

Photography

and why it's important



1. Imagery
2. Headlines
3. Captions and quotes
4. Story content

1. Story content
2. Captions and quotes
3. Headlines and deks
4. Imagery

“ We are alive ”

Sharon Roberts, MS, Assistant Dean for Resource Management at SPHHP

School of Public Health and Health Professions

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OUR STUDENTS



"The close interaction I experienced in the program has helped me reach important academic and professional competencies while shaping my personal interests within the field,"

Mark L. Glasgow, BS '09, MPH '11, CPH Epidemiology PhD Student

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OUR FACULTY



"I collaborate extensively with NIH investigators evaluating practical aspects of new biomarker methodologies."

Albert Vexler, PhD Associate Professor

[See More >](#)

OUR ALUMNI



"Dr. Carter is an excellent teacher and mentor to his students who goes out of his way to make sure we each succeed."

Carmen Tekwe, PhD '11

[See More >](#)

SAXON GRAHAM LECTURE



The 8th Annual Saxon Graham Lecture will be delivered by JoAnn E. Manson, MD, DrPH, on Friday, April 4, 2014, from noon to 1 p.m. in 144 Farber Hall on UB's South Campus.

SPHHP NEWS

3/25/14 [UB department changes name to reflect its strengths, future](#)



TYPES OF PHOTOGRAPHY

1. Professional

- Flexible, you'll get the best images tailored to your needs
- Expensive, but you get what you pay for
- Proper planning makes the most of your hired time
- University Resources:
 - » [University Communications SmugMug](#)
 - » [Student Affairs SmugMug](#)
 - » [UB Portrait Studio](#)

UB Photo Database

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FEATURED GALLERIES



Ground Breaking for the School of Medicine at Main and High Streets, Downtown Buffalo



International Student Information Fair at the Educational Opportunity Center,



Electrical Engineering Graduate Students Hovannes Kulhandjian and Zahed Hossain in



Exteriors of the South Campus Quad of Foster, Squire, Harriman, and Abbot Halls. Photos taken from

Top 50 Photo Keywords

alumni arena • buffalo • campus life • campus shot • cas • cfa • classroom • college of arts and sciences • college of arts and sciences cas • construction • downtown campus • environmental portrait • event • **exterior** • **faculty** • graduate student • group • **interior** • lab • **north campus** • ny • o'brian hall • portrait • presentation • president's office • **research** • research lab • satish k tripathi • school of architecture and planning • school of dental medicine • school of engineering applied sciences • school of medicine biomedical sciences • school of medicine biomedical sciences smbs • seas • smbs • **south campus** • staff • **student** • students • teaching • undergraduate student • 2005 • 2006 • 2007 • 2008 • 2009 • 2010 • 2011 • **2012** • 2013

TYPES OF PHOTOGRAPHY

2. Amateur

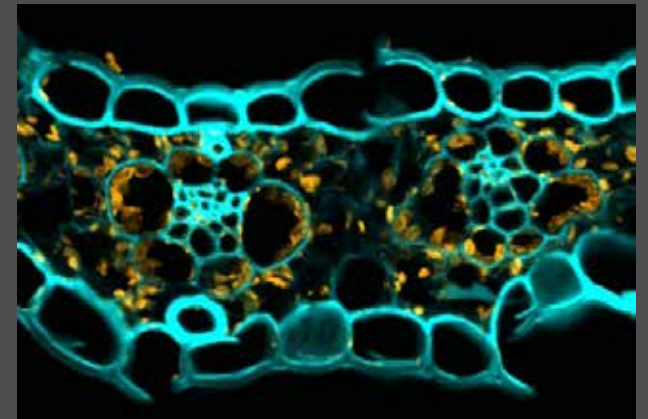
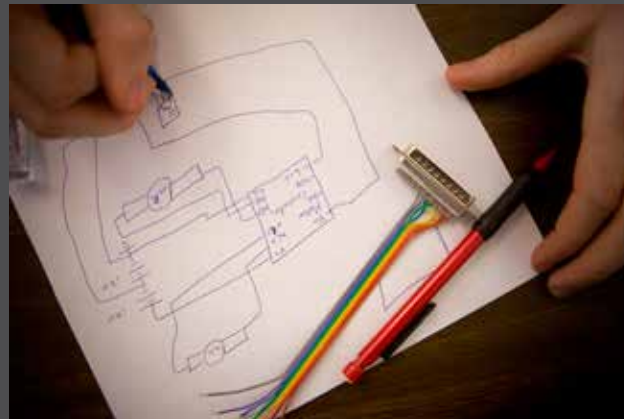
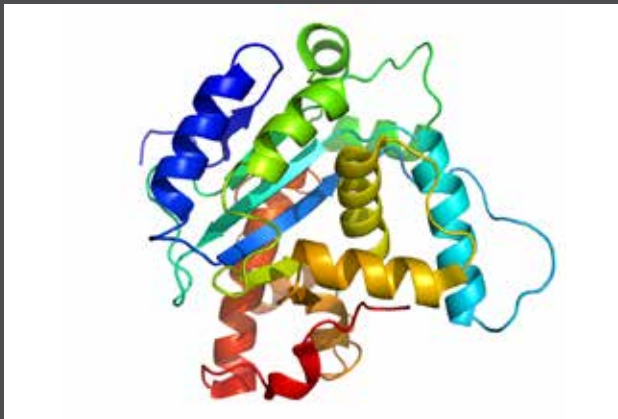
- Ideal for social events, meetings, lectures, short lived content
- These days, everyone has a camera, use it!
- We'll discuss guidelines for amateur photography in a bit



TYPES OF PHOTOGRAPHY

3. Found Imagery

- If it's from a source outside UB, get permission to use it.
- Free sources:
 - » [UB Archives](#)
 - » [Wiki Commons](#)
 - » [Library of Congress](#)
 - » [Smithsonian Collections](#)
 - » [CDC](#)
 - » Faculty/Staff files

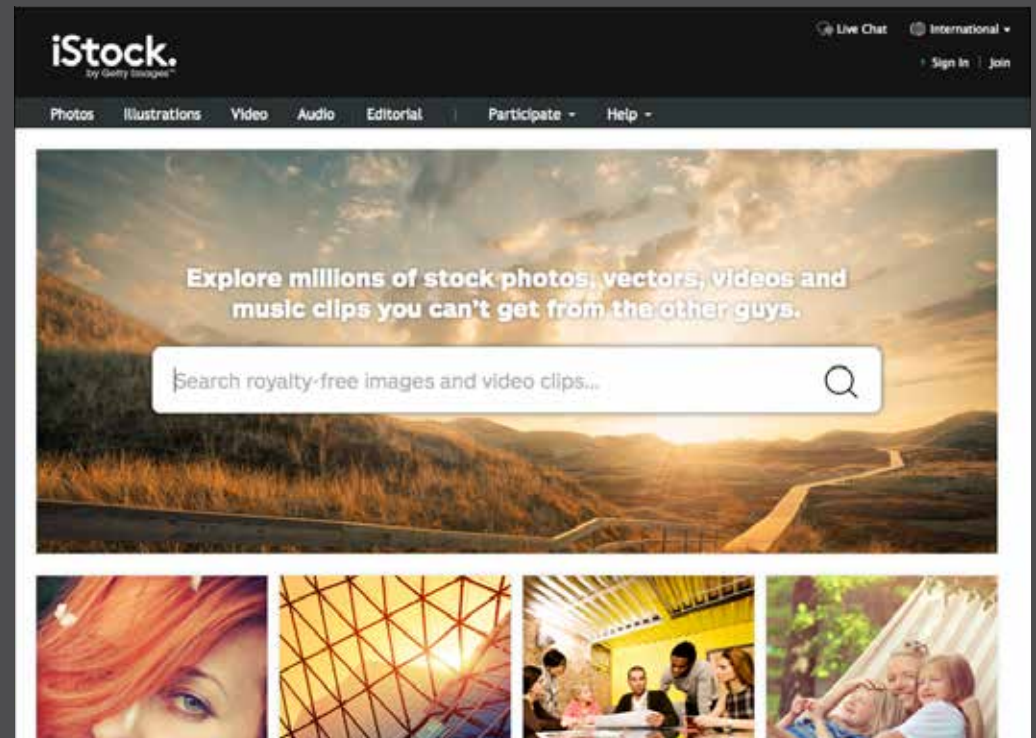


TYPES OF PHOTOGRAPHY

4. Stock

- Professional imagery that meets all budgets
- Credit based accounts
- Best for topical or conceptual needs
- Sources:

- » [istockphoto.com](https://www.istockphoto.com)
- » [123rf.com](https://www.123rf.com)
- » [shutterstock.com](https://www.shutterstock.com)
- » [gettyimages.com](https://www.gettyimages.com)
- » [sciencephoto.com](https://www.sciencephoto.com)



TIPS FOR GREAT PHOTOGRAPHY

1. Captions = Content

- It's a great image that has caught the viewer's eye, now they want to know more.
- If you show someone in a setting, why not say who and where they are?



Students in front of Davis Hall, The School of Engineering's new state of the art building

2. Guidelines for amateur shooting

- Capture emotion and interaction
 - Hugging, smiling, laughing, etc.
 - Avoid repetitive, staged, drink in hand photos
- Capture unusual angles and details
 - Feet Dancing
 - Detail of class rings
 - View from second floor looking down at crowd



TIPS FOR GREAT PHOTOGRAPHY

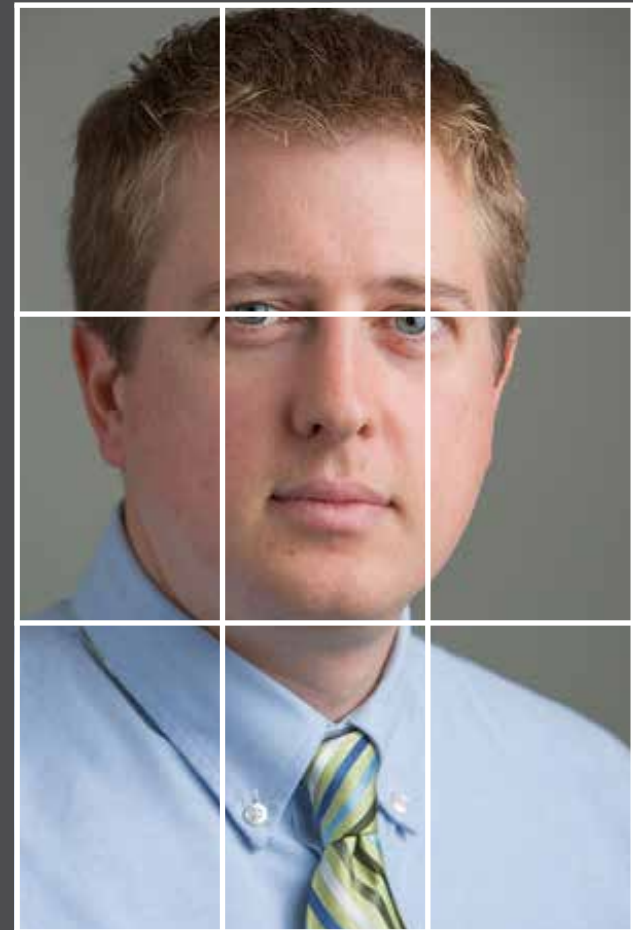
3. Rule of thirds

- Important compositional elements and leading lines are placed on or near the imaginary lines and where the lines intersect.



3. Rule of thirds

- Portraits:
Eyes are lined up with the upper horizontal line and each eye is where the upper horizontal line intersects with a vertical line.



TIPS FOR GREAT PHOTOGRAPHY

4. Less is more

- The smaller the image, the simpler the visual information should be (and vice versa)
- If an image does not translate well to a small size, it should be used larger or left out if space doesn't allow



5. Portraits and headshots

- When using portraits or headshots, especially in a gallery setting, they should all be cropped and displayed at roughly the same size.

TIPS FOR GREAT PHOTOGRAPHY

5. Portraits and headshots



TIPS FOR GREAT PHOTOGRAPHY

5. Portraits and headshots

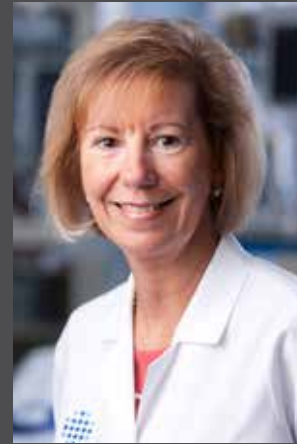


5. Portraits and headshots



TIPS FOR GREAT PHOTOGRAPHY

5. Portraits and headshots



TIPS FOR GREAT PHOTOGRAPHY

6. Photoshop!

- If you have access to Adobe Photoshop or other photo editing software, use it to improve amateur photos.
 - Correct light and dark levels
 - Boost color saturation
 - Crop for better composition
- Even professionals tweak their images so they look their best.

TIPS FOR GREAT PHOTOGRAPHY



Correct light and dark levels

TIPS FOR GREAT PHOTOGRAPHY



Boost color saturation

TIPS FOR GREAT PHOTOGRAPHY



Crop for better composition

- Remove extra space
- Rule of thirds!

