

Open Source Photography

Michael Cannon
Open Source Photographer
michael@axelerant.com



Michael Cannon

Peichi's smiling man, Drusus' Baba, an adventurous [water-rat](#), Axelerant's [chief operating officer](#), [cyclist](#), [Peimic.com](#) founder, [photographer](#), [poet](#), and [900,000-kilometer traveler](#).

Axelerant is a digital technology and solutions partner—sharing the spark of social responsibility globally and fueled by a shared passion for open source.



What's Open Source Photography?

- Non-code **contribution**
- **Community** building
- Historical archive
- BOTS **connection**
- Marketing
- **Meetups**, cons, & camps
- **Anyone** can do



Basic Photography Equipment Needs

- Comfortable carry-all
- Camera
- Lens
- Memory cards
- Batteries
- Lens cleaner
- Snacks & water



Pre-Event Preparation

- **Prepare** ahead of event
- **Goals**—candids & group
- Arrive early—recon & **declutter**
- Meetup **introduction**



Camera Setting Suggestions

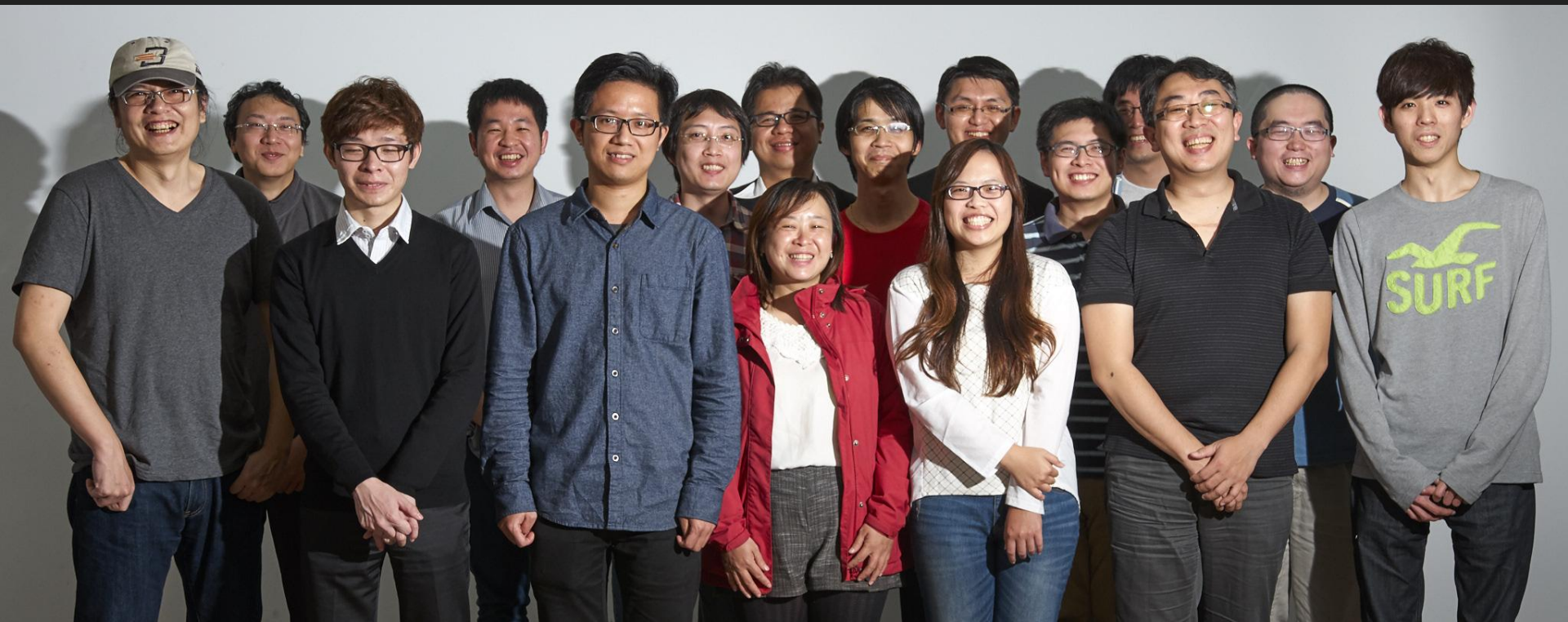
- Auto-, action-, or green-mode OR Shutter speed priority–1/125s
- Spot metering
- Continuous autofocus
- Automatic ISO range
- RAW w/JPEG



You're the Director

- Direct people **politely**
- **Open source?** Great subject!
- Shoot **freely**





Shot List

- Birds of a feather
- Candids—avoid people eating
- Flashmob
- Group photo
- Keynote
- People holding up event stickers
- People mentoring during sprints
- People talking with booth exhibitors
- People wearing community shirts
- Prenote
- Q&A
- Registration desk
- Session speakers presenting
- Sprinter group shots
- Staff and volunteers
- Support desk
- Training—people talking & coding

“Never stand around looking *bored*. If you’ve run out of guests, shoot the food, band, or signage”

–*Gina Milicia*

Special Requests

- Event media or stakeholder needs
- Racial and gender **diversity**
- Groups with **branding**
- Photos for media content



Getting the Shots

- Walk in circles
- **Break** every 2 hours
- Think image contexts



Candids - Context Shooting

- **Smile** & wander around
- Chat with folks
- **Ask** for a photo
- Direct/Fix/Pose/Energize
- Moo, snap, & **thank**
- **Share** preview
- Repeat





Sessions - Context Shooting

- Smile
- Stay unobtrusive
- Minimize clutter & interruptions
- Have patience
- Shoot & shift location
- Repeat





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AUGUST 2016

Checkpoint - Context Shooting

- Find an **interesting** background
- Remain discrete
- Wait for subjects to make the scene
- Snore & pounce
- Repeat



Candid Group - Context Shooting

- Like candid, but shooting 2-5 people together
- Set **expectations**
- Keep group's **attention**
- Oink & boom!
- Share a preview

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SPONSORS

Staged Group: Context Shooting

- Set **expectations**
- Close left eye, no camera move;
repeat for right eye
- Keep group's **attention**
- Shazam & bang!
- Share a preview





Event Over, Now What?

- Culling
- Post production
- Metadata
- Sharing
- Prepare for next shoot



“You’re only as good as
your *worst* photograph.”

–*Peter Hurley*

Don't Share All Images

- Good portfolio contains 20 images
- Got passwords or awkward moments?
- What's your **style**?



Culling by Image Ratings

- 100 to 20 easy, 20 to 5 difficult
- Zero star: Non-keeper
- One star: Reference
- Two star: Others will like
- Three star: These are good
- Four star: I'm proud of this shot
- Five star: call [Magnum Photos](#)

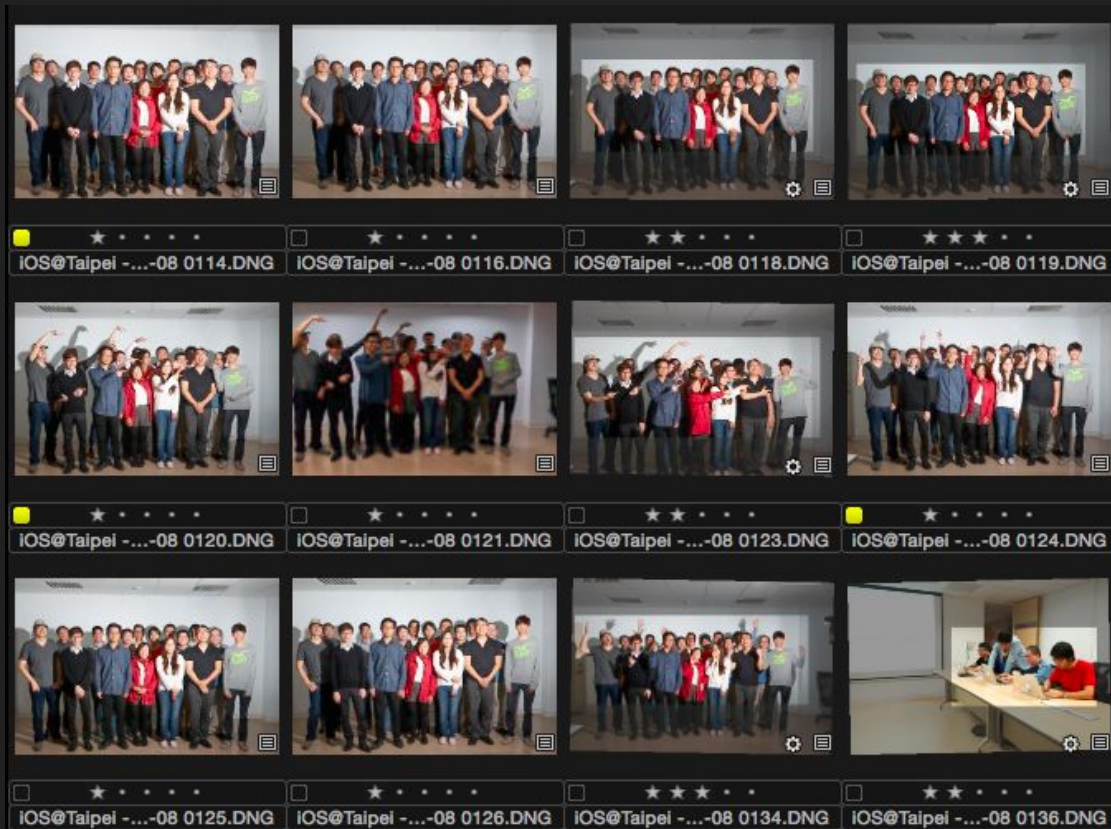


Rate Consistently & Quickly Without Regret

- Let image's worth evolve organically
- View unrated oldest to newest images
- Like picture, add a star
- View 1-starred oldest to newest images
- Repeat for 2- to 5-starred images
- Work backwards 5- to 1-starred images
- Good ratings - practice & consistency

Pick That One Image Out Of Many

- Facial expressions
- Subject's focus
- Environmental engagement
- Fewer distractions
- Blurred, soft, or sharp focus
- Personal gut feel



Rated Image Results

- Zero stars; 69-83%
- One star; 10-15%
- Two stars; 5-10%
- Three stars; 2-5%
- Four stars; 0.1-0.25%
- Five stars; no real one, yet...
- Probable outcomes

Rating

None

0

★

96

★★

31

★★★

14

★★★★

2

★★★★★

0

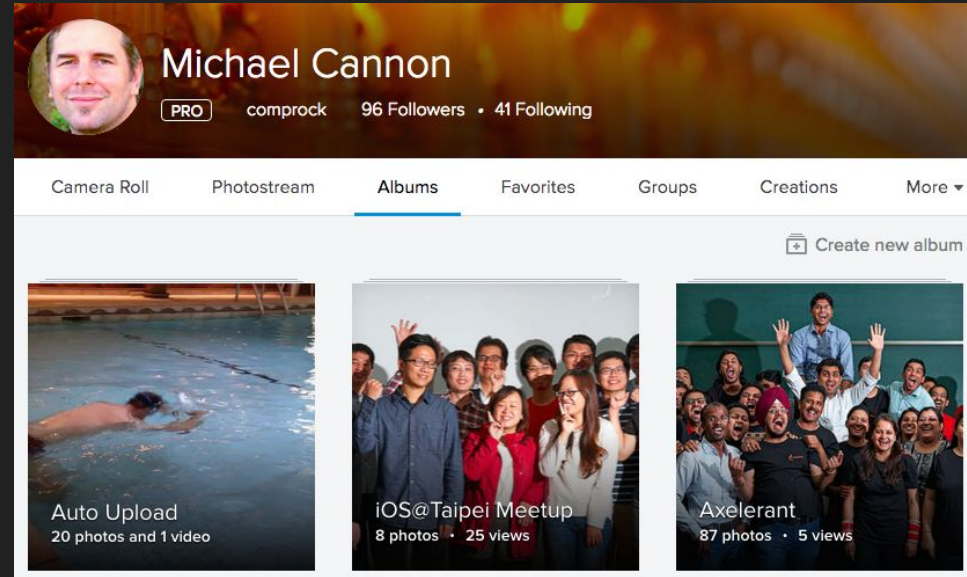
Image Post Production

- Backup images & delete unstarred
- Baseline metadata
- ≥ 2 -stars; auto-levels
- ≥ 3 -stars; cropping, curves, clarity, exposure, vignetting, & white balance
- ≥ 4 -stars; local & 100% adjustments
- 5-stars; love & affection
- Specific metadata

Name	Value
Altitude	--
▼ IPTC - Contact	
Creator	Michael Cannon
Creator's Job Title	Adventurous Water Rat
Address	PO Box 55071-6364
City	Boston
State/Province	MA
Postal code	02205-5071
Country	USA
Phone(s)	+1 617 539 6072
E-Mail(s)	michael@peimic.com
Website(s)	http://peimic.com
▼ IPTC - Content	
Headline	WordCamp Montreal 2015
Description	2015.montreal.wordcamp.org
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Description Writer	
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Intellectual genre	
> IPTC scene	
Location	Concordia University
City	Montréal
State/Province	Québec
Country	Canada
ISO Country Code	CAN
▼ IPTC - Status	
Title	
Job Identifier	
Instructions	
Provider	
Source	
Copyright Notice	2015 Michael Cannon
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Where Do Images Go?

- ≥ 2 stars - Content filler
- ≥ 3 stars - [Flickr](#) & Social media
- ≥ 4 stars - Portfolio
- 5 stars - [Magnum Photos](#)
- Event host & marketing team
- Meetup comment
- Facility, caterers, & production org



Got A Photo Release?

- Selling photos?
- Signed [photo release](#) required

No release & selling = breaking law & trust





Have fun & may good light favor your subjects!



Questions?

Michael Cannon
Open Source Photographer
michael@axelerant.com
+1 617 539 6072

Thank You!

Learn axelerant.com/howosp

