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



Relevance



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



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'

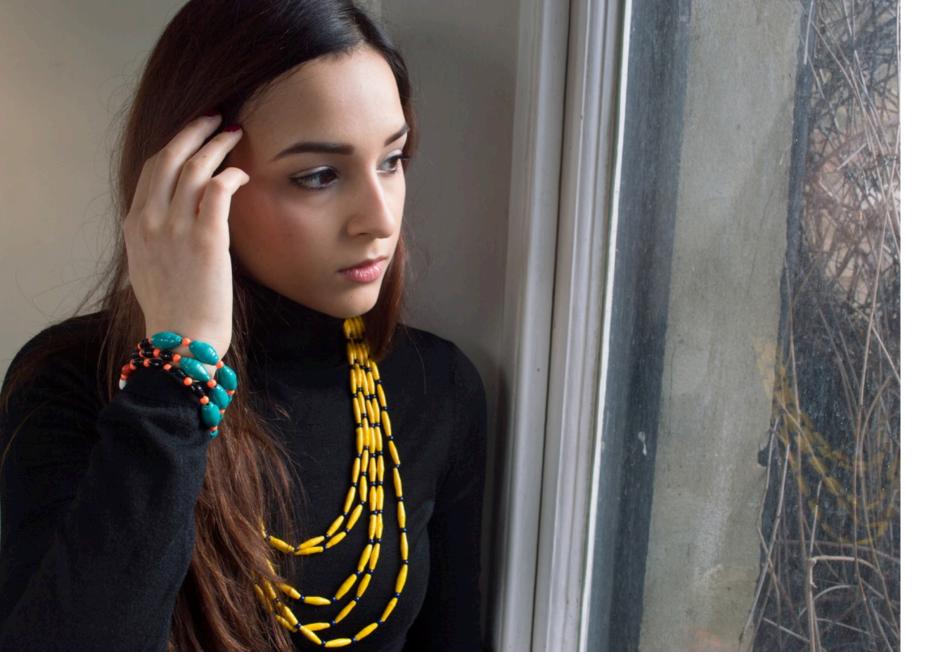




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Valuing your Facebook profile picture



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

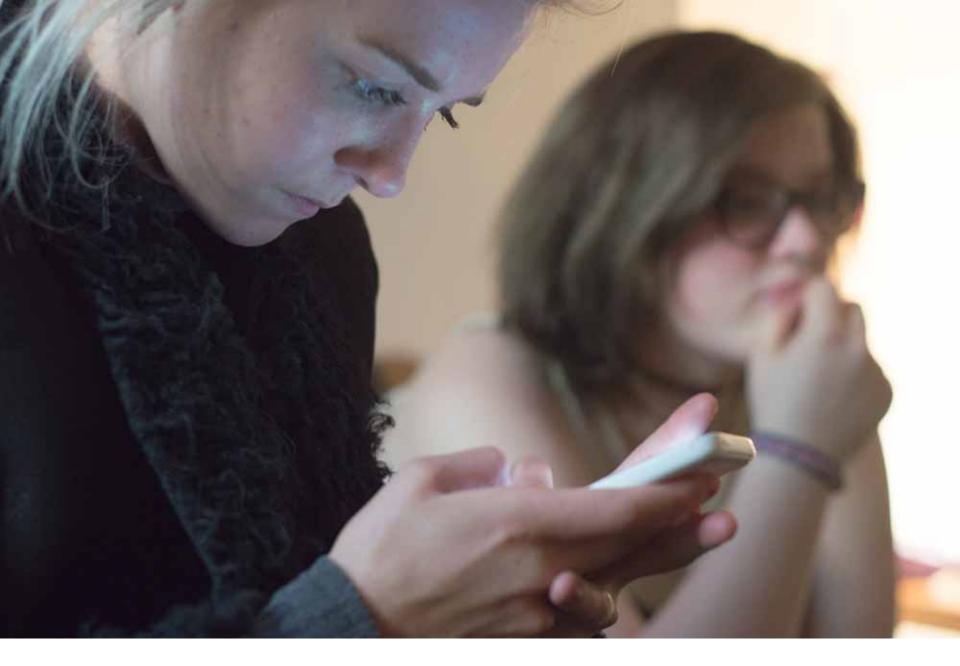
- Things to take into account photographer
 - Get to know the subject a bit
 - Put them at their ease
 - Find where the light is coming from
 - Find a suitable backdrop
 - Choose your camera angle
 - Use the zoom function, or not you decide
- Things to take into account subject
 - Communicate your values/guiding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



Feedback

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





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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 beneficaries 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

redpencil.co.uk/blog/makethemostofphotography



Stay in touch

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