Take better photos
Kiwanis in pictures

By Lynn Seeden
What is a good photo?

It tells the story by itself.

If you have to over-explain what a photo is about, you didn’t take a good photo.
How to take better photos
NO: Poor focus
YES: Focus
NO: Poor focus
YES: Focus
NO: Poor lighting
YES: Good lighting
Faces should be lit, not left in the dark.

Use a reflector to light the face, if necessary (a piece of white cardboard will do).

Be careful, flash flattens faces.
NO: Poor lighting
The last slide was badly back-lit.
The next slide is at the same bowling alley. The camera was adjusted for a more-natural lighting.
YES: Good lighting
NO: Poor lighting
YES: Good lighting
YES: 1/3 rule
1/3 rule
YES: 1/3 rule
1/3 rule
YES: 1/3 rule
Keep your subject in either the left 1/3 or right 1/3 but never centered.
On rare occasion, things are flipped, and the people become the background.

The next slide illustrates a Kiwanis art show. The art was the subject, and people were the background.
YES: 1/3 rule (flipped)
NO: Backs to the camera
Yes: Face the audience
NO: Butts
YES: Faces
YES: Face the audience
NO: People are too small, too far away.
NO: Banners (or vests!)
Banners don’t tell the story
This tells the story
NO: Big checks
YES: Result of big check
NO: Criminal line-ups
YES: Show me action
Don’t take photos from far away.

Bring the person close to the camera and let the background be far away.
YES: Person is close
NO: Too far away
Yes:  Close up  (this is the same room as the last slide)
That was a compelling event: Kiwanians lovingly serving meals to seniors.

There was a great photo opp in this room ...

Where was the photo?
The photo that COULD have told the story of this project was here...
Camera should have been on the other side of the table, shooting close.

Show only the hand serving the plate with the lady’s face in background.
Let’s talk about your camera’s settings ...

Are you taking large photos?
NO: Low resolution

Camera was set to take small photos. Not good.
YES: High resolution
TOO LOW:
Any photo below 1.4 megs
(So, 348 K is WAY too small)
300 x 400

RIGHT SIZE:
1.4 megs or more
1200 x 1600 pixels

or more
Photo basics

Focus
Good lighting
Composition
1/3 rule
Face the audience
Children, compelling
High resolution

- No butts
- No banners
- No big checks
- No criminal line-ups
Show me children
Show me faces
Show me faces
Show me action
Show me emotion
Touch my heart
Show me Kiwanis
The end

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