



Farmers' Market Photography

Anice Wong

Let's Chat About...

- BC Farmers' Market Trail photography
- Photography 101
 - Angles + Perspectives
 - Shot Size
 - Zoom vs. Tracking
 - Background
 - Composition - Rule of Thirds; Layers; Leading Lines
 - Colours, Textures and Patterns
 - Photographing Vendors
 - The Human Touch
 - Other Tips!
- My Approach
- Questions?

BC Farmers' Market Trail Photos:

Bruno Long, Thomas Nowaczynski, Anice Wong

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All “rules” are to be broken!

But here are some guidelines to help improve photo composition...

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THE BC FARMERS' MARKET TRAIL

bcfarmersmarkettrail.com

Angles & Perspective

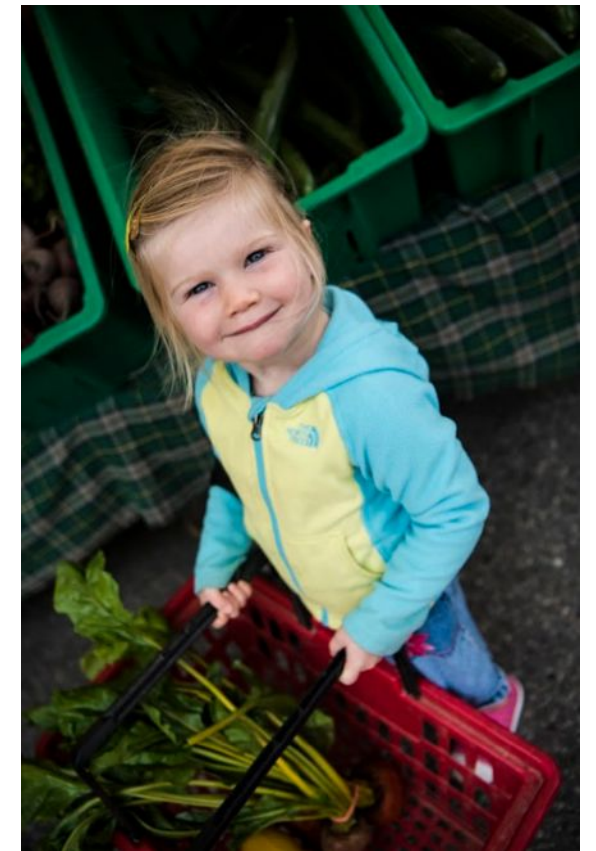
Because shooting at the same height is boring!

- High angle
- Low angle
- Bird's eye view
- Worm's eye view
- + more

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Angles & Perspective



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Angles & Perspective



** What minor adjustments can you make to create a more attractive photo?*

Shot Size

- Establishing shot
- Wide shot
- Medium shot
- Close-Up
- Macro
- + more

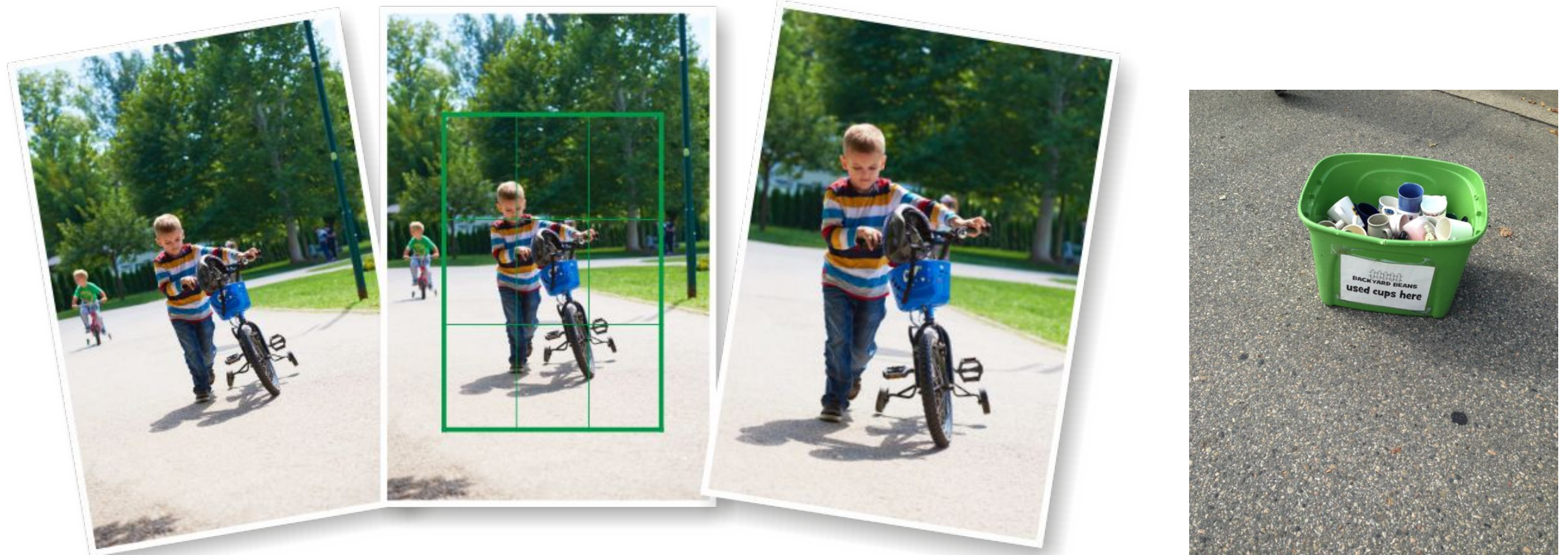
Shot Size



Kaslo Saturday Market

Fill the Frame

- In-camera editing / cropping
- Avoid “dead space”
 - this rule is broken all the time!



** What minor adjustments can you make to create a more attractive photo?*

Fill the Frame - or not!



Tracking vs. Zooming

Getting a closer view of far-away subjects



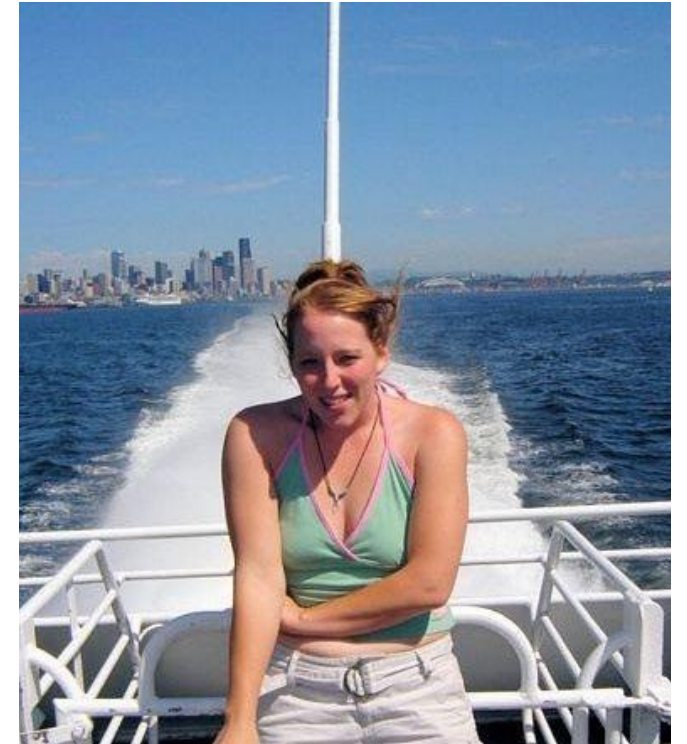
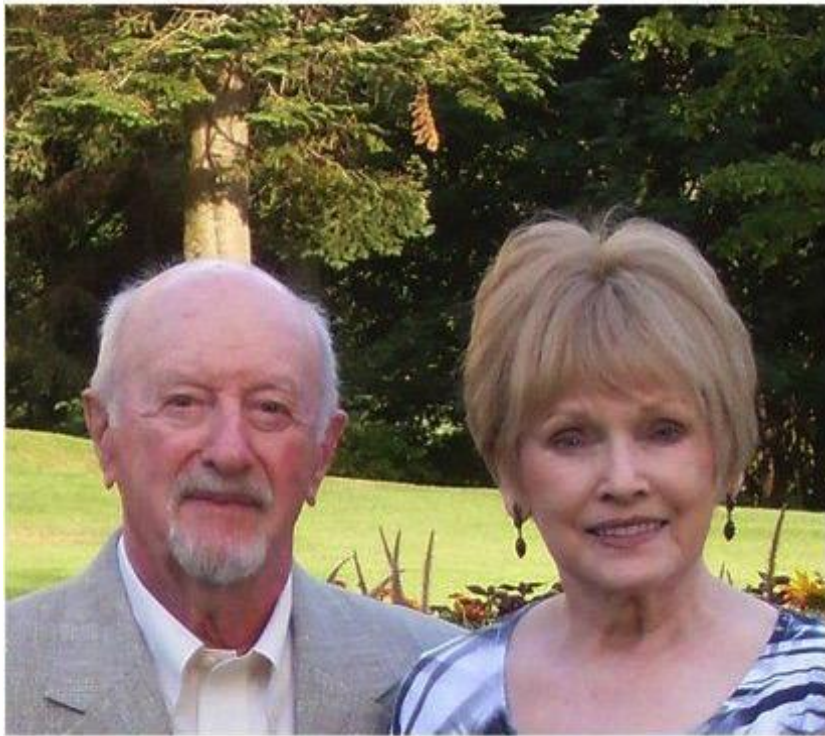
Photo: Pintrest

Watch the Background!

- What's in the background and is it distracting?
- Can you cut it out? Reframe?

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Rule of Thirds

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Photo: Wikipedia

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Rule of Thirds



Layers

- Create depth by including some foreground and background elements
- Make a 2D image look a bit more “3D”
- How can you frame your subject with layers?
- Move your feet, get lower, higher, see what is around you to use as props

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Layers



Leading Lines

- Help draw attention to your point of interest
- Actual lines or other objects that make your eyes move naturally to the subject

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- Actual lines or other objects that make your eyes move naturally to the subject
- Where other people look is where you tend to look too



Leading Lines



Unique Textures & Colours

- Everything has different and unique colours and textures!
- Focus on intricate details



Unique Textures & Colours



Photographing Vendors - happy





Photo: Guelph Mercury

Photographing Vendors - candid Shots

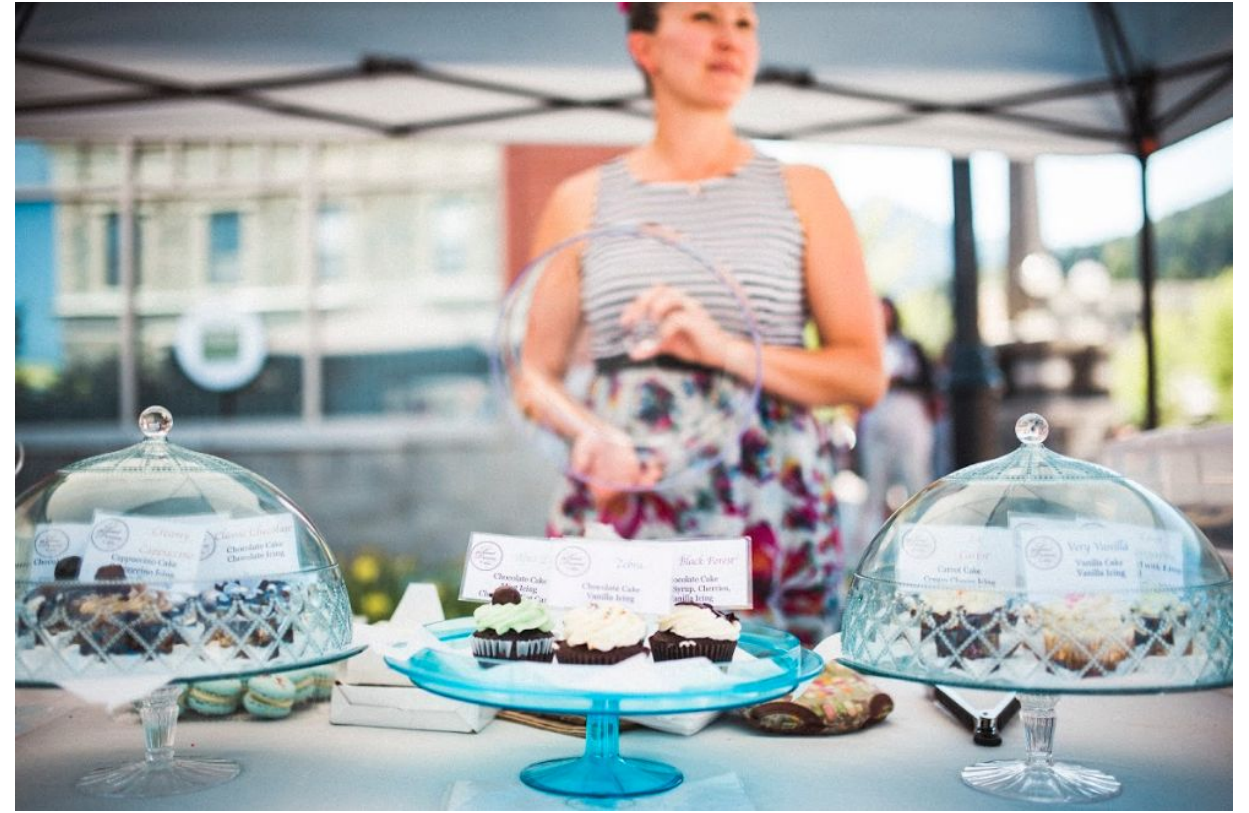


Photographing Vendors

“What should I do with my hands?”



Photographing Vendors



Photographing Vendors



Photographing Vendors - signage



Photographing Vendors - who are they?

- Get to know them!
- Share their unique stories



Human Touch

- Humans make things more interesting...
- Hands, eyes, smiles, facial expressions, interactions
- How to make a shot more dynamic, engaging, fun, less static



Human Touch



Human Touch

Logos in use



Photo: Cranbrook Farmer's Market

Other Tips...

- Move your feet and look behind you!
- Lighting not good? Come back in a few hours when the sun + shadows have moved
- Learn how to use your camera works (please)
- If something catches your eye, ask yourself, “what do I like about this scene or subject?” Once you know, focus on that - don’t try to capture too many things in one photo
- Practice and experiment
- Be patient

My Approach

- Arrive early - booths are full and looking their best; usually less people
- Introduce myself - why I'm taking photos, for what purpose, where/how they will be used
- Ask vendors if I can take their photos
- *Make sure shoppers know I am taking their photo
- Before repositioning products - ask the vendor
- Make myself visible with my camera - no sneaky business!
- Don't stand in the way of shoppers shopping, or vendors selling

Resources

Tips for Shooting at Farmers' Markets:

- photofocus.com/2014/09/10/5-photo-tips-while-at-a-farmers-market/
- food52.com/blog/17529-how-to-be-a-polite-human-while-taking-photos-at-the-farmers-market

Basic Photography Tips:

- petapixel.com/2016/09/14/20-composition-techniques-will-improve-photos

Questions?

Contact:

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