

# Basic Photography

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Taking those “perfect” pictures  
and keeping your year organized

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# Start the Year Out by Meeting Your Staff Early

- Have a photo workshop on the first week of school to teach your new members the “tools of the trade.”
- Have a professional speaker come to your school at least one day to talk to your staff.
- Have a photography club available for those potential photographers.
- Do your research and have your staff actually look at the works of others (yearbooks, magazines, photography books, web sites, etc.)
- At the end of the photo workshop, have a PARTY!

# Learning the Basic Rules of Photography

- ***Technical Quality*** – this should include focus, contrast and lighting
- ***Content*** – allow the picture to tell the story
- ***Composition*** – interesting angles and cropping perfectly



# Get Close



- ***Move in closer*** – don't be afraid to crop too much Be ruthless!
- ***Clean up the background*** – don't let trees or posts grow out of people's heads
- ***Fill the frame*** – don't make your audience squint to see faces

# Rules of Composition

- Remember the **rule of thirds** – the subject should never go in the center of the picture
- Keep your focus on one **center of interest** – make sure that the “stuff” around the subject leads the eye to the subject and frames it at times
- Repeat **shapes** – catch the eye of your audience by keeping your pictures unique and/or repetitious elements



# Taking those Perfect Pictures

- Be **flexible** – take pictures other than what you like
- Think about your **mission** – go where no camera has gone before
- **Keep it simple** – concentrate on the subject and keep distracting elements out of the background.



# Lighting is important



- Tune into your **environment** – be aware of the lighting and weather, etc.
- Never take **just one photo** – even simple pictures can fall victim to yearbook gremlins

# Taking the Perfect Sports Shots

- Don't watch the game – look around to see what else is happening
- Don't follow the ball exclusively– look to see the coaches and the reactions of other team members
- Get the stuff no one else can see – eat with the team, ride with them, follow them into the dressing room during half-time, etc.





# Keep the camera with you



- Have TWO photographers major events – one to capture every moment of the team and one to get everything else but the team
- NEVER put the camera down – you might miss that “perfect” shot

# The Most Important Part of the Picture... the Camera

- Take care of the equipment – keep it safe and dry
- When not in use put it on the floor not the table – the camera can not fall off the floor
- Make sure you pack a compact flash card, a fresh battery, lenses, and a flash



# Squeeze the shutter

- Move your finger, not the camera. Squeeze the shutter release.
- Be aware of the different settings on your camera so that you can choose the best one for each photo you take.
- Practice, Practice, **PRACTICE**



# Getting that Organized Year You've Always Dreamed Of...

Have a photo editor who works with the editor and the adviser. The photo editor should be responsible for...

a) organizing the photos on a server and going through all the pictures to take out all the unusable ones

b) checking school calendars every week for “big” events and talking to coaches and sponsors for dates

c) preparing photos for publication which could include writing captions, retouching photos in Photoshop or putting photos into layouts

# Getting that Organized Year

Eliminate all cliché (aka BORING pictures). Do this by

a) having a list of all students in the school and checking off their names once a picture of them goes in the yearbook

b) not settling for those “face in the books” pictures. Find out what the classes will be doing that week and choose the best day to get action photos.



# Getting that Organized Year

- Get rid of those “last minute” photos by giving notice of an assignment to photographers one full week before the page is due and talk to them about what you want
- Have a way for people not on the staff to donate pictures
- Use your camera phone to catch those “unexpected moments”

# Getting that Organized Year

- Set up a sign-up sheet in the teachers' lounge so that teachers can write down what they are doing that week in class
- Send out monthly emails to teachers so that they can tell you of planned events
- Keep batteries charged, compact flash cards cleared and cameras accounted for through a check-out sheet
- Meet weekly to plan photo coverage and communicate areas of need