



EXCLUSIVE DOWNLOAD

*HOW TO CREATE*  
**STUNNING**  
*IPHONE PHOTOGRAPHY*



[WWW.NICOLERICCARDO.COM](http://WWW.NICOLERICCARDO.COM)

# *photography tips*

## **1. Line up with the grid**

Turn on the grid in your iPhone (settings>camera>grid) to line up vertical and horizontal lines to make sure your photos are even. I also love to use this feature for the rule of thirds which helps create symmetrical and eye-catching photos.

## **2. Natural lighting is your best friend**

This one is the game changer, y'all. Use indirect light to avoid harsh shadows (I like to shoot inside next to large windows). Experiment with the direction your blinds are positioned to achieve your desired lighting.

## **3. Keep your shoot times consistent**

Your photography plays a major role in achieving cohesiveness, whether that is of your Instagram feed or branding. We already know that good lighting is the game changer, and you are probably also aware that the lighting is very different depending on the time of day. Try to keep your shoots around the same time to help achieve a consistent lighting style. I prefer early morning!

## **4. Be mindful of your brand colors**

Your brand colors and aesthetic should be transferred to your photographs as well. Keep this in mind for your flatlays, what props you use, your outfits and accessories, and even your backgrounds.

## **5. Edit minimally & consistently**

If you have good lighting, your editing process should be pretty minimal. I like to adjust clarity, contrast, vibrance, temp, and sometimes exposure. Find your own process and keep it consistent across all photos to create your unique aesthetic!

