



Developing Professional iPhone Photography

Using Photoshop, Lightroom, and other iOS
and Desktop Apps to Create and Edit Photos

Rafiq Elmansy

Apress®

Developing Professional iPhone Photography

Using Photoshop, Lightroom, and
other iOS and Desktop Apps to
Create and Edit Photos

Rafiq Elmansy

Apress®

Developing Professional iPhone Photography: Using Photoshop, Lightroom, and other iOS and Desktop Apps to Create and Edit Photos

Rafiq Elmansy
Newcastle Upon Tyne, United Kingdom

ISBN-13 (pbk): 978-1-4842-3185-2

<https://doi.org/10.1007/978-1-4842-3186-9>

ISBN-13 (electronic): 978-1-4842-3186-9

Library of Congress Control Number: 2017963387

Copyright © 2018 by Rafiq Elmansy

This work is subject to copyright. All rights are reserved by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

Trademarked names, logos, and images may appear in this book. Rather than use a trademark symbol with every occurrence of a trademarked name, logo, or image we use the names, logos, and images only in an editorial fashion and to the benefit of the trademark owner, with no intention of infringement of the trademark.

The use in this publication of trade names, trademarks, service marks, and similar terms, even if they are not identified as such, is not to be taken as an expression of opinion as to whether or not they are subject to proprietary rights.

While the advice and information in this book are believed to be true and accurate at the date of publication, neither the authors nor the editors nor the publisher can accept any legal responsibility for any errors or omissions that may be made. The publisher makes no warranty, express or implied, with respect to the material contained herein.

Cover image designed by Freepik.

Managing Director: Welmoed Spahr

Editorial Director: Todd Green

Acquisitions Editor: Aaron Black

Development Editor: James Markham

Coordinating Editor: Jessica Vakili

Copy Editor: Kim Wimpsett

Compositor: SPi Global

Indexer: SPi Global

Artist: SPi Global

Distributed to the book trade worldwide by Springer Science+Business Media New York, 233 Spring Street, 6th Floor, New York, NY 10013. Phone 1-800-SPRINGER, fax (201) 348-4505, e-mail orders-ny@springer-sbm.com, or visit www.springeronline.com. Apress Media, LLC is a California LLC and the sole member (owner) is Springer Science + Business Media Finance Inc (SSBM Finance Inc). SSBM Finance Inc is a **Delaware** corporation.

For information on translations, please e-mail rights@apress.com, or visit www.apress.com/rights-permissions.

Apress titles may be purchased in bulk for academic, corporate, or promotional use. eBook versions and licenses are also available for most titles. For more information, reference our Print and eBook Bulk Sales web page at www.apress.com/bulk-sales.

Any source code or other supplementary material referenced by the author in this book is available to readers on GitHub via the book's product page, located at www.apress.com/978-1-4842-3185-2. For more detailed information, please visit www.apress.com/source-code.

Printed on acid-free paper

Table of Contents

About the Author	xi
Introduction	xiii
Chapter 1: Unleash Your iPhone Camera's Capabilities	1
Mastering Your iPhone Camera.....	1
Get Easy Access to Your Camera	2
Take Your Shot in Multiple Ways.....	8
Enable the Grid Guides	10
Shoot in Burst Mode.....	12
Set Up Manual Focus and Exposure	14
Lock the Exposure and Focus	16
Take HDR Photos	18
Quickly Access Different Photo Types.....	20
Getting the Most Out of the Photos App	22
Use the Moments and Collections Views.....	22
Find Photos on Your Mobile Device	24
Save People's Faces.....	24
Add Photos to Your Favorites and Create Albums.....	26
Summary.....	29
Practice Exercise	29
Chapter 2: Photo Retouching Techniques	31
Fix a Photo's Colors.....	31
Modify Colors Using the Photos App.....	32
Remove Photo Casting.....	34
Make a Color Adjustment Using Adobe Lightroom	36
Perform Advanced Color Modifications	39

TABLE OF CONTENTS

Crop and Resize Photos	44
Remove Backgrounds	46
Master Selections	55
Remove Elements from a Photo.....	56
Summary	59
Practice Exercise	59
Chapter 3: Working with Photography Projects	61
Creating Advanced HDR Photos	62
Step 1: Prepare the Photo.....	64
Step 2: Apply the HDR Effect	67
Step 3: Apply the Vignette Effect	68
Step 4: Add the Blur Effect	69
Creating a Shallow Depth of Field.....	71
Step 1: Protect the Main Objects	73
Step 2: Apply the Blur Effect.....	74
Step 3: Apply the Vignette Effect	77
Step 4: Apply a Final Filter	78
Creating a Low-Light Black-and-White Photo.....	79
Step 1: Convert a Photo to Black and White	81
Step 2: Focus on the Face	83
Step 3: Improve Highlights	85
Creating High-Key Photos	86
Step 1: Convert to Black and White	88
Step 2: Create a Blurred Version.....	90
Step 3: Finalize the High-Key Photo	92
Creating Double-Exposure Photos	94
Step 1: Prepare the Base Photo.....	96
Step 2: Combine Photos	97
Step 3: Enhance the Double-Exposure Effect.....	100
Summary	102
Practice Exercise	102

Chapter 4: Mastering Photo Editing and Applying Effects.....	103
Creating a Delicious Food Photo Collage	103
Step 1: Modify the Photo Colors	108
Step 2: Build the Photo Collage	112
Step 3: Save the Photo Collage.....	116
Step 4: Add a Texture Effect	117
Adding Vintage Style to Your Photos	119
Step 1: Apply a Vintage Effect	121
Step 2: Add a Lens Flare.....	122
Step 3: Improve the Vintage Effect.....	124
Creating Photo Frames.....	126
Step 1: Give the Photo a Vintage Effect	128
Step 2: Apply More Frames.....	130
Step 3: Add the Frame Background Texture	132
Creating a Film Stripe Effect.....	134
Step 1: Convert the Photo to Monochrome.....	136
Step 2: Improve the Photo and Add the Frame.....	138
Highlighting Elements Using Color.....	140
Step 1: Fix the Photo Issues	142
Step 2: Convert the Photo to Black and White	145
Step 3: Add Color to the King's Mask.....	147
Summary	148
Practice Exercise	148
Chapter 5: Integrating with Adobe Lightroom on the Desktop	149
Rate, Flag, and Organize Photos.....	149
Work with Collections.....	155
Take Raw Photos in Lightroom.....	158
Integrate Files with Lightroom on the Desktop	163
Integrate Photos Through the Cloud	163
Import Photos from Your iPhone.....	168

TABLE OF CONTENTS

Use Other Raw Photo Apps	170
Summary.....	174
Practice Exercise	174
Chapter 6: Integrating Your Photos with Adobe Photoshop on the Desktop	175
Prepare Your iPhone for Integration	175
Integrate Files with Desktop Photoshop	182
Complete an iPhone Photo on the Computer	185
Step 1: Fix a Photo on the iPhone.....	188
Step 2: Send the Document to Photoshop CC.....	192
Step 3: Apply Effects in Photoshop CC.....	193
Summary.....	195
Practice Exercise	195
Chapter 7: Turning Photos into Fine Art	197
Create Pop Artwork	198
Step 1: Modify the Photo Light and Contrast.....	200
Step 2: Apply the Pop Art Effect.....	202
Step 3: Change the Pop Art Color	203
Turn Photos into Mosaic Artwork	204
Step 1: Fix the Base Photograph	206
Step 2: Apply the Mosaic Effect.....	208
Step 3: Improve the Mosaic Artwork Colors	209
Turn Your Photo into an Oil Painting.....	211
Step 1: Improve the Photo Colors and Contrast.....	213
Step 2: Apply the Oil Painting Effect.....	215
Step 3: Improve the Painting Colors	216
Add a Foggy Winter to Your Photo.....	220
Step 1: Add Fog to a Window.....	222
Step 2: Apply the Water Drops.....	223
Step 3: Improve a Photo's Light and Color.....	225
Summary.....	226
Practice Exercise	226

Chapter 8: Photo Manipulation Projects.....	227
Create a Fantasy Scene	227
Step 1: Prepare the Base Scene.....	232
Step 2: Remove the Earth Background.....	234
Step 3: Add the Earth to the Composition.....	236
Step 4: Add More to the Sky	239
Step 5: Add the Grunge Effect	242
Build a Pharaonic Composition	244
Step 1: Optimize the Photo Color and Light.....	249
Step 2: Remove the Sky.....	252
Step 3: Build the Composition	253
Step 4: Add the Dramatic Sky Effect.....	256
Summary	258
Practice Exercise	258
Chapter 9: Shooting and Editing Video	259
Shoot and Trim Videos	259
Set Up the Video Quality	260
Take Still Photos While Shooting Videos.....	262
Edit Footage in the Photos App.....	263
Create a Hyperlapse Video	264
Step 1: Create a Hyperlapse Project.....	264
Step 2: Add Music to the Video.....	268
Step 3: Modify the Animation Frames	269
Step 4: Export the Video	271
Edit and Apply Filters	272
Step 1: Create a Video Project	273
Step 2: Cut the Unwanted Parts from the Video	275
Step 3: Convert the Video to Black and White	278
Step 4: Add an Audio Track to a Video	279
Step 5: Export a Project as a Video.....	281

TABLE OF CONTENTS

Create a 1980s TV Video Effect	282
Step 1: Combine Video Footage and Audio	282
Step 2: Add the Video Effect and Save the Video.....	285
Summary.....	286
Practice Exercise	286
Chapter 10: Storing Your Photos	287
Manage Your iPhone Storage	287
Don't Duplicate Saved Photos	288
Stop Storing the Text Message History.....	290
Delete Downloaded Podcasts and Music	292
Remove the Browser History and Reading List	294
Save and Manage Photos Using iCloud.....	296
Activate Saving Photos to iCloud.....	296
Manage iCloud Storage and Apps	298
Use Other Cloud Services.....	300
Sync Raw Files Using the Lightroom App	302
Sync Files with Your Computer	304
Import iPhone Photos to Your Computer.....	305
Sync Photos from the Computer to Your iPhone.....	307
Summary.....	308
Practice Exercise	308
Chapter 11: Photo Editing for Social Networks	309
Create an Attractive Photo Presentation with Adobe Spark.....	309
Step 1: Create the Page Layout	310
Step 2: Preview and Share the Page	315
Create Instagram Grid Photos	317
Step 1: Split a Photo into Multiple Parts	317
Step 2: Add Filters to the Split Photos	319
Step 3: Share the Photos	321

TABLE OF CONTENTS

Turn Photos into Social Branding Images	322
Step 1: Create a Facebook Banner	323
Step 2: Create a Photography Business Card	327
Summary.....	330
Practice Exercise	330
Chapter 12: Marketing and Selling Photos Like a Pro	331
Managing Contracts and Forms.....	331
Scanning Documents.....	331
Step 1: Set Up the Document and Scan.....	333
Step 2: Add and Modify the Scanned Document	335
Step 3: Share Documents	337
Step 4: Comment on Documents	338
Step 5: Fill in and Sign a Document	340
Step 6: Fill in Your Profile	340
Step 7: Add Your Signature and Initials.....	342
Step 8: Fill in Forms.....	343
Build a Photography Portfolio	346
Personal Photography Web Site	346
Portfolio Web Sites	346
Social Network Pages.....	348
Making Your Photos Searchable	348
Selling Photos Online	354
Where to Sell Your Photos?.....	355
Summary.....	357
Practice Exercise	357
Appendix A: Photographer Profiles	359
Amo Passicos.....	359
Mandy Blake	367
Michael Clawson.....	375
Index.....	385

About the Author

Rafiq Elmansy is a design consultant, educator, and author. He is a design lecturer at the American University in Cairo and Adobe education partner with more than 17 years of experience in the design industry with clients around the globe. He teaches digital design, interactive design, and design management for both academic and industrial institutions including the American University in Cairo, Hawaii University, and Academy Class UK. Rafiq is an Adobe Certified Instructor, Adobe Education Leader, and Adobe Certified Expert. He works closely with Adobe teams in developing new products as part of the prerelease program and is an official writer for Adobe Certified Expert (ACE) and Adobe Certified Associate (ACA) exams.

Elmansy has been published by various publishers including Taylor and Francis, Focal Press, O'Reilly Media, and John Wiley & Sons. His published books include *Teach Yourself Visually SEO*, *Illustrator Foundations*, *Photoshop 3D for Animators*, and *Quick Guide to Flash Catalyst*. He has been published in both academic and industrial magazines and journals including the Design Management Review, Adobe Inspire, Smashing, and TutsPlus. He is also a jury board member in acknowledged design competitions including the Adobe Design Achievement Awards, Poster for Tomorrow, and A'Design Awards and Competitions.

Introduction

The idea of this book started when I was traveling without my camera and wanted to take photos in Paris. So, I just grabbed my iPhone and started taking shots of the amazing sightseeing there. That's when I discovered that the iPhone is a powerful photography tool with a high-quality camera lens, stabilization capabilities, and small form factor. The numerous photography and photo-editing apps on the App Store make it even more powerful.

Therefore, this book aims to help both professional and nonprofessional photographers start using their iPhones as a photography tool. It contains dozens of tips that start by helping you understand the core photography features on your iPhone and how to get the most out of them. Then, it moves on to tips that will help you use your iPhone to create photography projects that you used to create using your DSLR camera. These tips cover basic photo-editing skills such as adjusting colors, fixing issues, and replacing the background.

The tips then cover more photography techniques such as creating double-exposure effects, low-light photos, and high-key photos. These tips simulate the techniques that can be done using the existing light in the scene of the shot. The later chapters give you more photo-editing tips, such as creating a composition of different photos, manipulating photos to create dramatic scenes, creating digital artwork, and more.

During these tips, you will explore how to use a number of apps that can help you extend your iPhone's photography capabilities. This includes the Adobe mobile apps for Adobe Photoshop and Lightroom that simulate the desktop-based photo-editing versions. Most of the other apps in the book can be easily grabbed from the Apple App Store. Some are free, and others include trial versions to try before buying.

Later in the book, the tips explore how to organize your work on your iPhone and how to handle the space issues using the different cloud technologies including iCloud. Then you will explore how to start your work on your iPhone and then take it back to your computer to add even more effects to the shot.

All the photos in this book were taken with an iPhone by my wife, Radwa Khalil, and me in different countries. The only photo that was not taken by an iPhone device is the Earth photo that was grabbed from Wikipedia under the public domain copyright.

How to Use This Book

Each chapter in this book includes a number of tips that cover skills related to mastering iPhone photography. Each tip stands alone, so you can start the book with any of these tips and try them individually. If you are a newbie at using your iPhone as a photography tool, you can start with the first tip and move forward from there. If you have some knowledge, reviewing the first tips will help you to organize your photos and find hidden features on your iPhone.

Each tip gives an example of the workflow to create a specific effect. So, you need to read each tip and follow its steps and then try to apply it using your own photos. You may need to explore different values and options to create the most effective output with your own photographs. At the end of each chapter, there is a practice task that you can use to apply the effects used in the chapter to a photo and share it on different social networks; just use the hashtag `#iPhonePhotography` or mention me (@rafiqelmansy) on Facebook, Twitter, or LinkedIn. I will be checking your work and commenting on it.

Practice, Practice, and Practice

The more you practice with your iPhone, the more you will improve your skills. This book will start you on your journey, but further practice is important. Use the steps and figures to guide you to create effects based on each tip. Once you feel confident with these tips, you can move forward and explore other effects and techniques using the different photo apps available on the App Store to create even more fantastic iPhone photography projects.

CHAPTER 1

Unleash Your iPhone Camera's Capabilities

While the camera doesn't make the photographer, a good camera can definitely take your creative shots to another dimension and extend your ability to apply different techniques, especially with the evolving technologies related to digital photography cameras. The same rule applies to phone photography. The excellent camera in your iPhone allows you to take photos for both professional and personal purposes without the need to hold heavy photography gear. The Apple iPhone's camera is one of the features that sets the phone above the competitors.

To get the most of your iPhone camera, it is crucial to understand the camera's capabilities and the different features that can help you take good photos using both the default and third-party photography apps. In this chapter, you'll explore the capabilities of the default camera and the Photos app before moving on to different photography techniques in the remaining chapters.

Mastering Your iPhone Camera

Your iPhone camera has hidden features that can help you open the Camera app quickly. You can also improve your photo's composition by applying a grid system to align your scene.

Get Easy Access to Your Camera

One of the iPhone's advantages is the ability to quickly take photos anywhere and anytime. All you need to do is grab the phone out of your pocket or bag, open the Camera application, and take the shot. However, you need to know how to quickly access the Camera app in order to catch those special moments, such as your kids playing or your favorite team winning the game. The iPhone gives you three main ways to access the Camera app quickly.

Swipe to Open

The first method is to swipe through your screen. This allows you to open the Camera app while the phone is locked, which is considered the quickest way to access the camera. Follow these steps:

1. If your iPhone is asleep, press the home button once to open the display.
2. While you are on the lock screen, swipe from the right side of the screen toward the left side to open the Camera app, as shown in Figure 1-1.

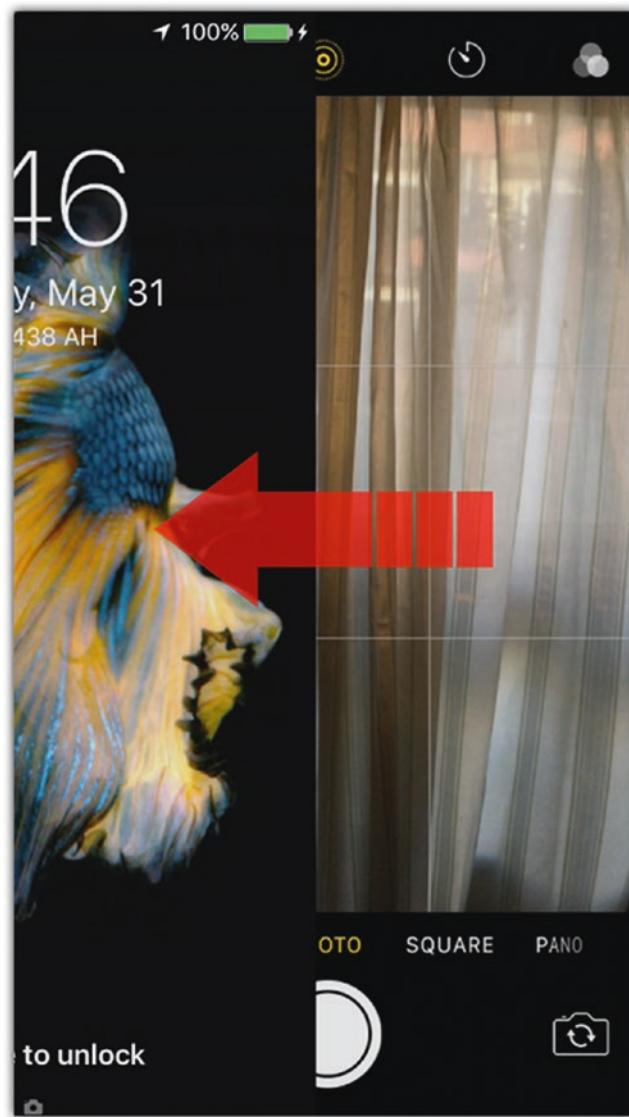


Figure 1-1. Swipe from the right side of the screen toward the left side to open the Camera app

Use the Phone Control Center

The second method can be used while the phone is locked or unlocked; you just go through the phone's Control Center.

1. If your iPhone is asleep, press the home button once to open the display.
2. Swipe with your figure from the home button toward the top of your phone, as shown in Figure 1-2.
3. Tap the Camera app in the Control Center.

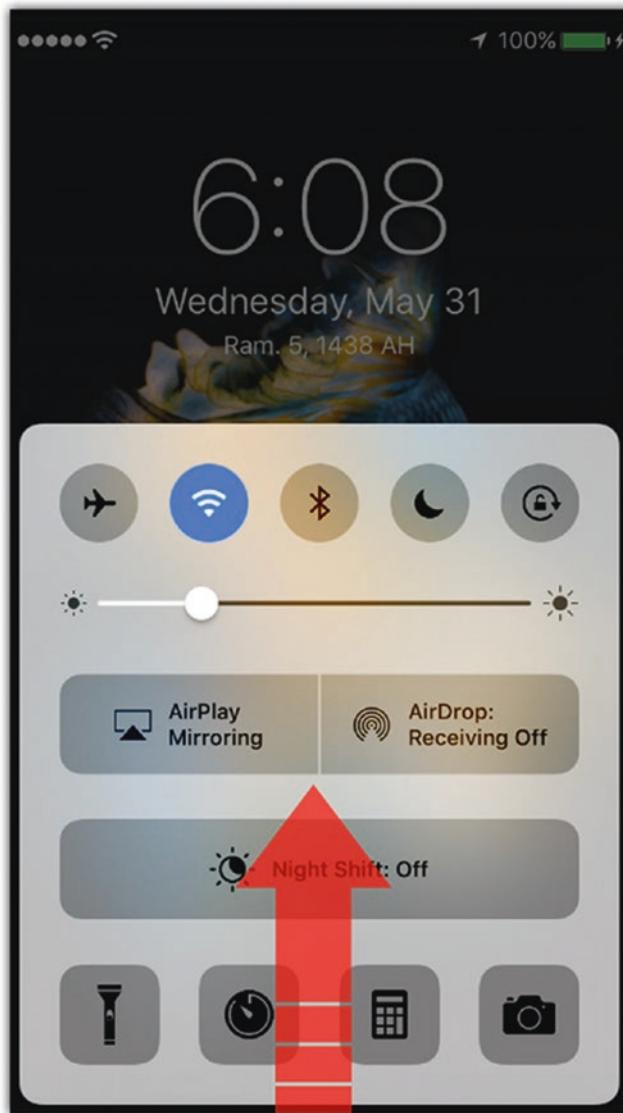


Figure 1-2. Swipe from the bottom of the screen toward the top to open the Control Center

These two methods are helpful when you need to easily access the camera when the phone is locked, while the next method allows you to access the camera quickly while you are using other applications on the phone.

Add the Camera App to the Dock

The third method is to add the Camera app to the dock of your phone. This helps you easily find the camera among the other applications installed on your mobile device. You can add the camera to the dock as follows:

1. Press your phone's home button twice to access the main screen (use a fingerprint or passcode if needed).
2. Tap and hold slightly on the Camera app icon; you will see it vibrate to indicate it can be repositioned, as shown in Figure 1-3.
3. Drag it to the screen dock next to your most used applications such as the Mail app and the Safari browser. If the dock is full, you can add it by removing the least used application from the dock.

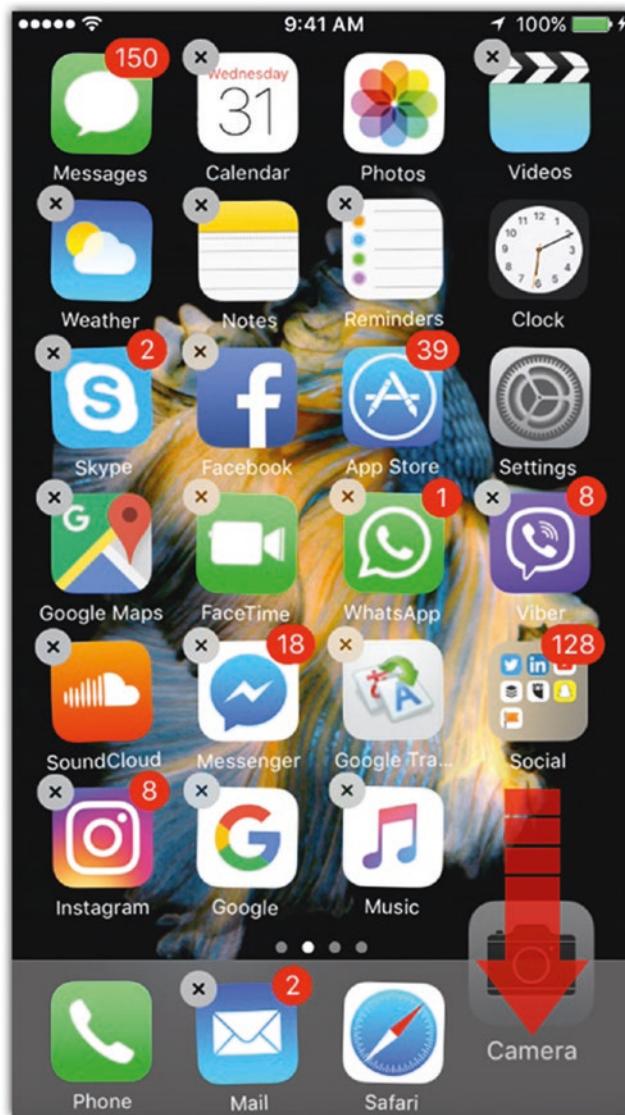


Figure 1-3. Drag the Camera app to the screen dock

Take Your Shot in Multiple Ways

The iPhone helps you to take your photo through three different methods based on different situations. The default method is to tap the camera button once to take the shot, as highlighted in Figure 1-4.

You can also press the volume button up or down to take the shot, also shown in Figure 1-4. This option helps you to hold your phone properly while taking the shot. It works similarly to the shutter button on your digital camera if your phone is in landscape position. Finally, if you are using a wired headset, you can use the volume buttons on your headset to take your shot. This helps you to take photos stealthily. For example, you can capture natural moments of your children playing without them noticing to produce spontaneous photos. Using the headset buttons can help you avoid shaking the phone while taking the picture.

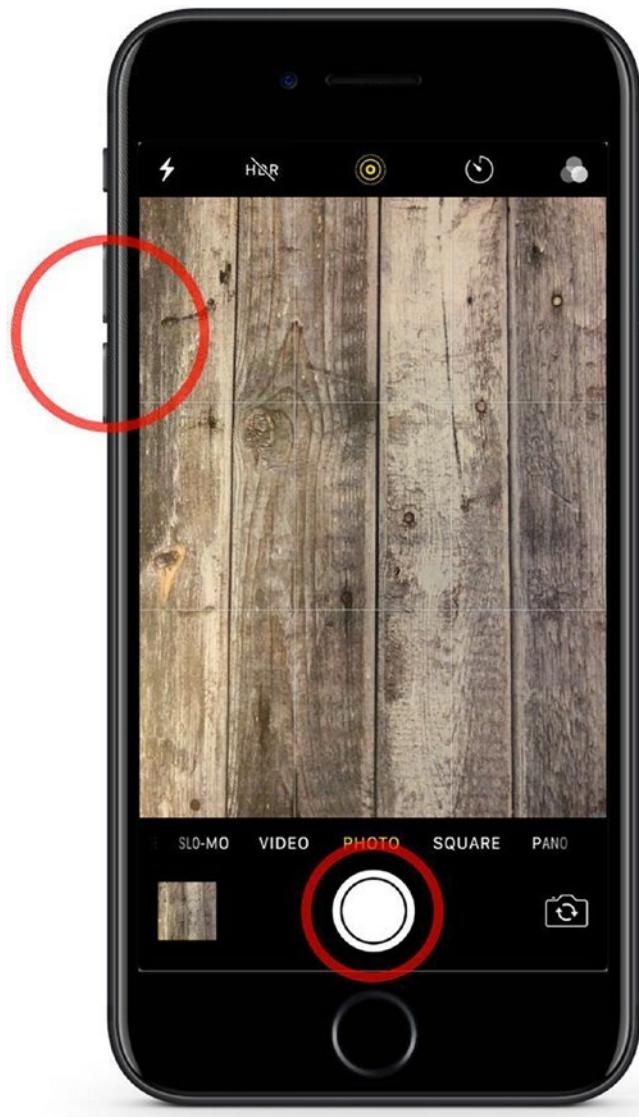


Figure 1-4. Tap the camera button or press the volume button to take photos

Enable the Grid Guides

As you probably know, the composition of a photo plays an essential role in making a great shot. The Camera app provides grids that can guide you while taking your shot to ensure that the composition is visually appealing. The Grid option divides the screen into three columns and three rows. This can help you to place the elements exactly where you want them in the photo. Follow these steps to enable the Grid feature:

1. Tap the Settings icon on your phone.
2. Scroll down and tap Photo & Camera.
3. Activate the Grid feature in the Camera section, as shown in Figure 1-5.



Figure 1-5. Activate the Grid setting from the Photos & Camera settings

Shoot in Burst Mode

For fast-moving events such as sports or children playing, you may need to take multiple shots of the same event so you can pick the best shot later. While tapping the camera button repeatedly would be too slow, the iPhone's Burst mode can help. It allows you to take multiple photos almost instantly by simply tapping and holding the camera button. The longer you hold the button, the more photos are taken in burst mode.

Once you release the button, the photos are saved in a special folder in the Camera Roll called the Burst folder. To see the photos in the Burst folder, you can follow these steps:

1. In the Photos app, tap the Burst folder to select it.
2. Tap Select in the middle-bottom toolbar.
3. Navigate through the different photos in the burst set, as shown in Figure 1-6.

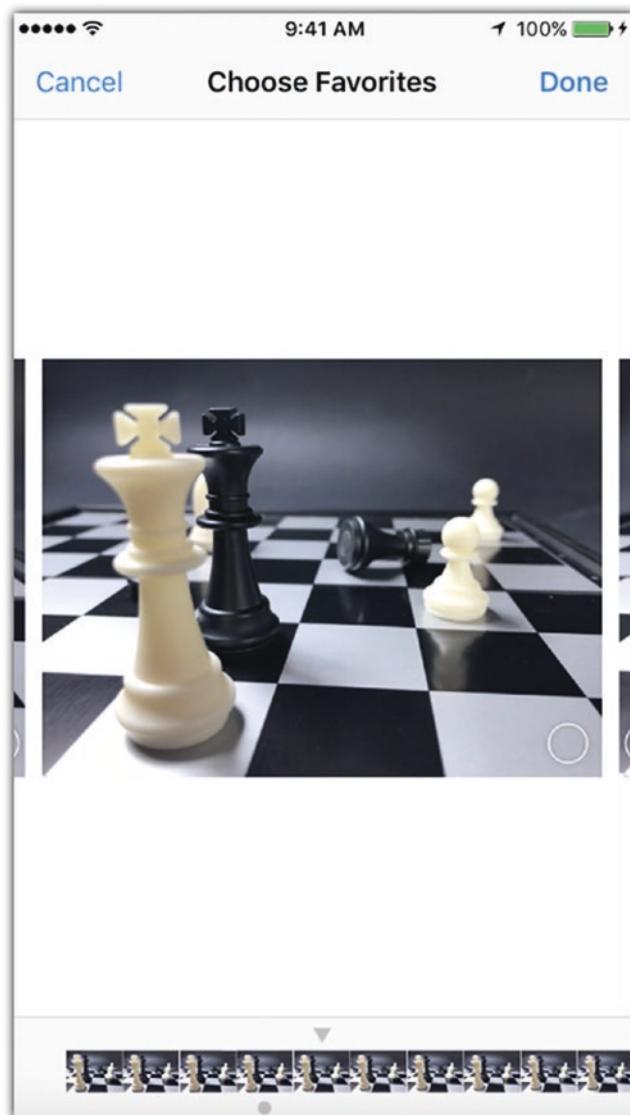


Figure 1-6. Select the different images in the burst set

To select one photo in the folder, you can do the following:

1. Select the image and tap Done at the top right of the screen, as shown in Figure 1-6.
2. Either tap Keep Everything to keep the folder and save the selected image (or images) as a separate image or tap Keep One Favorite to keep the selected image only and delete the rest.

Once either of the options is selected, the selected image (or images) is separated from the Burst folder and added to your photos as a normal photo.

Set Up Manual Focus and Exposure

By default, the iPhone camera sets the focus in your photo automatically toward the nearest object in the composition. However, you may need to change this such as when you want to focus on a far object in the shot. The iPhone gives you the option to manually set the focus and exposure of the photo by simply tapping the object you would like to focus on; the camera will shift the focus in the shot to the selected object, as shown in Figure 1-7.



Figure 1-7. Tap the object to manually set the focus and exposure

After setting up the focus to the selected element, the exposure of the photo may change based on the light conditions in the image. If you want to modify the exposure, tap and drag up and down to open the exposure slider, which allows you to increase or decrease the exposure in the photo.

Lock the Exposure and Focus

Even though the iPhone gives you the flexibility to set the exposure and the focus in a shot, it has a drawback, especially when you are taking a photo where the elements may move. Or you might want to take multiple images of the same scene without changing the focus each time you take the shot.

To lock the focus and exposure, you can do the following:

1. Wait for the camera to optimize the photo exposure and photo.
2. Tap and hold on the screen until the yellow AE/AF Lock label appears at the top of the screen, as shown in Figure 1-8.
3. Tap the screen and drag up and down to change the shot brightness.



Figure 1-8. The yellow label indicates that the exposure and focus are locked

Note that if you close the Camera app and open it again, you need to set the lock again on the new shot.