

# PCQC Video Presentation

Fundamentals of Photography II with Joel Sartore—National Geographic

## Lesson 19: Live Event Photography: Farmers' Market

Farmer's markets provide visual excitement and color of the people and especially of the produce. Produce however may be difficult to shoot. This lesson provides a walk through a farmer's market and explores the nuances of changing light throughout the day.

### Lesson Takeaways

- Travel light! Leave additional cameras and tripod at home (exceptions are a hand held flash and light box. See below).
- Farmer's markets are chaotic. Walk around looking for the best subjects and scenes.
- Establish a home base. High points such as stairs or fire escapes might provide some good aerial shots. Avoid trying to cover too much territory.
- Talk to the vendors if you want people shots. Tell them what you are doing and ask permission to take a photo. Offer to share your photos with them. Follow through.
- Set the camera on aperture mode. Run the apertures on a single scene to see different layering effects and depth of field variations. Put the camera in manual mode if you want to control the shutter speed as well.
- Farmer's markets may present difficult lighting situations, especially if they are in big cities surrounded by tall buildings. Use a flash to avoid the canyon effect.
- Experiment with out-of-focus foreground. Find a target, open the aperture wide. Focus exclusively on your target.
- If light becomes harsh, underexpose your scene. You may want to experiment with a reflector or soft box flash.
- Cameras with auto focal plane will let you use a flash at shutter speeds greater than 1/250 or 1/320. This allows you to darken the foreground yet retain a wide aperture.

### Assignment

Visit a farmer's market, flea market or craft fair. Walk around and pick your spot. Try some of the techniques above. Have patience. If you do some people shots, offer to share your photos and make sure you follow through.