

# PHOTOGRAPHY TIPS AND BEST PRACTICES

## DIY PROFESSIONAL HEADSHOT:



If you have a tripod, set it up with the camera in vertical position. If tripod is not available, grab a friend or coworker to assist.



Pick a location with good lighting and simple background.



Use a smart phone to capture best photo quality. If you're using a DSLR camera, suggested settings are: Aperture 4.0, Shutter Speed 1/100, & ISO range 100-1000. Use the automatic setting if you are unsure.



Take a few different poses until satisfied.



Upload to the web in high resolution format. Note size for ECU website directory is 200x250px.

## OTHER TIPS:

- Wear clean, professional attire.
- Keep the perspective close and simple.
- Crop the photo to waist/shoulders up to head.
- Choose a background that is simple and not distracting to the viewer.

# DIY EVENT PHOTOGRAPHY:



**Use the native camera.** Videos and photos taken directly in Instagram have lower resolutions and limited options for editing directly in the app.



**Opt for natural lighting when possible.** When shooting indoors, try to take photos near a window and away from any artificial light. Artificial light can tint your photographs yellow.



**Keep HDR off.** Essentially, the HDR (high dynamic range) function takes many different exposures of the same photo, and blends them together in one photo. However, it can sometimes make a picture look unnatural and overdone. Keep it simple; less is usually more.



**Take a variety of shots.** Ask people to pose for photos, but also don't hesitate to take photos as you walk around to capture the event itself.



**Turn off the flash.** The flash is limited to a short distance and can be quite distracting to someone participating in the event.

## OTHER TIPS:

- **Think ahead and create a photography list.**
  - Are there important people at this event that we need to document?  
Specific details of event itself?
- **Keep your camera steady for sharp, shake-free shots.**
- **Turn on the grid lines and use the rule of thirds.**
  - Turn on gridlines on your phone by going to Settings > Camera > Grid.

