

TRAVEL SNAP CARDS

SNOW



When you encounter snow during travel photography it will be one of two situations. It will be a location that always has snow, or it will be a location that just happened to have snow while you are there. Your approach to these two situations will be different.

PRINT SIZE: A5
14cm x 21cm /
5.83" x 8.27"

WARM THE IMAGE



If your destination has snow year round, adjust the color balance on your camera to a slightly warmer setting. Add warm colors to the foreground to create interest and add color contrast to the preponderance of blue.


WHITE BALANCE SETTINGS THAT ADD WARM TONES

COLOR
TEMPERATURE
APPROX.
KELVINS


CLOUDY
6000 K


DAYLIGHT
5200 K


SHADE
7000 K


CUSTOM
2000-10000 K

DESTINATION SNOW

WHAT YOU NEED TO BRING

If traveling to a snowy destination, research what activities you may be able to capture during your visit.



- Carry extra batteries for your camera and accessories, as they will not last as long in the cold.



- It's a good idea to keep your batteries in a sock or mitten along with a chemical hand warmer.



- Graduated filters and lens hood

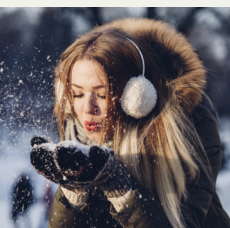


Look for interesting angles and points of view. Avoid the 'dead on' shot.



Graduated filters are an excellent way to add some color contrast to what might be a very white and bland scene. Keep it looking natural if you intend to market your travel photography.

UNPLANNED SNOW



Don't let a good snowstorm slow you down. Use foreground interest, and if possible, background interest as well. Tell the story of where you are.

Snow creates interesting human interaction with the environment. It can be candid or you can set it up. Look for interesting lighting, colors, and shapes to add vibrancy to the scene.