

Successful Picture Publishing

"The difference between an amateur photographer and a professional is that the amateur takes a few pictures and shows all of them to others, while the professional takes many pictures but shows only a few to others."



1. Group Shots

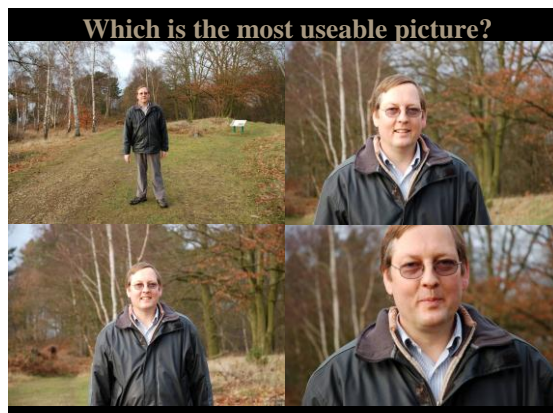
- Avoid "firing squad" pictures
- Avoid sun straight into the eyes



- If it has to be a group shot (firing squad) try and get some action into the picture.
- This is still not a fantastic shot, but people are drawn into the picture by the waving flags and expressions on faces.



- Looking down or at an angle – or getting them standing on stairs or a slope can add interest. Look to get good facial expressions.
- Take lots of pictures. One of them will look good.

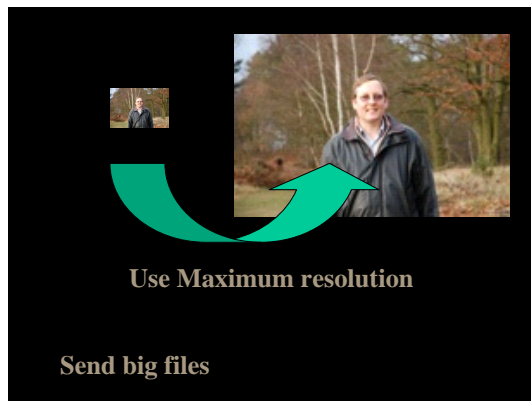


Which is the most useable picture?

2. Picture Size

- Close up without too much superfluous surroundings is normally better. This is true for individual and group shots.

"Successful Picture Publishing" is one of a series of workshops prepared and conducted by the Trans-European Division Communication department.



- Use the highest resolution on your camera and then send the picture in highest resolution.
- A low resolution picture will go fuzzy and is almost impossible to improve.
- Note that Outlook and mail programmes will sometimes try to reduce picture size. Always say no when sending pictures for print.



- Do not use electronic zoom on your camera. It immediately reduces quality and pixelates the picture.
- Only use optical zoom.

3. Getting the 'good shot'



- Take LOTS of pictures. This will allow you to get:
 - Good facial expression, (sometimes a challenge with speakers and singers – they like to pull faces).
 - An in-focus picture in low light.
 - An action shot (note the hand movement).
 - Get in close for at least some of the shots.
 - Use a good quality flash in low light or turn up the ISO on your camera.



- Switch off date stamps on the camera.
- Watch out for complementary backgrounds. (The background here is good but the chimney out the head could be avoided.)
- Avoid subjects squinting into the sun.



- Let the picture tell the story. This snapshot does not have a focus or a story.
- It is not a problem to have taken the picture but do not send bad pictures to the editor.
- Submit only your best photos.



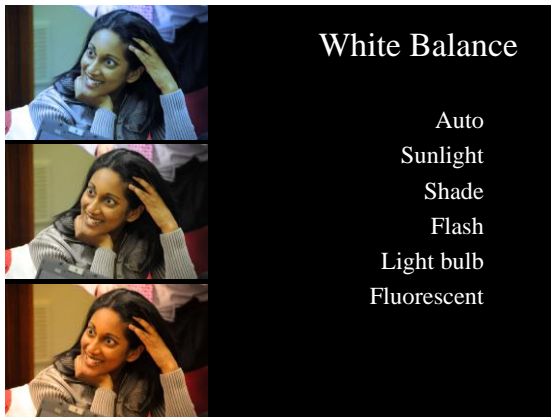
- Watch your focus. The fan is in focus here. The two people are out of focus. (To avoid this aim at one of the faces, hold your button half-way down then swing the camera across to capture both people before pressing the button down fully.)
- Avoid light backgrounds for dark skinned people. This picture would look better if the two individuals were reversed.



- To get a face in focus generally aim your camera at the eyes.
- Note that this picture tells a story. Focus is on the first face. It is fine for the second to be slightly blurred. However, it would not work the other way around.



- Beware of under-exposed photos. Make sure you have enough light or use a good external flash. (The built-in flash will only light a short distance in front of you, not a whole church or hall).



4. White Balance.

- Photographers call this the "colour temperature". Different kinds of lighting will change the colour of your shot.
- Your camera will come set with "auto-white balance". On many occasions this will be fine but you may want to experiment to get the most natural looking colours so that your camera and reality match.



5. Composing a picture

- This is a good example of a balanced picture. Note that:
 - It is framed.
 - It has depth of field.
 - It tells a story.
 - It carries your eyes from left to right through the picture.



- It is important to photograph baptisms. However, look for action shots – the smile on the candidate's face, the movement of the water. Shaking hands and receiving gifts rather than posed in a straight line (firing squad). Ask, "What can I do to make this picture different and more interesting?"



- Look for pictures that will help you tell the story. Action shots are preferable. You cannot see who the person is here – but you know immediately what the story is about.
- Don't be afraid to experiment. You may be surprised by the results.

For **Messenger** send your photos to <dbell@stanboroughpress.co.uk>. For **tedNEWS** send your photos to Victor Hulbert <vhulbert@ted.adventist.org>. Large groups of photos should be compressed into one folder using WinZip or a similar programme and then sent via <www.mailbigfile.com>. This prevents email inboxes being jammed with large files.