

Beyond Point and Shoot: Using Photography to Communicate Trees (Even with Your Phone)

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Session Objectives

By the end of this session, participants will:

- Understand how photography shapes public perception of urban trees
- Learn simple techniques to make stronger tree photographs using a smartphone
- Improve their ability to visually communicate tree benefits, needs, and impacts

Session Outline

1. Why Photography Matters in Communicating Trees

- Why Tree Photographs Matter
- The Difference Between a Picture and a Photograph

2. Five Steps to More Effective Tree Photography

- **Step 1: Stop Taking Pictures — Start Seeing Photographs (the 30 second pause)**
- **Step 2: Define Your Subjects — What Are You Actually Photographing?**
- **Step 3: Compose with Intention — Tips for Making Better Compositions**
 - Change Your Position
 - Visually Clean the Background
 - Use the Grid (Rule of Thirds)
 - Look for Design Elements
- **Step 4: Use Light to Tell the Story**
- **Step 5: Use Your Phone's Power Intentionally**

3. Editing: Simple Improvements That Make a Big Difference

4. Sharing & Storytelling

5. Take Home Thoughts

- Photography Resources
- Common Tree Photography Mistakes
- A 5-Part Tree Photography Formula