

# 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?



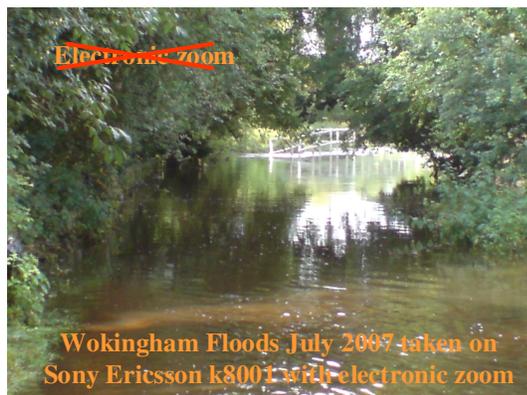
## 2. Picture Size

- 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 British Union Conference 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.



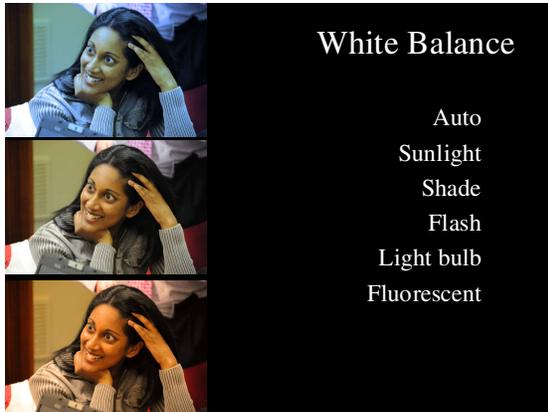
- Watch your focus. The fan is in focus here. The two people are out of focus. (To avoid this aim at one of the faces, hold your button half-way down then swing the camera across to capture both people before pressing the button down fully.)
- Avoid light backgrounds for dark skinned people. This picture 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 **BUC News** or the **BUC Picture Gallery** send your photos to <vhulbert@adventist.org.uk>. 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.