



Technical Photography Tutorials Essay Brief

MINIMUM WORD COUNT: 1,200-1,800

Step 1: Pick a Photography Tutorial to Write

Try to make it a tutorial geared toward photographers who already know the basics of photography. The more artistic/experimental, the better.

A few examples of technical photography tutorials you could write about:

1. High-speed photography
2. Tilt shift photography
3. Motion blue photography
4. Infrared photography
5. Smoke photography
6. Panoramas
7. Film processing/dark room
8. Lens calibration
9. Underwater photography
10. Long exposure photography
11. VR photography
12. 3D photography
13. Surrealism photography
14. Shoot Throughs
15. Whip Pan

Step 2: Do Some Research

This can be both personal/experimental research and online research. Look to see how others have written about the tutorial. Think about the step-by-step instructions you want to cover. Think about what photo examples you'll want to include.

Step 3: Make a List of Associated Keywords



Google a few keywords around the tutorial/technique you'll be writing about. Pay special attention to Google's autofill suggestions, "People Also Ask" and "Related Searches" sections.



Make a list and use any keywords that pop up in the autofill section. This is important because this is what readers will specifically be searching for.

Pay special attention to any questions that pop up and try to answer those questions within your essay.


Example: If I wanted to write a tutorial on light painting photography, I would do a quick Google search for the term. Some of the questions/terms that pop up include “light painting photography tools,” “light painting photography ideas,” and “How do you take pictures of streaks of light.”


light painting photography  


light painting photography **tools**
light painting photography **ideas**
light painting photography **app**
light painting photography **cars**
indoor light painting photography
light painting **portraits**
light painting **brushes**
cool light painting **techniques**


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People also ask

How do you take pictures of streaks of light? 

How do I take light painting photos on my iPhone? 

How do you shoot a light trail? 

What is natural light photography definition? 

Searches related to light painting photography

- | | |
|---|--|
| light painting photography tools | indoor light painting photography |
| light painting photography ideas | light painting portraits |
| light painting photography app | light painting brushes |
| light painting photography cars | cool light painting techniques |



Step 4: Follow Photonify's Essay Outline Template

Your essay should be written using this template/outline as a guide:

Introduction – Write two to three sentences introducing the tutorial you will be talking about.

Bulleted List – Create a bulleted list with an overview of what you'll be talking about in the essay. You want to give your reader a quick preview of the information you will be covering so they can quickly scan through to find the information they want to read most. Since this will be a Lightroom tutorial, your bulleted list should include high-level steps/instructions you'll be going over in the tutorial. You might even create a secondary bulleted list with the tools/equipment the reader will need.

Bulleted List: Expanded – Refer to the bulleted list you just created. Expand upon each step you outlined. Be sure to use subheadings throughout the article so that the text is broken up a bit and easy to read. A good way to structure your subheadings is by using what you wrote in your bulleted list.

Conclusion – Wrap up the article in one or two paragraphs.

If you'd like to see a few examples of this article template being used, check out the Photonify blog at <https://photonify.com/blog/>.