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Movie Poster 3 Act 2

Now, we're going to get into the framing and adding elements.

Following the Rule of Thirds, this is one of the things that people mess up all the time. The concept even, when I tell people, they still don't get it for a long time – that you don't have to be in the dead middle of a picture.

When you take a picture, it's actually best not to have your subject right in the dead center of it. And photographers use something called the Rule of Thirds and it's putting yourself off center either in the first third or two-thirds of the frame.

So in this one, I'm pretty much in the first third of the picture for my body. It's not in the dead center. I'm off into the third of it. This works so much better than being in the center. The center's what you usually use like in school pictures or old family pictures where everybody has to be centered up. You want to add an interesting element to it. And putting somebody off center just will draw attention to it.

Getting other stuff into the shot. Scenery makes the shot more interesting.

You can see in this one, this is a picture taken in the dark with a Blackberry at the time. This would be at, I think, the 2011 Grammy Awards. And you can see the Grammy logo in the back and all the lights going on and people having a party. So this was an interesting shot that tells a story about me doing something fun.

So you want to put these elements into pictures. Anything you can find to put into the images you're taking, pictures you're taking, to tell a story of where you are.

Say you're at the zoo with the family. Getting an animal in the background, having your kid in the first third and getting the elephant in the back third is more interesting than having just a picture zoomed in of your kid. Which is good. I like pictures of my kid also, but you want to have interesting pictures that tell stories and this is one of the components.

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Don't be scared of close-ups. They're interesting and they can be smoothed out in editing. When I show you the stuff we do in editing, don't worry about having wrinkles or blemishes. Those all can be smoothed out without any problem at all.

But you can see how cool this is. This is a very, very close picture of the two of us. But it's one that people like. This is actually one of my favorite pictures of me and my son. I get a lot of comments on this one.

You want your pictures all to look different. You want some where you're further away and you've got stuff going on in the background. You want some where you're zoomed in really close. You just want all these pictures to be different. When people are scrolling through, they'll see different things.

You don't want to get into one style you're doing all the time.

And think outside the box. Don't make them look like school pictures. You can see this one is, my face isn't even in the picture. My face is completely covered up. This breaks the rule that a lot of people use in taking pictures. If this was them, they'd want just a picture of them with their kid, both looking at the camera, smiling and in the dead center.

This one, you don't even see me. It's more a picture of my son with the tattoo. This one is a picture of a guy with a woman with a picture of them in the reflection of a lid on a pot where they're cooking.

This one's just a picture of a woman's shoes. These are all interesting. Just think about this being a profile picture. This is a brilliant, a really cool profile picture that kind of tells a story and is much more interesting.

This is a guy doing something with a five dollar bill. And this is another one of my favorite ones. I'm not even in the picture completely. I'm halfway in and my kid's in the background looking up at me. These are things that aren't typical profile pictures, but these really work and they add a level of interest to it.

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Now, pictures like this one don't just pop out like this. This took some editing. So what I'm going to go over now is how to edit pictures where they look like this so they'll really stand out and look professional.

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