

SMARTPHONE PHOTOGRAPHY APPS

I use several different apps to ready my images for social media.

The Primary Use apps do not ALL get used every time, but they do very often. They are my go-to's.

Primary Use apps:

PICTAPGO (*go-to filters/cropping...used primarily for exposure*)

- (1) Open the app
- (2) Select Image to edit...click "Edit" at top right
- (3) Analyze image to determine what you want to change/edit
- (4) To *CROP/STRAIGHTEN* >> at the top of the app, right next to "PicTapGo," you will see a little crop tool. Click that. Then, at the bottom of the app, you will see several cropping options. The 4:3 format is the standard image size. All the others are custom crops. If you want to straighten the image or rotate it, simply click on the tab with the arrows in a circle. Then, you simply press gently on the ruler at the bottom of the app and slide you thumb left to right. You will see the image move. Adjust to your preference. When you are done cropping and straightening, click "Apply" at the top right and you will be back at the filters section.
- (5) To *BRIGHTEN* >> scroll up to 8th row of filters...click on "Brightside"
- (6) Slide the adjustment bar at the bottom of the app to achieve your desired amount of brightness. If you need more brightness, leave the bar fully engaged and then scroll up the app again to "Brightside" and click it again. This will add another layer of brightness to you image. You will probably need to use the adjustment bar at this point.
- (7) To add *DETAIL* and contrast/pop >> scroll up the 3rd row of filters...click on "Crispity"
- (8) Slide the adjustment bar at the bottom of the app to achieve your desired amount of detail/contrast.
- (9) *VIGNETTE THE CORNERS* >> scroll up the 3rd row of filters...click on "EZ-Burn"
- (10) For the best *BLACK & WHITE* >> scroll up the Black & White section of the filters...click on "Salt + Pepper". The key to choosing black & white is to completely edit the image fully, and then convert the image to black & white.
- (11) Once you have the desired look you want, Click "Go" at the top right of the app.
- (12) Click "Camera Roll" on the second row of the options. Never share directly from an editing app. Always send to Camera Roll and then share from that location.

PS EXPRESS *(Adobe Photoshop...a must-have)*

- (1) Open the app
- (2) Select Image to edit...tap on it. The app will automatically open to edit.
- (3) Analyze image to determine what you want to change/edit.
- (4) To *CROP* >> at the bottom of the app, you will see a little crop tool. Click that. Make sure “Aspect Ratio” is highlighted. Then, at the bottom of the app, you will see several cropping options. To maintain the standard format simply use 2 fingers and zoom in directly on the image. The grid on the photo will allow you to accurately achieve the rule of 3rds.
- (5) To *STRAIGHTEN* >> Click “Rotate.” Then, use the slider bar to adjust your image.
- (6) To *ADJUST SCREWED LINES* >> Click “Transform.” Then, select “Balanced Auto.” If that does not achieve what you are desiring, click the backward arrow at the very top of the app. Try again another transform option at the bottom. When you have your desired effect, move on to further image editing.
- (7) Select the 3-slider icon at the very bottom of the app to the right of the crop tool. This will provide you the detail image-editing options.

TOOLS:

- ***Exposure** = how bright or dark an image is
- ***Contrast** = how intense the difference is between light and dark areas of the image
- ***Highlights** = WHITE to 50% gray
- ***Shadows** = 50% gray to BLACK
- ***“Whites”** >> adjustment affects ONLY pure white areas
- ***“Blacks”** >> adjustment affects ONLY pure black areas
- ***Temperature** >> adjusts the light of the image from cool to warm and visa versa
- ***Tint** >> adjusts the overall color of the image from green to magenta
- ***Vibrance** = increases the intensity of the more muted colors and leaves the already well-saturated colors alone
- ***Saturation** = uniform bumping up the intensity of ALL colors in your image, regardless of the starting point of the colors
- ***Clarity** = draws out the hidden details of the image. When this tool is used, the “blacks” in the image will be intensified, so be very careful with this tool. It’s an amazing tool, but you will need to back down on the “blacks” a bit after you use it.
- ***Dehaze** = removes fog and haze and brings clarity and detail to an image. Use with care.
- ***Fade** = can give an ethereal appearance to your image. Bloggers use this sometimes.
- ***Grain** = rarely used...mostly in black and white film photography
- ***Vignette** = used to create depth and help draw the viewers eye into the center of the image. You can opt for a dark vignette or a light vignette.
- ***Sharpen** = brings crisp to the edges of all the elements in the image
- ***Remember**...when you sharpen an image, it also can add noise.
- ***Reduce Luminance Noise** = use after you sharpen to reduce the noise in an image
- ***Reduce Color Noise** = use after you sharpen to reduce the noise in an image

- (8) You can also play around with the preset filters in the boxes above the 3-slider icon for fun. Explore and see what strikes your fancy. Each filter can be adjusted for intensity with the slider right above the filters.
- (9) Once you have the desired look you want, click the little square/arrow icon at the top right of the app.
- (10) Wait for the image to appear at the top of the screen and then, click “Camera Roll.” Never share directly from an editing app. Always send to Camera Roll and then share from that location.

***FACETUNE** (*retouching and more*)

- (1) Open the app
- (2) Click the camera icon at the top right of the app. Click on “Open Photo” and select the image to edit...tap on it. The app will automatically open to edit.
- (3) Analyze image to determine what you want to change/edit.
- (4) There are several tools along the bottom of the app.

TOOLS:

{Be very careful in this app...less is more. 😊 The goal is for a realistic, but flattering look.}

*Canvas > cropping if necessary

*Whiten > works great for teeth

*Smooth > great for smoothing skin

*Details > great for eye detail or simply anything else that you want to bring out the details

*Reshape > great for subtle shaping adjustments

*Patch > great for removing blemishes and various adjustments

*Tones > painting tool

*Red Eye

*Defocus > great for adding blur or putting details out of focus

*Filters > You can play around with the preset filters for fun.

Explore and see what strikes your fancy.

*Frames > These are not used often, but you can play around with the preset filters for fun.

Explore and see what strikes your fancy.

(5) Once you have the desired look you want, click the little square/arrow icon at the top right of the app.

(6) Click “Save to Camera Roll.” Never share directly from an editing app. Always send to Camera Roll and then share from that location.