

What makes a good photo?



Before taking your photo...

Think about the message you are conveying in your press release

Develop some ideas for your photo and work out how you will be able to achieve this

Think about what makes a good picture and the kinds of photographs that feature in newspapers- this is what your aiming for!

Top tips

Good props are important for any image to get a good showing in regional or national newspapers so put a plenty of thought into how to make the picture 'eye-catching'

For regional media try and involve local people in your images as pictures will rarely get published if an organisation just brings in outsiders

Take a number of shots and select two or three of the best to send with your press release

Do not be afraid to boss people around a little bit! You want to ensure you get the best picture you can, so you'll need to instruct those in the photograph in order to achieve this. You will need to tell everyone to look at you directly as you take the photos.



Local landmarks- Could you factor in a local landmark that would be relevant to your release?



Think about your message, what would you like to say in your picture? If you are organising an event, what could you use to indicate what your event is about?

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Perspective – taking pictures at a different angle can add a more interesting dimension to your photo. Maybe the scene would look better if it was shot from a different angle or height rather than eye level ? i.e. a monument or a large structure would look more dramatic by shooting from below upwards



Colour and composition are really important. Make sure everyone is looking at the camera. Take several photos as it's inevitable that someone will have their eyes closed and spread out. It is worth noting that sometimes journalists do not like branding in photographs- this particular shot did not make it to print because of this. Take a few different options.

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Before you send your press release...

Make sure you send a caption for your photo, so that journalists are aware of who is in it- for group shots of five or less people, you need to name the individuals in the photographs.

If there is anybody under the age of 16 in the photograph, ensure that you have parental permission for its use.

It's useful to send photos in both landscape and portrait where possible. If a picture editor has a specific space to fill and not a much time to do it in they will always take the easy option so make sure you are covered for both shapes.