



Guidebook: how to take powerful photos





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Introduction

Effective communications skilfully combine logos (logic) and pathos (emotions). The use of information, facts and figures is a way to persuade and engage your audience through logic. Images can be as convincing to the audience by creating an emotional response. In that sense, a good communications product will have the right balance between facts and images to appeal to both logic and emotions.

As such, images have power. They can convey emotions, concepts and ideas. More importantly, they can transmit a feeling to the viewer. This short guidebook will provide you with tips on how to take photos that can do just that and strengthen your communications products such as brochures, website or newsletters. It is intended for everyone with camera; a professional one or the camera on your phone.



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Introduction

The first question you are probably asking yourself is: When should I take photos? The simple answer is: anytime you see a good photo opportunity. This guidebook will help you identify these opportunities and leverage them to produce engaging photos.

Specific photo opportunities for EIF National Implementation Units:

- Project field visits
- Project launches
- Project events

The following tips focus more on taking advantage of field visits but will also provide tips to photograph events in an interesting way.





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1

Move around

Take more than one photo, from more than one place. If you are in a conference room, you can discretely move around along the walls (so as not to distract anyone) and see what captures your attention from these new perspectives.

Use different levels and angles

By moving around, it also means you can crouch down and elevate your yourself. Try to get down on your knees or even try laying on the ground to get a different perspective. Getting low can yield great results, especially when photographing people and animals.





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2

Notice the light

Before you take a photo, notice where the light is coming from, and use it to your advantage. Whether it is natural light coming from the sun, or an artificial source like a lamp; how can you use it to make your photos better?

How is the light interacting with the scene and the subject? Is it highlighting an area or casting interesting shadows? These are all things you can utilize to make an ordinary photo extraordinary.





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3

Get in close

Don't be afraid to get close to your subject; take a step or two closer to your subject. If you are taking pictures of people, get close to them in their moment of action and show off their passion for what they're doing. If you are taking photos of a monument, landscape or structure, get in close to show context, and to draw the viewers attention to what you were hoping they might see

Fill the frame

A single story/element should be the dominant point of interest in a photographic frame, so make sure this element fills the photo. See how much better your photo will look without so much wasted space. The closer you are to the subject, the better you can see their facial expressions too.





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4

Be mindful of the background

While you are trying to fill the frame of your photo, be mindful of what is in the background of your subject. It's not just the person or object in your frame, it's everything else in the background that can make or break a great photograph. Don't be afraid to move things around to avoid including something unsightly in the background.





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5

Focus on the eyes

When taking the portrait of someone, it is important that the focus of the photo is on the eyes of your subject. This is what will draw your viewer to the photo.





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6

Show the audience

If your audience is very engaged during an event or a workshop, use it to create a photo. Nothing shows success more than a well-attended and engaged audience.





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7

Ask permission

When you photograph people, you should ask for their permission. You should also explain to them how the photo will be used so they understand the implications of the photo. Never photograph children alone; you should always make sure their parents are also present in the photo and that they agree with their child being photographed.

To help you manage this conversation, a consent form is available on the CommsConnect platform for you to take with you when you plan on visiting a project or going to an event.



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8

Delete, delete, delete

While you should take as many pictures as possible when visiting a project or during an event, it does not mean that you should keep and use them all. Spend some time going through the photos you took and delete the images that are blurry, have distracting elements in the background, empty chairs or do not generally respect these tips.



Thank you!



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