

Top Tips for Photography

1. User generated content
2. Commissioned photography

1. User generated content

Things to think about when taking a photograph

- Most important: ask yourself, is there enough light?
- Smiling is engaging and positive – make it a fun experience
- Keep the light source (sun etc) behind you
- Is it meaningful and relevant to your audience?
- Does it celebrate/explain your narrative?
- Composition: don't be afraid to ask your subject(s) to move. Groups in a straight line often look 'forced'
- Set aside time to take set up a shot (test shots will often show up issues)
- Format (high resolution .jpg)
- Take more shots than you think you need
- Remove anything from the subject that does not need to be there (lanyards, coffee cups, bags)
- Clean up the background - you don't want plant pots or lampshades appearing to be growing out of your head.
- Observe what is in the background – is it distracting, cluttered
- Keep the pose natural - If you feel awkward, you look awkward. Try a pose that matches how you are feeling - a simple smile or even something silly.
- Find some good light - Natural light from a window is best and should ensure a nice, even light across your face. Face the window at 45°.
- Shoot from above - hold the camera slightly above eye level for a much more flattering angle.

2. Commissioned photography

Advantages:

- Ideal for high profile events.
- Ideal for national press and stories that have a wide 'reach'
- Can make or break whether a story is picked up
- Clear message/narrative/subject matter
- Adds 'real value' to your on/offline content

To commission professional photography, please contact the Communications Team.