

**Todd Gipstein  
National Geographic Photography Expert  
Around-the-World by Jet Expedition  
January 2026**

**Presentation 2 “Picture Stories”  
Thoughts, Ideas & Tips**

**Shoot for yourself, to preserve memories. Shoot for others to share what you saw and did.**

**Look for images that can be iconic and symbolic. That can tell a story in a single photograph.**

**Wildlife:**

**Shoot landscapes for context. Show the habitat wildlife lives in. Closer shots create eye-to-eye “portraits” of animals. Photograph gesture & action. Shoot close-up details of parts of an animal to show its adaptations and camouflage.**

**People:**

**Shoot people in context to show the world they live in. Look for unique cultural moments. Look for moments that also express our shared human experience.**

**Lead with yourself, not the camera. Engage first, then shoot.**

**Ask if it its okay to take their photo, or gesture to your camera if you cannot speak to them signaling your intent. Be upfront, not sneaky.**

**Respect people not wanting their photo taken. Ask yourself how you would feel if someone approached you with a camera.**

**Be aware of cultural etiquette involving photography.**

**Don’t ask for smiles. They can be forced and artificial. If someone is happy and smiling, fine. Try asking them to “wipe away” a smile for a more serious look.**

**Take a few photos (or shoot in burst mode), because your subject may have blinked.**

**Enjoy the moment of interaction.**

**((O))**