

SONY

Your First
 α
ALPHA



Start Small Dream Big.

Starting your creative journey with Sony Alpha cameras means you never have to worry about starting from scratch as you grow.

Our cameras are designed with consistent menus and a familiar user experience, so whether you're just beginning or becoming an enthusiast, you'll always feel at home.

As you learn and improve, you can easily upgrade your camera without losing your confidence or having to relearn everything. With Sony, your growth is supported every step of the way - giving you the freedom to explore, create, and capture your vision.

Creative Looks

Instantly change the look of your photos and videos with Sony's premium in-camera presets. Achieve elegant, professional colour grading with zero post-processing workflow required.

Creators' App

Seamlessly pair your smartphone to transfer high-resolution files wirelessly. Control your camera from afar, back up content to cloud spaces, and deliver instant posts directly to social media.

Hybrid Shooting

Hybrid shooting with Sony Alpha means capturing both beautiful photos and vivid videos with ease - so you can tell your story in every way, all with one camera.

Choosing Your Next Lens

Dedicated Sony lenses open up new creative possibilities, letting you capture sharper details, richer colours, and unique perspectives. The right lens helps you push your photography further and bring your vision to life.

Shutter Speeds & Lens Apertures

Shutter speed and aperture are your creative tools - freeze action, blur motion, or shape beautiful backgrounds with just a twist. With Sony Alpha, every setting helps you capture the world exactly as you imagine it.

Composition

Composition is the art of arranging your scene to guide the viewer's eye and create impact. Thoughtful framing transforms ordinary moments into powerful photos and videos.

A man with long hair and glasses, wearing a white shirt, is holding a Sony camera. A woman with long dark hair, wearing a floral dress, is looking at the camera. They are standing on a rocky beach with waves in the background and a large mountain in the distance. The scene is lit with warm, golden light from the setting sun.

Why Start with Sony?

**Your first camera should
inspire you to create more**

The Sony Alpha system helps you focus less on
setting menus and more on capturing clean,
beautiful images and videos.

The Sony Alpha Advantage

Sony delivers an intuitive entry point to modern mirrorless photography balancing smart automated tech with incredible lens adaptability.



Easy from Day One

Intelligent automatic logic handles technical settings.



Professional image quality without complexity

Stunning resolution and clean colours made simple.



Lightweight & Compact

Compact bodies designed to fit seamlessly into daily travel.



Perfect Photo & Video Hybrid

Ready for modern social clips and crisp, sharp prints.



A System That Grows

Over 82+ native lenses scaling dynamically with your skills.

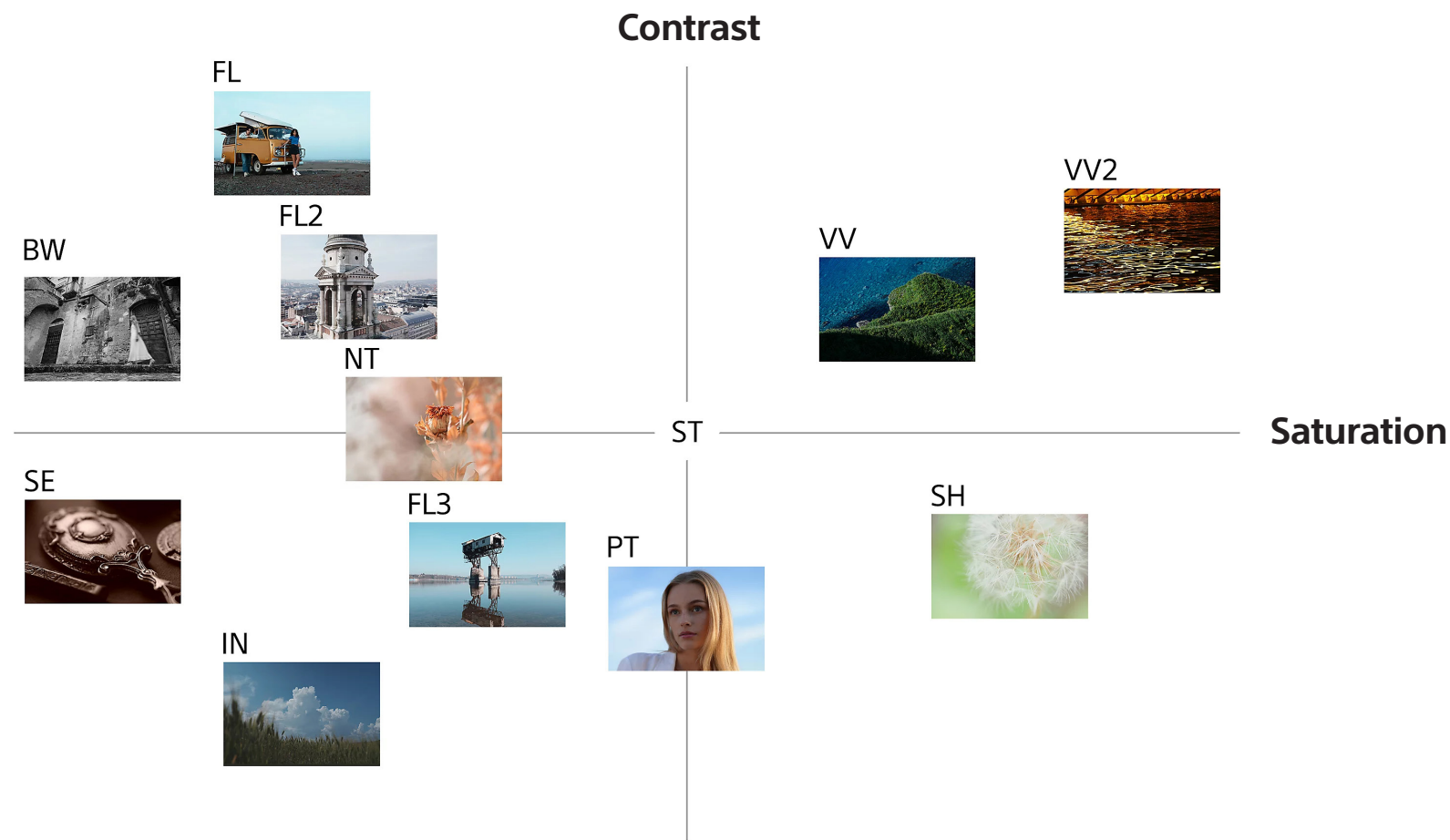
Using Creative Looks with your α camera

Elevate your photography with Sony's built-in presets



What are Creative Looks?

Creative Looks are built-in styles in Sony cameras that change how your photos and videos look. You can pick from options like Standard, Vivid, Portrait, Neutral, and Black & White. These styles help you quickly give your pictures a special look, so you don't need to edit them much later. Just choose the one you like, and your camera will do the rest.





α 7C II



α 7 IV



α 6700



ZV-E10 II

Which cameras are compatible with Creative Looks?

Most new Alpha and ZV models have Creative Looks built in. To check if your camera has this feature, you can check easily in the menu under **Exposure/Color**

A person wearing a bright yellow long-sleeved shirt and light blue shorts is walking away from the camera through shallow, rippling water. They are carrying a large, two-toned bowl (green on top, red on the bottom) balanced on their head, which is filled with many small, silvery fish. The person's legs are visible, and they are creating a splash of white water as they walk. In the background, a long, narrow wooden boat floats on the water. The overall scene is captured in a cinematic, slightly desaturated style with warm lighting, suggesting a sunset or sunrise.

Why Use Creative Looks?

Creative Looks are made for photographers who want to quickly give their photos a certain mood or style. They are inspired by old film and help you get great results without spending a lot of time editing.

You can use these presets to make your photos brighter, more colorful, or more dramatic right in the camera. This makes it easy to change how your pictures look, whether you're taking lively street photos or dark, moody portraits.



Standard (ST)

A balanced style that works well for most subjects and scenes. It's a great all-purpose look, perfect for everyday photos when you want natural, true-to-life colours.



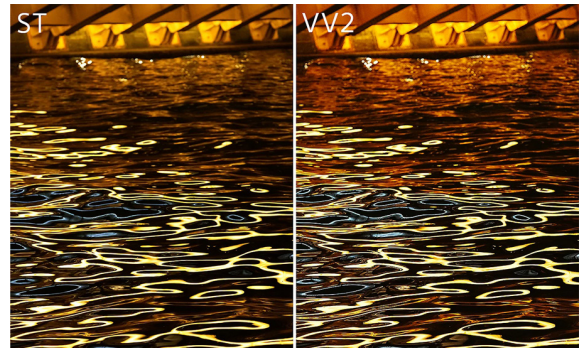
Soft Highkey (SH)

Gives your photos a soft, bright look with gentle colours and low contrast. This style makes pictures appear lighter and more colourful, creating a cheerful and airy feeling.



Vivid (VV)

Makes colours and contrast stronger, so your photos look bright and lively. Great for capturing colourful scenes like flowers, green landscapes, blue skies, or city views.



Vivid 2 (VV2)

Creates photos with even brighter and more vivid colours, adding extra clarity. Perfect for making colourful subjects stand out and look extra sharp.



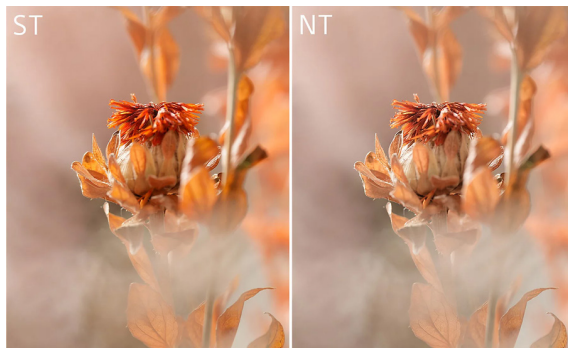
Sepia (SE)

Turns your photos into a brownish, old-fashioned style. This look is great for giving pictures a classic, vintage feel.



Black & White (BW)

Changes your photos to black and white. This timeless style is perfect for artistic shots or when you want to focus on shapes and details.



Neutral (NT)

Softens colours and sharpness for a calm, gentle look. Good for photos you want to edit later or when you want less colour and contrast in busy scenes.



Instant (IN)

Gives your photos a soft, matte look by lowering contrast and colour. This style is great for a gentle, modern feel.



Film (FL)

Makes some colours softer while making skies and greenery stand out. Great for natural landscapes or outdoor scenes with lots of blue sky.



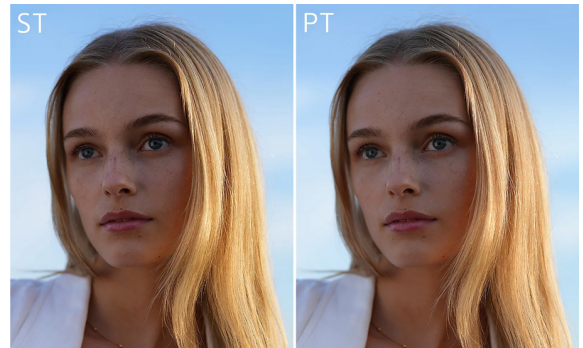
Film 2 (FL2)

Adds a bit more contrast and softens colours for a nostalgic, old-film feel. Good for photos you want to look a little vintage.



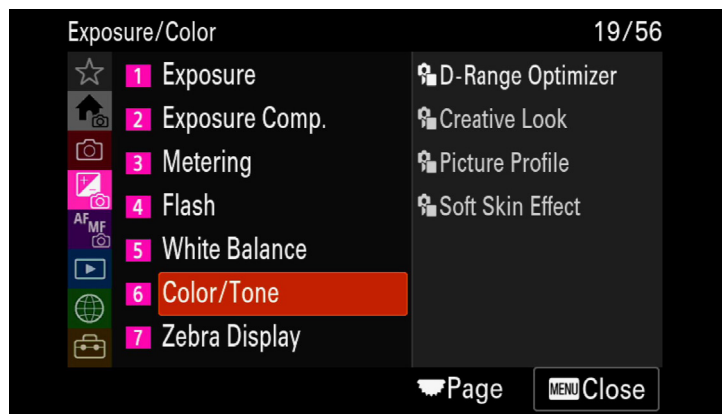
Film 3 (FL3)

Softens contrast and makes colours clear, giving your photos a light and airy look. Great for gentle, bright images.

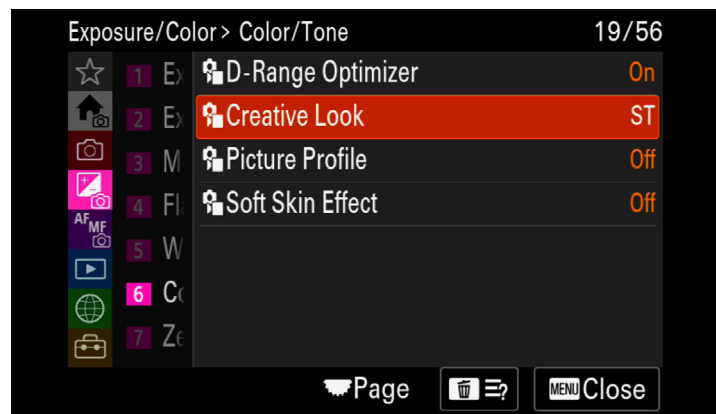


Portrait (PT)

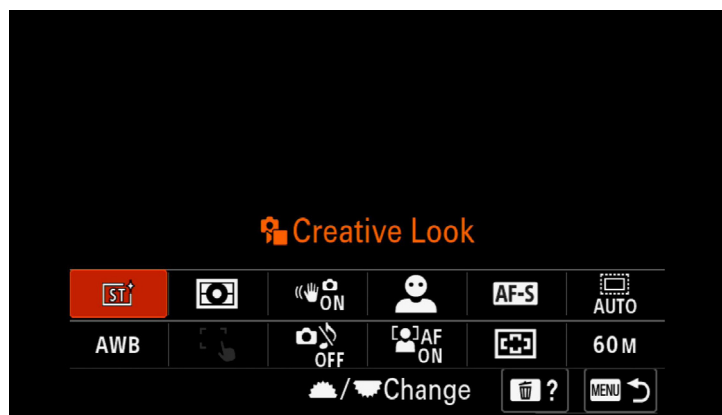
Softens skin tones for a smooth, flattering look. Best for taking portraits, making people's faces look natural and pleasant.



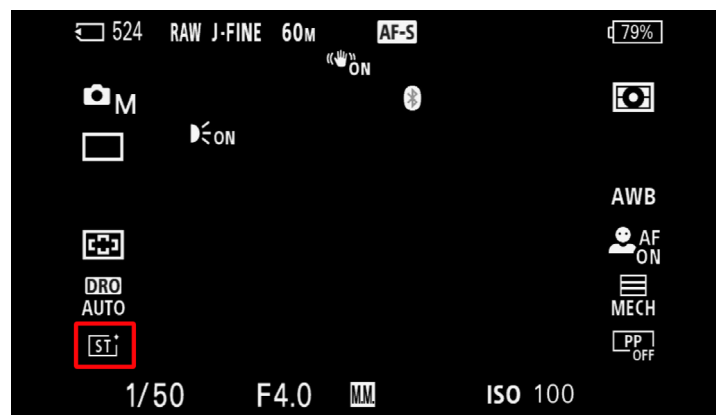
You can quickly access Creative Looks through the Exposure/Color menu



Once selected, go to **Creative Look** and select which style you prefer.



If your camera has a FN button, pressing this will bring up the quick select screen and you can toggle to the Creative Look icon.



If your main camera screen is selected to show all information, any Creative Look you have selected will be shown.

Customising Creative Looks

A great thing about Creative Looks is that you can adjust them to fit your style. After picking a look, you can change things like colour, contrast, and sharpness. This lets you make your photos unique, without needing extra editing on a computer.



Try playing with the settings like contrast, colour, and sharpness to find a style you like. Remember, some looks work better in certain lighting, so test them in different places. For more options, take one photo with a Creative Look and another with the Standard setting. This way, you can compare them or edit the plain version later if you want.



Contrast

Increase this setting (-9 to +9) to accentuate the difference between light and shadow, exaggerating detail, and vividness.



Highlights

Adjusts the presence of bright areas of an image. Increase this setting to boost brightness without washing out shadows (-9 to +9).



Shadows

Adjusts the depth of dark areas of an image. Increasing this setting pulls details from shadow without washing out the image (-9 to +9).



Fade

Increase this setting (0 to 9) to apply a washout effect to the image, replicating the subtle fading of an old photograph.



Saturation

Adjusts the intensity of colour, for more vivid or subdued imagery without shifting the overall hue (-9 to +9).



Sharpness

Adjusts image sharpness by varying the contrast of edges and contours, to enhance or soften detail (0 to +9).



Sharpness Range

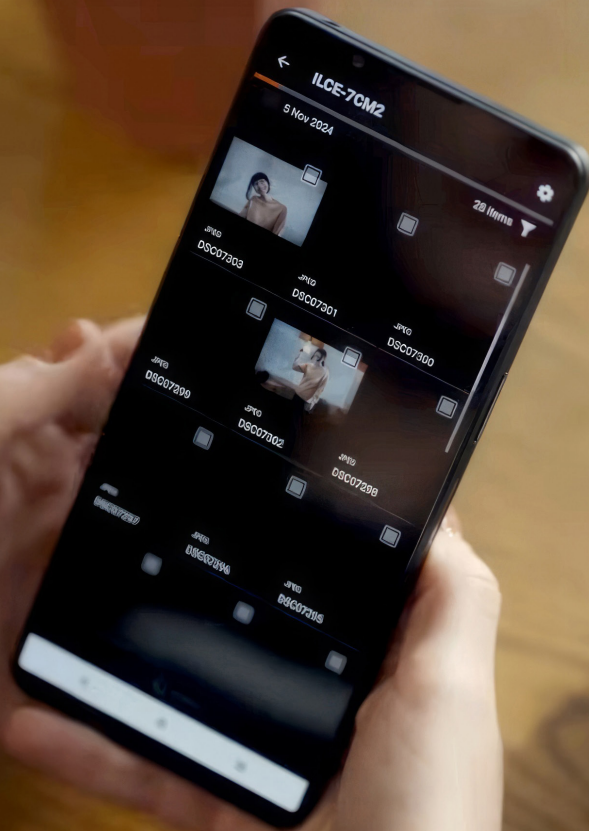
Adjusts the range across which the sharpness effect is applied. A larger value applies the sharpness effect to finer outlines (1 to 5).



Clarity

Increases the contrast of mid-tones, for subtle detail enhancement (0 to 9).

Using Creators' App
with your α camera

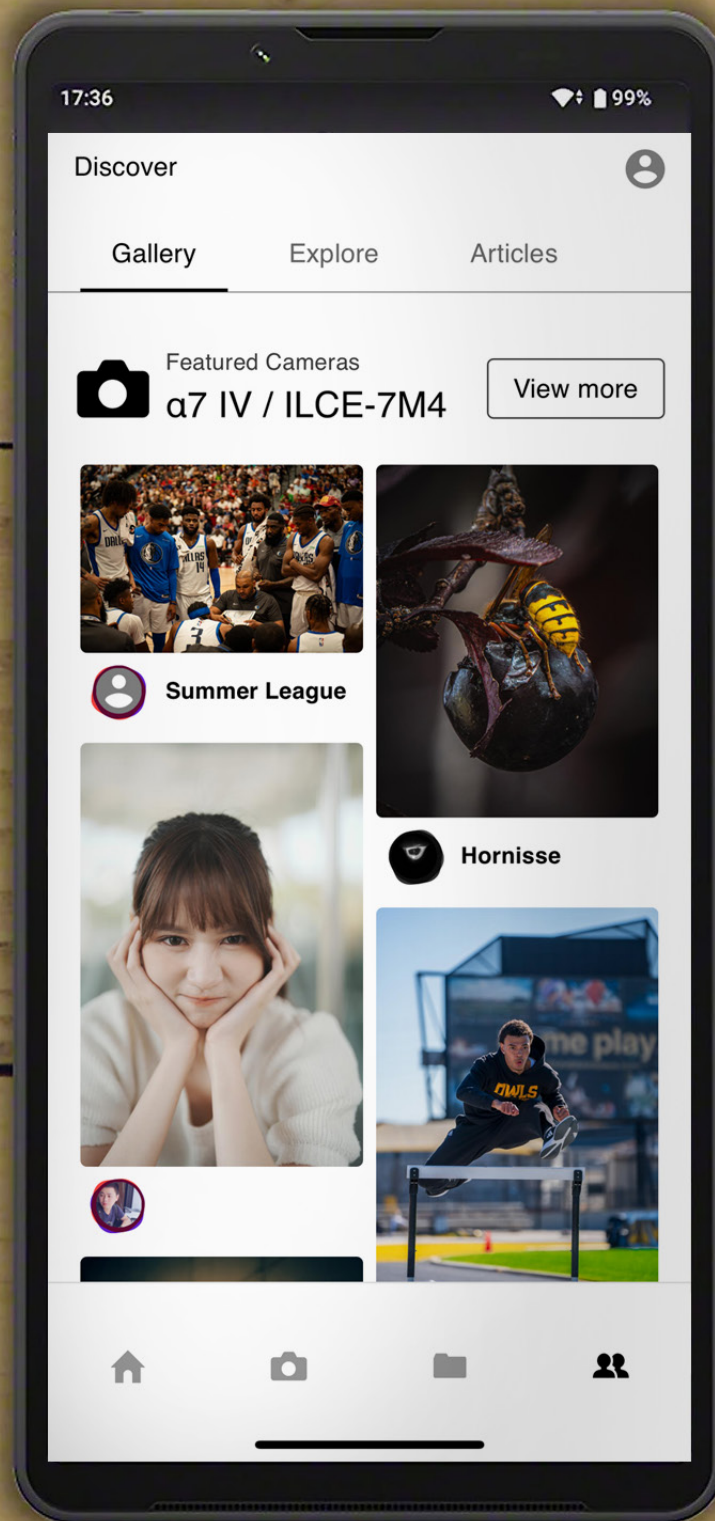


What is Creators' App

Sony Creators' App is a mobile application that helps photographers and videographers connect their Sony cameras to smartphones or tablets.

It allows you to wirelessly transfer photos and videos, making sharing and backing up your work easy.

You can also control your camera remotely, which is useful for group shots or creative angles. The app is beginner-friendly, with clear instructions and simple setup, making camera management and creative control more convenient.





Scan the QR code
to download
directly from your
smartphone.

Installing and setting up the app

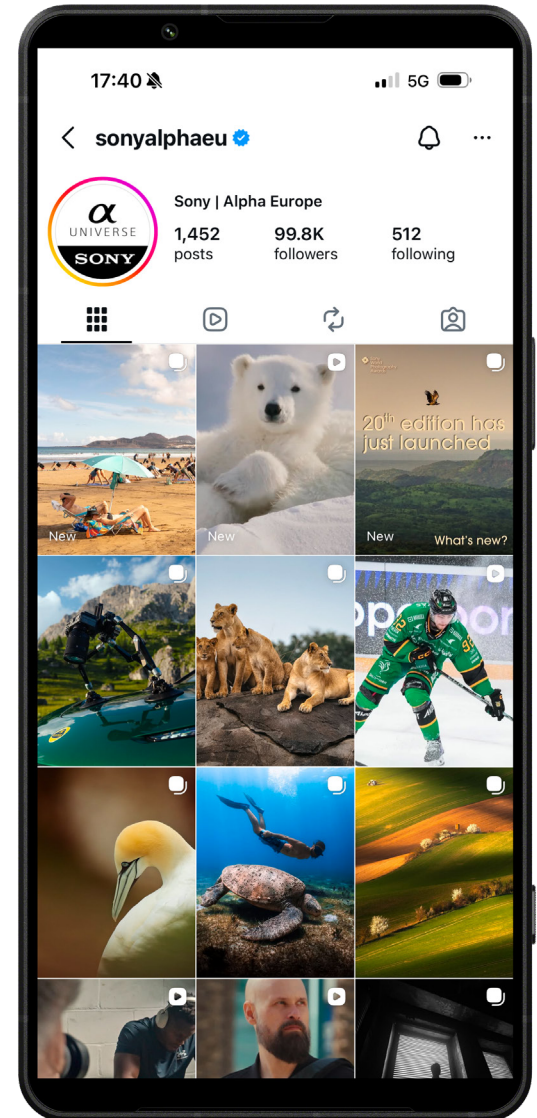
1. To connect your Sony camera to your smartphone using the Creators' App, first download and install the app on your phone.
2. Turn on your camera and make sure its Wi-Fi or Bluetooth is enabled.
3. Open the Creators' App and follow the on-screen instructions to select your camera model.
4. The app will guide you to scan a QR code or enter a password shown on your camera's screen.
5. Once connected, you can transfer photos and videos or control your camera remotely.
6. The process is simple, and the app provides clear steps to help you get started.



What can you do with Creators' App

Quickly transfer your images to social media

To upload your images to social media using the Creators' App, select the photos you want to share, tap the share button, and choose your preferred social media platform, such as Instagram or Facebook. The app will guide you through the posting process, making it easy to add captions or tags before sharing your images online. This makes sharing your creative work quick and simple.



Control your camera from your smartphone

To remotely control your Sony camera using the Creators' App, start by connecting your camera to your smartphone with the app.

Once connected, open the app and look for the remote control feature.

Tap it, and you'll see options to adjust settings like zoom, focus, and shutter.

You can view what your camera sees on your phone screen and take photos or record videos by pressing buttons in the app.

This makes it easy to capture shots from a distance or try creative angles without touching your camera.





α7C II



α7 IV



α6700



ZV-E10 II

Which cameras are compatible with Creators' App?

Most new Alpha and ZV models are compatible. Check [here](#) for more information

Hybrid Shooting with your α camera



What is Hybrid Shooting?

Hybrid shooting means using your camera to take both photos and videos. This lets you capture beautiful pictures and exciting moving scenes at the same time. It's a simple way to tell your story in more ways, helping you share memories with both images and video clips.



A camera that excels in both photography and videography is a traveller's best companion. It lets you capture breathtaking landscapes and vibrant street scenes with stunning photos, while also recording dynamic videos. Sony cameras offer easy switching between modes, saving space and making your travels more convenient and enjoyable.

Which cameras are best for Hybrid?

Sony has a range of hybrid cameras that you can take with you on your adventures.



α6700

Next generation creativity on the go

The Alpha 6700 combines the latest AI technology with Sony's outstanding Alpha-series image quality in a compact APS-C camera body. Offering enhanced subject recognition, the latest technology for capturing stills and movies, and E-mount lens compatibility, the lightweight Alpha 6700 is designed for creative adventures, anytime, anywhere.

ZV-E10 II

APS-C quality with easy-to-use features

Its 26 MP large APS-C sensor delivers stunning photos and cinematic 4K videos with vibrant detail and beautiful background blur. Perfect for both beginners and pros, it supports interchangeable lenses for endless creative possibilities. With Real-Time Eye Autofocus, a flip-out screen, integrated time-lapse function and intuitive controls, it's ideal for vlogging, portraits, and everything in between.





α7C II

Full-Frame quality in the palm of your hands

The Sony Alpha 7C II is a compact powerhouse for hybrid creators seeking pro-level performance. Its 33MP full-frame sensor captures stunning photos and cinematic 4K videos at up to 60p with exceptional detail and dynamic range. Featuring in-body stabilisation, a flip-out screen and a viewfinder it's perfect for vlogging, portraits, travel, and more.

α7 IV

For a new generation of creators

With groundbreaking performance in both still and movie recording, the Alpha 7 IV is the ideal hybrid, providing breathtaking imagery along with on-the-spot delivery and distribution. The Alpha 7 IV is a camera designed to bring to life the artistic visions of today's creators.



Switching between taking photos and shooting videos couldn't be easier - simply press the video button at any time and start recording.



ZV-E10 II



α6700



α7 IV



α7C II

You can also switch between photo and video modes using the mode switch on the camera.



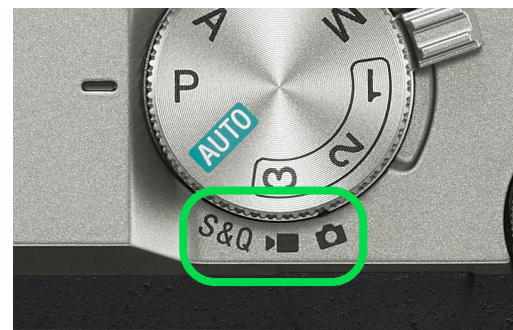
ZV-E10 II



α6700



α7 IV



α7C II

Choosing your next lens



Dedicated Sony lenses can significantly enhance your photography, delivering results that far surpass those achieved with standard kit lenses.

While kit lenses are versatile and convenient, they sometimes limit your creative potential. Dedicated lenses can offer many advantages, ensuring that every shot is a masterpiece.



Travel Photography

Unveiling the world's beauty through your lens

Travel photography is a wonderful way to connect with new places and capture the essence of different environments. While exploring, you can photograph local people, landscapes, and unique architecture, preserving memories from your journeys. Patience allows you to find the right moment, and natural light enhances the colours and textures of each scene. With creativity and an understanding of local culture, you can take stunning photos that showcase the vibrant stories of the places you visit.



The kit lens that came with your Sony Alpha is excellent for general photography, but for travel photography, a compact zoom with a wide range means you'll be ready for any scene. If you use an APS-C camera such as the Alpha 6700, the E 18-135mm f/3.5-5.6 OSS makes a perfect companion, and the FE 24-50mm f/2.8 G pairs beautifully with a full-frame camera such as the Alpha 7C II.



FE 24-50mm f/2.8 G



E 18-135mm f/3.5-5.6 OSS



Family / Pet Photography

Celebrate the magic of loved ones

Family and pet photography is a wonderful way to capture the special bonds and joyful moments you share. Whether at home or outdoors, you can photograph candid smiles, playful interactions, and loving gestures, preserving memories for years to come. Patience helps you catch genuine expressions, while natural light brings out the warmth and personality of each subject. With creativity and an understanding of your loved ones, you can create heartfelt images that tell the unique story of your family.

© Duke Pistachio

The kit lens that came with your Sony Alpha is excellent for general photography, but to capture those special family moments, a zoom lens with a fast maximum aperture will give you more flexibility. If you use an APS-C camera such as the Alpha 6700, the E 16-55mm f/2.8 G is a perfect choice, and the FE 50mm f/2.5 G pairs beautifully with a full-frame camera such as the Alpha 7C II, keeping your setup nice and compact.



E 16-55mm f/2.8 G



FE 50mm f/2.5 G



Street Photography

Capturing candid moments

Street photography is a wonderful way to connect with the energy of a city and capture the essence of everyday life. While wandering through urban spaces, you can photograph people, bustling scenes, and striking architecture, preserving moments that tell the story of the streets. Patience allows you to find authentic expressions, and natural light brings out the mood and character of each setting. With creativity and an understanding of your surroundings, you can create powerful images that reveal the vibrant stories woven into city life.

The kit lens with your Sony Alpha is great for general use, but for street photography, a wide angle zoom lens offers more flexibility. It lets you capture broader scenes and get closer to the action, making it ideal for dynamic street shots. If you use an APS-C camera such as the Alpha 6700, the E PZ 10-20mm f/4 G makes a perfect companion, and the FE 16-25mm f/2.8 G pairs beautifully with a full-frame camera such as the Alpha 7C II.



FE 16-25mm f/2.8 G



E PZ 10-20mm f/4 G



© Terry Donnelly

Nature Photography

The beauty of capturing wildlife in your garden.

Photography in your garden is a great way to connect with nature and capture animals nearby. You can observe and photograph birds, squirrels, and butterflies, creating a welcoming space for wildlife. Patience helps you catch the perfect shot, and natural light brings out colours and details. With creativity and basic knowledge of animal behaviour, you can take amazing pictures that show the lively ecosystem in your backyard.

The lens that came with your Sony Alpha is excellent for general photography, but if you want to take your nature photography to the next level, a telephoto zoom lens such as the E 55-210mm f/4.5-6.3 OSS or FE 24-240mm f/3.5-6.3 OSS is a great place to start. Whether you shoot with a Sony APS-C camera such as the Alpha 6700, or a full-frame camera like the Alpha 7C II, Sony has a great range of suitable lenses to suit all budgets.



E 55-210mm f/4.5-6.3 OSS



FE 24-240mm f/3.5-6.3 OSS



A telephoto lens is perfect for producing beautifully blurred backgrounds - or bokeh - due to its longer focal length. This aesthetically pleasing blur in the background helps to highlight the subject in focus. When you use a telephoto lens, you can achieve a shallow depth of field, meaning that only a small portion of the image is sharp while the rest is softly blurred. The combination of distance from the subject and the lens's design enhances the bokeh effect, resulting in stunning images that draw attention to the main subject.



Close-up Photography

Discover the incredible world of Macro

This type of photography captures the beauty of tiny things, like flower petals or insects. Photographers use special lenses to get close and reveal vibrant colours and intricate details. Macro photography lets you discover a new world in nature and is perfect for beginners wanting to explore and enjoy photography.

The lens that came with your Sony Alpha is excellent for general photography, but if you want to take close-up shots, a dedicated macro lens will let you get much closer to your subject and capture those intricate details. Whether you shoot with a Sony APS-C camera such as the Alpha 6700, or a full-frame camera like the Alpha 7C II, Sony has a great range of dedicated macro lenses to suit all budgets.



E 30mm f/3.5 Macro



FE 50mm f/2.8 Macro

Portrait Photography

Bring your emotions to life

Portrait photography captures individuals or groups, highlighting their unique traits and expressions. Whether it's a child playing, a family gathering, or a stylish friend, these images tell a story. Photographers focus on lighting, backgrounds, and framing to create portraits that connect with viewers and showcase each person's beauty. Portraits celebrate special moments and who we are, making this style a creative way to connect with others.





© Terry Donnelly

The lens that came with your Sony Alpha is excellent for general photography, but if you want to take your portraits to the next level, a standard wide-aperture lens such as the 50mm f/1.8 or 35mm f/1.8 is a great place to start. Whether you shoot with a Sony APS-C camera such as the Alpha 6700, or a full-frame camera like the Alpha 7C II, Sony has a great range of suitable lenses to suit all budgets.

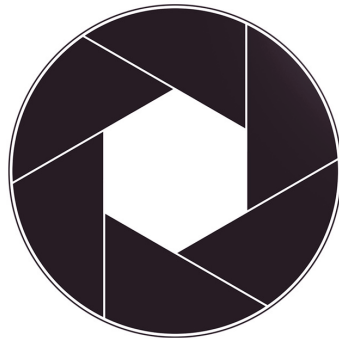


E 35mm f/1.8

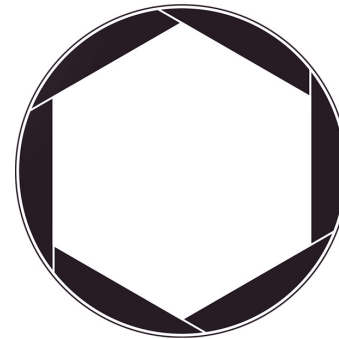


FE 50mm f/1.8

Using a wide aperture in portrait photography makes the subject stand out by creating a blurred background and reducing distractions. It also lets in more light for brighter, clearer photos in low light. This technique keeps the subject sharp and gives portraits a professional, polished look.



$f/5.6$



$f/1.8$

The image on the left was shot on the Alpha 6700 using the E PZ 16-50mm f/3.5-5.6 OSS kit lens, whereas the image on the right was shot using the E 50mm f/1.8 OSS.

As you can clearly see, the background is much softer on the right hand image and this is because it was shot using an $f/1.8$ aperture which isolates the subject from the background and draws attention to the face.

α
ALPHA

Using Aperture & Shutter Speed Priority

Understanding aperture and shutter speed unlocks your creative potential, allowing you to shape the mood and story of every photo you take.

Aperture controls how much light enters your camera and affects the depth of field. A wide aperture (low f-number) creates a blurry background, making your subject stand out. A narrow aperture (high f-number) keeps more of the scene in focus, which is great for landscapes.

Shutter speed determines how long your camera's sensor is exposed to light. Fast shutter speeds freeze motion, making moving subjects sharp. Slow shutter speeds capture movement as a blur, adding creative effects like silky water or light trails.



Aperture Priority

Using Aperture Priority mode on your Sony Alpha camera is a great way to take control of your photos while keeping things simple. You choose the aperture to get the background blur or sharpness you want, and the camera automatically sets the right shutter speed for a well-exposed image. This lets you focus on your creativity and composition without worrying about all the technical details.



Why use this mode?

Blur the background
Large aperture



© Morten Rygaard

Everything in focus
Small aperture



© Albert Dros

Good for low-light
Large aperture



© Mads Peter Iversen

What is an Aperture?

A lens aperture is the opening in a camera lens that lets light in. A bigger opening means more light and a brighter photo, while a smaller opening lets in less light. It also affects how much of the picture is in focus.

Aperture blades

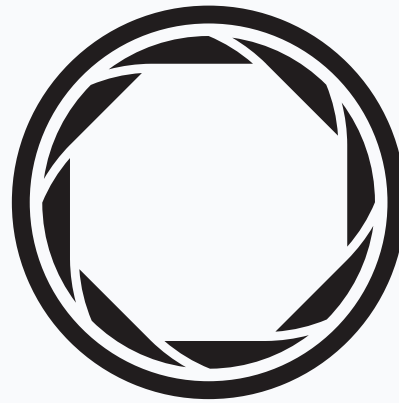
These are blades inside the lens that control the size of the opening and how much light is let through.

Apertures are represented by ***f*-Numbers**. The larger the number, the smaller the opening.



***f*/16**

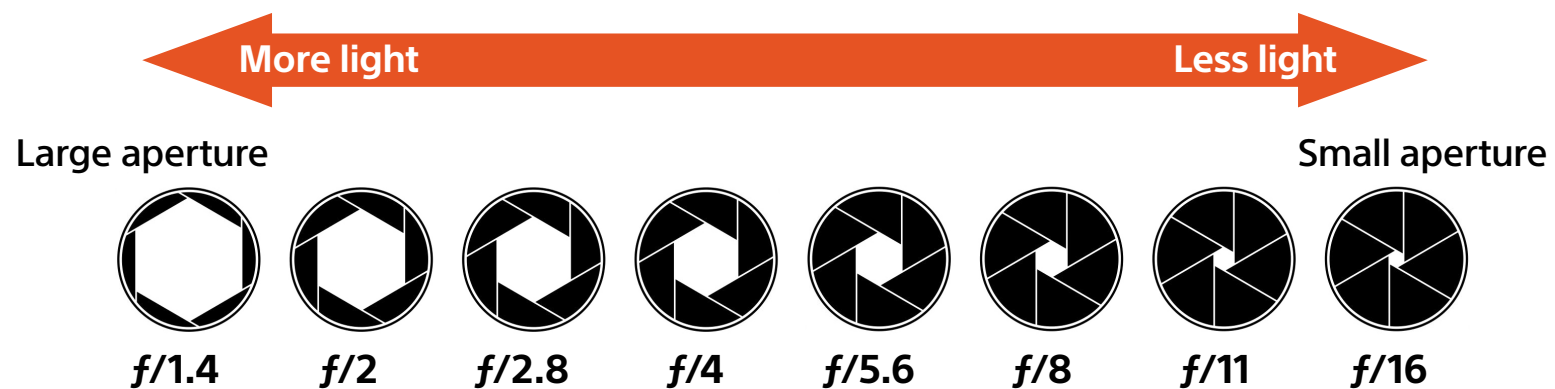
Small aperture



***f*/2**

Large aperture

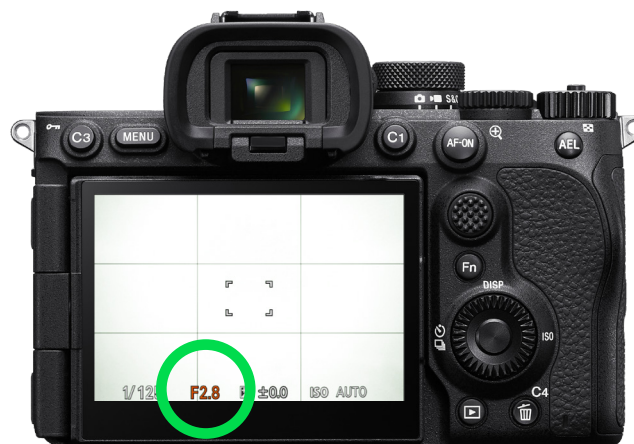
What is the effect of Aperture?



How to set Aperture on your Alpha



Use the dials on the front of the grip, the top of the camera or the back of the camera to change the Aperture (The *f*-number).



The set aperture will be displayed on the rear screen.

Aperture examples

f/1.4

Large aperture



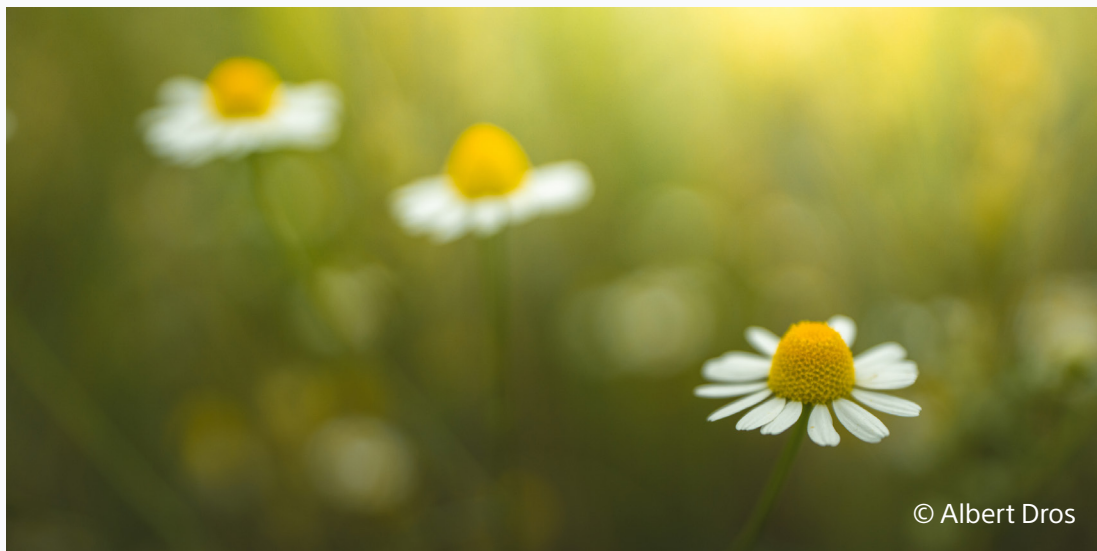
f/2

Large aperture



f/2.8

Large aperture



f/4

Large aperture



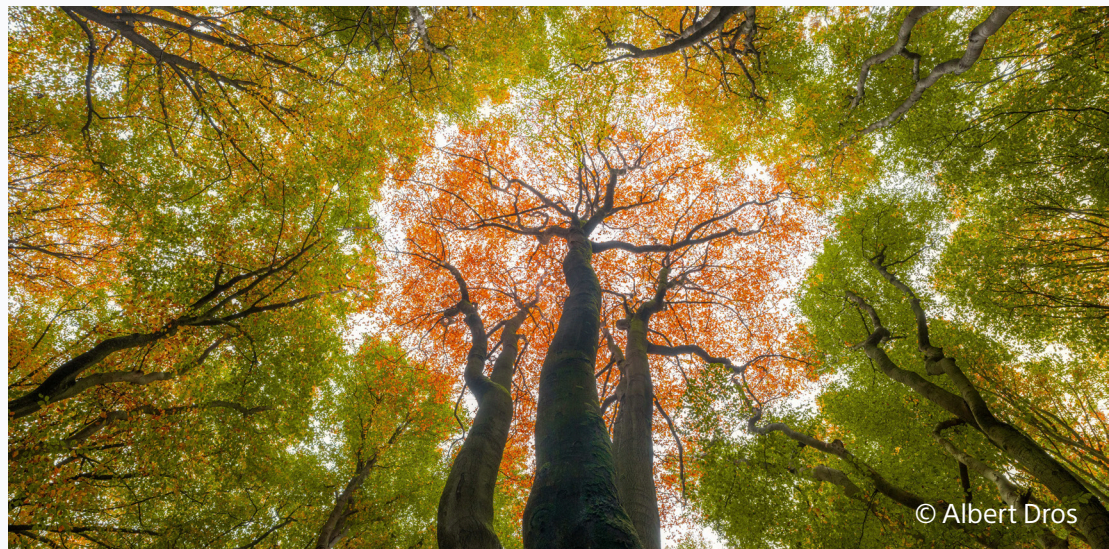
f/5.6

Mid aperture



f/8

Mid aperture



f/13
Small aperture



f/18
Small aperture



Shutter Priority

Using Shutter Priority mode on your Sony Alpha camera is a great way to control your photos while keeping things simple. You choose the shutter speed to capture motion the way you want, and the camera automatically sets the right aperture for a well-exposed image. This lets you focus on your creativity and composition without worrying about all the technical details.



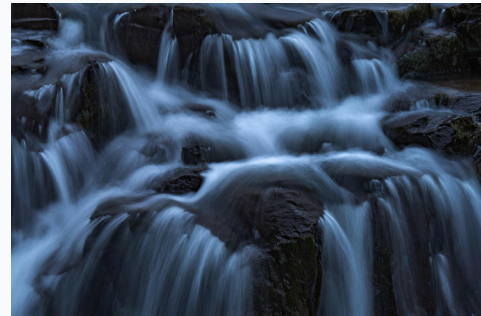
Why use this mode?

Freeze the action
Quick shutter speed



© Alexandra Surkova

Get the flow of movement
Slow shutter speed



© Albert Dros

What is Shutter Speed?

Shutter speed is how long your camera's shutter stays open to let light in. A fast shutter speed lets in less light and can freeze motion, while a slow shutter speed lets in more light and can create motion blur. It also affects how movement appears in your photos.



Shutter open



Shutter closed

What is the effect of Shutter Speed?

Even photographing the same subject, very different effects can be achieved by using different shutter speeds.



Quick shutter speed

Freezes the action

1/3200 second



Slow shutter speed

Captures movement

1/4 second

How to set Shutter Speed on your Alpha



Use the dials on the front of the grip, the top of the camera or the back of the camera to change the Shutter Speed.



The set shutter speed will be displayed on the rear screen.

Shutter Speed examples

1/12,800
second



1/5,000
second



1/4,000
second



1/1,250
second



1/1,000
second



1/500
second



1/500
second



1/100
second



1/40
second



1/30
second



1/13
second



© Floris Smeets

0.4
second



© Goncalo Delgado

0.8
second



© Burak Barutcu

6
seconds



© Albert Dros

6
seconds



30
seconds



Composition tips & tricks

Take your photos to the next level by considering the elements in your shot when taking a picture.





What is Composition?

Composition in photography is important because it helps you arrange the elements in your photo to make it look interesting and balanced. Good composition guides the viewer's eye to the main subject and makes your pictures more engaging. Even simple changes, like where you place your subject or how you frame the shot, can make a big difference in how your photo turns out.



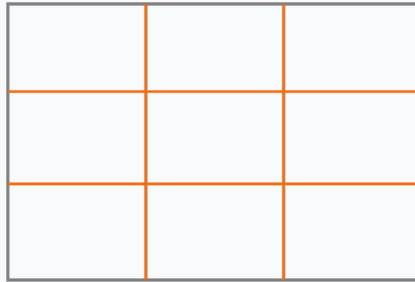
Normal composition can be boring!

Very often people just frame a shot by putting something in the middle of the frame with no thought on composition and balance.

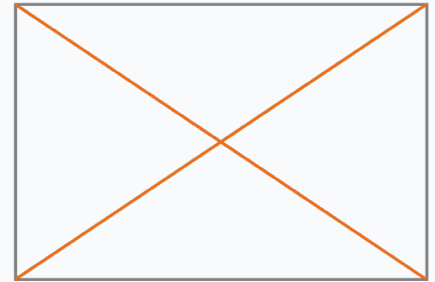
Learning the basics of photography is pretty easy, but getting the hang of composition can take a bit more practice. The good news is there are a few simple rules that can help you get started and improve your photos right away.



Symmetry



Rule of Thirds

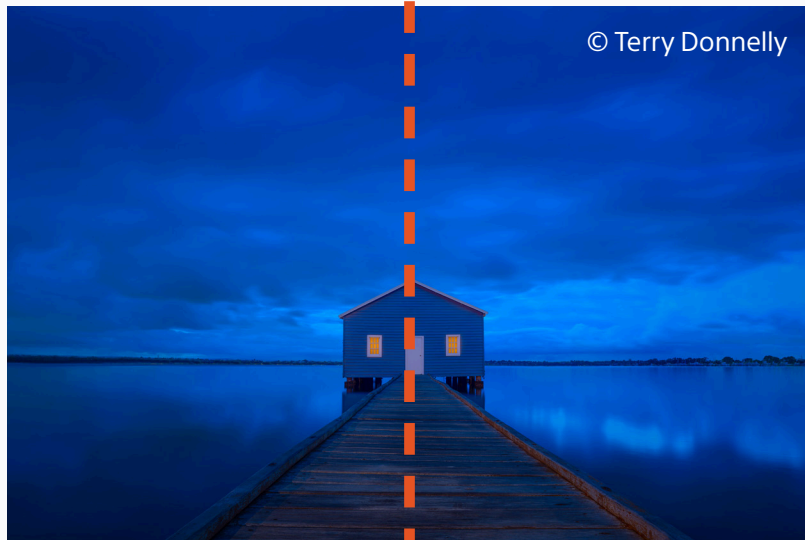


Diagonal

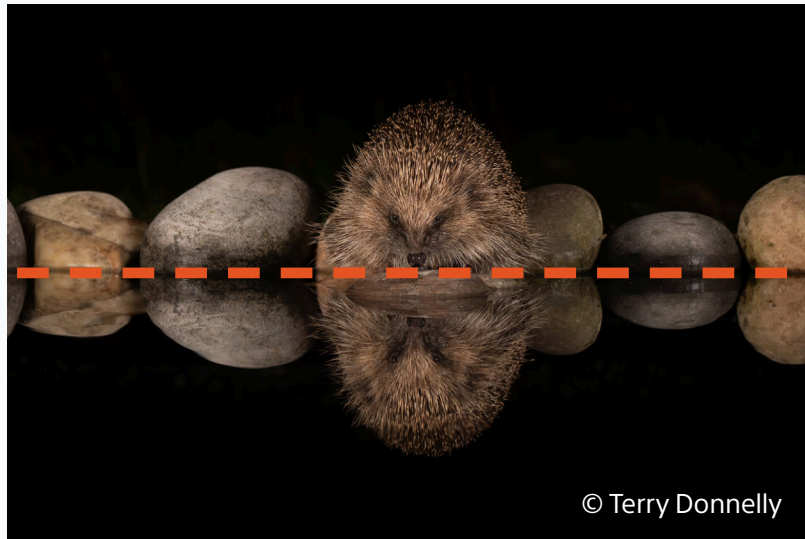
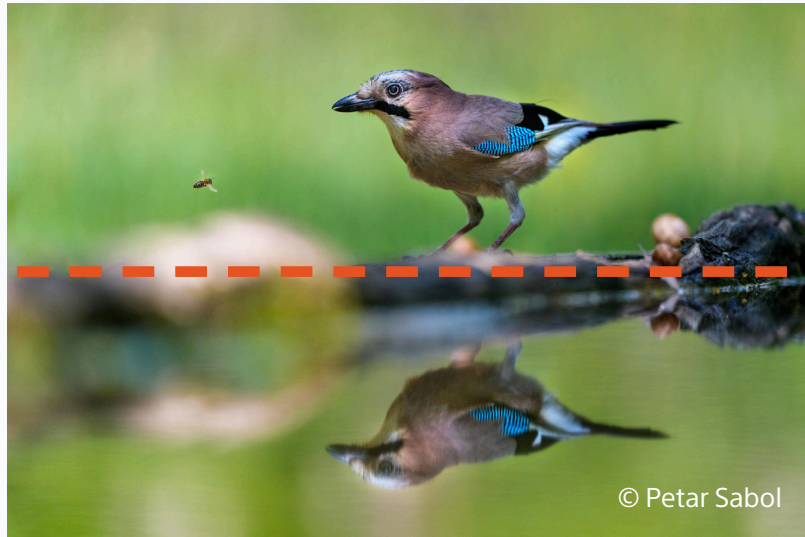
When you start using these rules, you'll see your photos get better right away. Over time, they'll become second nature, and you'll be able to frame great shots without even thinking about it.

Symmetry

Try placing subjects symmetrically on either side of a central vertical line.



Or try placing subjects symmetrically on either side of a central horizontal line.



Rule of Thirds

For this method, imagine your photo divided into three rows and three columns, like a grid. Try placing your subject along these lines or where they cross - this can make your pictures look more interesting and balanced.

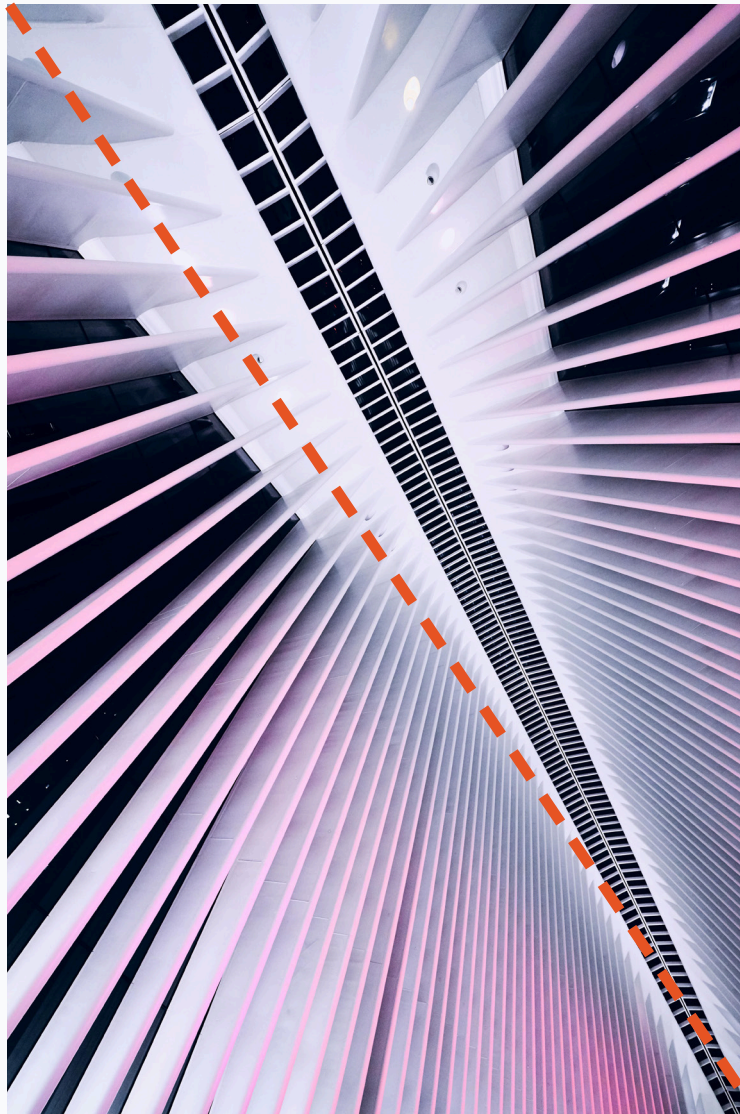


Of course, this method can be used in portrait orientation too.



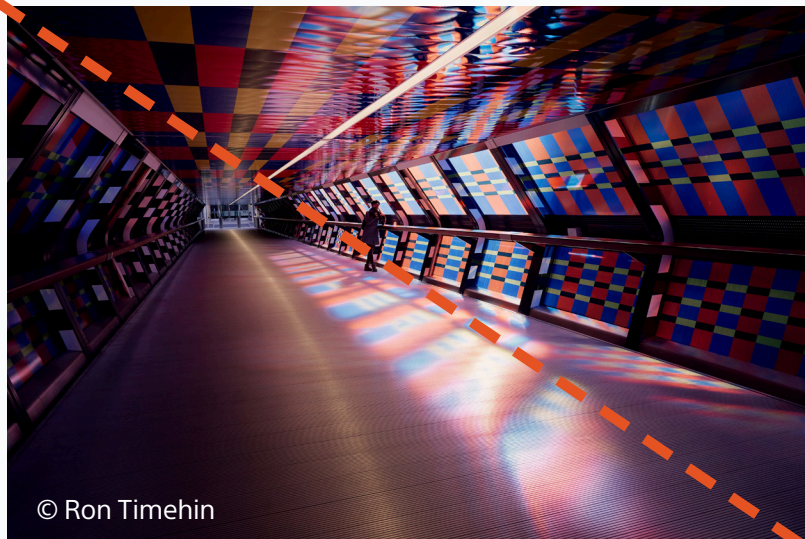
Diagonal

Using diagonals in photography helps guide the viewer's eyes through the image, making your photos look more dynamic and interesting. It's an easy way to add energy and focus to your composition.





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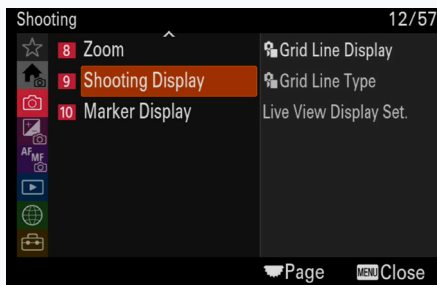


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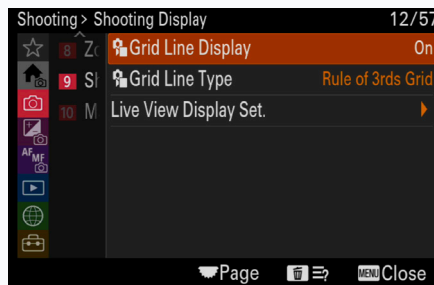
Composition aids

Sony cameras have built-in composition aids, like grid lines and level indicators, that help you frame your shots more easily. These tools are simple to turn on and use, making it easier for beginners to take well-composed photos.

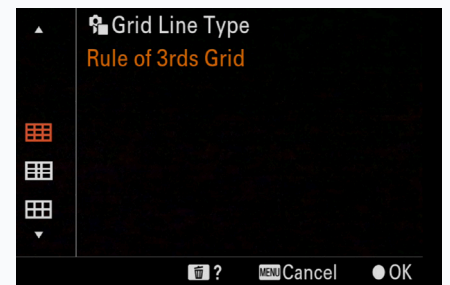
To activate, press the **MENU** button on your camera.



Go to **Shooting** >
Shooting Display



Grid Line Display > **On**



Select your Grid Line
overlay

Composition aids

Once you've set the desired overlay, it's visible on the viewfinder or rear LCD screen.



As you've discovered throughout this guide, mastering your Sony Alpha camera is a journey of gradual exploration and practice. By understanding the fundamentals - how aperture and shutter speed can change the look of an image, and how composition principles guide the viewer's eye - you've built a solid foundation for photographic success. Remember that technical knowledge alone doesn't make great photographs; it's the combination of these skills with your creative vision and personal style that brings images to life. Your Sony Alpha camera is a powerful tool designed to help you capture the world as you see it, and every shot you take teaches you something new. Don't be afraid to experiment, revisit these principles when needed, and most importantly, keep shooting.

The more you practice, the more intuitive these concepts will become, allowing you to focus on what matters most - telling your visual story.



For more inspirational stories, tips and tricks, and our free learning platform - Alpha Academy - visit Alpha Universe and take your photography further.