



What is important ?

85mm

Street Photography

About me

- Thomas Leuthard
- 39 years old
- Zug, Switzerland
- Street Photographer
- Started in May 2009
- Left eyed
- Nikon D7000
- Panasonic Lumix GF1
- Prime lenses only



85mm
Street Photography

Street Photography

“Luck is what happens when preparation meets opportunity.”

Seneca

Why Street Photography

Street Photography is...

- ...always there
- ...available everywhere
- ...free of charge
- ...challenging
- ...versatile
- ...always different
- ...thrilling
- ...real and straight
- ...changing your life
- ...

You can make a good street photo within one second...

10 Things

1. Plan / Idea
2. Seeing it...
3. Light
4. Composition
5. Settings
6. Capturing
7. Processing
8. Publishing
9. Networking
10. Marketing

The Perfect Photo



Seeing
Idea
Marketing
ISO
Light
Composition
Shutter
Emotions
Capturing
Passion
Settings
Networking
Aperture



Plan / Idea

Plan / Idea



- Without a plan, nothing will happen
- Keep it simple, but clear
- Have simple topics / themes / exercises
 - Color, Shoes, Body Part, Bags, etc.
- Be creative, different, crazy
- Look at other people's photos
- Look through magazines
- Stand out to the streets and look at the people
- Formulate a short concept with the basic rules
 - Shoes only, one focal length, from the floor, B/W, square, ...
 - Color Red, one focal length, details only, extreme composition, ...
 - Garbage, macro lens, from the floor, on the street, don't touch, ...
- The more rules you formulate, the better you can focus on it





ALL★STAR

ALL★STAR



Seeing it...

Seeing it...



- Take your concept and go to the streets
- Forget everything around you, you are on a “mission”
- Scan the streets for your “target”
- It will be much easier with just one thing on your mind
- When you don’t focus, you will not see anything
- There are days, when you don’t see things
- Train your eye every day (also virtually)



He holds her bag like a thief...
She grabs his bottom like a...

This is just a detail, but tells a story.
As long as you can interpret
something into a photo, there is
“food” for your thoughts.

- The feet are not relevant
- The bag of him is not relevant
- The faces are not relevant
- It's just the hand situation



There are things you would not believe until you have seen them...

Technically this is just a snapshot, but the situation is so scurrile that it was worth the shot.



A little bit of everything...

This photo combines different elements. There is a lot to see...

What do you see...?



Light

A black and white photograph of a man in a suit and hat standing on a train platform, looking out at the tracks. The word "Light" is overlaid in large white text. The scene is a train station with tracks curving into the distance. A man in a suit and hat stands on the platform, looking out. The word "Light" is written in large white letters across the center. The background shows a city street with buildings and a clock on the wall.

Light



- It's all about the light
 - Sunny = Difficult
 - Rainy ≠ Nice
 - Cloudy / Foggy = Perfect
 - Night = Special
- You always need enough light
- Light is always there, play with it
- Know where the light comes from
- Morning and evening sun is much softer
- If you want to see faces, have the light in your back (portrait)
- If you want to see forms, have the light in your front (Silhouette)
- Always check the light situation before you continue
- Increase your ISO value to compensate low light (or use a tripod)









Praying...



Running into the light...

VAPIANO

SALAT & ANTIPASTI

PASTA & RISOTTO

PASTA

PASTA & RISOTTO

STREBBO

COLLEGE
BIBBIA



Composition

Composition



- Is more than 50% of a good photo
- Makes a big difference
- Calms the photo
- Prevent boring camera positions
- Try it from the floor
- Try out other crazy things
- Rule of Third/Golden Ratio
- Depth of Field
- Focus must not be in the middle

You can make a good photo from a boring subject, but you can also make a bad photo from an interesting subject.

“Concentrate rather on your style than on technology.” - Siegfried Hansen



The focus must not always be where we expect it...



- It's all about perspective
- Centering is not a problem here
- A narrow depth of field
- Interesting Colors

Shots from the floor make an interesting perspective...



Several layers are also very important...



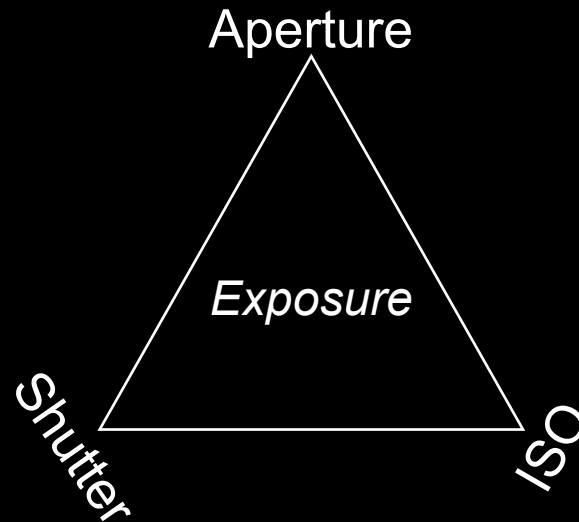
Foreground, Object, Background...



Settings



Settings



Priority

1. Shutter
2. Aperture
3. ISO

- 2 x shutter speed of your focal length (e.g. 85mm ~ 1/160, 50mm = 1/100)
- An aperture which is sharp (e.g. Nikon 50mm 1:1.8D @ f/4)
- An ISO value which is not grainy (not higher than ISO 400)

*I shoot in A Mode (Av) to control the Aperture & the Depth of Field.
On my Lumix GF1 I shoot only in Mode P, as I don't care about it.*

Siegfried Hansen shoots 80% in Mode P, 95% with ISO 640 and JPG only

Settings



Why is everybody teaching technical lessons first?

This is all technical theory. If you don't bother, you put the camera in Mode P and shoot like that. You don't see in the photo, if you were on P, A, S or M. A lot of people think they are better photographers when they control all the settings themselves. A good photo is much more than the right camera settings and these can do the camera most of the times itself. So keep focusing on the really important things like composition.

Start shooting in Mode P and forget about the settings. Maybe a bit of Exposure Value (EV) correction. That's it. You will see that, it will be a relief, when you know, that you can trust the camera.

To keep track on the noise, you should manually set the ISO values. But at the beginning you keep this on auto as well. You will learn after a certain time, what is the best option for that.



Capturing

The Decisive Moment

Capturing



- You only have a fraction of a second
- You have to be prepared
- You may have to go close
- Get into the right position
- The camera has to be set & ready
- You have to see what is going on
- You have to know what happens next
- Sometimes it's pure luck

***"The shorter your focal length is,
the bigger your balls have to be..."***

85mm



A not so daily scene...



Greed...





With a little help from my friends...



A daily scene...



Processing

Processing



“I can fix this in Photoshop” – Andrew Nasrallah, Beirut

- Processing gets overrated
- It's time consuming
- A good photo arises from the camera
- Cropping, Straighten, Contrast, Saturation, Resize, Sharpening...
- Please crop only 5%, don't zoom out
- Use Vignette to “center” the point of interest
- **Don't** use watermarks, create your style people will recognize

Spend your time taking photos rather than in front of your computer...

“Siegfried Hansen processes with Photoshop Elements 2”





After



A black and white photograph of a woman wearing a patterned headscarf, looking out of a window. Her right hand is pressed against her forehead, suggesting a state of distress or contemplation. The background outside the window is blurred, showing what appears to be an urban setting. The word "After" is superimposed in large, white, sans-serif font across the center of the image.

After

STREET-PHOTOGRAPHY

Paderborner
FOTOTAGE



MÖBEL FINKE WOHNWELT MEGA INN



THOMAS LEUTHARD SCHWIZ

Publishing

Publishing



- When a photo resides on your computer, nobody can see it
- Show the World your photos
- Find a good, cheap and effective way to publish your work
- There are a lot of ways and opportunities:
 - A personal web site
 - A photo community
 - Other social networks

Links



Online Photo Communities

- | | | |
|-----------------|--|-----------|
| ○ Facebook | www.facebook.com | free |
| ○ Picasa | picasaweb.google.com | free |
| ○ Flickr! | www.flickr.com | 25\$/year |
| ○ Fotocommunity | www.fotocommunity.de | 90\$/year |
| ○ 500px | www.500px.com | 50\$/year |

Useful links for Flickr!

- www.flickrriver.com (explore by interestingness)
- www.dopiazza.org/flickr/setmgr (Flickr Set Manager)

Contests

- | | |
|-----------------------------|--|
| ○ Icepin Street Photography | www.icepin.de |
| ○ Coopzeitung | www.coopzeitung.ch |
| ○ Eric Kim Photography | www.facebook.com |

Flickr!



Who uses



Flickr! Tips



How to get more attention on Flickr!

- Make some good photos
- Upload them one per day only (not 10 a day)
- Get a Flickr! Pro (to get most out of it and show that you are serious)
- Join as many street photography groups you find (the bigger the better)
- Add the good street photographers to your Contacts
- Add every street photo to the maximum of groups (60)
- Re-load every photo to other groups after some time
- Create a Top 50 set which updates automatically
- Add the maximum amount of Tags to your photo (75)
- Geo-Tag your photos
- Comments other people's photos and add them to your favorites
- Discuss in groups and share your photos there
- Attend contests/games on Flickr!
- Look at the Stats feature of Flickr! (see referrers)
- Mark your photos with a Creative Commons License

Flickr! Comparison



Who is more popular on Flickr!...?

Eric_Kim – Eric Kim

- Joined: June 2006
- Contacts: 466
- Groups: ???
- Photos: 393
- Top Shot: 1'268 Views / 97 Comments / 132 Favorites / 4 Galleries



85mm.ch - Thomas Leuthard

- Joined: August 2009
- Contacts: 709
- Groups: 197
- Photos: 285
- Top Shot: 1'441 Views / 66 Comments / 126 Favorites / 3 Galleries



A person with long blonde hair is seen from behind, sitting and reading an open book. The book's pages contain German text, including a section titled 'Verfahren qualitativer Analyse' with a page number '73'. The person is holding a yellow Stabilo Boss highlighter in their right hand. A large, bold, white text 'Networking' is superimposed over the center of the image, partially obscuring the book and the person's hair.

Networking

Networking



- Get connected with people online
 - Photo Communities
 - Online Media
 - Blogs
 - Forums
- Look at other people's photos
- Participate in discussions online
- Keep focusing on topic (e.g. street only)
- Organize (or participate in) photo walks
- Meet other photographers
- Go for a drink (e.g. ZurichFlickrDrinks)
- Travel to the big cities
- Talk to photographers on the street

A close-up photograph of a man with a beard, wearing a vibrant, multi-colored knitted hat and a matching striped scarf. He is looking upwards and to the left with a thoughtful expression. The background is blurred, showing what appears to be a window or a display of colorful items. Overlaid on the center of the image is the word "Marketing" in a large, bold, white sans-serif font.

Marketing



Marketing

- First of all you have to make some good photos
- Attend every contest you can
- Participate in online communities
- Print photo books to show to your friends (Blurb.com)
- Print postcards and send them to friends
- Put 10 postcards together as a present
- Print photos and create some nice cards
- Try to sell the cards & books to stores
- Participate in exhibitions

You should not want to earn money at the beginning...



These were the 10 Things, but...

There is more

A black and white photograph of an elderly man with a long, white, curly beard and hair. He is wearing thick, black-rimmed glasses and a dark leather jacket over a light-colored shirt. He is looking directly at the camera with a serious expression. The background is blurred, showing other people in a crowd. The word "Portraits" is written in large, white, sans-serif font across the center of the image, overlaid on a semi-transparent dark horizontal band.

Portraits

Portraits



- Must be candid (don't ask)
- Must be close
- Composition is important (rule of third, not frontal)
- Choose character faces
- While standing still
- Crowdie places, bus stops, zebra crossings, ...
- Never look in their eyes (neither before nor after the shot)

***“If you ask upfront, they will look different.
If you ask afterwards, you may have to delete it.”***

85mm

Portraits



A candid portrait is very simple in theory. The only problem is the candid itself. You cannot ask, you just have to shoot a stranger into the face. When you have done some normal asked portraits before, it will not be a problem from a technical perspective.

Approaching a complete stranger with a DSLR is probably not everybody's thing. You can learn this by going to very crowded places, to shoot a single person in masses of people. At a festival, a concert, in very busy public places.









Emotions

Emotions



- Emotions make a photo interesting
- They give life to it
- They tell a story, which might touch the viewer
- Makes the viewer thinking / dreaming
- Gives the photo depth
- Is difficult to capture
- Cannot be setup

Fear of the camera...



It looks worse than it is...



It looks exactly as it is...



It looks worse than it is...



A woman with vibrant red hair and sunglasses, looking to the side, with a city street in the background. The image is split vertically: the left half is in color, and the right half is in black and white. A semi-transparent black horizontal band across the middle contains the text.

Color

versus

B/W

Color – B/W



- It depends...
- There are color you have to show
- There are color matching situations

A daily scene in yellow...



Red...





Humor



Humor



- A street photo can be funny
- Strange situations or compositions

Always these beginners...





Choose the right equipment on the streets...

Background



Erfindung

Background



- Is a very important component
- Can ruin a photo
- Can help to make a photo worth
- Should match the foreground
- Should tell a story
- Should be a juxtaposition





KILL YOUR HAIRDRESSER.





Ethics

Ethics



- Ethic is a personal thing
- There is no general rule
- Either for you it's ok or it is not
- The border is not drawn straight
- Often it depends how you show it
- Sometimes you have to show something
- Street Photography is like Journalism



Tipps & Tricks

Tips & Tricks



- Use lean equipment (you and your camera only)
- Get a prime lens
- Get a hand strap
- Pretend to shoot something else
- Shoot from the Hip or Belly
- Listen to music while shooting
- Wear good shoes & old clothes
- Make virtual shots often
- Make a lot of photos
- Don't bother what others say (positive/negative)
- Travel to different places/cities
- Forget about technology
- Use the camera you have
- Meet people
- Keep the momentum...

The Momentum



I have create a Flickr! Group to keep in touch:

Zurich Street Photographers

<http://www.flickr.com/groups/1712232@N22>

- Meet to shoot
- Meet to have a drink
- Share photos
- Discuss photos
- Ask questions
- Meet new people
- Find good spots (if geo tagged)

A black and white photograph of a person wearing a cap and a jacket, lying on their side on a light-colored floor. The person is looking down at their hands, which are resting on their knees. In the background, another person is standing and looking towards the camera. The setting appears to be a modern building with large pillars and a staircase. The word "Passion" is overlaid in large, white, sans-serif font across the center of the image.

Passion

Passion



- It's like everywhere else...
- The more you like it, the better you get...
- The more you shot, the better you get...
- Combine photography with another passion/hobby
- Find some buddies to share your passion
- ...

My shooting history

- | | |
|---------------|---------------------------|
| ○ Nikon D90 | ~120'000 Shots in 2 years |
| ○ Nikon D7000 | ~ 20'000 in 6 months |
| ○ Lumix GF1 | ~ 17'000 in 1 year |

A black and white photograph of a crowded street scene, likely a public event or protest. In the foreground, a dense crowd of people is visible, many of whom are holding cameras and taking pictures. A man in the center, wearing a beret and glasses, is smiling while holding a camera. To his right, a woman is also holding a camera. In the background, there are storefronts with large windows and signs, including one that says "GORTZ". The overall atmosphere is one of a busy, public gathering.

The End

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Street Photography

*“Street Photography is a way of life,
not a way of earning money...”*

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