



Photography

A good photo really helps to tell, and even sell, a story. Whether you need photos for an annual report, an internal newsletter, your website or to go with a press release, it's essential that you have good quality, hi-res photographs that bring some life to what you are communicating.

We're not all David Baileys and ideally you should use a professional photographer to take your pictures for you, after all that's what they're there for. That way you can rely on them being useable afterwards.

Rates for photographers vary from £75 - £150 p/hour and this usually includes a CD of images. Additionally, you may need to pay expenses (travel, congestion charge, parking etc) depending on the location.

Although it's always best to use a professional, there may be times when your budget just won't allow it so we've put together some practical tips on taking your own photography.

Taking the perfect shot

There are several key areas to be aware of when preparing to take a photograph and the first is **purpose**. Why are you taking the photo? How do you intend to use it? For instance, if it is to announce the appointment of a new member of staff, then it's most likely you will just need a head and shoulders shot but if it is to display the opening of a new building then it's vital you have photos of its exterior and interior as well as an opening shot – e.g. the cutting of a red ribbon for its launch.

It's always best to plan your photos beforehand, so that you are ready to **position** your subject (s). Imagine your photo is divided into three sections horizontally and vertically and position your subject at the intersection of those lines. This will produce a more creative and interesting photograph.

Good **lighting** is essential. When indoors, switch on lamps/lights or open windows for extra brightness if possible. Always use a flash unless your subject is within 10 feet from you as you don't want them to appear washed out.

Where possible, take photos outdoors for natural light.

Be aware of **backgrounds**. Ensure that some thing in the background of you photo doesn't interfere with your shot – light fittings, paintings or trees can ruin your photograph.

Ensure you're a good **distance** from your subject. We all have a natural tendency to get further away from our subject than we need to be so find what you think is the right distance and then take a step forward – now try.

Be **creative**. If you're trying to tell a story when taking a photo use props that reflect that, experiment using different angles and different backgrounds. Always take plenty of shots as photos often look very different once you upload them to a computer!

Understanding photo resolution

Usually 300 dpi (dots per square inch) and 1MB as a jpeg file is good enough for most publications, unless you are using photographs on a grander scale.

Post-production

At the worst, you can always use some photo editing software to crop and resize your photos – but this really is a last resort. Try to get it right first time.

Happy snapping!

Ethos public relations uses a range of trusted photographers to deliver a cost effective service – please contact us and let us book a photographer for you.

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