

Evolving Creativity

By Tarra Kongsrude

Photography, like any art form, evolves over time: from the bulky daguerreotype camera to the handy smartphone; from formal portrait photos to capturing unromanticized scenes.

Carmyn Joy Effa - photographer, teacher, cat lover - shared her journey from [Hasselblad](#) film camera aficionado to popular [Instagram](#) influencer. She uses her “game changing” [Google Pixel](#) phone to capture everyday moments around her and has built up a thematic portfolio she calls “Edmontonism.” Like the [New Topographics](#) who preceded her, she finds new ways to present industrial landscapes, suburban life and local scenery not usually given a second glance.

[Smartphone Photography Tips](#)

Carmyn shared her practical tips for making the most of smartphone photography and developing a thematic Instagram feed. You can create artworthy shots with your camera phone by remembering to:

- Underexpose rather than overexpose pictures because they are easier to adjust afterwards. Tip: point the camera at the scene and then tap on the brightest part of the picture on the screen to set the exposure.
- Experiment with composition and perspective by getting up high or down on the ground.
- Capture more of the background scenery in order to let the main subject “breathe.”
- Under-edit rather than over-edit photos. There are number of simple, free editing apps including [Snapseed](#), [A Color Story](#), and [Darkroom](#).

[Instagram Advice](#)

Instagram bills itself as a simple way to capture and share the world’s moments. A place where you can follow your friends and family to see what they’re up to, and discover accounts from all over the world that are sharing things you love. Instagram viewers tend to scroll through and look at the photo collection as a whole so it’s better to post images that have a complementary look, feel and theme. You can have multiple accounts: one for your artsy black and white shots and another for your neon filter abstracts.

There are nearly one billion Instagram users and they post 95 million photos and videos daily. In exchange for hosting them all, Instagram gets broad license rights to the material to use in marketing and advertising. But, it’s not likely Instagram will select your picture from among the 40 billion [\(cat pictures\)](#) it has to choose from.

It is easy to upload photos from your smartphone to your Instagram account, but it is more difficult to upload them from your computer. One work around is to email the computer photos to your smartphone. You can also [download a file](#) to your Mac or PC device that emulates your Instagram phone app.

Whether your passion is mountain scenes, moody portraits or seeing the beautiful in the bland like Carmyn Joy, the options for taking and sharing photos are evolving quickly. Many photographers welcome these opportunities to expand their creative boundaries, how about you?