

# 10 IKI tips for better photos



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With your photo, you can show what hands-on climate and biodiversity action looks like. Whether you use a smartphone or a digital camera, these 10 tips will help you take even better photos. The following collection was compiled as part of the 2025 photo contest organised by the International Climate Initiative (IKI) 'Focus. On Climate Action'.

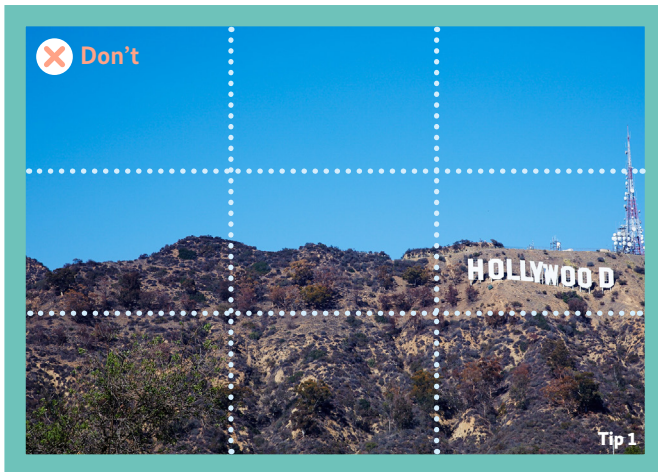
## Tip 1: Apply the rule of thirds

Don't place your main subject in the centre, but on the lines or intersections of the thirds grid. This creates tension and a more harmonious image effect. If you're not sure how to activate the 3x3 grid on your camera or mobile phone, google it.



## Tip 3: Change your perspective

Change your perspective! Crouch down (frog's-eye view) or find an elevated vantage point (bird's-eye view). This will immediately make your photos more interesting and unique than everyday snapshots.



## Tip 4: Find leading lines

Use lines such as paths, fences or rivers to guide the viewer's gaze through the image to your main subject. This gives the photo depth and a clear structure. The eye follows the lines quite naturally.



## Tip 2: Use the right light

Try to take your photos in the soft, warm light shortly after sunrise or before sunset (golden hour). It conjures up long shadows and flattering portraits. Avoid the glaring midday sun, which casts harsh shadows.



**Tip 5: Pay attention to sharpness**

Pay attention to sharpness! In portraits, the eyes should always be in focus. Tap the most important area on your mobile phone or deliberately select the focus point of your camera. A blurred main subject ruins even the best picture.

**Tip 6: Simplify the background**

A calm background does not distract from the subject. Take a step to the side or choose a different perspective to avoid distracting elements (e.g. rubbish bins, signs). If necessary, use portrait mode for blurring.

**Tip 9: Dare to be minimalist**

Focus on the essentials. A single, strong motif often works better than an overloaded scene. Create clarity by removing anything that is unnecessary from the frame. Minimalism can be very powerful.

**Tip 10: Blur the foreground to direct focus**

Place something blurred in the foreground to emphasise the main motif. This directs the viewer's gaze to the most important thing and gives the image depth.

**Tip 7: Use natural frames**

Use natural frames such as doorways, windows or branches to give your subject more depth and draw attention to it. This 'frame within a frame' creates an interesting visual layer and looks professional.

**Tip 8: Tell stories**

A good photo tells a story or captures a real moment. Instead of posed shots, try to capture genuine emotions and interactions. Be patient and observe – the decisive moment often comes unexpectedly.







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Toni has been a professional photographer for more than 20 years, focusing on event, business, industrial and advertising photography, as well as landscapes. He has photographed several IKI events in Berlin in recent years and is a jury member for the IKI photo contest 2025.



## *Imprint*




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