

# Easily improve your travel photography

SHOOT AMAZING PHOTOS EVEN IF  
YOU ONLY HAVE YOUR PHONE AND  
DON'T KNOW WHERE TO START



[julestrails.com](http://julestrails.com)

# Welcome! 😊

Are you struggling to do justice to the amazing places you visit through your images?

Do your photos look dull, **uninspiring** and **boring** even if the scene was breathtaking?

Are you motivated to **create consistently great travel images** with any gear, even your phone?

If you're a travel photographer, travel writer, travel blogger, content creator, travel business owner, social media enthusiast or even a curious traveller then **this is for you!**



This is for you if you're motivated to **take your photography to the next level and be proud of your images!**

This is for you if you want to have a stunning social media feed that attracts followers, **grow your audience** and ultimately make more money with your travel blog, articles, brand collaborations and more!

In this cheat sheet, I'll show you how you can create the photos of your dreams, have a ton of fun shooting, get excited about your photography and enjoy every step of the journey....

Once you start implementing these tips you will see **immediate improvements!**

Learning this will help you **shoot amazing travel photography** whatever the place or the subject.

So let's dive right in!

# Who is your teacher?



I am a professional food and travel photographer #dreamjob!

After quitting my job as a Speech and Language Therapist over 10 years ago, I've been shooting everything from weddings to events, portraits, shoes and fashion.

However, I only found my true vocation when I decided to specialise in culinary travel photography.

I work with many amazing clients including **National Geographic Traveller, The Sunday Times, Whetstone** magazine, **JRNY**, and **Eater, Lidl, Tesco** and my photography has been featured in **Vogue**, **GQ**, and many more.

I am a full-time traveller and I live nomadically while capturing the wonders of the world, its people, food and cultures.

I also give back to the community by mentoring photographers who are committed to improving their skills and turning their passion into a thriving business.

I can help you **take your travel photography to the next level** and motivate you to reach your full potential!

# Why composition is the N1 way to easily improve your photos

The aim of composition is to **guide the eye of the viewer** through your picture and put emphasis on your subject. It is a **great storytelling tool** because it helps **convey certain emotions** in your pictures and gets your viewer's attention. Once you have their attention, they will listen to your story, become your fans and, ultimately, your clients.



## *Super tip*

By paying attention to how you frame your subject, you can make it really stand out. This will help your audience really connect with your pictures and become your biggest fans!

Composition is one of the easiest and quickest ways to improve because it's **independent of gear, camera settings**, and all the other techy photography stuff.

There are **easy-to-follow rules** that you can use to start and then train your eyes to instinctively see beautiful compositions.

# Rules of composition

Follow these well-established rules of composition to create stunning photos that will leave your viewer in awe.

I'm going to illustrate them with diagrams so you can **visually understand them**.

You'll see that **some rules are opposites of each other**.

Some scenes lend themselves to multiple compositions. It's your job to choose what rule to use to convey the emotion that you want.

Wanna step it up? **Combine multiple composition rules** in one image and watch how they make it stronger!

## Best composition rules

1. Rule of thirds
2. Symmetry
3. Frame in frame
4. Fill the frame
5. Patterns and textures
6. Negative space
7. Minimalism
8. Rule of odds
9. Leading lines
10. "S" curves
11. Golden triangles

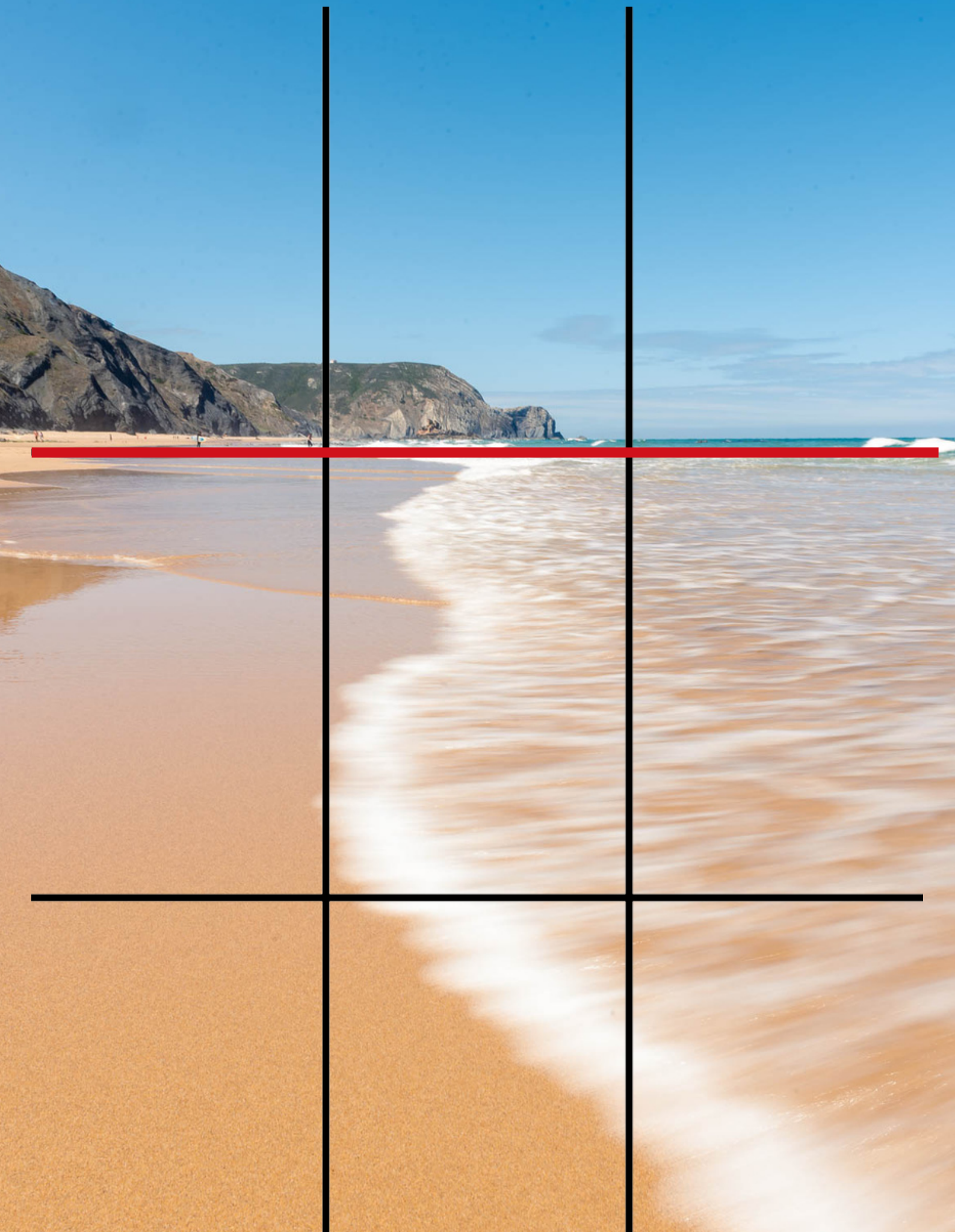


LET'S DIVE IN!





**Rule of thirds:** activate the grid and place your subject at the intersection of the lines or on the lines



**Rule of thirds:** place the horizon line either on the top line or bottom line of the grid



**Rule of thirds:** this creates a visually pleasing composition every time. It's a bulletproof way to frame your photos!



**Symmetry:** placing buildings and landmarks symmetrically on the grid is a great way to give them importance



**Frame in frame:** Use frames that you find in your environment to add layers and three-dimensionality



**Frame in frame:** Windows, tables, foliage, fences, arches etc all make for great natural frames



**Fill the frame:** don't leave any space around your subject. This will help it make it look more important.



**Patterns and textures:** fill the frame with repeating elements for a very impactful image



**Patterns:** a great way to capture details and create a more abstract picture. They're awesome as backgrounds too!



**Negative space:** Breathing space around your subject is an effective way to emphasize it and convey tranquillity

# SICILY

With mild winters and sizzling summers, this island is southern Italy's microcosm: it's packed with historical cities, stunning coastlines, cultural wonders, and food to write home about.



**Negative space:** Leaving space will help you put text and graphics for magazine covers, articles, Pinterest, IG etc



**Minimalism:** less is more.



**Rule of odds:** An odd number of elements is always more pleasing to the eyes so aim for 3 or 5 main items



**Rule of odds:** This is a winning rule when photographing food! Use smaller elements to complement the main dish



**Leading lines:** paths, fences, rivers, roads etc make great lines to lead the eyes of the viewer to the subject



**Leading lines:** start your leading line from the edges of the frame towards the middle where you place your subject



**S curves:** a curve can guide the eyes from left to right through the whole image. Lines don't have to be physical!



**Golden triangles:** angle elements on either of the diagonals and place interest points at the intersections



**Golden triangles:** creates a composition that feels dynamic yet balanced (and it'll make you look like a pro)

# Want a fun challenge?

I've only highlighted one composition technique in each of these images.

Truth is, I've hidden multiple composition rules in most of them.



Can you find them all?

# Thank you for reading!

## ...What's next?

Learning how to use powerful compositions in your photography will **set you apart from others** and give you an edge.

Photography is a skill that is a must-have in today's day and age and whether you're a blogger, writer, creator, or traveller, having stunning photography means **attracting more eyeballs** to your content, building trust, and ultimately converting more.

Now you know some travel photography basics – but of course, that isn't even half of the story...

The other part is understanding photography techniques in depth, how to master them, and how to turn your passion into a thriving business or a very lucrative side hustle.

Check out my **1-1 travel photography mentoring program** which is tailored to you and your goals.

Whether you want to **get published** by magazines like National Geographic, **work with tourism boards** or land more **travel collaborations**, I will help you make it happen stress free :)

If you have any questions I'm here for you.

Just shoot me an email: [jules@julestrails.com](mailto:jules@julestrails.com)

May the light be with you!

Jules xx