

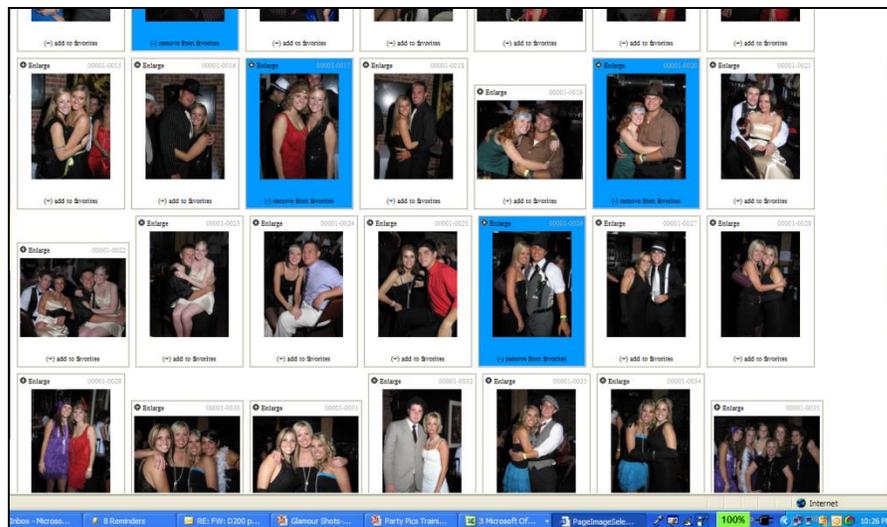


# Party Pics® Training Guide

Version 2021A

# What are Party Pics?

- Party Pics® are posed candid photos of people having a good time with friends, classmates, associates and fellow revelers
- Graphic titles are added to the pictures to commemorate the event
- The pictures are posted to the internet for viewing and ordering online
- Orders placed are printed by Candid Color Systems within 48 hours and mailed directly to the end customer



# Party Pics Gear Checklist & Settings



## Party Pics Equipment Checklist & Settings - 2021A

### Equipment Inventory

Camera	<input type="checkbox"/> Camera Body
	<input type="checkbox"/> 18-55mm or 18-140mm or similar lens
	<input type="checkbox"/> Lens Hood
	<input type="checkbox"/> 2 Camera Batteries - Charged
	<input type="checkbox"/> Camera Battery Charger
	<input type="checkbox"/> <a href="#">Hoodman Viewer/Loupe</a>
Lighting	<input type="checkbox"/> Speedlight
	<input type="checkbox"/> <a href="#">Flip Bracket</a>
	<input type="checkbox"/> Vello Off-Camera TTL Flash Cable - <a href="#">Nikon</a> , <a href="#">Canon</a> , <a href="#">Sony</a>
	<input type="checkbox"/> <a href="#">8 Rechargeable AA Batteries - Charged</a>
	<input type="checkbox"/> AA Battery Charger
Media	<input type="checkbox"/> 2 Formatted Memory Cards
	<input type="checkbox"/> 2 Memory Card Envelopes
	<input type="checkbox"/> Website/Event Cards
PhotoMatch	<input type="checkbox"/> <a href="#">Surface Go PhotoMatch Tablet - Charged &amp; Updated</a>
	<input type="checkbox"/> Tablet Charger
	<input type="checkbox"/> <a href="#">Tablet Case with Shoulder Strap</a>
	<input type="checkbox"/> <a href="#">2 USB Camera Cables (3' &amp; 6')</a>
	<input type="checkbox"/> <a href="#">2 Right Angle USB C to USB A Adapters</a>

### Camera & Flash Settings

Camera & Flash Settings	<input type="checkbox"/> Shooting Mode = Program (P)
	<input type="checkbox"/> Quality = Nikon S Basic, Canon/Sony S Normal
	<input type="checkbox"/> White Balance (WB) = 5560-5600 Kelvin
	<input type="checkbox"/> ISO - Indoors/Night = 800, Outdoor Day = 200
	<input type="checkbox"/> Focus Mode Menu = AF-S Auto
	<input type="checkbox"/> Lens Focus Switch = A or MA (Not M)
	<input type="checkbox"/> Camera Body Autofocus Switch = AF
	<input type="checkbox"/> Metering = Matrix
	<input type="checkbox"/> Camera Meter Exposure Comp = 0.0
	<input type="checkbox"/> Camera's Flash Compensation = 0.0
	<input type="checkbox"/> Lens Hood correctly Mounted
	<input type="checkbox"/> Lens Clean
	<input type="checkbox"/> Front & Rear Control Dials Gaffer Taped
	<input type="checkbox"/> Flash Power Mode = TTL BL
	<input type="checkbox"/> Flash Exposure Comp = 0.0 to +0.7 (Nikon = +0.7)

### Recommended Distances & Cropping



# Subjects	2	3	4	5-7 (2 Rows)	8+ (2-3 Rows)
Camera Orientation	Vertical	Horizontal	Horizontal	Horizontal	Horizontal
Focal Length	35mm	35mm	24-35mm	24mm	18-24mm
Distance to Subject	4-5'	5'	7'	7'	10'+

### Pattern Shooting

- Pose subjects in varying combinations to increase sales opportunities such as couples, groups, families, kids, kids with parents, etc.
- Avoid taking duplicates of photos unless one of the subjects blinked or was not ready for the photo.

#### Example 1

1. Photo of the group (Such as 2 Couples)
2. Photo of the left couple
3. Photo of the right couple
4. Photo of just the girls or two on the ends
5. Photo of just the guys or two in the middle



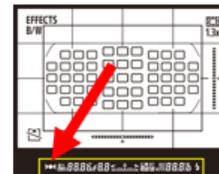
#### Example 2

1. Photo of the family
2. Photo of the parents
3. Photo of the kids
4. Photo of mom with kids
5. Photo of dad with kids
6. Photo of just the girls
7. Photo of just the guys



### Auto Focusing Tips

In addition to the audible focus confirmation beep, use the white or green dot in the viewfinder to verify your photos are in focus. Solid dot = in focus



### Exposure Compensation

In Program mode, subjects with darker clothing may be overexposed. If needed, adjust the exposure compensation to -0.3 to -0.7 using the +/- button near the camera trigger release. |

# Use a Flip Bracket

Recommend [CustomBrackets.com](https://www.custombrackets.com)

- Vertical Image



- Horizontal Image



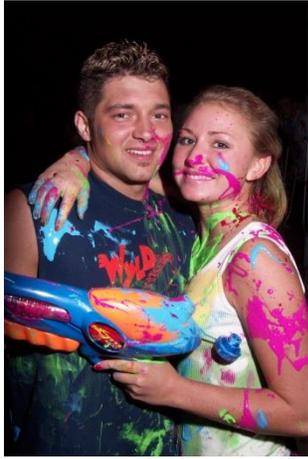
- When taking vertical pictures, the strobe is always on top to prevent Halloween style lighting or harsh side shadows
- Trigger Release is in the lower position for vertical photos

# Composition/Posing Guidelines for Most Common Party Pics



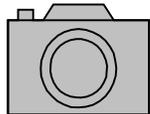
# Subjects	2	3	4	5-7 (2 Rows)	8+ (2-3 Rows)
Camera Orientation	Vertical	Horizontal	Horizontal	Horizontal	Horizontal
Focal Length	35mm	35mm	24-35mm	24mm	18-24mm
Distance to Subject	4-5'	5'	7'	7'	10'+

# 2 People



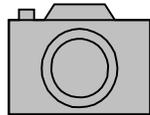
2 people in 1 row

Shot at 5' at 35mm



2 people in 1 row

Shot at 4½' at 35mm



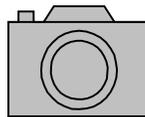
- Shoot Vertically
- Lens at 35mm mark
- Distance from subjects
  - 5' for normal 2 person shots
  - 4½' for subjects cheek to cheek
- Leave 3-4" over top of tallest person's head
- Centered left to right

# 3 People



3 people in 1 row

Shot at 5' at 35mm



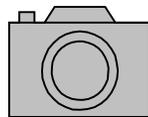
- Shoot Horizontally
- Lens at 35mm mark
- Distance from subjects
  - 5'
- Leave 3-4" over top of tallest person's head
- Centered left to right
- Left and right side of viewfinder on edges of shoulders
  
- Can be shot vertically if subjects' heads very close together at 5'

# 4-5 People



4-5 people in 1 row

Shot at 7' at 24-35mm

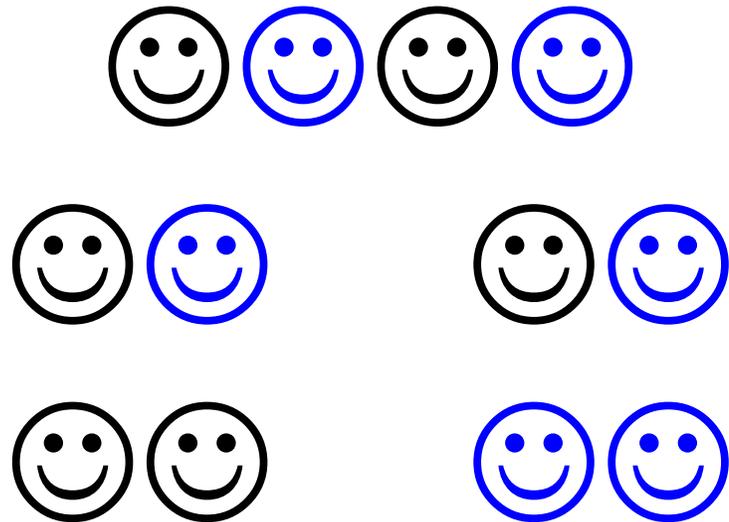


7'



- Shoot Horizontally
- Lens at 24-35mm mark
- Distance from subjects
  - 7' for subjects close together
  - 8' for looser groups
- Leave 3-4" over top of tallest person's head
- Centered left to right
- 5" between outside of shoulders and side edges of viewfinder
- Pack groups of 5 closely
  
- Can be shot vertically if subjects' heads very close together at 7'

# Pattern Shooting



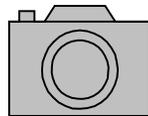
- Whenever you shoot a group, you have an opportunity for subgroups.
- Shoot more shots with less effort
- Example
  - Photograph 2 couples together
  - Photograph each couple separately
  - Photograph 2 girls together
  - Photograph 2 guys together

# 6-7 People



6-7 people in 2 rows

Shot at 7' at 24-35mm



7'



- Shoot Horizontally
- Lens at 24-35mm mark
- Distance from subjects
  - 7' with subjects in two rows
- Leave 3-4" over top of tallest person's head
- Centered left to right
- 5" between outside of shoulders and side edges of viewfinder

# Examples of Ranked Groups



- Setup groups in multiple rows
- Allows you to crop closer
- Increases head size and visibility in photo
- This makes it more saleable

Avoid cropping too close to faces on lower row to prevent them from being covered by image title or graphics

# Unranked Group Exceptions



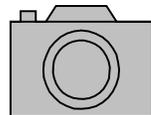
- Exceptions are allowed if the group is doing something unique such as a group hug, kicking their legs, all in costumes, etc
- If there is nothing out of the ordinary on the group and it is in one row, you will only get paid for 2 faces

# 8+ People



8 people in 2 rows

Shot at 10' at 24-35mm



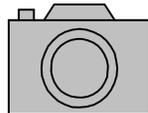
- Shoot Horizontally
- Lens at 24-35mm
- Distance from subjects
  - 10' for subjects in 2 rows
- Leave 3-4" over top of tallest person's head
- Centered left to right
- Leave 1 body space on each side of group for every 10 people in group
- If there is extra space above and below subjects, then center them up and down
  
- Can be shot vertically if subjects' are oriented vertically with multiple levels of subjects

# Large Groups



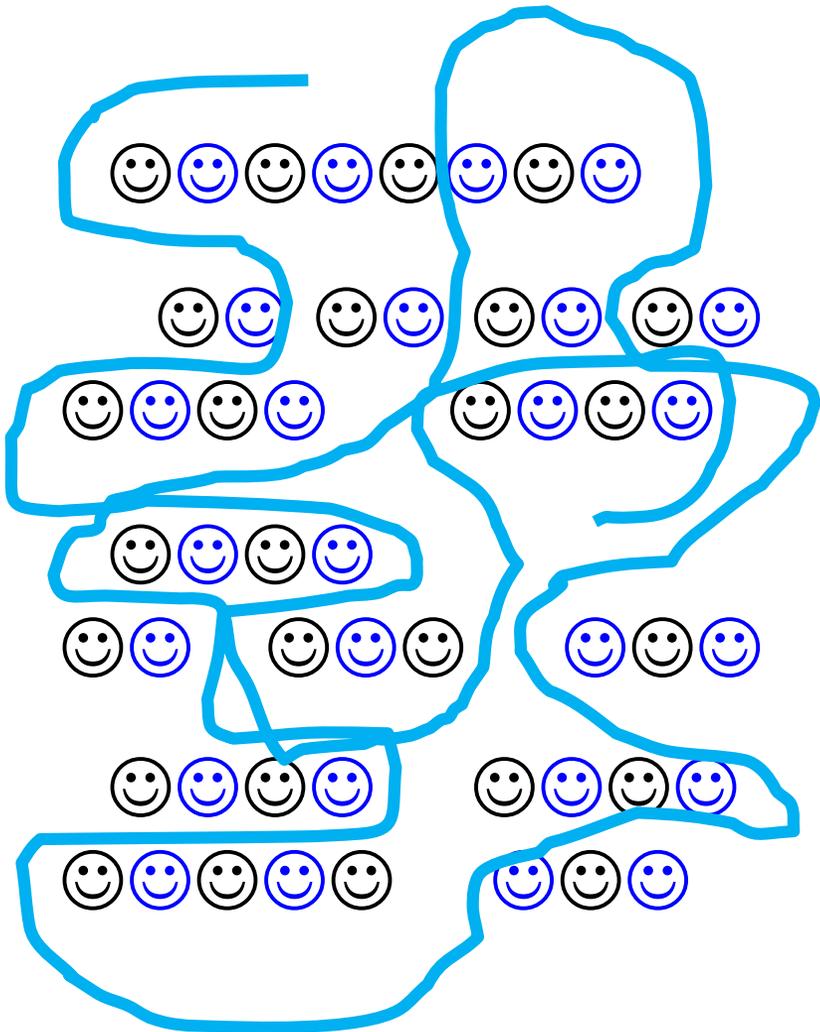
28 people in 4 rows

Shot at approx. 12-20' at 18-24mm



- Shoot Horizontally
- Lens at 18-24mm
- Distance from subjects:
  - 12'-15' for subjects in 3-4 rows
  - 15'-20' for subjects in 4-6 rows
  - Leave 3-4" over top of tallest person's head
- Centered left to right
- Leave 1 body space on each side of group for every 10 people in group
- If there is extra space above and below subjects, then center them up and down
  
- Can be shot vertically if subjects' are oriented vertically with multiple levels of subjects

# Always be on the move



- Moving constantly through the crowd will keep you more visible and present more opportunities for Party Pics.
- Work the crowd!

# Photography Challenges & Solutions

# Unsaleable Frame USF



- ⚠ All pictures must be “posed” either by the subjects or photographer.
- ⚠ Do not shoot journalistic photos of the party, subjects dancing, etc. unless you get everyone looking at you. “Posed” Journalistic pictures are not saleable.
- ✓ An exception is if you are specifically asked by the photography manager or the event coordinator to take some journalistic pictures for use in an album or scrapbook. These can be done, but should be kept to minimum unless that is your specific purpose at the event.
- ✓ Any opportunity though to pose your subjects will always increase the chances of that picture selling.

# Bullseye BI



- ⚠ Too much space over the head
- ⚠ Usually caused by not looking directly through the viewfinder
- ⚠ Jerking camera when pushing trigger
- ⚠ Not enough light in the room to see properly through viewfinder



- ✓ Leave less space over heads
- ✓ Hold camera steady
- ✓ Use a viewing assist light to see in low light conditions

# Close Cropping CC



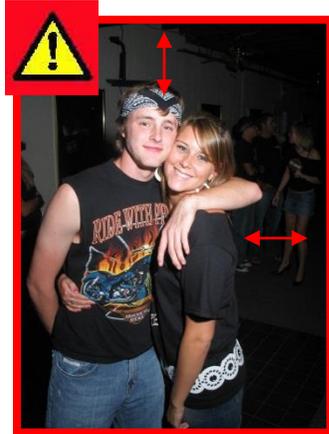
⚠ Too little space over heads or on left and right sides

✓ Back up slightly.

✓ Leave more space over heads and/or sides

✓ Shoot at slightly wider focal length

# Loose Cropping LC



⚠ Too far away or lens is set too wide (<35mm) for that distance

✓ Get closer

✓ Shoot at longer focal length  
(35mm recommended)

# Off Center OC



- ⚠ Subjects are not centered left to right in frame.
  - ⚠ Usually caused by not looking directly through the viewfinder
  - ⚠ Jerking camera when pushing trigger
  - ⚠ Not enough light in the room to see properly through viewfinder
- 
- ✓ Make sure eye up against viewfinder
  - ✓ Hold camera steady
  - ✓ Use a viewing assist light to see in low light conditions

# Over Exposed +Ex



- ⚠ Picture is too light
  - ⚠ Strobe is set incorrectly
  - ⚠ Camera is set incorrectly
  - ⚠ See outdoor shooting section if outdoor shots
- 
- ✓ Set strobe to “TTL BL” mode
    - ✓ For Nikons, set Strobe/Flash Comp to =0.7
  - ✓ Set camera to Program mode
    - ✓ Verify camera exposure comp is set to 0.0

# Severely Over Exposed ++Ex



- ⚠ Picture is extremely light
  - ⚠ Strobe is on manual or “A” mode
  - ⚠ Camera is set to Manual mode
  - ⚠ See outdoor shooting section if shooting outdoors during day
- 
- ✓ Set strobe on “TTL BL” mode
  - ✓ Set camera to Program Mode
  - ✓ See outdoor settings if shooting outdoors during the day

# Under Exposed -Ex



- ⚠ Picture is too dark
- ⚠ Strobe is set incorrectly
- ⚠ Strobe may have been blocked
- ⚠ Camera or strobe exposure compensation set in correctly

- ✓ Set strobe to “TTL BL” mode
  - ✓ For Nikons, set Strobe/Flash Comp to =0.7
- ✓ Set camera to Program mode
  - ✓ Verify camera exposure comp is set to 0.0

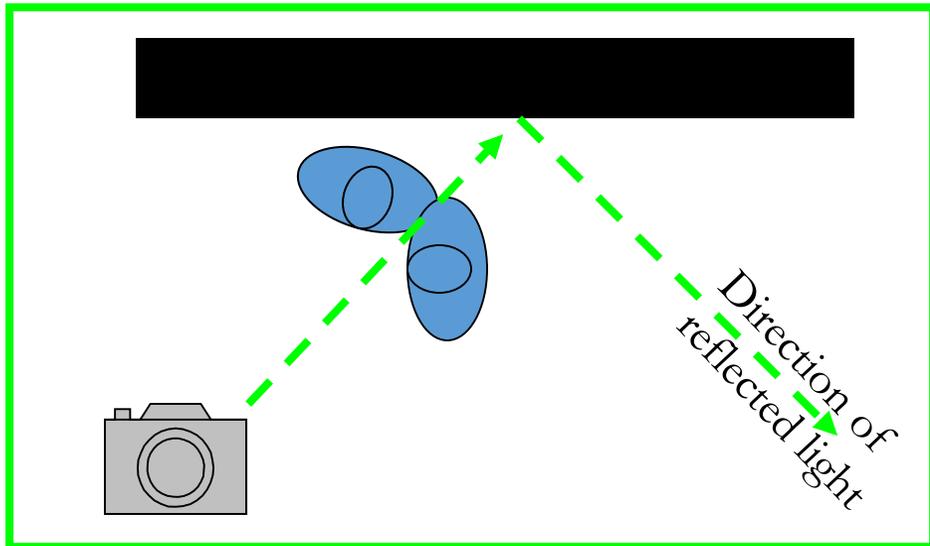
# Severely Under Exposed or No Flash

--Ex



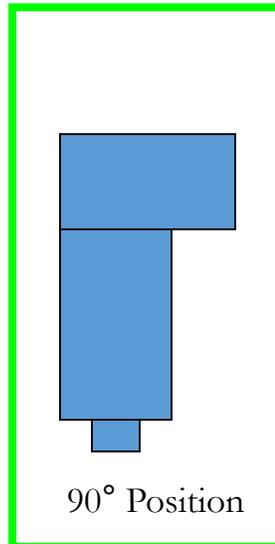
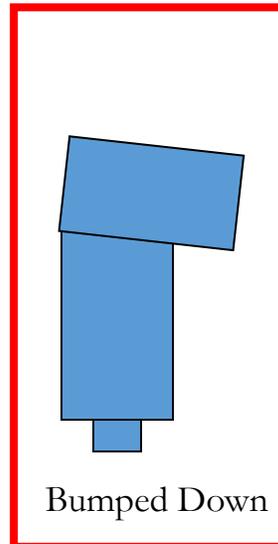
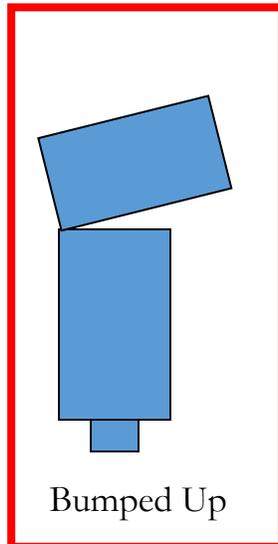
- ⚠ Completely black picture
- ⚠ Flash did not fire because of low batteries or shooting too fast or strobe not seated properly
- ⚠ Flash set to wrong mode
- ✓ Make sure strobe is completely seated on camera bracket
- ✓ Change batteries if needed
- ✓ Flash set to “TTL BL” mode

# Flash Back **FB**



- ⚠ Light from flash/strobe is being reflected back from window or mirror.
- ⚠ Creates starburst in the image which then may be underexposed.
- ✓ Orient yourself at an angle to the reflective surface. The light will then bounce off in another direction.

# Bumped Flash **BUF**



- ⚠ Strobe is bumped up and not in the 90° position
- ⚠ This creates a shadow at the bottom of a horizontal image and to the side of a vertical image.
- ✓ Make sure strobe head is in the 90° position. Note: There is also one position below 90° that should also be avoided.



# Blocked Flash **BLF**



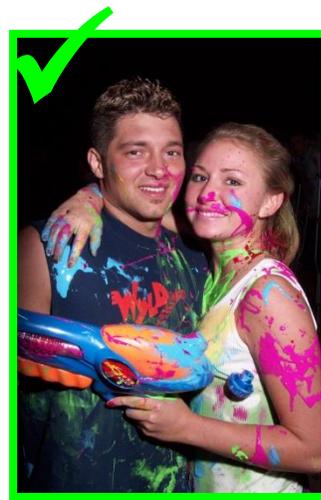
- ⚠ Strobe was either partially or completely blocked by the shoulder of some between you and your subject or a door frame.
- ✓ Make sure that there is nothing in between your strobe and your subjects.

# Blocked Picture BP



- ⚠️ Either someone or something is between you and your subjects and though it may not be blocking the strobe, it takes away from the overall look of the picture.
- ✓ Make sure that there is nothing in between your strobe and your subjects.

# Out of Sync OOS



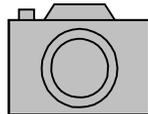
⚠ Camera shutter speed was too high. This will not normally happen on Program mode. Camera was likely on manual mode. Shutter curtains were partially closed when strobe fired which causes the partially black image.

- ✓ Set camera to Program Mode
- ✓ Or at or below the camera's maximum sync speed
- ✓ See outdoor setting section if shooting outside during the day.

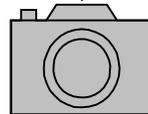
# Unranked Group UG



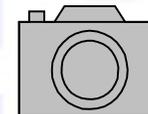
6 people in 1 row  
Shot at 10' at 24-35mm



6 people in 2 rows  
Shot at 7' at 24-35mm



10 people in 2 rows  
Shot at 10' at 24-35mm



Placing groups of 6+ subjects in multiple rows allows you to fit more people into a shot without having to backup as far. This is very helpful in crowded shooting conditions and your strobe does not have to work as hard. Face sizes are bigger and more recognizable.

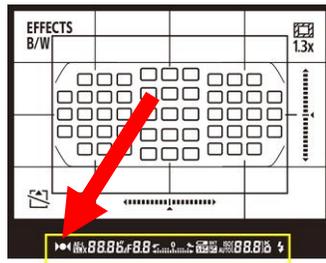
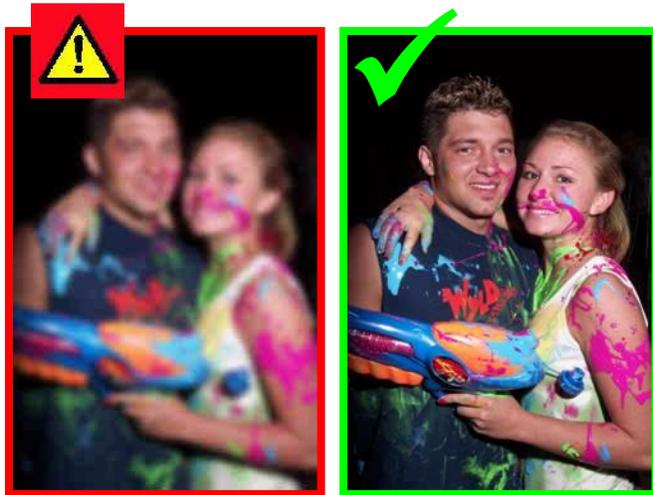
# White Balance WB



⚠ An incorrect White Balance setting will cause a color shift in your images

✓ Setting the camera on Flash White Balance or 5560-5600 Kelvin will tune it to the color temperature of your strobe

# Out of Focus OOF



- ⚠ Blurred or out of focus pictures are typically caused by the lens or camera body being set to manual focus or the camera is using a single focus point misaligned in the viewfinder
- ✓ Check that your camera is in Auto Detect focus mode where it utilizes all available focus points.
- ✓ Always confirm that the autofocus switch on the camera body is set to AF
- ✓ Always confirm that the autofocus switch on the camera lens is set to A or MA (Never M)
- ✓ Look for the solid green or white dot in the viewfinder which verifies you are in focus
- ✓ No dot indicates you are out of focus

# Lens Smudge LS



- ⚠️ A blurred spot on one portion of image is usually caused by a finger print on the front of the lens or splashed liquid.
- ✓ Clean the lens with a soft cloth or lens tissue.
- ⚠️ This can also be caused when the camera has been left out in the cold and then taken into a warm environment and has partially or completely fogged the lens.
- ✓ Let the camera warm up to room temperature or use a hair dryer to warm the camera until all fogging on the outside and inside of the camera lens is gone.

# Vignette Vt



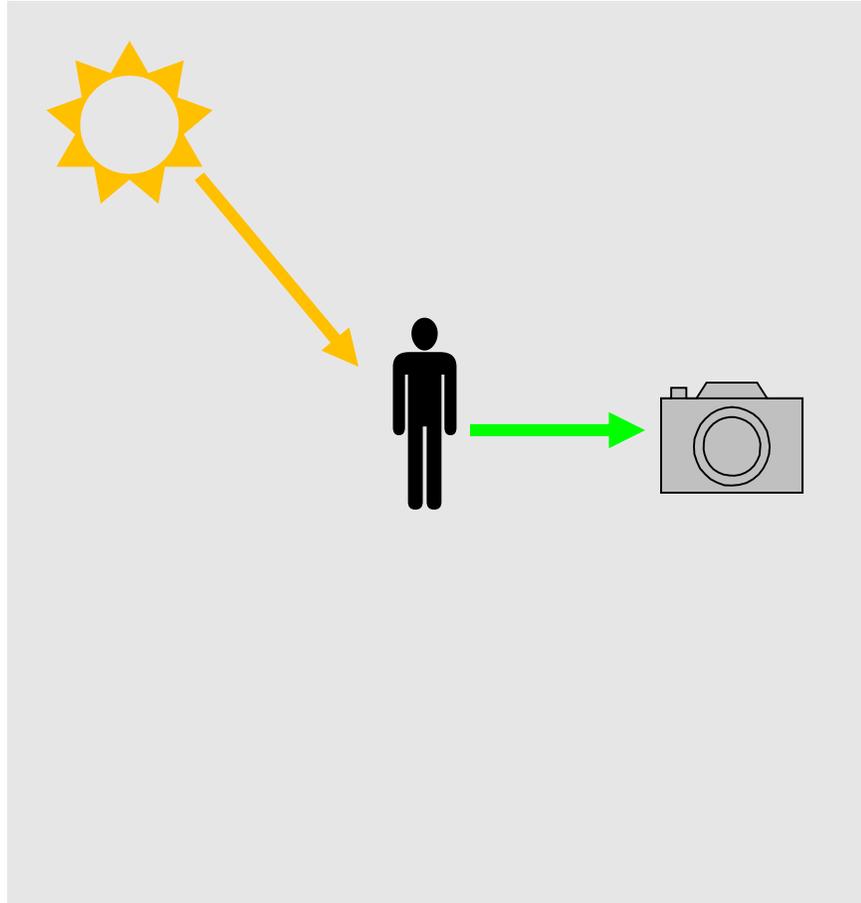
- ⚠ Light is falling off of edges of image.
- ⚠ Caused by being too close to subjects and using too wide a focal length.
- ⚠ Or by improperly seated lens hood
- ⚠ Strobe is not able to spread the light out enough to fully illuminate subjects
- ✓ Set camera focal length to 35mm and avoid shooting too close with wider focal lengths

# Daytime Outdoor Party Pics

	Camera/Strobe ISO	Camera	Strobe
Indoors/Night	800	Program	TTL BL
Outdoors/Day	200	Program	TTL BL

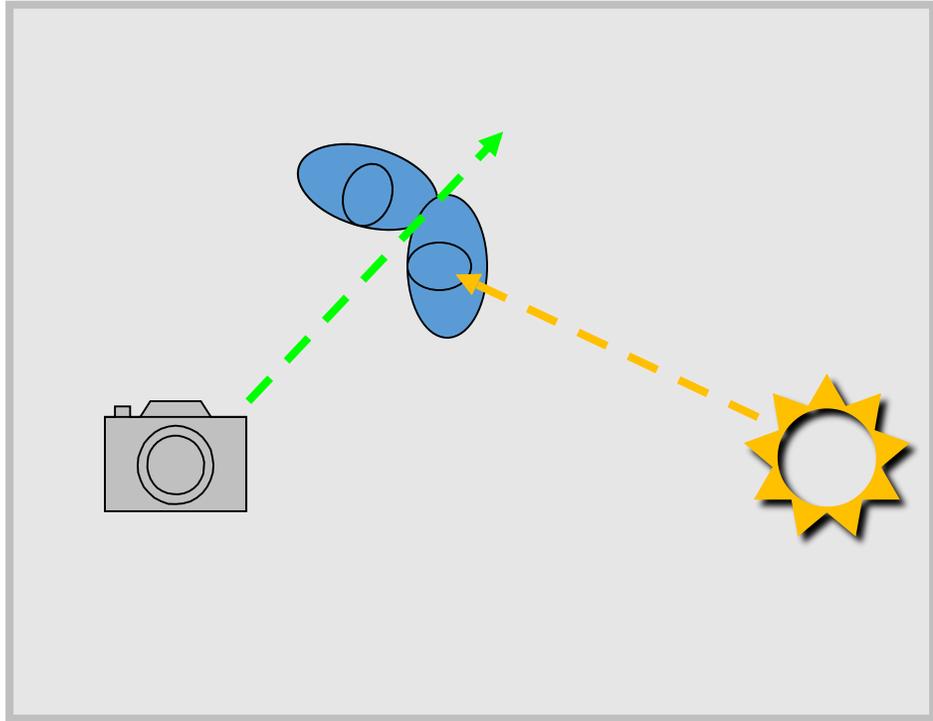
- If shooting outdoors, always keep the sun on subjects' backs
- NEVER face subjects into the sun
- Avoid lens flare where the sun is hitting any portion of the lens glass. This will create a yellow-orange haze over the image.
- May not be detectable in the viewfinder.
- Always shoot with the lens hood.
- If sun is going in or out of clouds, use Bright Cloudy/Bright Sun settings.

# Posing Subjects Outdoors



- Face subjects *AWAY* from sun.
  - Minimizes squinting
  - Faces evenly exposed with fill flash
- Face any direction if in shade or it is cloudy
- Always use a lens hood

# Early or Late Sunny Day Shooting



- If the sun is low in the sky and you face your subjects away from the sun, your camera may be pointing directly into the sun.
- This will create extreme lens flare and create a fogging effect on the images
- You may not be able to detect it in the viewfinder
- Turn your subjects  $45^{\circ}$  -  $80^{\circ}$  away from the sun