Photography and why it’s important
1. Imagery
2. Headlines
3. Captions and quotes
4. Story content
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2. Captions and quotes
3. Headlines and deks
4. Imagery
"We are alive"

Sharon Roberts, MS, Assistant Dean for Resource Management at SPHHP
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
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
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
4. Stock

- Professional imagery that meets all budgets
- Credit based accounts
- Best for topical or conceptual needs
- Sources:
  - istockphoto.com
  - 123rf.com
  - shutterstock.com
  - gettyimages.com
  - sciencephoto.com
1. Captions = Content

- It’s a great image that has caught the viewers 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
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.
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
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5. Portraits and headshots
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!