



PHOTOGRAPHY BEST PRACTICES

- **Rule of thirds**
Divide your viewfinder in thirds vertically and horizontally, and “uncenter” your subject.
- **Depth of field**
Use shallow depth of field for shots with an individual focus and deeper depth of field for group shots and landscapes.
- **Resolution**
Your website images need to be 72 dpi, but use a higher resolution when taking the pictures and edit them later. Remember, you can always decrease the resolution later, but you can’t increase it!
- **Photo orientation**
Take portraits and landscapes. Take closeups and distance shots. Go for variety!
- **Background**
Pay attention to the background in your photos. Aim for clear, clean backgrounds; wait for people to pass by, and be on the lookout for merging objects.

Typical School Website Pages (keep these in mind as you take pictures)

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|-----------------|--------------------|
| • Home | • FAQ’s |
| • About Us | • Department pages |
| • Staff | • transportation |
| • News | • food services |
| • Contact Us | • athletics |
| • Our Community | • technology |
| • Registration | • human resources |
| • Calendar | |

CHECKLIST FOR PHOTOGRAPHERS

- Take photos at high resolution (180-300 dpi)
- Use both landscape and portrait orientation
- Take closeups and distance shots
- Look for COLORFUL photo opportunities (especially complimentary colors and colors that match the website)
- Stage photos with big, happy smiles, but take some candid pictures too!
- Change up the location (ideas: back/front of classrooms, main office, hallways, lockers, cafeteria, courtyard, sports areas, library, music room, etc.)
- Show a variety of events (ideas: playing, writing, reading, learning, raising hands, cheerleading, acting, performing, athletics, transportation, etc.)
- Highlight your campus (ideas: statues, plaques, murals, flagpole, mascot, etc.)
- Showoff your community (ideas: places of interest associated with the town or area where the school/district is located, like mountain ranges, lakes, ocean, scenery, famous locations, unique street signs, etc.)

