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PictureComposer
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Writing-1: Project Summary

PictureComposer is a mobile app geared to assist photographers of all levels in taking the best photographs possible. While some make professional photography their full-time career, amateur photography is abundant and on the rise. Photo sharing apps such as Instagram and VSCO foster over one billion users¹ and have created a platform where anyone can share their amateur photography with the world. Whether the photo will be sold for a profit or posted on social media for popular viewing, many people care about taking a “good” photo.

There are many things photographers of all levels have to consider when capturing the best shot. From lighting, to focus, to composition, to exposure - the list is extensive. Applications that consider these photo qualities can greatly assist the photographer with capturing the ideal photograph. Currently, the camera application on an iPhone can detect the brightness of the camera’s shot and help the user by turning the flash on for a better photo. Other existing smart camera apps can suggest filters for the user’s photo to improve its final appearance. What’s missing for photographers right now is an application to assist the user in identifying the perfect composition.

While composition is a rather subtle rule of photography to follow, we are creating our own rules of composition by developing complex technology that analyzes existing top-ranked photos. By developing this proprietary cutting-edge technology, the insight we provide in our app will be impossible to find elsewhere. We will be delivering this insight in a user-friendly manner, which will be accessible to Android users on the Google Play store.

We will be making the user experience a high priority from the moment they open our app. Once the user signs in, our app will allow them to take a picture with their phone’s camera or upload an image that they have already saved. Next, our app will be able to detect the subject of a photo, and compare it to other highly ranked photos of the same subject. From there, our application will algorithmically determine a letter grade for the photo that suggests how well the photographer captures the optimal composition of their subject. The app will also provide three examples of similar photos that received higher composition grades. Each photo that the user uploads will be saved on their private profile to track their photo grades over time.

PictureComposer provides the unique feedback and grading on composition that photographers cannot get elsewhere right now. Our app fills an important need in the photography world, and has the potential to reach a very large audience.

1. Omnicore. *Instagram by the Numbers: Stats, Demographics & Fun Facts*. 10 February 2020. <https://www.omnicoreagency.com/instagram-statistics/>.