Workshop 1b: Can You Picture It? Photos – The Most Valuable Tool in Your Communications Arsenal

**Taking Better Farm Photos**

**Photo Techniques**

F.A.R.T. first, the Ken Rockwell Method

* **Feel** – Get the feeling to take a picture.
* **Ask** – Ask why you feel like taking a picture there and then.
* **Refine** – What specifically caught your eye. Compose your shot to focus specifically on that one thing. Eliminate everything else.
* **Take** – Take the photograph. Make sure your Aperature, ISO, Shutter, and White Balance are spot on to capture the picture the way you want it.

**Three Easy Things You Can Concentrate on Right Now**

* Framing
* Interest
* Lighting

**Photo Editing and Organization**

* Traditional File Structure
* Adobe Lightroom
* Free Tools (Picasa, iPhoto)

**Useful Links:**

* FarmMarketingSolutions.com/farm-photos
* KenRockwell.com
* BHPhotoVideo.com

**Good Photo Sharing Social Media**

* Facebook
* Instagram
* Tumblr
* Flickr

For more information from John Suscovich, visit FarmMarketingSolutions.com.