



# Jury's Photography Secrets

# About imagine IF

A photograph can capture timeless imagination

What you see, What you love

What deserves attention

What you want to share with the world

Grab your phone, express your vision

With one photo, reach the world's 8 billion

**imagine IF** is your gateway to turn your smartphone photography passion into global recognition.

Accepting entries for photos taken with any smartphone, captured on or after **August 1, 2023**.

Jury's Photography Secrets on Youtube

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## Aarzoo Khurana

Master Photographer | Wildlife

### Categories:

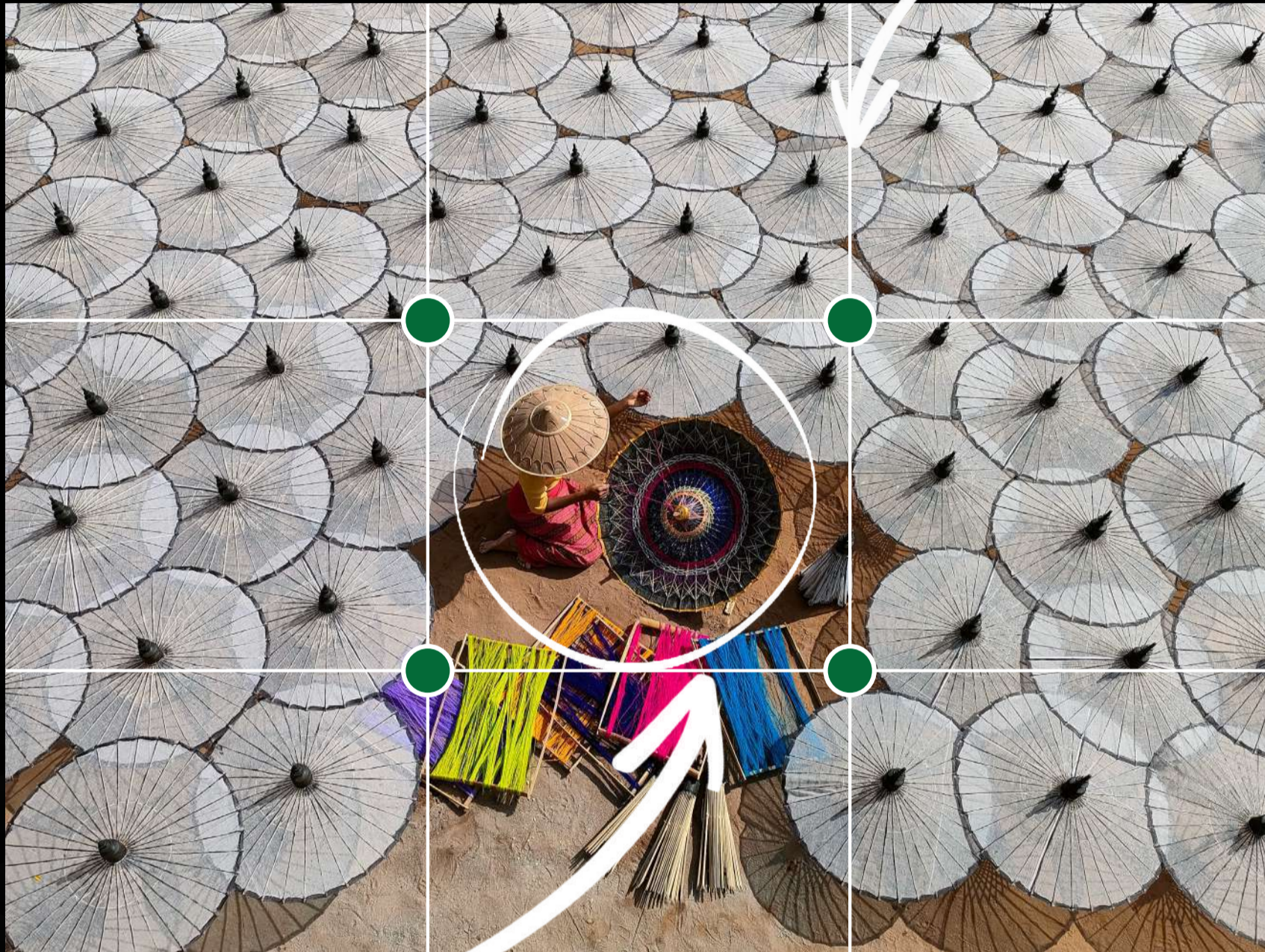
Travel

Snapshot

Landscape

# Rule of Thirds

Grid Lines



Human  
Element  
as Subject

Incorporate people into your photographs to add emotion and relatability. Use the rule of thirds grid to compose your shots effectively, placing subjects at key points for a visually appealing composition.

Key Takeaway: Include human element for more relatable travel photos

# Capture Culture and Context

Subject in Focus



Blurred  
Background

Blurred  
Foreground

When traveling, capture cultural elements to add depth to your photos. Fill the frame with meaningful elements to provide context and tell a story, while experimenting with bokeh for depth and separation.

Key Takeaway: Highlight cultural elements for authentic travel photos

# Embrace Contrast and Color



Focus on capturing contrasty images and vibrant colors to make your photos visually striking. Use colors strategically to convey the photographer's message, such as contrasting yellows against a blue sky, and consider silhouette techniques for added intrigue.

Key Takeaway: Create impact with vivid, contrasting hues

# Master White Balance for True Colors



Adjust the white balance to correct color casts and ensure accurate colors in your photos. By achieving proper whites, you can enhance the overall appearance of your images and refine them further in post-processing to establish your unique photographic style.

Key Takeaway: Set white balance for accurate, true-to-life colors



# Mastering Color Harmony

Pop of the  
colour blue  
indicates a  
sense of calmness

Pink  
Colour  
indicates  
tenderness

Yellow  
colour  
indicates  
joy



Observe your surroundings keenly to capture harmonious color combinations in your photographs. Pay attention to subject behavior and composition to create visually striking images with balanced colors, telling a compelling story in real-time.

Key Takeaway: Hone your observation skills for precise compositions

# Exploring Depth Through Layering

Middle Ground  
(Main Subject)



Background

Distinguishing  
Foreground

Experiment with layering in your compositions to add depth and visual interest. Utilize foreground, middle-ground, and background elements to create dynamic scenes that captivate viewers, even with just your smartphone camera.

Key Takeaway: Incorporate multiple layers for a richer composition

# Seizing Fleeting Moments

Fading Grey

Contrasting  
Yellow

Sliver of  
Thunder

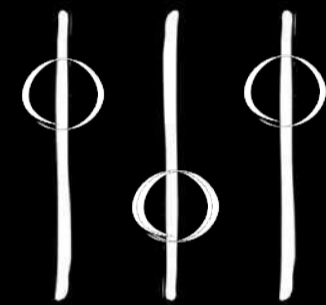


Be vigilant and ready to capture fleeting moments, like lightning strikes, by adjusting your camera settings and staying attentive. Use a wide aperture to isolate subjects and create a sense of immediacy, enhancing the impact of your photographs.

Key Takeaway: Your best shot can come at any time - be prepared

# Mood-Driven Post-Processing

**Warmer  
Tones**  
do not suit  
the mood  
of the image



Tailor your post-processing techniques to match the mood of your photos, maintaining their intended atmosphere. Avoid disrupting the mood with inappropriate edits, and focus on enhancing key elements like contrast and depth while using in-phone editing tools for quick and efficient adjustments.

Key Takeaway: Match your editing style to the photo's atmosphere

# Dramatic Skies for Extraordinary Shots

Dramatic  
Clouds

Bring in More Element  
that a Clear Sky Would Have

An Interesting  
Primary  
Subject



Incorporate the sky and clouds into your landscape photos to add drama and transform ordinary moments into extraordinary images. Be selective with your composition, focusing on elements that convey a message while excluding distractions.

Key Takeaway: Enhance focus by selectively hiding elements in your frame

# Foreground Depth for Engaging Landscapes

**Ice Caves**  
bringing a punch to the image even with not being in focus



Main subject is in focus

Enhance your landscape compositions by including a foreground element to add depth and guide the viewer's eye through the scene. Experiment with blurring foreground elements to maintain focus on the main subject, and utilize manual settings for greater control, especially with smartphone cameras.

Key Takeaway: Use foreground objects to create depth and interest

# Harness the Golden Hour

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Schedule your landscape shoots during the golden hour, shortly after sunrise or before sunset, to capture stunning natural light. During post-processing, aim for a natural look and feel, avoiding over-processing while selectively enhancing details and correcting any imperfections for a polished final image.

Key Takeaway: Shoot during golden hours for the best natural lighting



## Arjun Mark

Master Photographer | Fashion

### Categories:

Fashion

Light

Portrait



## Set the Mood

Adds the  
elements of  
mystery



Create a mood in your photographs through careful color choices and composition. Experiment with muted tones and unique poses to evoke emotions and intrigue in your images.

Key Takeaway: Craft the perfect mood to complement your fashion subject

# Mastering Light

Highlights



Shadows

Utilize light creatively to enhance your subject's features and create captivating highlights and shadows. Experiment with different lighting techniques to achieve the desired mood and atmosphere in your photos.

Key Takeaway: Experiment with lighting angles to highlight fashion details

# Natural Backdrops for Fashion

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When doing fashion photography outdoors and use nature as a backdrop to enhance your images. Incorporate natural elements like trees to add depth and interest to your compositions, utilizing portrait mode for optimal results with smartphone cameras.

Key Takeaway: Blend fashion with natural settings for stunning images

# Skin Tone Balance

Evenly done  
skin tones  
bring out the  
character of  
the image



Pay attention to skin tones in fashion photography and ensure they are neither overdone nor underdone during post-processing. Take advantage of smartphone camera systems like OPPO's hypertone to achieve natural-looking edits quickly and easily, maximizing efficiency in your workflow.

Key Takeaway: Keep skin tones true to life for authentic photographs

# Mastering Exposure Dynamics



Understand and control exposure levels to capture a wide dynamic range effectively. Balance deep shadows and highlights like in the silhouette shot, where the subjects are beautifully lit from behind, showcasing the importance of managing diverse exposures for impactful images.

Key Takeaway: Master exposure settings for perfectly lit photos

# Impact of Lighting

**Lights**  
from the lamp  
are enough to  
light them up

**Warm**  
source of light



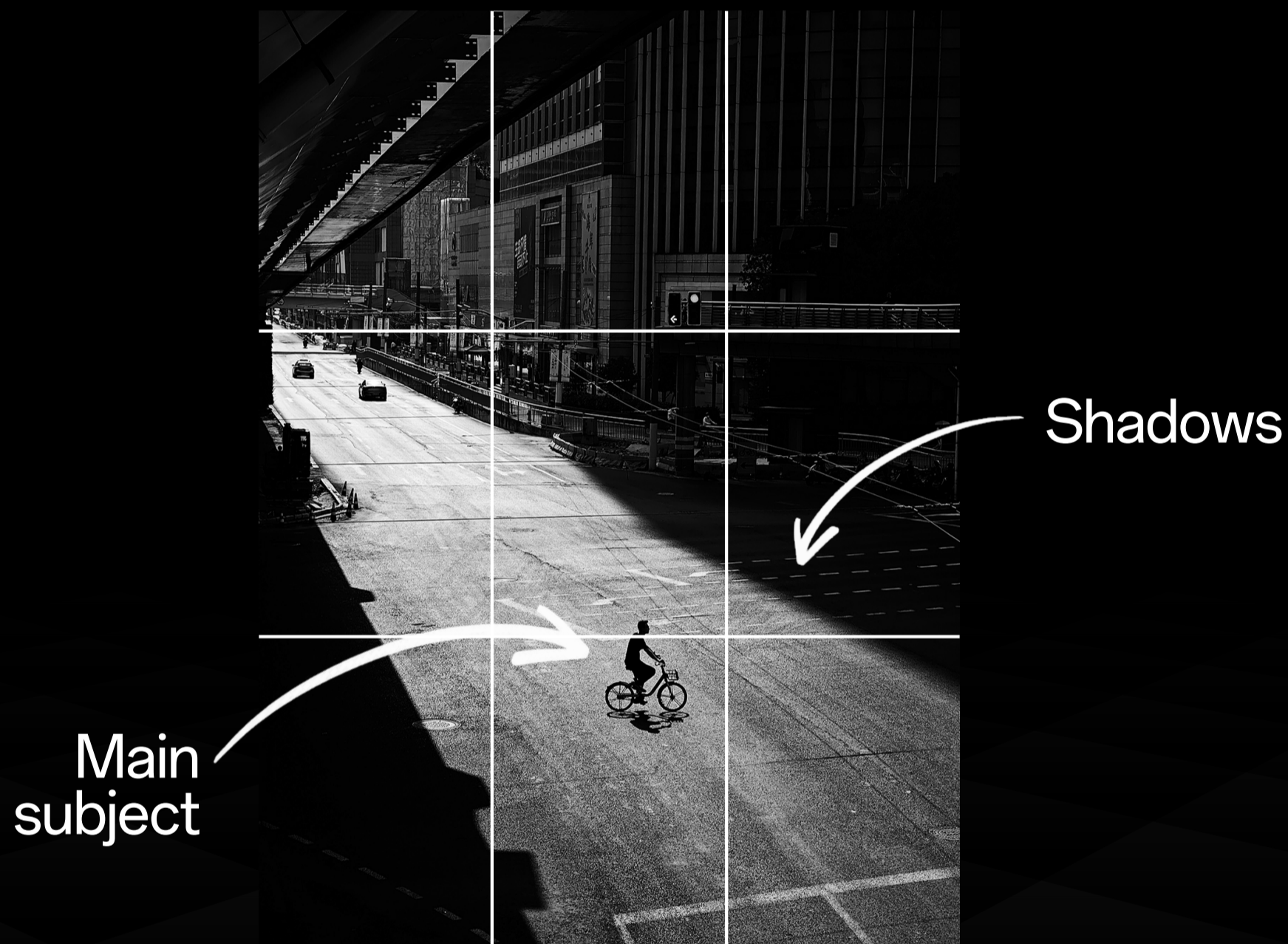
**Subject**  
away from the  
warm source isn't  
lighted enough

**Cool ambient**  
light

Incorporate different light sources strategically to enhance your photographs. Experiment with contrasting warm and cool color temperatures for dramatic effects, while avoiding overdoing the lighting to maintain a natural look and feel.

Key Takeaway: Combine different light types for creative compositions

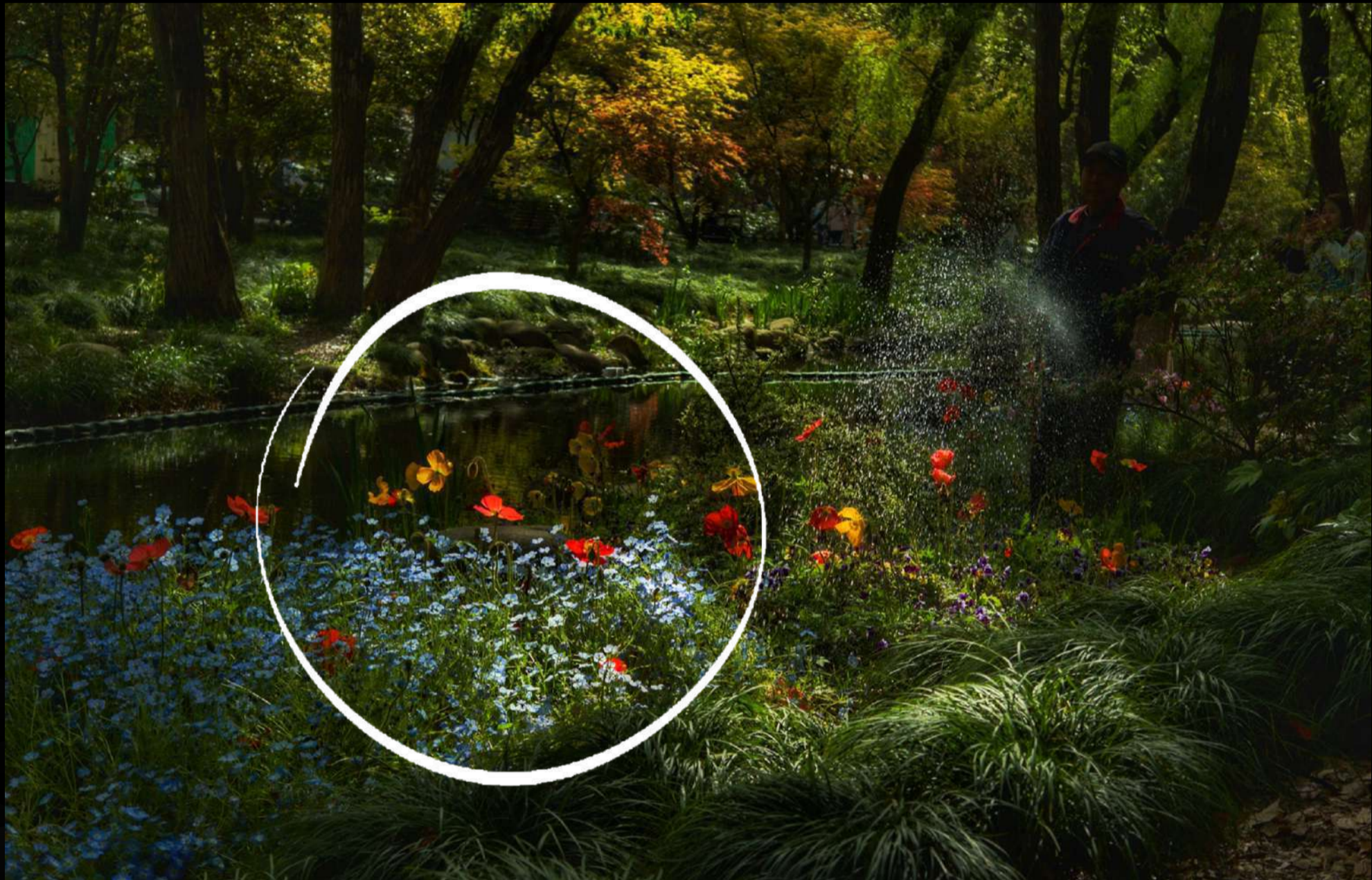
# Composition Essentials



Composition is key in photography, as demonstrated in this silhouette shot framed by buildings and street lamps. Always be mindful of framing, utilizing techniques like the rule of thirds and leading lines to optimize your compositions and leverage available light effectively.

Key Takeaway: Use strong composition to guide the viewer's eye

# Optimizing Natural Light



Take advantage of natural light to bring your photographs to life. Recognize how light falls on your subjects and surroundings, maximizing the interplay of shadow and light for cinematic effects. Avoid excessive editing that may diminish the inherent beauty of well-captured light and shadows.

Key Takeaway: Use light and shadow interplay to add depth



# Master Portrait Composition



Blurred foreground adds an element

Utilize the rule of thirds and explore different angles to compose captivating portraits. Pay attention to lighting, favoring soft, flattering light over harsh overhead illumination to avoid unflattering shadows on the face.

Key Takeaway: Craft well-composed portraits to leave a lasting impression

# Capture the Moment

**Precision**  
is key in portrait  
photography



Use burst mode to ensure you never miss the perfect expression in your portraits. Take advantage of smartphone camera features like portrait mode to capture precise details, enhancing the overall quality of your images.

Key Takeaway: Use burst mode for dynamic, people-focused shots

# Mind the Background



**Neutral backgrounds**  
are not distracting  
and add depth

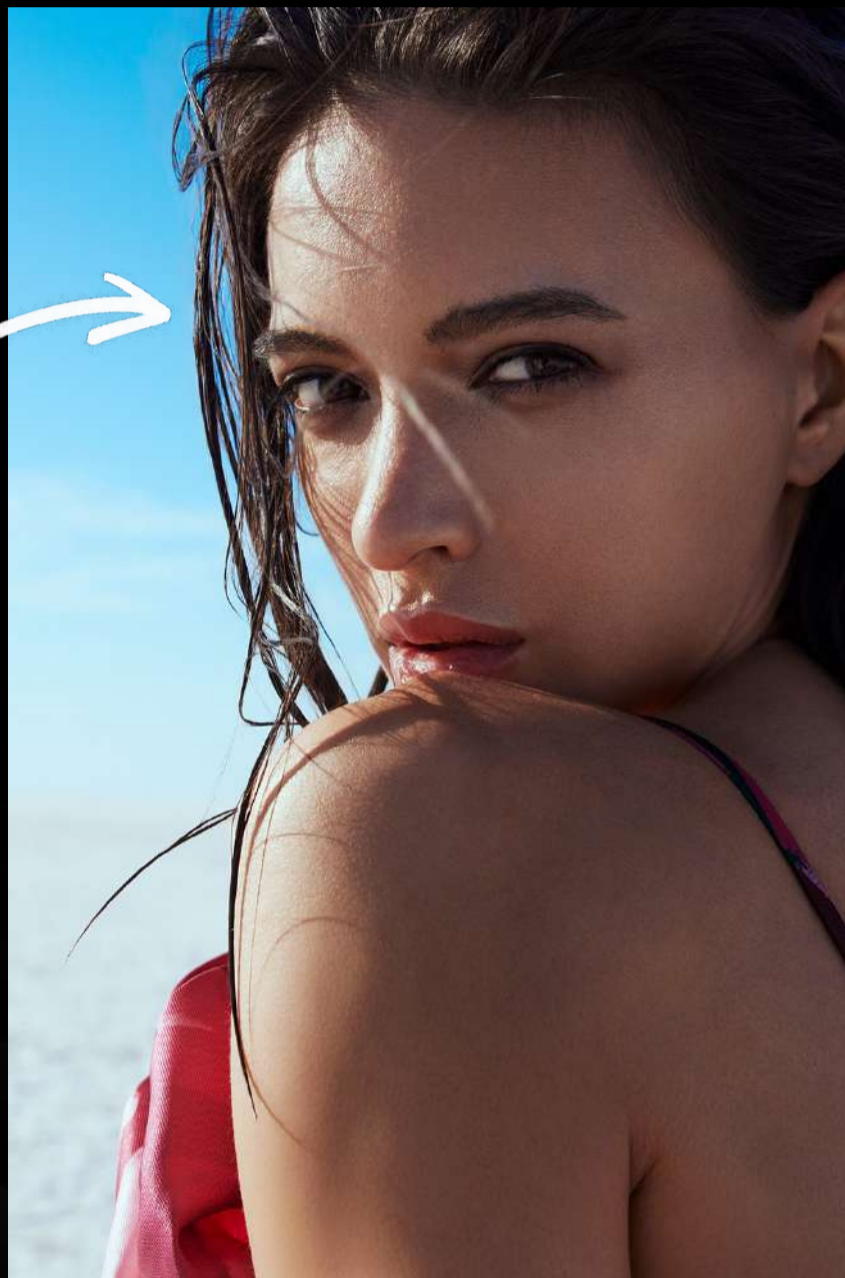
**The attention**  
is only on the  
model and  
her expressions

Choose backgrounds that complement your subject without distracting from them. Opt for neutral tones and consider blurring the background to add depth and focus attention on the subject, as seen in this example where the background colors complement the model's attire.

**Key Takeaway:** Use compelling backgrounds to add context to your portraits

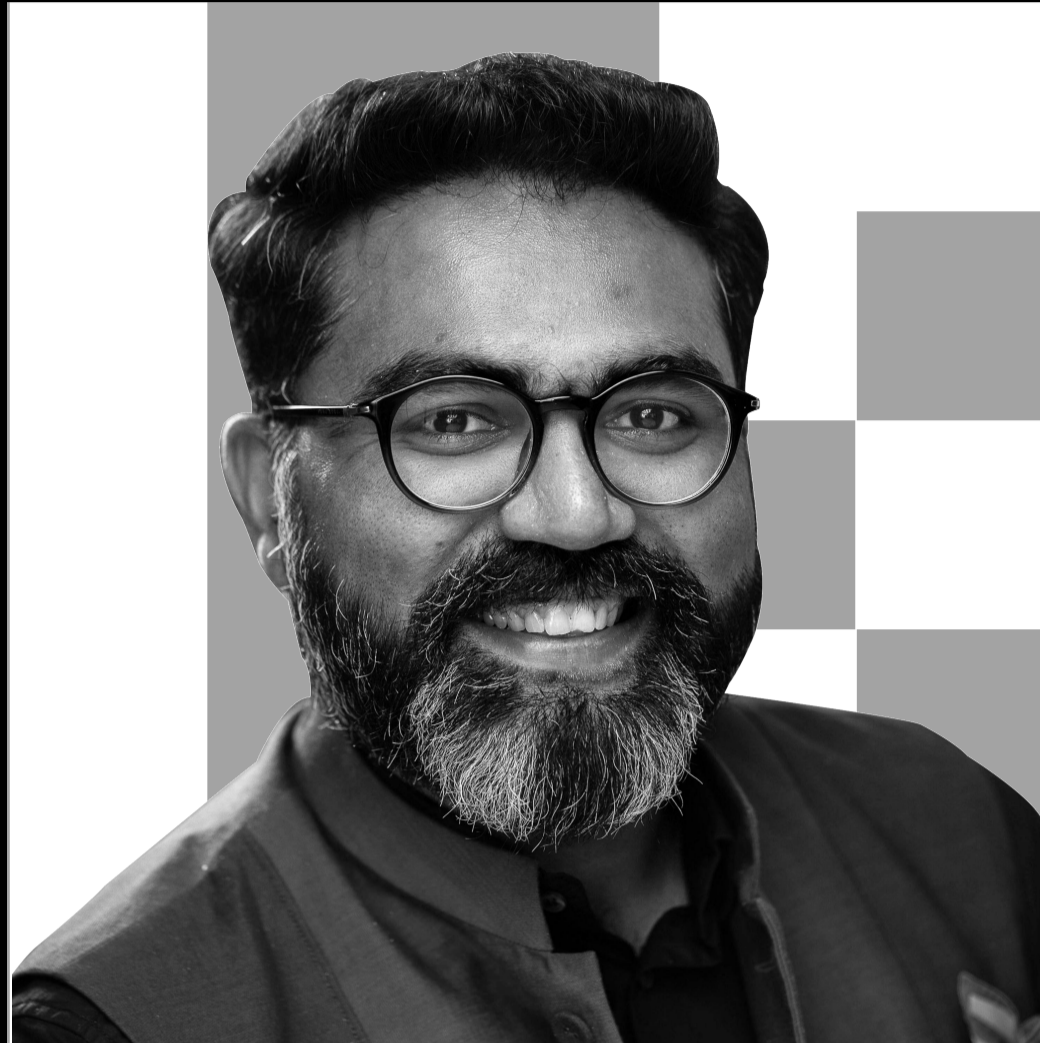
# Keep it Authentic

Gives a  
natural look  
and feel  
to the image



Exercise restraint when retouching portraits to maintain authenticity. Remove minor blemishes and adjust contrast subtly, but avoid excessive editing that alters the natural character of the subject. Embrace authenticity, like leaving natural hair untouched, to preserve the integrity of the image.

Key Takeaway: Avoid over-editing to preserve authenticity



## Joseph Radhik

Master Photographer | Wedding & Portrait

### Categories:

Unfading Moments

Colours

Collection

# Always Be Prepared to Capture Moments



Capturing moments before they finish is the key. Be observant.

Stay ready to capture spontaneous moments by enabling quick access to your camera. Utilize the quick start shortcut on your device, such as double-tapping the volume down button, to instantly capture the perfect shot without missing a beat.

Key Takeaway: Anticipate the perfect shot to capture moments before they fade

# Mastering Composition as Second Nature



Train yourself to compose instinctively by incorporating composition techniques into your daily photography routine. Use gridlines to guide your placement of key subjects, ensuring every shot—from selfies to epic moments—is perfectly framed for maximum impact.

Key Takeaway: Right Composition is the key to turn good moments into great memories

# Listening for Moments



Smile is the  
essence of  
the photo

Stay alert to the sounds of life around you to anticipate and capture genuine moments between people. Let conversations and interactions guide you to authentic moments, ensuring your photos tell compelling stories, like the heartwarming exchange between the woman and child in this photo.

Key Takeaway: Let your subject's stories guide your shots



# Enhance Key Actions in Editing

Enhancing  
the main element  
of the photo



Decreasing  
exposure  
of the surroundings

Enhance the key actions in your photos during editing by adjusting exposure to draw attention to the focal point. Consider converting to black and white to simplify complex compositions and emphasize the moment's essence, creating impactful images that tell a clear story, as demonstrated in this beautifully highlighted subject amidst subdued surroundings.

Key Takeaway: Experiment with exposure to capture dynamic scenes perfectly

# Contrast with Dominant Color

Highlighting  
colour yellow  
to make the  
photo pop

Contrasting  
colour



Blue as the  
dominant  
colour  
has multiple  
sources to pop up from  
and is still subdued.

Dominant  
Colour

Highlight a dominant color by contrasting it with your subject, creating visually striking images. Search for backgrounds rich in color and be patient in finding the perfect contrast, as demonstrated in this photo of women in vibrant fields.

Key Takeaway: Highlight a dominant color for strong impact

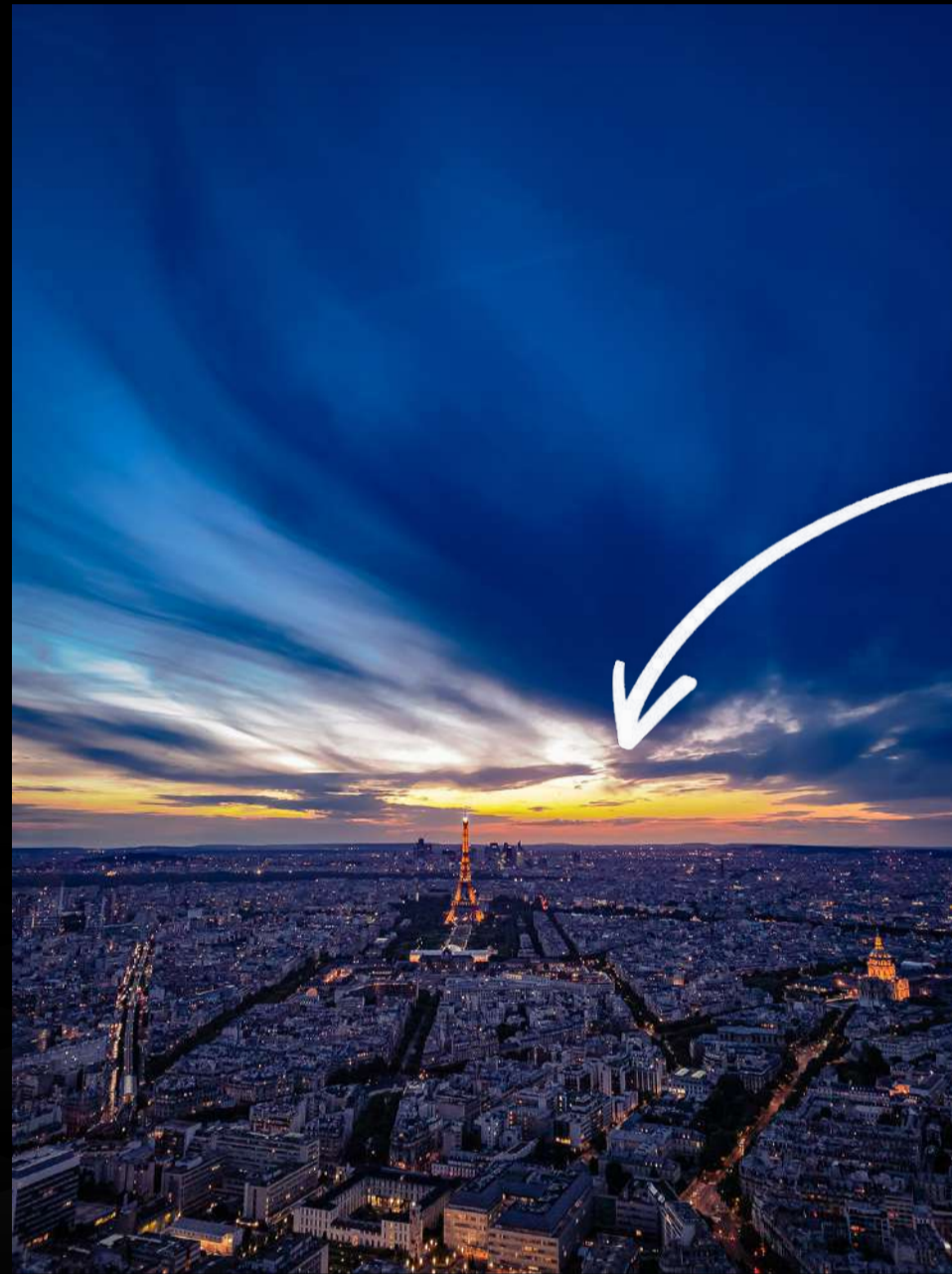
# Harness Sunlight for Color Dynamics

## Afternoon

Deep, saturated colours

## Dark shadows

Muted colour tones



## Golden light

during sunset gives the colour to this photo

Leverage sunlight's effects on color perception to create dynamic images. Use the deep, saturated colors of bright afternoon light or the golden glow of sunsets, enhanced by HDR technology on your OPPO phone, to capture stunning visuals with mesmerizing color palettes.

Key Takeaway: Elevate your photos with strategic color contrasts

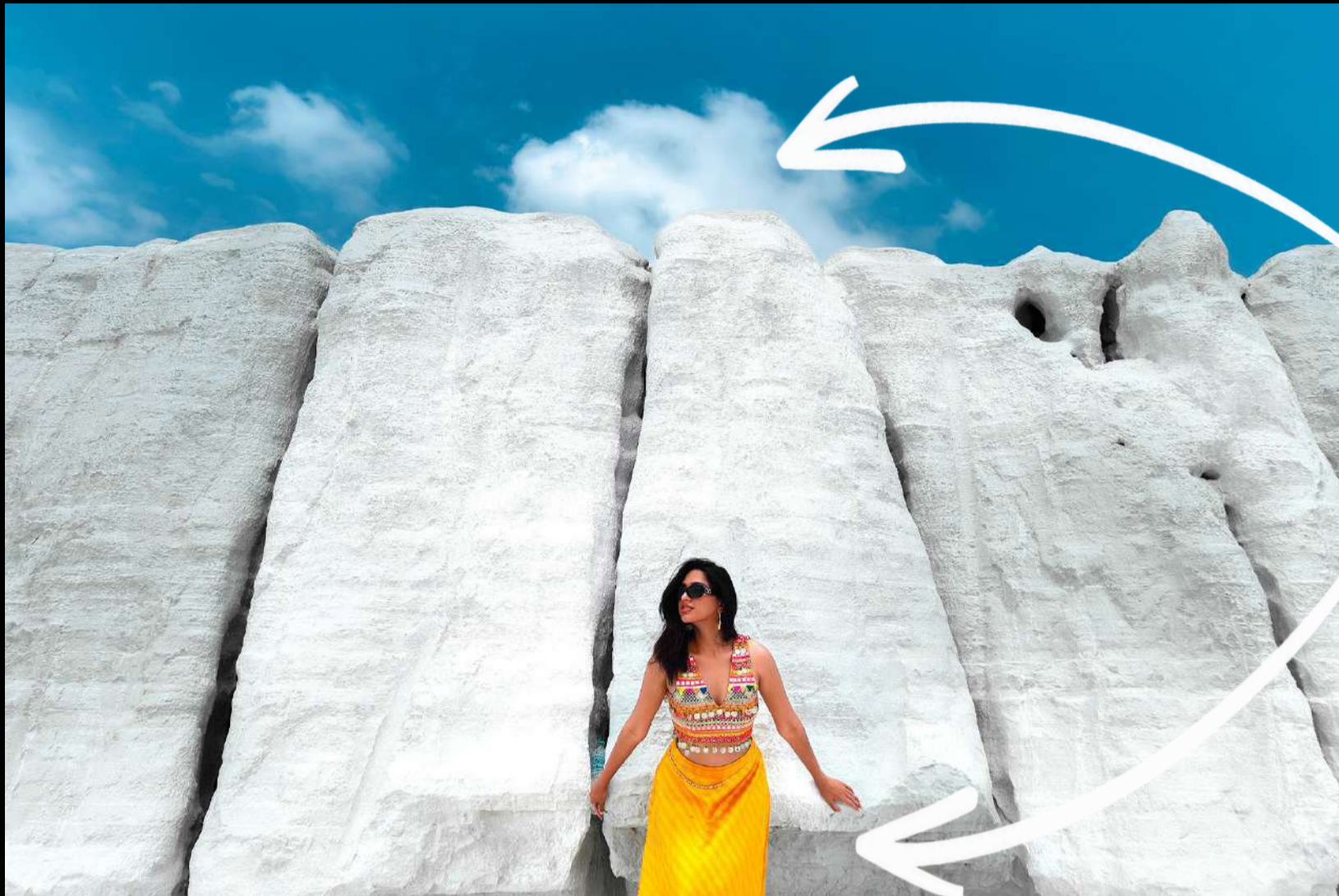
# Silhouettes Against Colorful Backdrops



Experiment with silhouettes against colorful backgrounds for captivating photos. Position your subject against a bright light source, such as the setting sun, to create striking contrasts and draw attention to the subject, whether posed or in action.

Key Takeaway: Harness sunlight for vibrant, accurate hues

# Subtle Editing for Colorful Images



Adding pop  
to the photo

Avoid over-editing colorful photos and focus on enhancing natural tones with subtle adjustments. Start with the natural image quality provided by your OPPO phone, adding just enough enhancement to retain saturation levels while adding a touch of vibrancy for a polished final result.

Key Takeaway: Subtle edits preserve color integrity

# Capture Action in Burst Mode

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Create dynamic collections by capturing action sequences in burst mode. Maintain perspective by staying in the same location, focusing on capturing fun expressions or emotions to enhance the storytelling aspect of your photos.

Key Takeaway: Use burst mode to catch the perfect moment

# Craft Stories with Diverse Shots

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Elevate your photo collections by telling engaging stories through a variety of shots. Incorporate establishment, action, close-up, and portrait shots to captivate viewers, especially effective for travel narratives or thematic series.

Key Takeaway: A compelling story enhances your photo collection

# Capture Time Passage



Illustrate the passage of time within a day by capturing the same frame at different times, showcasing changing light from dawn to dusk. These time-lapse stories offer a true sense of space and atmosphere, suitable for various subjects and settings.

Key Takeaway: Mix perspectives to enrich your collection



# Maintain Consistency in Editing



Ensure consistency in editing across your photo collection to maintain cohesion and visual harmony. Edit the key photo first and then apply those edits uniformly across the set, utilizing copy-paste techniques for efficient and cohesive results.

Key Takeaway: Uniform edits create visual harmony

# Prizes

## OPPO imagine IF Master

Prize money of  
**INR 5,00,000**  
One OPPO Smartphone

1

One winner

## OPPO imagine IF Silver Award

Prize money of  
**INR 2,00,000**  
One OPPO Smartphone

2

Two winners

## OPPO imagine IF Bronze Award

Prize money of  
**INR 1,00,000**  
One OPPO Smartphone

3

Three winners

## OPPO imagine IF Honorable Mention

One OPPO Smartphone

18

2 winners for each of the 9 categories, 18 in total

## OPPO imagine IF Weekly Shot on OPPO Winners

One OPPO Smartphone

7

Seven winners

oppo | HASSELBLAD

imagine 

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