

TRAVEL SNAP CARDS

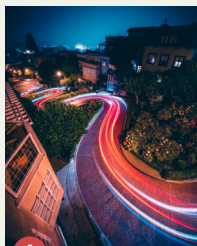
NIGHTLIFE



Key points to remember for 'nightlife' travel photography. Unless, a client has indicated otherwise, try to create images (that for the most part) will appeal to most age groups. Don't forget to establish location in a nightlife photo, which is often difficult. Research local customs, so that you can create a travel connection to your photograph.

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

LOCATION, LOCATION, LOCATION



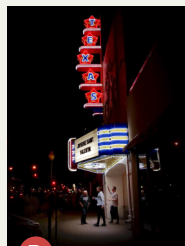
A



B



C



D

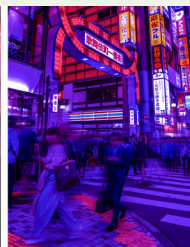
This nightlife photograph of Lombard Street in San Francisco (A) is an exquisite example of nightlife travel photography. The location is instantly recognizable. It appeals to all ages. It has fantastic lighting. Plus, it makes great use of Urban Energy (B: Same location during the day). An excellent tool to add location information is to include lit signage that shows the location (D) or in the local language (C).

RESEARCH



Many travel destinations have nightlife rituals. Research what might happen at your destination and prepare in advance.

A LITTLE POST HELP



A brightly colored nightlife shot is always a winner. It may occur naturally (left), or can be created in post-production (right). One of the best tools for adding color in Lightroom is the gradient tool.

QUICK GUIDE

A / Av

Aperture
Priority Mode
or Manual Mode



Exposure
Compensation



Slow Shutter
Speed

ISO

High ISO
+ RAW



Use a tripod
(If possible)



External Flash
(If possible)