

Effective Marketing: Photography

There are several factors to consider when photographing people:

Location

The first thing to do is find your location. Choose a spot with a simple, medium-toned background. Tree foliage, grass or the sea works well. For darker skin, look for a similarly dark background to keep the highlight (and thus the camera's exposure) on the face. Minimize patterns, shapes and colors. Keep that background simple, or include a well known landmark.

Lighting

Get the sun behind you and to one side. If it's bright, put people in the shade (harsh, direct sunlight washes out the face). If it's dark in the shade, use the fill-flash feature to brighten up the face. Occasionally, having the sun shine from behind the subject (backlighting) looks good as it creates a halo through the hair, showing form and drawing the face out of the background.

Positioning and Proportion - Individuals

Get close. Don't include their full body but zoom straight in to the face. For close ups, crop out the top of the head and overfill the frame. Being at eye level usually works best, so for children, kneel down. Generally try to keep the eyes, not necessarily the head, in the centre of the frame. If the person is looking slightly to one side, add extra space to that side.

Positioning and Proportion - Group photos

Again its important to maintain a close distance. Ensure that all of the group members are in-shot. The photograph needs to tell its own story. It will achieve this, if the photograph allows you to clearly see all of the people in the group. Try to make sure that faces, or objects of interest within the frame are clear and large enough for easy identification.

Relax Your Subject

Get your subject relaxed and happy. People hate waiting while you adjust your camera so always plan the shot and adjust your camera first, before asking people to pose.

Permission

It is very important that when you decide to photograph an event, especially those involving children that you seek permission to use the image of that person before you publish that photograph. This can be done in a number of ways, by discussing with those in the photograph before hand that they are happy for their image to be used, or with the case of children getting the guardian or parent to sign a waiver for the use of their image in the photograph.

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Photographs for Press Releases

The adage that 'a picture is worth a thousand words' remains true and a good picture can strengthen your story and increase your chances of gaining coverage.

Many newspapers will accept good quality contributed pictures so it is worthwhile studying your target publications to see what kind of pictures they use.

Cost is always a consideration and photographers' rates can vary widely so it is advisable to shop around for quotations.

When you hire a photographer for an event, it is important to manage him effectively. You should have a clear idea of the type of photos you need while remaining open to suggestions and be willing to work with him on areas such as background and location.

When sending a picture, you should attach a typed caption to the back of each print which links your story to the picture. A good caption will encourage the editor to read your story and hopefully use the story and the picture together.

For more information on marketing your project contact

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