

How to take a good photo

A great photo can help tell your story. We live in a visual world and it is estimated that over 300 million photos are uploaded to social media every day.

A single photo can often convey much more than words and everyone viewing an image will have their own interpretation of what they see. Please find some simple tips to help you get the most from your photos:

1. Consider the picture quality

Some areas can appear quite dark in photos. Try to utilise natural light wherever possible to help your pictures feel bright and clear.

Good colour quality



Bad colour quality



2. Make sure photos are clear and easy to look at

To avoid blurry photos, keep the camera steady and use the auto focus function on the subject (i.e the person, a group of people or objects).

Clear and easy to look at



Blurry



3. Make sure to capture the subject within the frame

This is an important factor when taking a photo of a person or a group. Make sure their full head and arms are visible.

Within the frame



Out of frame



4. Capture happy photos

Photos should be uplifting and positive with people engaged. To achieve this, everyone should look happy and enjoy the activities. Always encourage the person or group to SMILE!

Happy and engaging



Less engaged



5. Engaging photos

Photos look stronger with activities 'in action' with people involved, rather than a static scene with no people.

Activities with people engaged



Static scene with no engagement



6. Small groups of people

Photos work better with less people in them (e.g. 1-3 people) as these are clearer, and easier for obtaining media consent. Large group photos do not tend to work well as it is difficult to show the context.

Small group



Large group



7. Consider the light angles

Be mindful from which angle the light shines onto the scene you are photographing.

Good lighting



Bad lighting





8. Photo size

Send high resolution photos, ideally **1 or 2MB**.

Photo resolution determines how clear the image will look – the higher the resolution, the clearer the image and the better it will look. This is also the required size for media for images to be printed.

Remember to send the photos in their original size and as JPEG files attached within the email.
