

ABMEDIA

CAPTURING THE SOUL OF YOUR BRAND

branding & photography combined in harmony.

THE HEART OF THE APPROACH

- Photography is about enjoyment, not pressure
- Authenticity over perfection
- Every shoot tells a story — the little details are what make it unique to you and what you're capturing
- Your brand comes alive through the in-between moments.

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WHAT LIGHTING?

- Natural light is your best friend, so use it! — however try to use mornings or late afternoons
 - Avoid harsh midday sun (unless for creative effect) - it can be really useful for shadows and play
 - Face your subject toward the light source for softer skin tones
 - Use reflectors (white wall, sheet, or purpose-made) to bounce light
 - Cloudy days = beautiful, even lighting
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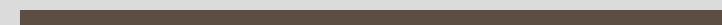




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WHAT LOCATION?

- Pick spaces that fit the story you want to tell, choose a location that represents that. A white wall could be anywhere!
- This is about reflecting your brand or the person / brand you are photographing
- Look for textures, depth, and light variety - basically, create interest. But not too much interest!
- Move around — small angle changes = big difference - think outside the box





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PHOTOGRAPHING PEOPLE. AH!

- The obvious place to start - get to know the client. Speak to them on the phone, get coffee, start understanding the way they work, it helps.
- During the shoot, try to keep the conversation flowing — make the environment feel fun and relaxed. Have a laugh, people generally DON'T like being photographed so it's important to make them feel at ease.
- Show a few shots as you go if that's required. Ask them if they have a favoured side or way of standing and use that as the starting point.
- Guide gently, but don't over-direct, it should feel free-flowing.
- Let natural expressions shine and use that to your advantage, it's the in between moments that are often the shots!

TIPS & TRICKS



BEST KEPT SECRETS!!

- Reflectors — bounce and soften light
- Tripod — stability for sharper shots
- Diffuser / sheer fabric — soften harsh sunlight
- Editing tools — Lightroom, VSCO, or mobile apps for quick tweaks
- Props / environment — add storytelling elements



THE CAMERA'S EYE!

What is the Aperture?

Think of aperture as the size of the camera's eye opening.

Small number (like $f/1.8$) = big open eye → lots of light comes in.

Big number (like $f/16$) = tiny open eye → little light comes in.

Shutter Speed (how fast the eye blinks)

When the eye opens big (small f-number), too much light can rush in, so the camera often needs a faster blink (faster shutter speed).

When the eye opens small (big f-number), less light comes in, so it needs a slower blink (slower shutter speed) to let enough light in.

What's the Depth of Field?? (basically, how much is sharp)

Big open eye (small f-number) = shallow depth of field → only a small part is sharp. - Great for portraits because your subject is sharp and the background goes soft and blurry.

Small open eye (big f-number) = deep depth of field → lots of the scene is sharp. - Great for interiors, rooms, landscapes—anything where you want everything in focus.



FINAL THOUGHT

“PHOTOGRAPHY ISN’T ABOUT
PERFECTION —

IT’S ABOUT CONNECTION
WHEN PEOPLE FEEL
COMFORTABLE AND LIGHT
FEELS NATURAL, MAGIC
HAPPENS”

