

Make the most of photography

How to find, take and use good photography on any budget

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Why do you need good photography?



So many photos

- Over 350,000,000 photos uploaded to Facebook every day
- That's about 250,000 per minute
- Tweets with an image get 18% higher click through rate
- 92% of all Pinterest posts are photos
- Every minute 1.7m Instagram users like a photo

Because:

- Identity and values
- Essential tool in your communications toolkit

What makes a 'good' photograph?

- Authenticity
- Relevance
- Consistency
- Channel
- Information
- Emotional resonance

Authenticity



ABOUT US

Save the Children believes every child deserves a future. In the UK and around the world, we give children a healthy start in life, the opportunity to learn and protection from harm. We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

Relevance



EVENTS & FUNDRAISING

Our work simply couldn't happen without our amazing supporters who raise the money that funds it.

Joining one of our events or setting up your own fundraiser could be the best fun you have all year.

Tell us about your fundraising

Consistency



Channel

thousands of children who have fled Syria's civil war.



JONATHAN HYAMS/SAVE THE CHILDREN

Information



Emotional resonance



How do they do that?

“
If your pictures aren't good enough you're not close enough – Robert Capa

Approaches and tips for taking the photos you want

- Relax
- Talk to your subjects as people – explain the purpose of the shoot
- Composition – fill the frame
- Engage with the subject
- Lighting – get it behind you, mostly
- Get the exposure right – detail in the face if photographing people
- Relationships – suspension of disbelief – the viewer should ‘be there’















Valuing your Facebook profile picture

A practical exercise

- In groups of three
- Refer to your charity's values or devise your own
- Take each other's portrait for a FB profile picture

A practical exercise

- Things to take into account – photographer
 - Get to know the subject a bit
 - Put them at their ease
 - Find where the light is coming from
 - Find a suitable backdrop
 - Choose your camera angle
 - Use the zoom function, or not – you decide
- Things to take into account – subject
 - Communicate your values/guiding principles – briefly
 - Relax
 - Cooperate

Feedback

- What did that brief exercise tell you about the process of photography?



Finding a photographer

- **Professional** – Hire a photographer – Agency, Google, Exhibitions, Publications, FB groups, Instagram.
- **Volunteer** – Find a photographer through Media Trust matching
- **Colleague** – Ask a colleague who has a nice camera
- **DIY** – Use the charity's camera and do it yourself
- **Photovoice** – Use the participatory method to enable beneficiaries to tell their own stories
- **Stock** – Buy or lease generic photos from a library – sometimes free

But!

Briefing a photographer

- Establish the parameters of the job – awards ceremony, case study, beneficiary portrait, picture story, product shots, head shots etc.
- Be clear about the time available for the job
- State the outputs you require from the job - # images, hi/lo res, type of images – group or individual portraits, interactions etc.
- State how the images will be used – publications, poster, website (letterbox?) etc.
- Know your budget and be prepared to negotiate – with respect

Getting permission

- Photo release form
 - Contains clear explanation for how images will be used
- Informed consent:-
 - Children and vulnerable adults may need to have the purpose explained verbally and need to have competent adult signature
- Each person needs a release form

Learn more

- More of thinking behind this approach to photography
 - Tips and tricks
 - Links to more insights into technical competences
 - Suggestions for types of camera
 - Links to useful information
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- redpencil.co.uk/blog/makethemostofphotography

Stay in touch

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