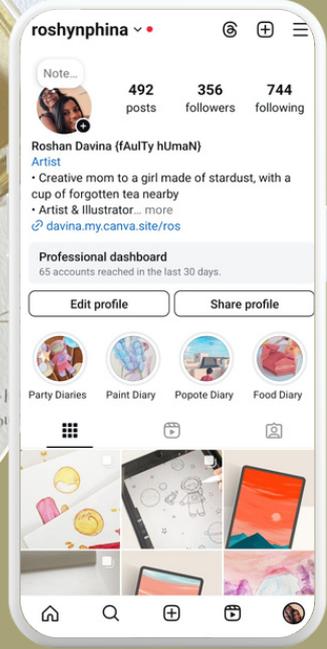


# HOW TO SET UP A PRETTY INSTAGRAM GRID



A quick step-by-step guide  
to level up your photos on social media.



by Roshan Davina Eddy  
@studiolibran



ILLUSTRATOR, DESIGNER & ARTIST

# HELLO! I'M ROSHAN DAVINA EDDY.

With so much social media overwhelm, we put extra pressure on being perfect with our output into the world. Many times, art that needs to be shared, sits in a corner of our many photo files. I'm guilty of that too.

This guide is meant to help ease the frustration with creating a pretty instagram grid. It's really simple and I've listed the step by step way you can post your photos to instagram. The special key to it all? Just be consistent with your lighting and your colour tones.

For over 15 years, I have worked as a solitary creative, weaving the dreams of my clients into illustrations and design. I enjoy helping sole entrepreneurs with connecting the dots between the brand and their image.

Do message me to learn more about how I can help you. I cannot wait to help build (or in most cases) strengthen your brand with your inputs!

*Roshan Davina Eddy*

# You've got something to share, but ...

you don't want to take away from all the work you've put in. This guide will show you how to edit your photos to share on Instagram.



## *important tip*

Blurred photos, dark photos, large shadows, cluttered photos are some issues that take away from the message you are sharing.

In this quick guide, I'll show you how to edit your photo on Instagram and then share your photos to the world!

While this guide will show you what I do and has always worked for me, try experimenting till you find the right combination just for you and your brand.

Let's go edit!

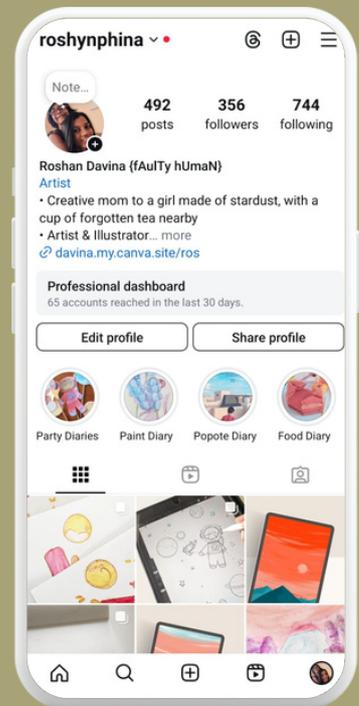


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Open Instagram and add the photo you want to post.

1.

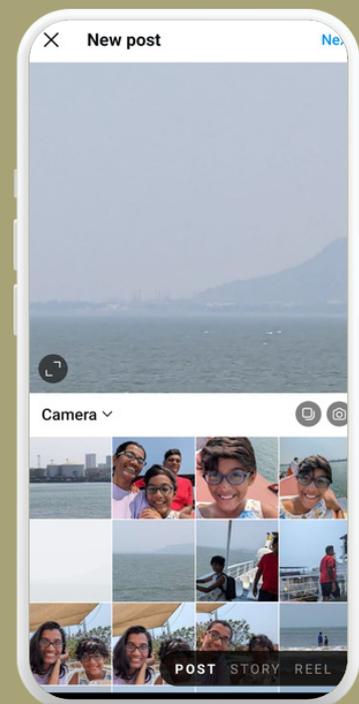
From your Insta page, hit the '+' button on the bottom of the screen. The '+' from the top right will also lead to post choices.



2.

Choose the photo that you want from the camera reel. And then hit 'Next' on the top right corner.

Extra tip: For sharing more photos as a carousel (more than one photo), long press one photo in the camera reel and then select the other photos you want to add.



3.

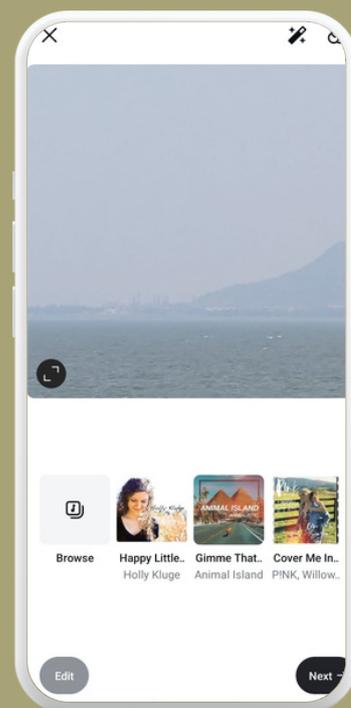
The top right corner with the wand tool is for editing your photo.

The cloud like tool next to it, is for choosing a filter for your photo.

The row of boxes below the photo are song choices you can select.

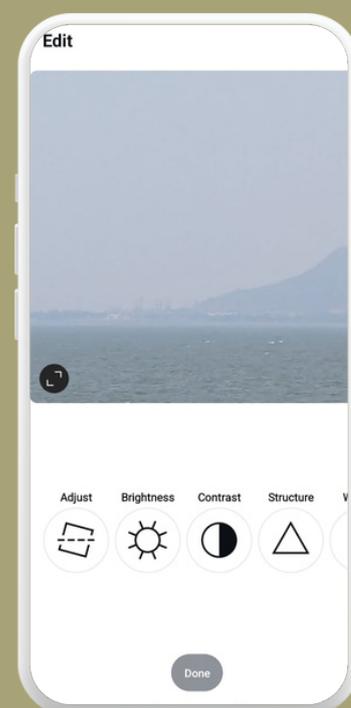
The bottom left button is for editing your photo.

The bottom right button is 'Next'.



4.

Choose the edit button on the bottom left or the wand tool on the top right hand corner. The Edit screen will have options that you can scroll through.



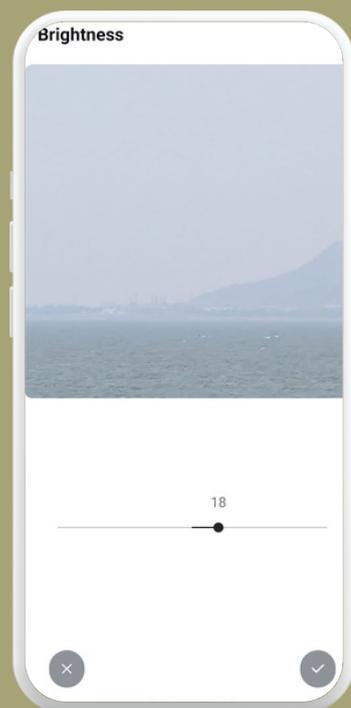
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5.

Choose Brightness first. The slider option will open. Move it to the left to darken the image and to the right to lighten the image. Then click on the tick mark to accept the changes.

Tip: if you've edited your photo outside the app, you don't need to do any of these following edits.



6.

Choose Contrast next. Move the slider to the left to mute the colours and to the right to brighten the colours. Click on the tick mark to accept the changes.

Tip: experiment with each side to see which works for your photo.



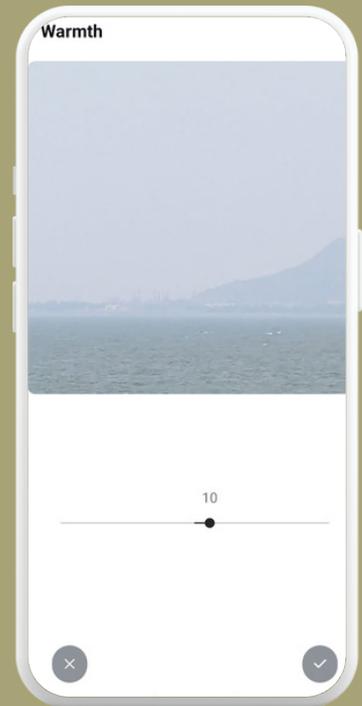
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7.

Then choose Warmth. This makes an image warmer toned (more red or orange - like it's under the sunlight). Moving the slider to the left makes it cooler (more blue - like it's under a tube light). Click on the tick mark to accept the changes.

Tip: if you're happy with the colours in your photo or have edited it outside the app, you do not need to do this.



8.

Choose Shadows next. As the name suggests it removes the shadows (brightens) when you move the slider to the right; or darkens the shadows, when you move the slider to the left. Click on the tick mark to accept the changes.

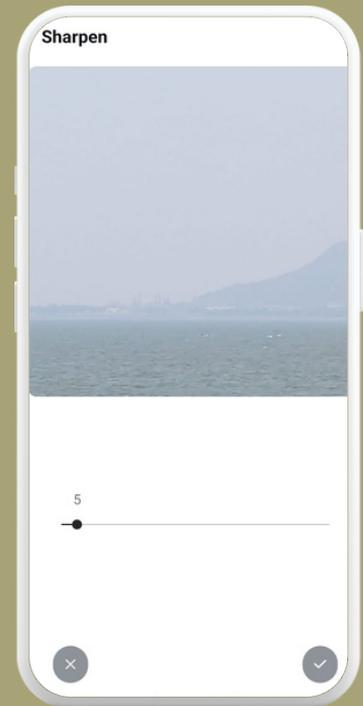
Tip: experiment with each side to see which works for your photo.



9.

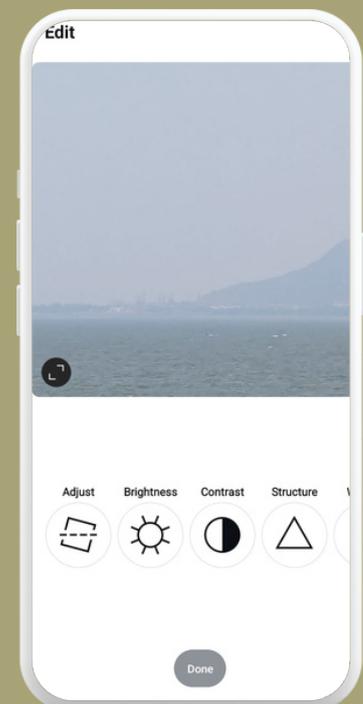
The last option to choose is Sharpen. This will either sharpen the details in the photo. Moving the slider all the way to the end (to the right) makes it really sharp. Click on the tick mark to accept the changes.

Tip: this is optional, most photos are fine the way they are.



10.

After accepting each change, it brings you back to the main Edit menu screen. Hit 'Done' when you are happy with your photo.

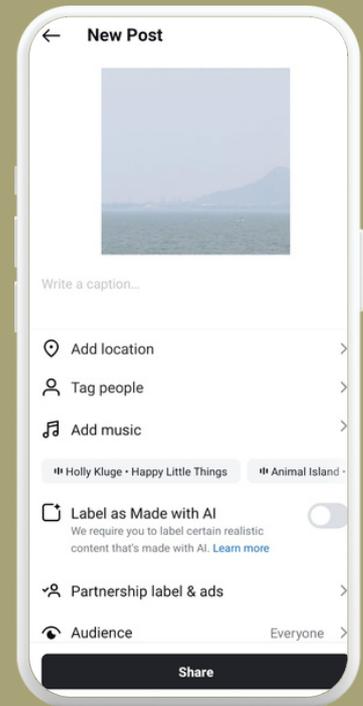


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11.

That will take you to the final screen, where you can add your content in the empty box. Add a location if you need to. Tag people, add music and then hit 'Share'.



Getting a picture perfect instagram grid lies in the consistency of the editing to the photo.

If each photo has different lighting, it's obvious and it doesn't come together as a cohesive unit.

If your editing is similar, it will all fall into place. It's not that hard, it just is a matter of doing it and experimenting and changing as your vibe changes! The key is to keep it simple.



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# The options under EDIT

Most of these options are used by photographers to edit their photos. It's good to know what each option does.

Align - straightens the photo

Brightness - brightens the photo

Contrast - makes the photo pop a little more

Structure - to bring out the detail and texture in blurred photos.

Warmth - to make the photo more warmer (redder toned).

Saturation - brings up the colours on the photo or mutes them making them greyer.

Fade - makes the photos look old fashioned - faded.

Highlights - helps make the brighter parts of the photo brighter.

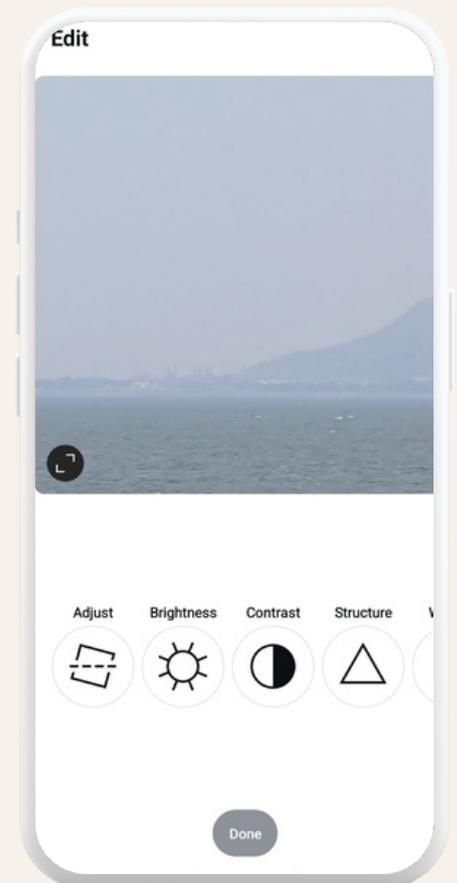
Shadows - helps remove shadows or highlight the shadows more.

Colour - helps in adding any tint to your photo. If you want a blue or green tint to the photo - this is where you adjust.

Vignette - darkens the edges of the photo helping highlight the centre of the photo.

Tilt-shift - helps blur out the background and adds focus to the element you want.

Sharpen - clarifies the details in the photo.



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Some photos call for a filter

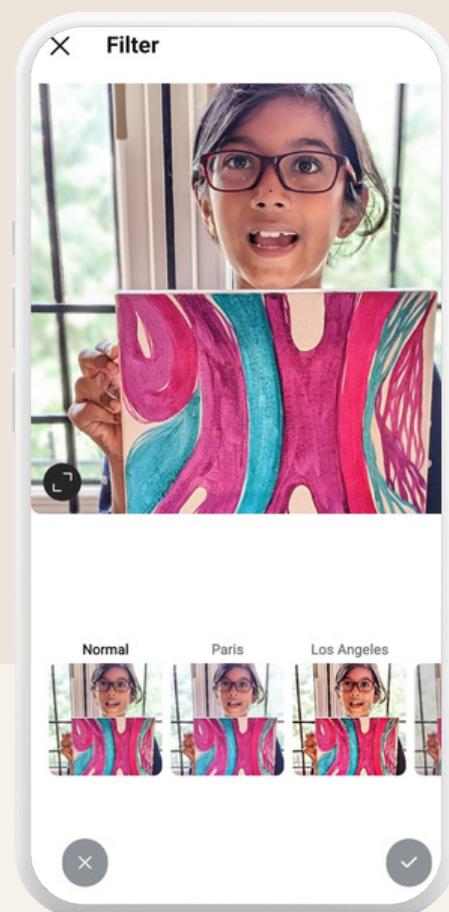
## Click on the cloud icon on the top left corner to choose the filter screen

There are many filters that you can scroll through, some more cooler toned (blue), while others more warmer toned (red).

Double tap on the filter you've chosen and the slider option will open up. The slider will be at the right end. Bring it down (to the left) to between 8 to 20. And then tap on done.

Then follow along with steps 1 through 11 through the edit menu.

Tip: experiment with how much of the filter you want to show through, it's best if the slider is between the numbers I've listed.



### *Extra Tip:*

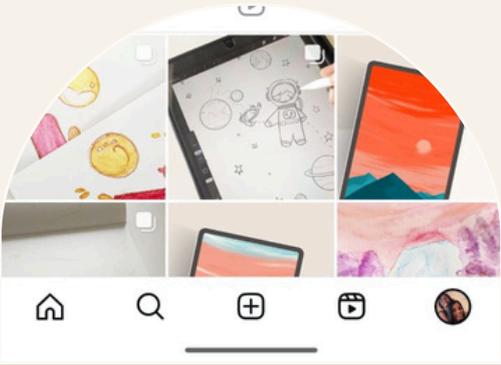
If you are posting your artwork, I would recommend not using filters on your work. Your audience would prefer the authentic feel of your work, not what has been touched up by a filter.

Editing a photo to brighten a photo and enhance it, is fine, though.



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## *remember*

The more you edit the photos, the more comfortable you will get, which will help you find a perfect edit match for your photos. Keep following the same set of edits. This will start to show a consistent feel to the photos you post.

I hope this guide was helpful. If you have any queries or requests do reach out to me through email on [davina.designer@gmail.com](mailto:davina.designer@gmail.com) or on instagram at [@studiolibran](https://www.instagram.com/studiolibran). Happy editing!

I'm here to help small businesses like you build your brand's aesthetic. I help with building your brand identity as well as templates for social media and more. Reach out for more information through email or on Instagram!



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