

NZ Sign & Display

# Awards of Excellence

Auckland | 2021

SIGN DISPLAY  
AWARDS

TO ACKNOWLEDGE EXCELLENCE

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## Quick Tips and Tricks

### Frame your Image

Most digital cameras have a display mode which will allow for a 3 x 3 grid to be displayed on the screen. Use this display to frame your shot and to ensure that levels or uprights in the subject matter are maintained.

### Shutter Lag fix

Many 'point-and-shoot' digital cameras suffer from shutter lag. You can overcome this by pre-focussing the photo by depressing the shutter button to the halfway point while framing the shot.

### Magic Hour Focus

When taking photos the professional photographer will often refer to the 'magic hours' which are the early morning or the early evening hours. These are times when natural outdoor light is soft and 'harshness' of the midday sun can be avoided.

### Over Exposure

Digital photos taken inside with the camera's flash on can often produce flat, one-dimensional images. If possible don't use your flash but compensate with shutter speed or aperture setting.

### Avoid Shakiness

A tripod will overcome the 'shakiness' that can be experienced when the shutter speed is slowed down otherwise try bracing yourself against a wall or other solid object to achieve stability.

### Show the Light

If light is low look at bringing in light, either natural light by opening workshop doors or blinds or artificial light to highlight the focal point of your shot.

### Colour Enhancement

Colour recalibration to adjust the effect of artificial light will likely be needed as fluorescent light will add a bluish tinge to photos while a tungsten or incandescent bulb will add a yellowish tinge to the photo.

### Outside Images

When taking photos outside look at adjusting the white balance in your camera. This can be done by setting the camera to 'cloudy' even if the sun is out. This change will provide a 'warmer' image with more vibrancy to the colours which will appear richer.

### Flash for Outside

Consider using your flash for outdoor shots even when bright sunshine is evident. The flash can lighten harsh shadows and reduce the effect of shadows.

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## Quick Tips and Tricks continued...

### Eliminate Distractions

Try to avoid distracting elements in the background of your composition. Busy patterns, moving objects or people detract from the image you would want displayed and draw attention away from the subject matter.

### Night time shots

For those images that need to be taken at night ie. Illuminated categories, a tripod is a 'must'. The flash will have no noticeable effect if the subject matter is out of the flash's range. A slow shutter speed is also must. Odd as it may sound, setting your camera's white balance to daylight will give you richer colours. If possible take your night time shots in the first half hour after sunset for the best illuminated sign photos.

### Crop Correctly

Learn how to correctly crop your image so the focal point is the main feature. Be aware that when you crop you will reduce the pixel count on one or both boundaries of your image. So if you are planning to crop your image, set the size to more than 5 megapixels. It is easier to reduce a 12 megapixel photo than retake the shot if it is below the specification required.

### Final word

The quality of photography affects the chances of a successful entry. Judges are always considering both the composition and the quality of the image. The image should express professionalism and quality. So don't overlook the value of those close-up shots that highlight the detail of the work that was involved.

### Image Specifications

Quality images only.

We require minimum of 2mb images only. This is providing the image will not be cropped once uploaded onto the server.

