

Chapter 18: Photography

Taking and Using Effective Photographs



A good photo begins

“in the mind of the photographer.”

Chapter 18: Photography

Taking and Using Effective Photographs

- The most important role of a photographer is **“to grab the reader’s attention.”**



- A good photo **provides information**.
(The *caption*, also called the *cutline*, adds information.)
- A good photo **entertains**.
(*Wild Art* is art that is NOT associated with a story.)

Chapter 18: Photography

Taking and Using Effective Photographs

- Photos fulfill **two broader goals** for publications:

- They give the paper an **identity** (through multiple issues.)

Readers know what to expect in every issue of *The Beulah Beacon*, *The Bismarck Tribune*, or *The Wall Street Journal*.

- They establish a **link** with the reader (...with type and layout. Photos give it a distinctive look.)

Every issue of *The Beulah Beacon*, *The Bismarck Tribune*, or *The Wall Street Journal* uses the same front page picture placement or column layout. It becomes familiar.



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Taking and Using Effective Photographs

- **Good Photo Composition** involves
 - Having good subject matter
 - And the right equipment.



Beginning photographers should photograph “familiar” stuff.

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General Guidelines to Improve Photographs

1) KIS – Keep It Simple: use one or two centers of visual interest to grab attention...include only what is relevant.

2) Fill the Frame:
CLOSE to subject
wasted space.

3) Avoid Mergers and Cuts:

Avoid – objects that seem to merge into subject (telephone pole in head, etc.)

Avoid – objects that seem disconnected to anything in the photo (a floating hand or foot).



Get

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General Guidelines to Improve Photographs

- **Fix Cuts and Mergers by**

- The photographer moving closer to the subject to remove background.



- The photographer changing his perspective (getting on the floor or standing on a chair).



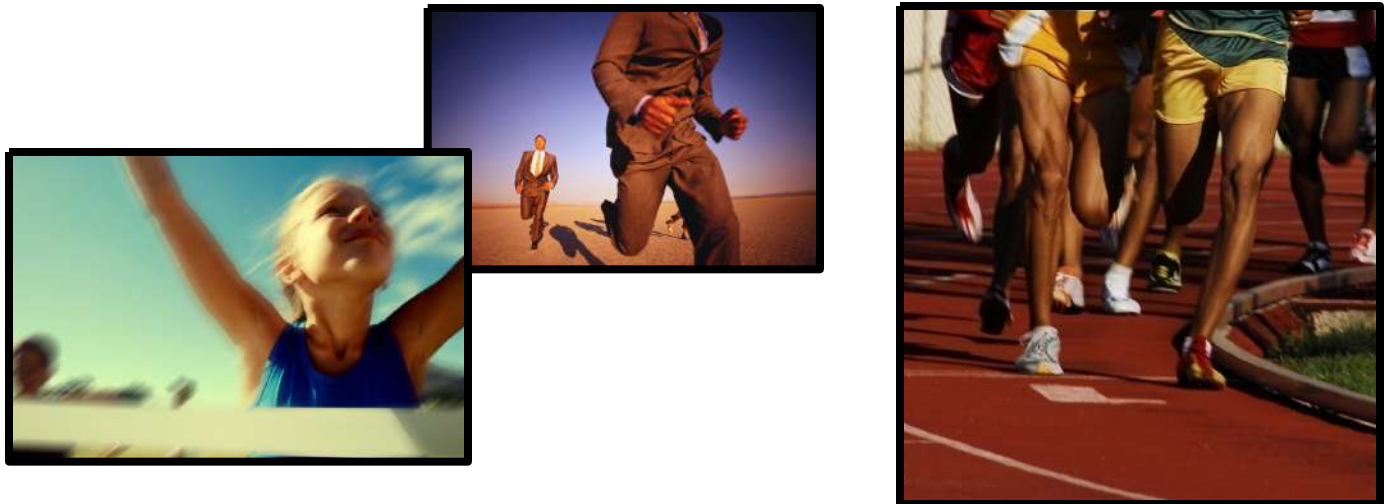
Chapter 18: Photography

General Guidelines to Improve Photographs

- **Avoid awkward cuts**

(“Hey, Dude, where’s my foot?”)

Leave space above a person’s head so he or she doesn’t appear to be squished by the frame of the photograph.



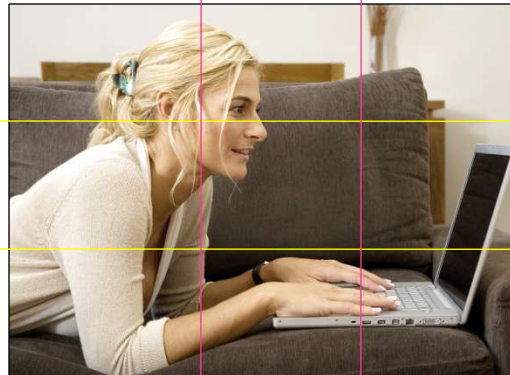
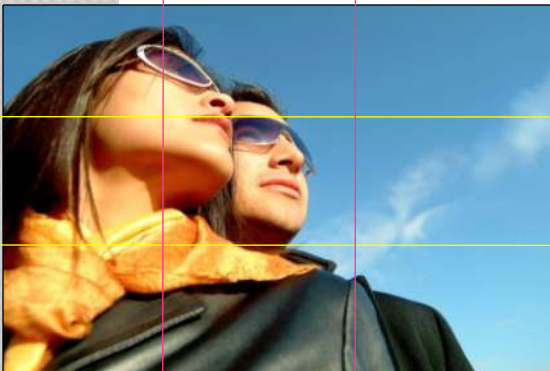
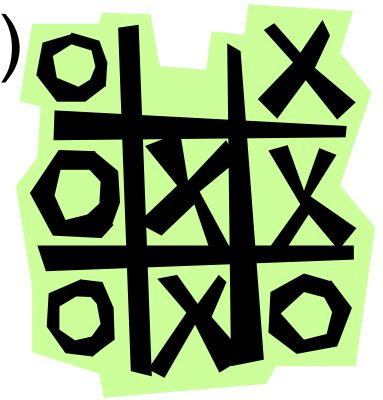
Also consider when an “awkward” cut might be “artsy.”

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General Guidelines to Improve Photographs

4) Rule of Thirds: (tic-tac-toe board)

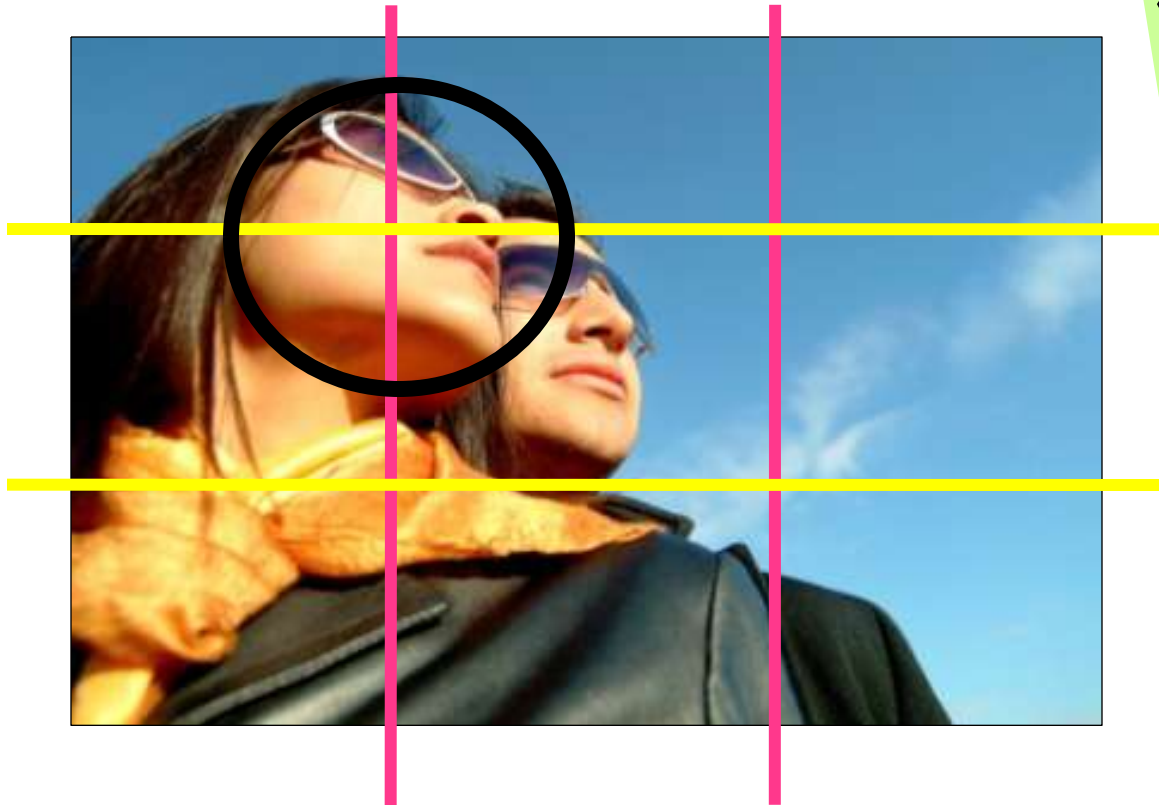
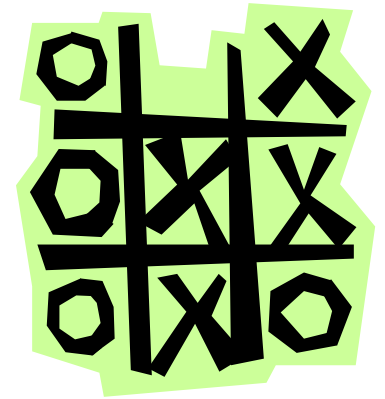
- subjects should rarely be placed in the center of the frame
- divide the frame into thirds both horizontally and vertically.



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General Guidelines to Improve Photographs

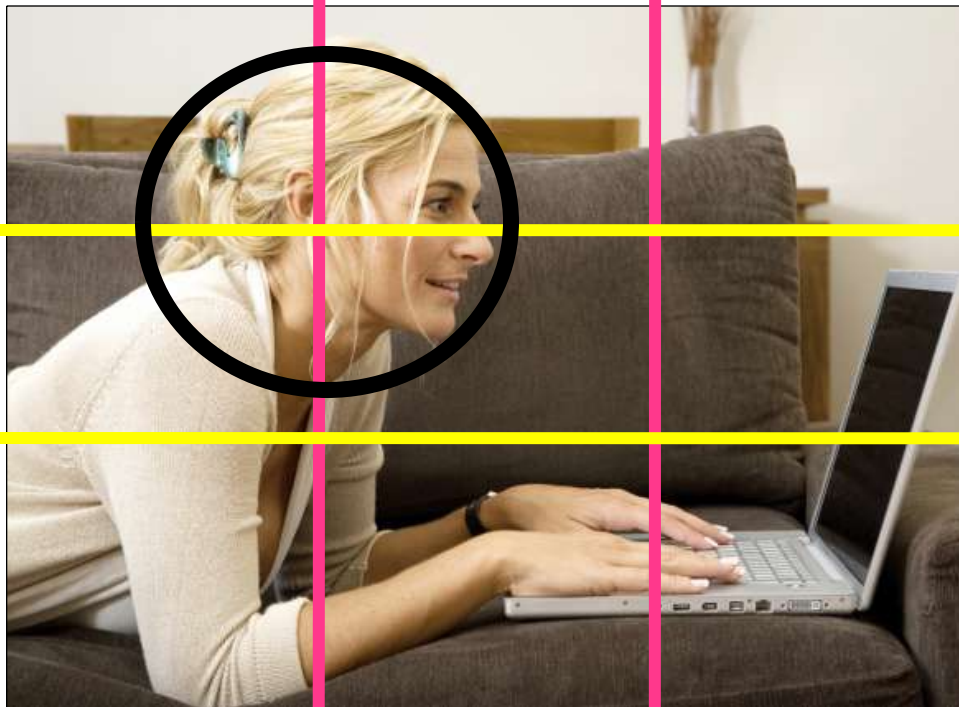
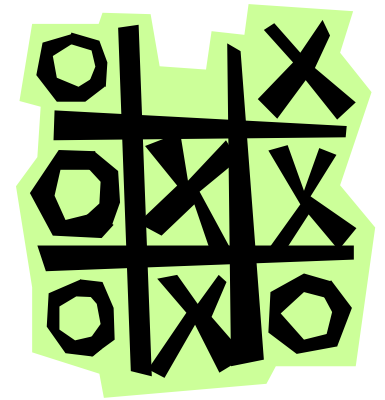
Applying the Rule of Thirds: (tic-tac-toe board)



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General Guidelines to Improve Photographs

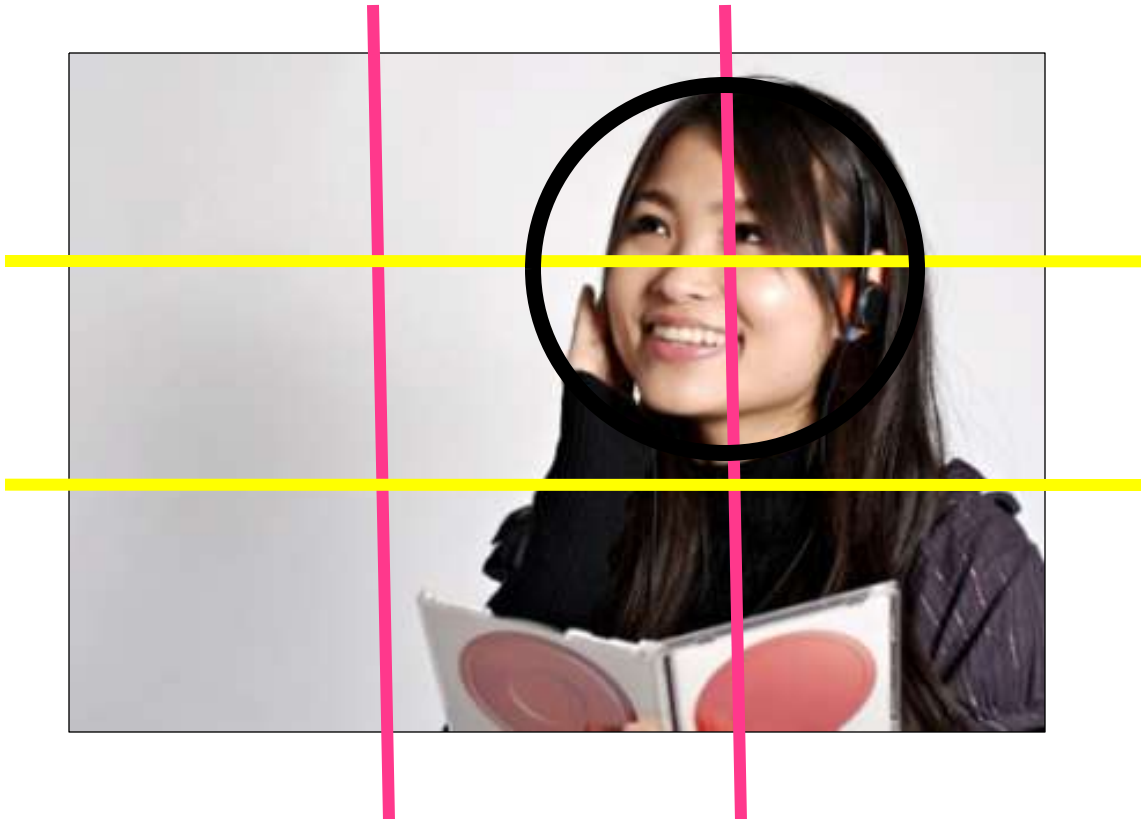
Applying the Rule of Thirds: (tic-tac-toe board)



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General Guidelines to Improve Photographs

Applying the Rule of Thirds: (tic-tac-toe board)



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General Guidelines to Improve Photographs

5) Enhance Posed Shots:

- Avoid posed shots...Get **ACTION** shots.



- Give **CONTEXT** to the setting.

(Example: Instead of lining up the drama team against a wall, place them on stage in costume for a group photo.)

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General Guidelines to Improve Photographs

6) Work with Patterns, Curves, and Leading Lines:

- **Repetition** is an effective composition element,
- While **breaking** the pattern creates a powerful photo.



- A subject at the **beginning or end** of a leading line or curve can draw the reader into the action.

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General Guidelines to Improve Photographs

7) Unique – try different angles/viewpoints:

Photos from above make subjects appear smaller;

photos from below make subjects appear larger.



*Be careful with angles...

to have his gigantic nostrils

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General Guidelines to Improve Photographs

8) Give Meaning to an Image...

Display Relationships:

Photograph the subject doing something in a meaningful way.

Example: The quarterback throwing the ball while the runningback carrying the ball.



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The Photography Staff:

Photo Editor (leader):

- supervises the thorough photo coverage of all school events
- informs staff of upcoming events
- makes photo assignments
(will take what photo)
- * Edits photos for quality
(grayscale, delete)
- keeps photo records (who, what)
- sorts images into files for future use



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The Photography Staff:



Staff photographer:

In a TIMELY manner, he or she...

- takes photos
- processes film or downloads digital images for the storage of photos

- makes prints



ALSO...

- accepts assignments from the Photo Editor
- makes suggestions for photos to be taken or events or people to photograph
- gathers caption information

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The Photo Assignment:



Photo Assignment

- photo must fit the story!
- Specific Assignments (clear) ... example pg 444 book.

What might a photographer need to know about a specific assignment?

TimePlaceDateOccasion

AgendaPurposeFlash/no flash

Important people/names & spellings

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The Photo Assignment:



Shooting Photos is a commitment to capture the **history** of the school.

Prepare in advance...empty disk, charged battery, use of flash, proper camera setting for a sporting event or a concert program, etc.

TAKE LOTS of photos (unique, new coverage)

Try new ideas...experiment with digital images.

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The Photo Assignment:



Use photos ethically.

Why would you want to void the unethical use of photos?

- loss of public trust...(people will avoid being photographed or interviewed)
- loss of goodwill for future publications...(advertisers, readers, etc. will cease to support the publication)
- threat of lawsuits.

Chapter 18: Photography

The Photo Assignment:



Use photos ethically.

In what ways might a publication use photos in a manner that is unethical?

- enhancing photos by stretching them to make subjects appear thinner...
- doctoring photos by adding items that are not in the photo as it was taken, like adding a ball to a sports photo or adding more smoke to a photo of a fire, etc.
- adding a caption that conveys incorrect information about the accompanying photo or misleads readers about the information in the photo.

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Captions (also called cutlines):

- Include some (but not all) of the **5 Ws** and the **1H**
- Spell names **ACCURATELY**(ASK!)
- As you work, **RECORD** details: see pg 446
(caption writing p. 447)
- Captions should be **2 to 4 lines** in length.
(The staff will set the caption style for the year's six issues.)

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Captions (also called cutlines):

Examples of caption style variations – style would include format and font choices:

- 1) **Math Marvel:** BHS students focus on math. Junior Jason Jones studies Algebraic equations between class to prepare for his semester test. Jones recently placed second at the National Math Competition in Augusta, Georgia.
- 2) **Miner Crush Competition:** When the final score lit up the board at Riverside Park on Sept. 24, the Beulah Miners had beaten the Hazen Bison by 20 points. Football coach Loy Ham attributed the high scoring game (34-14) to the team effort of the offensive line in protecting Miner quarterback Zach Morris. The Miners face an unbeaten Dickinson Trinity team in Friday's game.
- 3) **Enthusiastic Sapphires** accept the first place trophy at the North Dakota State Dance Competition on Jan.23 at Bismarck High School. The dancers earned the highest score possible in the high kick competition.

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The Two Parts of the Caption:

1. The first part of the caption **explains** what is going on and includes names.
(Whenever possible, use **present tense** for verbs...plays...not playing...not played.)
2. The second part of the caption **adds information and quotations**.
(Quotations may be in past or future tense.)

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When Writing Captions...



Use **STRONG ACTION VERBS** –



Hits, Strikes, Screams...

NOT “be” verbs like is, are, were, am...

Format: Who did what?

Subject-Verb-Object

Boxer earns title.

Senior hits homerun.

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When Writing Captions...



AVOID:

-starting with proper names...

Brown pummels competition.

Anderson wins golf meet.

-starting with too many “ing” phrases (Use present participial phrases sparingly.)

Gasping for breath, Ken Jones finishes on top.

Crying hard, Alice Green fails to make the cut.

(Instead, start the caption with an adjective or prepositional phrase.)

ADD: Photo Credit (who took the photo)

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Selecting and Using the **BEST** Photos:

1. Good Photo Journalism is about **People!**

2. Subjects should be **doing something...**
NOT staring at the camera.
(Avoid posed photos.)



3. The **ACTION** should be **unusual**.
(Sometimes this means the “unexpected.”
Sometimes the expected action of an event is
the best.)

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Selecting and Using the **BEST** Photos:

Discuss the pros and cons of these photos.
How might they be improved?:



Chapter 18: Photography

Selecting and Using the **BEST** Photos:

Discuss the pros and cons of these photos.
How might they be improved?:



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Working with Layout:

Planning and **positioning** to get the shot that is needed for the layout (vertical vs. horizontal, facing direction, of subject, etc.) **is the job of the photographer – BUT** – it is easier to **redesign a page** in the paper than it is to **reshoot a photo** once the event is over.

For example, this photo is good for left outside page placement because the action propel the reader's eye to the right, the IN page.



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Working with Layout:

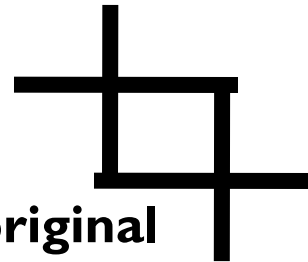


Cropping — removing unnecessary elements from a photo by reproducing only a portion of it.

WHY would you crop a photo?

1. To improve the photo composition (good reason)
2. To make a photo fit a space (bad reason)

The digital cropping tool in PhotoShop looks similar to this



***Always** keep a copy of the **original** photo and save a new version under a new name.

Chapter 18: Photography

Working with Layout:



Preparing Photos:

- **save** colored photos with **complete digital information** for yearbook use.
- **if** they measure larger than 5 x 7, newspaper photos need to be **resized** to about 5 x 7 inches (or a little larger than the actual size in which they will be used), **cropped**, **grayscaled** (removes the color information from the image in PhotoShop – cannot be reversed!), and finally **changed in resolution** (down to 400 if larger) before being placed in the paper.
- photos **may** need to be **lightened**.

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Using Photos:



Photo Essays – extended assignment, when a story can be told better in pictures than in words; photos tell the story from beginning to end (homecoming, play production, etc.)

Photo Series – group of pictures taken over time to show how things change or to display a process, like sausage production in meats class.

Look at page 453 and read captions.

Chapter 18: Photography

Rules & Responsibilities:



- **ALWAYS** return a camera by **placing it in Mrs. Heller's hands.** If you forget to pick up the camera and you have an assignment that night, please call the instructor at home and it may be possible for you to collect the camera. In many cases you may use your own camera.
- **NEVER, NEVER, NEVER** ...leave the camera on Mrs. Heller's desk and assume it is returned! If it is stolen or damaged, you will be held responsible.

Chapter 18: Photography

Rules & Responsibilities:



- **You are responsible for the condition of the camera as long as it is in your possession...**from the time Mrs. Heller gives it to you until the time it is back in her hands.
- **A camera damaged or stolen** while it is checked out to you is **your \$\$\$** responsibility.
- **Do Not take photos of OBSCENE things or inappropriate behaviors...**your grade and possibly your ability to participate in this class will be affected.

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Review of Terms:



- **Cropping** – the cutting or marking of a photograph to eliminate unnecessary material and highlight important elements.
- **Halftone** – a screen that prepares a photographic image for reproduction by converting it into a series of tiny dots.
- **Photo Essay** – a story told in pictures generally involving 3 to 7 photos with captions.

Chapter 18: Photography

Review of Terms:



- **Rule of Thirds** – a method of composing photos in which the field of vision is divided into thirds horizontally and vertically, and the image is placed at the intersection of any two lines.
- **Sizing** – reducing or enlarging a cropped photo to fit exactly a space on the layout. (Hold down the shift button to prevent stretching the photo.)
- **Wild Art** – art **not** associated with a story.