

How to take Great Photos

By Sue Brown—Director of Marketing and Community Relations

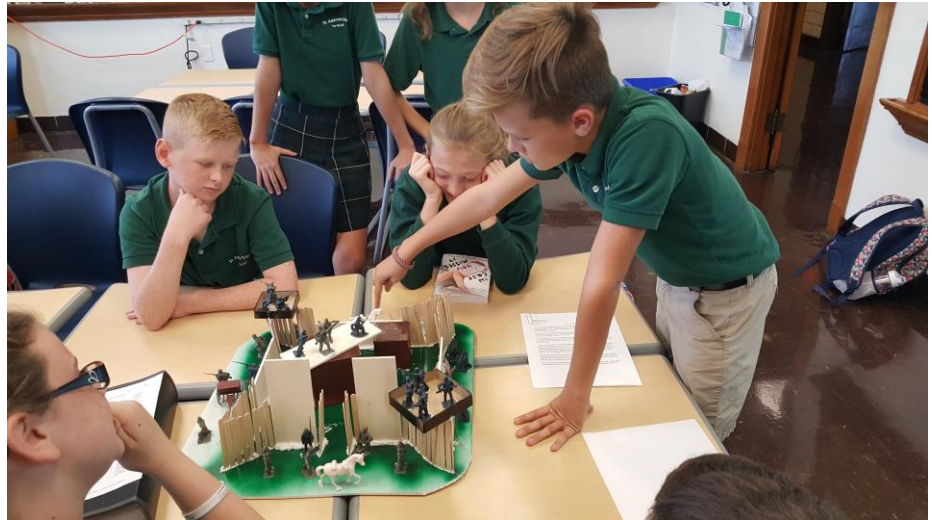
As you prepare for **Catholic Schools Week 2017**, you will want to accumulate a number of great pictures of your students, teachers, parents, volunteers, etc. Hopefully, some you will send to me for inclusion in *The e-Vangelizer*.

Here are 12 tips for taking great photos. I chose some of the best ones sent to me this year as samples. After reading how to take a great picture, you'll see why!

1. Get down! Kneel or bend over so that you are shooting at the level of your subject.

Occasionally, get on the ground and shoot up at about 20 degrees.

2. Fill the frame. The children (and perhaps what they are doing) are going to be the only interesting part of the photo.



3. In general, always take horizontal shots, but when appropriate, turn the camera so that some of your shots are vertically oriented. It gives you some composition alternatives, and it helps you to learn to see the best shot before you take it. People standing in pairs or groups of three almost always look better in a vertical shot.
4. When shooting a group, position them close together so that you don't have to try to crop space from between them. If you have a squirrely group, let them make goofy faces in one or two shots.
5. Take at least four or five shots every time you set up for one, moving slightly between them. Your movement keeps everyone a little more alert, and gives you some insurance regarding light and shadow problems. A slight change can make a big difference.
6. Encourage the kids in a group to look as if they like each other; in some shots, have them look at each other.
7. Take shots in profile. This is especially effective when there are a lot of people taking pictures (like parents, for instance). Stand to the side, zoom in, and get the angled shot. Great with a group, too, particularly a group singing or praying. And take shots from the back, especially if the kids are holding hands, or have their arms around each other.

8. Take shots of kids working in groups, or at a desk, when they not looking at the camera. Stay in close-up; classrooms are not generally exciting backgrounds. And be sure you are still shooting at the height of your subject.

9. Shoot during rehearsals for plays or concerts, and ask the kids to be sure not to look at the camera. Once they get the idea, they may remember not to look during the real performance, either.



10. Keep special occasion reminders on your calendar so you don't miss the kindergarten lemonade stand, or the spelling bee, but also, announce photo-shoot days to the faculty, and go around the school building taking as many shots as you can. Build yourself a good library of shots:

- that include diversity of age, gender, ethnicity
- in and out of uniform
- in the classroom
- in the lunchroom
- at recess
- in the gym
- in church

11. Learn how to crop a photo, getting rid of all but the best part.

12. When submitting photos to ***The e-Vangelizer***, please name them each with a descriptive title. For example, the picture below is interesting because it's not really what it seems at first glance—kids playing cards in the classroom!! Name it “Most



Sacred Heart—Gift Cards” When I receive it, I will add “ROF” (“Release on file”) if I receive a statement that the school does have signed media authorization forms on file for every person pictured. Sometimes I will go back through these pictures and choose the very best of the best for an ad in a publication.

Take hundreds of pictures; download them into folders that are named meaningfully; delete them from your camera immediately. Be disciplined enough to go through the folder as soon as possible and delete everything except the best. Copy the shots that you are going to post on the site into the appropriate folder among your website files. Finally, move the best of the best into a folder for special use, ("Greatest Hits 2015-16) so that you don't have to search for them later. You will have a ready-made slide show for Grandparents' Day, or the last day of school ice cream social!



As you plan for Catholic Schools Week, please take a look at your website to ensure everything is up-to-date!

In December, we will begin promoting CSW and driving listeners to our radio spots to our website, which will then drive them to yours. Make sure yours is ready and waiting for them!

At left, a great shot of St. Joan of Arc students showing off their crop of vegetables to be shared with each other, parishioners and food pantries.

Title—"It's all in the marketing!"