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Movie Poster 4 Act 3

In this third and final act, we're going to go over simple effects in editing. And it's such a good time to be alive right now, right? I mean, it's easier than ever to create interesting and high quality photographs using nothing more than your smart phone and free or low-cost apps.

I've always had the heart of a photographer but never really got into it because there was so much technical stuff I had to learn. So much expensive equipment you had to buy or learning Photoshop and all types of stuff to make them look good. Now, man, it's nothing.

So you can spend a very, very small amount of time sprucing up your pictures, which will give them that movie poster look that will subconsciously position you as the celebrity of your industry, or make them really interesting photos.

You can also add text to images and easily create memes that will be shared.

Now, what I want to show you is just one way, one tool for doing this. You can replicate this very similarly with many other apps. This lesson is about how to make your images stand out and not a technical lesson about an app or saying that one is better than all the others.

Now, what I use is one called Camera Plus for cropping and adding filters. This is available on iPhone. This is available on Android. I got it for ninety-nine cents. I think it's usually about four dollars and you can buy additional filter packs for a dollar. And I buy whatever they come out with. I've probably spent about, maybe spent a total of ten dollars getting everything set up on this one.

But this is about all you need. You can take pictures with Camera Plus and apply all types of different filters to it. That gives you those cool effects like I showed before. The one with me in the foreground with my face half cut off and my son in the background. That's one you can easily do.

And there's also a free site called Pixlr.com that you can go back and add text to.

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Let me show you what it looks like. I did this one with Camera Plus. This was just a picture taken outside my brother-in-law's house with my iPhone 4S. I cropped it with the Camera Plus app. Applied a filter called Lomographic,and then added a vignette frame to it. So that's all I did. Just cropped it out, applied a filter to give that color and the vignette frame is one that adds that darkening around the corners.

Went back in and added a text to it. So aggressively avoid becoming a "me too" by assertively being a no other option. So I added the text. That's before and after with just an iPhone app and a free web tool to apply text to it.

Now, there are other text ones. You can use one called Text FX. That's an app-based one, if you don't want to deal with computers. You can do all this just right from your phone before even posting it. So you can take this picture, do all the editing, in about three or four minutes, and post on Facebook just that easy.

So you can see the difference between someone just posting that one, before, and the one after. It's a world of difference. And it doesn't take that much time. And that's the little things that are going to set you apart from everybody else in your industry. It makes you really look like you have got a full branding team behind you, pushing your forward and coming up with creative ideas to make you look like a star.

This is another one. This is just a picture of my son walking in the backyard. Now, what I did with this one, I am down laying on the ground and he is slightly above me. This is a very, very small hill. It looks like a big one. But I have the iPhone on the ground, with my head on the ground sideways, taking a picture of him walking down the hill.

And all I did then, I just applied a filter to it and I used an interesting text on this one. Instead of just writing like I did on this one with the white, I used different, in the top one I used all caps. In the end, I spun that around to put that on the side to just be a little more interesting. I put the yellow box around that. I put a different font under the No Thanks.

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And then I'd rather embrace hills in red and big and used the & sign there, changed the V on the side. Used all different colors, to make it really jump out. And you can see this one, again, got 18 shares and when I took this snapshot, it was still going, so it's probably got more than that now.

This is another one. This is a business one. Very easy one. I actually did this one with the Text FX app. Unless you quickly shift, you're about to be left behind. A major change is coming. It's just a picture of me with the Houston skyline over, of the downtown streets of Houston. I'm off to the side, using the 1/3 rule. And just threw a text box on here, made it interesting.

This is another one. This is, we're on a cruise. This is Rob Burns. And it was steampunk. They dressed like steampunk people for Halloween. We were on a cruise around Halloween. So I grabbed his goggles and his gun and we took a picture. This is nothing more, again, than a Camera Plus filter I used to make an interesting picture, instead of a picture of us standing there.

I put some other elements. I put a frame around it, just making it more interesting and fun.

And that's it for this Movie Poster section. It's very easy to look good on camera using the rules I went over in the first one. So whenever you're having your picture taken, remember that. And do some practicing first.

And then when you're taking pictures, make sure you're framing it where it's interesting pictures. And don't limit yourself to the same old type of pictures. And just explore some of the apps you can use on your smart phone to apply these cool filters and text on pictures, so you can make them interesting.

You're going to have to find your own style. And if this is something you guys want more of, we can certainly create a more detailed explanation of why I put filters on certain things and how we do this and go over some more detailed training on certain ones, if you want that.

But that's it and thank you so much for watching this Movie Poster 1. And we'll get to the next video now.

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