

Photo Subject and Framing Tips

Who needs photography tips these days? Cameras do all the work you just point and click. If you are taking business photos for newsletters, news releases or Facebook a few tips can help improve your photographic product and its impact.

General or Individual Photographs

1. Take many photos, not just one or two. At least a few should work for you.
2. Your photo tells a story. Before you take the photo think about what that might be.
3. Get up close. The individuals face should dominate the photo. If you wish to take a full length photo make sure you get some up close as well.
4. Really look at the photo in the view finder before you take the photo. Is there a lot of space at the sides, top and bottom of the frame not necessary to the subject? Reduce it.
5. If more than one person is in the photo, have them interact such as looking at each other in, standing close, discussing something vary the photos. If they are tied closely (mother and child, husband and wife, etc) have them touch foreheads, lean into one another, generally tastefully display their relationship.
6. If your taking photos for your business, do not concentrate on taking photographs of your staff. Your goal as business photographer is always to show the interaction of the organization in the community or the community with your product or service.(Unless you are taking photos for the HR department)

Displaying Products, Equipment or Services

1. Take lots of photos.
2. Make sure you have only what is necessary in the photo — the person and the product/equipment.
3. Take close ups of the product by itself and take photos of someone using the product/equipment. Featured clothing should have someone wearing it, etc.
4. Generally services are harder to photograph. Try setting up a provider of the service interacting with a recipient as they are served. For instance, a nurse can take a blood pressure, a sales associate can hold an item of clothing up for the approval of a buyer.

Photographing Small Groups

1. Keep groups small, no more than 4-5 people unless you have a specific reason to get a large group.
2. Take many shots. Get a variety of angles and groupings. Rearrange the group so all photographs are not of them standing or sitting in a row.

Photographing Large Events

1. Get shots of couples and small groups. Get in tight to the subject(s).
2. Don't neglect the shots of people at podiums. Even if you never use them, they are expected. The same for taking photos of distinguished, elected or famous attendees with your staff (CEOs, Executive Directors and Board Members, etc).
3. Take wider shots of the rooms, participants and attendees, but make sure you set the photo to show that the event was well done, well attended and exciting. If your representative is at the podium you should feature them. In some shots, make sure the audience is included.