12 TIPS TO TAKING A GOOD PHOTO

1. Always take photos in full resolution and full quality, this will ensure they meet the technical specifications required for our social media. If your camera is capable of taking RAW format, use it, all the re sizing and formatting will be done for you.

2. When using a digital camera, always press the shutter button half way down to pre-focus before going all the way and taking the photograph.

3. Make sure you are maximising the light available. When taking photos outdoors, ideally, your subject should be facing the sun, or at an oblique angle with the face lit to define features, while minimizing unappealing shadows.

4. Posing group portraits – put taller people at the back and shorter people at the front or, arrange the group in a way that shows a balance of genders or colours of clothing.

5. Try and remove background clutter before taking the photo (i.e. coffee cups, water bottles, power cables etc.).

6. Avoid camera shake as it causes blurry photos. Use both hands and try to use a tripod or monopod whenever possible. In lieu of this, use a tree or a wall to lean on, to help stabilise the camera.

7. Use simple backgrounds – neutral colours and simple patterns. This helps draw the eye to the focal point of the photo rather than a patch of colour or an odd building in the background.

8. Compose in thirds – to use the rule of thirds, imagine four lines, two lying horizontally across the photo and two vertical creating nine even squares. Some photos

will look best with the focal point in the centre square, but placing the subject off centre will often create a more aesthetically composed photograph. When a photograph is composed using the rule of thirds, the eyes will wander the frame. Most digital cameras and smart phones have a grid guide that can be turned on in the settings.

9. Experiment with different elevation or viewpoints – photos do not always need to be taken from eye-level. Try moving the camera up or down for a more interesting and engaging angle.

10. Taking portrait? Try positioning your subject sideways and ask them to position their chin down (but not pressed closely against their neck).

11. Avoid photos with 'red eyes' - red-eye is caused by the flash bouncing off the blood vessels at the back of the eye and reflecting back into the camera. To avoid this, turn on the red-eye reduction option for your built

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in flash, make the room brighter by turning more lights on and ask your subject not to look directly at the camera.

12. While it is great to 'plan the pose', try and get some natural, spontaneous images that communicate what it means to be a member.

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