



Open Source Photography

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Michael Cannon

Peichi's smiling man, Drusus' Baba, an adventurous water-rat, Axelerant's chief operating officer, cyclist, Peimic.com founder, photographer, poet, and 900,000-kilometer traveler.

Axelerant is a digital technology and solutions partner—sharing the spark of social responsibility globally and fueled by a shared passion for open source.



What's Open Source Photography?

- Non-code **contribution**
- **Community** building
- Historical archive
- BOTP **connection**
- Marketing
- **Meetups, cons, & camps**
- **Anyone** can do



Basic Photography Equipment Needs

- Comfortable carry-all
- Camera
- Lens
- Memory cards
- Batteries
- Lens cleaner
- Snacks & water



Camera Setting Suggestions

- Auto-, action-, or green-mode OR
Shutter speed priority—1/125s
- Spot metering
- Continuous autofocus
- Automatic ISO range
- RAW w/JPEG



Pre-Event Preparation

- Prepare ahead of event
- Goals—candid & group
- Arrive early—recon & declutter
- Meetup introduction



You're the Director

- Direct people **politely**
- **Open source?** Great subject!
- Shoot **freely**





“Never stand around looking *bored*. If you’ve run out of guests, shoot the food, band, or signage”

–Gina Milicia

Shot List

- Birds of a feather
- Candids—avoid people eating
- Flashmob
- Group photo
- Keynote
- People holding up event stickers
- People mentoring during sprints
- People talking with booth exhibitors
- People wearing community shirts
- Prenote
- Q&A
- Registration desk
- Session speakers presenting
- Sprinter group shots
- Staff and volunteers
- Support desk
- Training—people talking & coding

Special Requests

- Event media or stakeholder needs
- Racial and gender **diversity**
- Groups with **branding**
- Photos for media content



Getting the Shots

- Walk in circles
- **Break** every 2 hours
- Think image contexts



Candids - Context Shooting

- Smile & wander around
- Chat with folks
- Ask for a photo
- Direct/Fix/Pose/Energize
- Moo, snap, & thank
- Share preview
- Repeat





Sessions - Context Shooting

- Smile
- Stay unobtrusive
- **Minimize** clutter & interruptions
- Have patience
- Shoot & **shift** location
- Repeat





Chokepoint - Context Shooting

- Find an **interesting** background
- Remain discrete
- Wait for subjects to make the scene
- Snore & pounce
- Repeat



Candid Group - Context Shooting

- Like candids, but shooting 2-5 people together
- Set **expectations**
- Keep group's **attention**
- Oink & boom!
- Share a preview

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Drupal Meetup

Every Solution
Begins With A Spark

DrupalCon

Every Solution
Begins With A Spark

DrupalCon

Every Solution
Begins With A Spark

DrupalCon

Every Solution
Begins With A Spark





Welcome to

DRUPALCON ASIA

XXXX 2016 XXXX

SPONSORS

Staged Group: Context Shooting

- Set expectations
- Can't see the camera or light, it can't see them
- Keep group's attention
- Shazam & bang!
- Share a preview





Event Over, Now What?

- Culling
- Post production
- Metadata
- Sharing
- Prepare for next shoot



“You’re only as good as
your *worst* photograph.”

–Peter Hurley

Don't Share All Images

- Good portfolio contains 20 images
- Got passwords or awkward moments?
- What's your style?



Culling by Image Ratings

- 100 to 20 easy, 20 to 5 difficult
- Zero star: Non-keeper
- One star: Reference
- Two star: Others will like
- Three star: These are good
- Four star: I'm proud of this shot
- Five star: call [Magnum Photos](#)

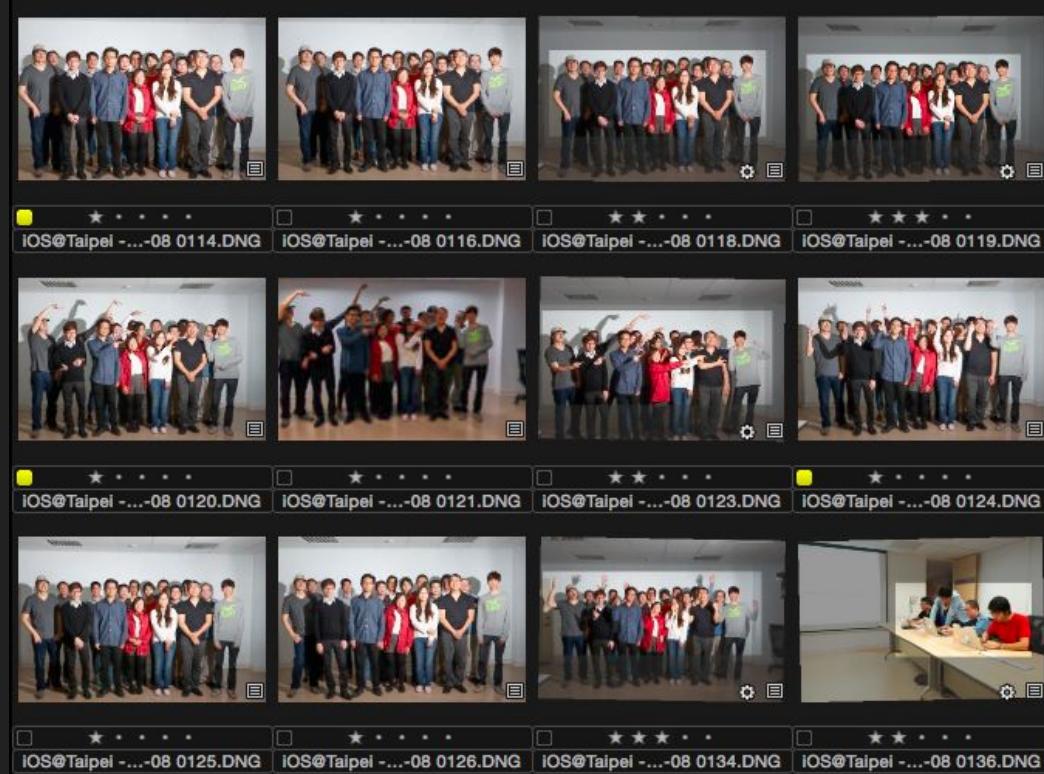


Rate Consistently & Quickly Without Regret

- Let image's worth evolve organically
- View unrated oldest to newest images
- Like picture, add a star
- View 1-starred oldest to newest images
- Repeat for 2- to 5-starred images
- Work backwards 5- to 1-starred images
- Good ratings - practice & consistency

Pick That One Image Out Of Many

- Facial expressions
- Subject's focus
- Environmental engagement
- Fewer distractions
- Blurred, soft, or sharp focus
- Personal gut feel



Rated Image Results

- Zero stars; 69-83%
- One star; 10-15%
- Two stars; 5-10%
- Three stars; 2-5%
- Four stars; 0.1-0.25%
- Five stars; no real one, yet...
- Probable outcomes



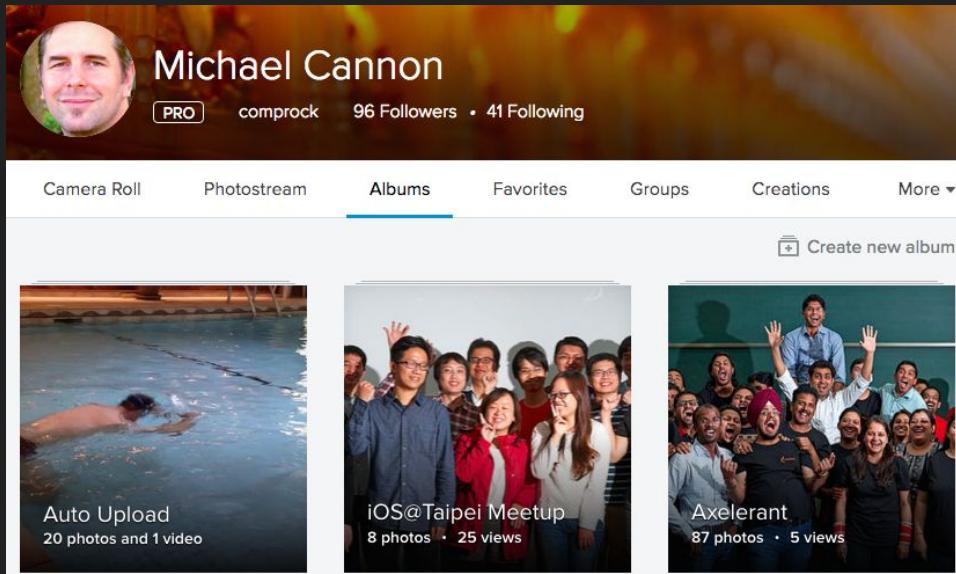
Image Post Production

- **Backup & delete unstarring** images
- Baseline **metadata**
- ≥2-stars; auto-levels and cropping
- ≥3-stars; curves, clarity, exposure, vignetting, & white balance
- ≥4-stars; local adjustments
- 5-stars; 100% view adjustments
- Specific metadata

METADATA	
Name	Value
Altitude	--
Creator	Michael Cannon
Creator's Job Title	Adventurous Water Rat
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Description	2015.montreal.wordcamp.org
Category	
> Supplemental Ca...	
> IPTC subject code	
Description Writer	
Intellectual genre	
IPTC - Image	
Location	Concordia University
City	Montréal
State/Province	Québec
Country	Canada
ISO Country Code	CAN
Title	
Job Identifier	
Instructions	
Provider	
Source	
Copyright Notice	2015 Michael Cannon
Rights usage terms	Attribution-ShareAlike 4.0 International

Where Do Images Go?

- ≥2 stars - Social media
- ≥3 stars - [Flickr albums](#)
- ≥4 stars - Portfolio
- 5 stars - [Magnum Photos](#)
- Event host & marketing team
- Meetup comment
- Facility, caterers, & production org



Got A Photo Release?

- Selling photos?
- Signed photo release required
- No release & selling = breaking law & trust





Have fun & may good light favor your subjects!



Questions?

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Thank You!

Learn axelerant.com/howosp

