

TREND

"THE SOCIAL CRAZE"

**PLAY HARD,
PLAY HARDER!**

*What school doesn't teach
you...*

**"SUCCESS
IS A
STATE
OF MIND"**

**"Believe you can
and you're half way
there!"**

YOUR BEAUTY
IS HELD IN
YOUR HAND?!

*"A glow up isn't
always real!"*

*How to start a
business in 2023*

YOUR
**PHOTO,
THEIR
ALGORITHM**

G
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EMMA
E



WIN WIN WIN WIN WIN

TRENDIER



THAN EVER

WIN WIN WIN WIN WIN





- You know the trends
- You may live by them
- Even create your own

Maybe it's style that you like or how you live your life, but how do you document it? Share your life to influence others. How?

"I don't have the money to do it!"

"My phone isn't good enough!"

Don't let life bring down your creativity!

Well, here are many tips to really influence others on how good you really are! For those who love to snap a pic and upload it to social media - this is for you.

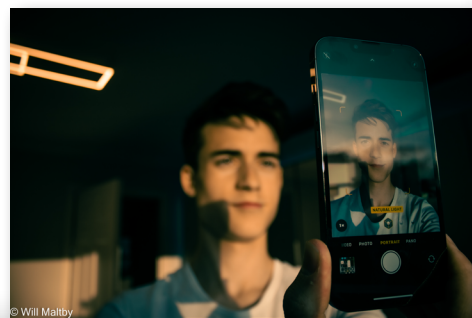
Did you know that you can get production level pictures with your phone? It's all in the lighting!

So, what do you do?

I. Either balance or hold your phone tilted at a slight high angle of your face. This way it hides any imperfections or blemishes on your face.



II. Place a source of light in front of you or sit facing a window. This will illuminate your face and eliminate any shadows.



III. Make sure your background is equally as bright so your subject (you) is evenly lit.

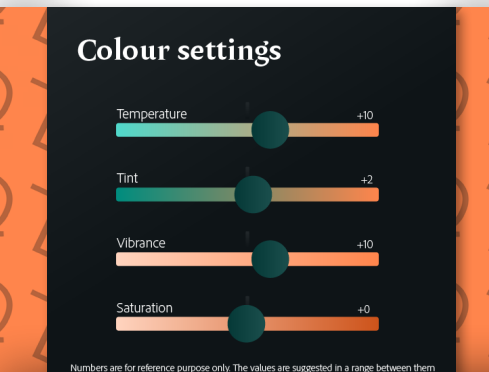
TOP TIP

Make sure your picture is **highly exposed** - but don't over do it! This keeps your **skin looking perfect** and removes any **shadows**

IV. Take the picture using portrait mode, this will give you an aesthetic blur in the background which separates you as the subject which creates depth.

V. Once you've taken the picture download the **"Lightroom"** app (which is free to download and use the necessary controls).

VI. The Colour settings:



- The temperature of your photo should be set quite warm to perfect your skin tone.
- The tint can stay neutral or you can correct any strong greens or purples in your image.
- Vibrance can be increased slightly to make the photo *pop!*
- Saturation can stay neutral but if your photo is highly saturated you might want to decrease it and vice versa.



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Effect settings



VII. The Effects settings:

- Decrease the Texture to soften your face.
- Slightly increase the Clarity to enhance your image.
- With a Vignette you can choose whether to add a positive (light edge) or negative (dark edge) to your photo.

LEARN: I personally added a negative vignette to focus on the subject but adding a slight positive vignette can help to boost the brightness of the image.



RESULTS



Before → **After**



Before → **After**



Now do you live the Trends?

#livingthetrends

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