

# TRAVEL SNAP CARDS

## URBAN ENERGY



Nothing adds value and interest to an urban travel photograph like creating an energizing image. What exactly is “Urban Energy”? Probable the fastest way for you to learn what it is- would be to compare it to what it isn’t.


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


### HOW DO YOU ADD URBAN ENERGY TO A STATIC, STILL, TRAVEL PHOTOGRAPH?


The Image on the left (A) is static and lacks Urban Energy, this is despite the fact that it is a well-known travel destination.

The image of the Eiffel Tower (B) on the right, creates Urban Energy by utilizing the three techniques below.

#### TECHNIQUES TO ADD URBAN ENERGY

 **1. An unusual camera point of view.** (On Image B the camera is practically lying on the grass.)

 **2. Use your shutter speed creatively.** Blur, sharp, somewhere in between: even better is a bit of all three such as in photograph B.

 **3. Time of day matters.** Generally, the most dramatic light will occur from sunrise until 1 hour after sunrise. In the evening, it will be from 1 hour before sunset until 1 hour after sunset. The time frames will vary by geographic location.

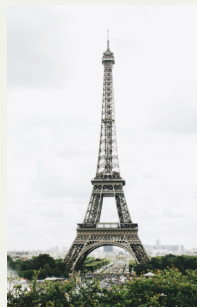
Photograph C on the left utilizes some of the discussed techniques. Yet, it isn’t a good “Urban Energy” travel photograph. Image D is a fabulous ‘Urban Energy’ travel photograph. What’s the difference? Never forget your endgame! A travel photograph must indicate the location. Image C could have been taken almost anywhere. Image D has a recognizable skyline.

**4. Urban travel destinations always take on an increased energy, and visual beauty, at night.** (E vs F)

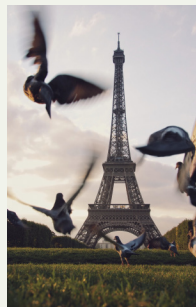


#### Plan accordingly.

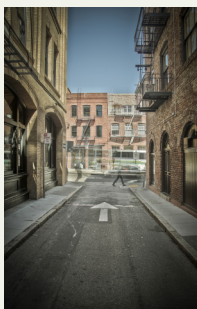
- Practice creating sharp pictures in low light.
- Pick up a small monopod that can fit into a purse or a small camera bag.
- Look for solid objects on which to brace your camera, such as a wall.



A



B



C



D



E



F