changed in these 2 photos





1/5 sec



1/80 sec

ISO and Noise

- Noise is the static in a photo
- ISO does not let more light into the camera, but makes the sensor more sensitive to the light



Height

Get high and low, do not be afraid to lay on the ground





N976CP

CIVIL AIR
PATROL

NOTE
Travelodge



N99508

CIVIL AIR
PATROL

N99508





Michigan Wing - Civil Air Patrol

Published by Robert Bowden [?] · August 9 at 5:48pm · 🌐

Michigan Wing - Civil Air Patrol has been activated by the Air Force Rescue Coordination Center (AFRCC) to locate to an emergency beacon (ELT) transmitting somewhere in Southern Michigan. Two Civil Air Patrol aircrews are currently working on triangulating the signal from the air. A CAP ground search team is in route to the area the signal is believed to be in. At this time no overdue or missing aircraft have been reported. An ELT can be triggered for a number of reasons including a hard landing. Updates will be provided as available. #CAPMissions #REDCAP America's AOC



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 9,400 people.

4,010 people reached

Boost Post

93

10 Comments 25 Shares

4,010 People Reached

195 Likes, Comments & Shares

154

Likes

93

On Post

61

On Shares

15

Comments

10

On Post

5

On Shares

26

Shares

25

On Post

1

On Shares

474 Post Clicks

79

Photo Views

0

Link Clicks

395

Other Clicks ⓘ

NEGATIVE FEEDBACK

3 Hide Post

2 Hide All Posts

0 Report as Spam

0 Unlike Page

Distance – Close vs Far

- What do you like or dislike about this photo?



- What has changed now that we have moved tighter to the subjects?



Long Exposure





Flash

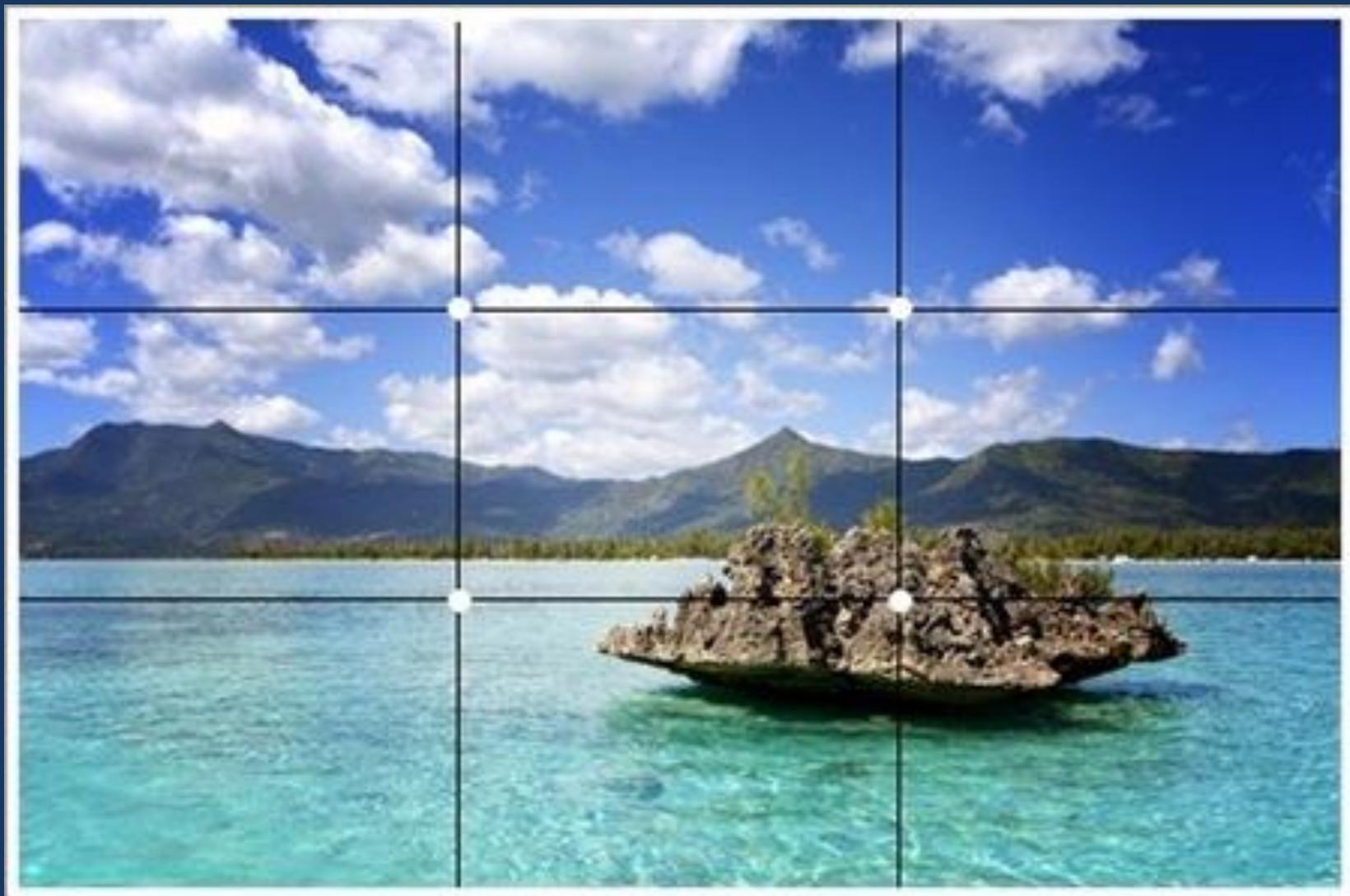




Rule of thirds



To turn on the grid, go to the Settings app, scroll down to Photos & Camera, and make sure the Grid slider is turned on.

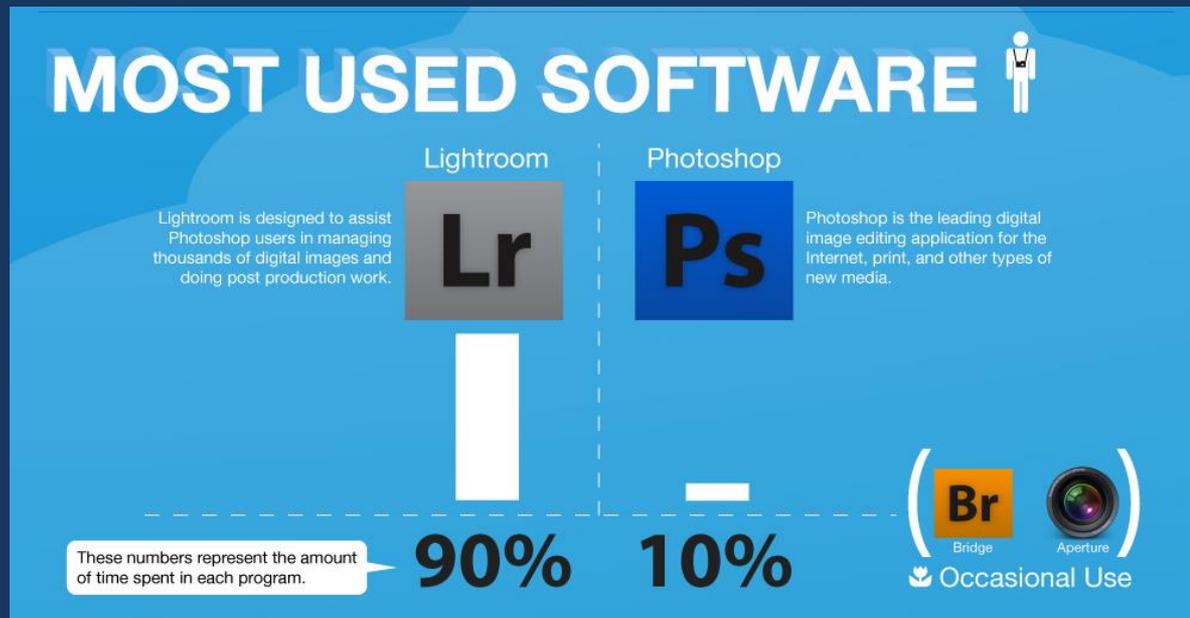


Great Composition

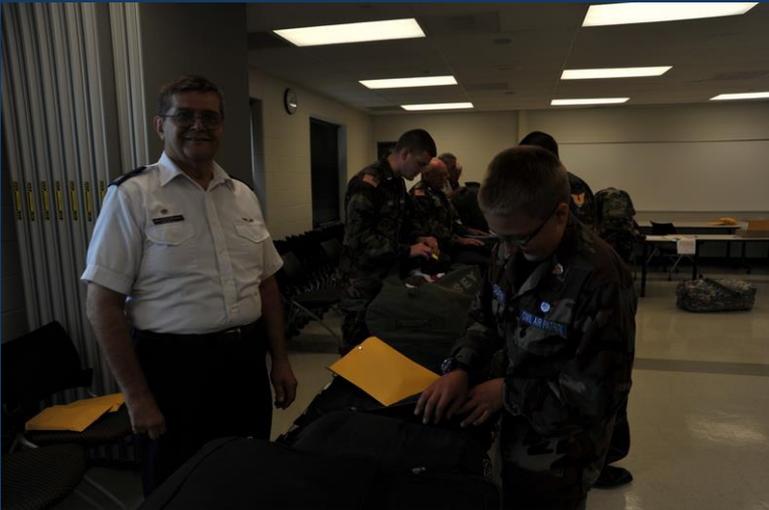
- Take photos from below or above
- Move around to find the proper angle
- Your background is just as important as your foreground
- Make sure your photo tells a story
- Edit every photo before you publish it
- Do not be afraid

Retouching Photos

- What is editing?
- How much to edit?
- Why edit?
- US\$9.99/mo



Exposure Changes



Modifying Photos

Digital Illustration





Careful How You Publish



Always have a caption, and for some photos, put the caption on the photo!

Photos + Video

<https://animoto.com/play/BIP AeTzJMUwU1qIkB0WowA>

Photo Hosting

Smugmug

Michigan Wing –
1.2 million views

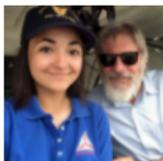
New idea for
hosting nationally



The “solo” selfie seen around the world



Tweet Activity



Civil Air Patrol @CivilAirPatrol
 CAP Cadet Lt Col Jodie Gawthrop before her 2 millionth Young Eagles flight today w/ actor Harrison Ford. @EAA #OSH16
pic.twitter.com/ejoPCRmRuo

Impressions	22,047
Total engagements	1,574
Media engagements	743
Detail expands	314
Likes	251
Retweets	112
Profile clicks	69
Link clicks	46



Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

Post Details

Reported stats may be delayed from what appears on posts



Civil Air Patrol

Published by Jan Crook White [?] · July 28 at 3:11pm · 🌐

CAP's own Cadet Lt Col Jodie Gawthrop of the Illinois Wing - Civil Air Patrol participated in EAA's 2 millionth Young Eagles flight. On board for today's milestone flight was EAA - The Spirit of Aviation lifetime member, actor Harrison Ford. #OSH16
 Read more: <http://goo.gl/q3v3Wj>



101,686 People Reached

5,855 Reactions, Comments & Shares

4,819 Like	1,685 On Post	3,134 On Shares
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197 Love	82 On Post	115 On Shares
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5 Haha	1 On Post	4 On Shares
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83 Wow	35 On Post	48 On Shares
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1 Angry	1 On Post	0 On Shares
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221 Comments	47 On Post	174 On Shares
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538 Shares	521 On Post	17 On Shares
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7,867 Post Clicks

1,771 Photo Views	203 Link Clicks	5,893 Other Clicks
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Assignment

- Take a photo with the national conference sign
- Post to your squadron page & SHARE to your personal page



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CIVIL AIR PATROL

**ALWAYS
VIGILANT
FOR AMERICA**



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1941 - 2016