



BREAST CANCER

BREAKTHROUGH

TAKING GREAT **PHOTOS** **AND VIDEO**

PHOTOGRAPHY TIPS

Here are some top tips to use when taking a photograph

- **Shoot candidly**

Posed shots can look very staged. Photograph your subject in a natural environment; this will put them more at ease and increase your chances of capturing that special moment.

- **Think about composition**

Before photographing your subject, take time to think about where you will shoot from and what you would like to show (if anything) in the background. These decisions could have a big impact on the photo.

- **Fill the frame**

Use the space you have - fill the frame, think about the crop; by cropping tight around the subject you could eliminate the background 'noise', ensuring the subject gets the viewer's undivided attention.

- **Focus is very important**

Poor focusing is the most common problem when taking a photograph. Use the automatic focus of your camera if you have it. If you don't, to minimize blurring, hold the camera

body (finger on the shutter button) with one hand, and steady the lens by cupping your other hand under it. Keep your elbows close to your body, and use this position to brace yourself firmly.

- **Clothing can say a lot**

Clothing is also very important in capturing somebody in a relaxed state, so make sure they're wearing something they feel comfortable in. It's also important to consider the colour or patterns of clothing; you don't want the clothes to dominate the photograph (but a spot of colour is often very nice). Please try to avoid black, grey and white clothing.

- **If possible, use natural lighting**

If possible, a flash should not be used, as this takes away the warm and natural feel.

- **Avoid red eye**

To avoid red-eye, turn on your automatic 'anti-red-eye' function if you have it, or turn off the flash.

Please always adhere to our photography style - you'll find details in our visual identity guidelines

PHOTOGRAPHY TIPS (CONT)

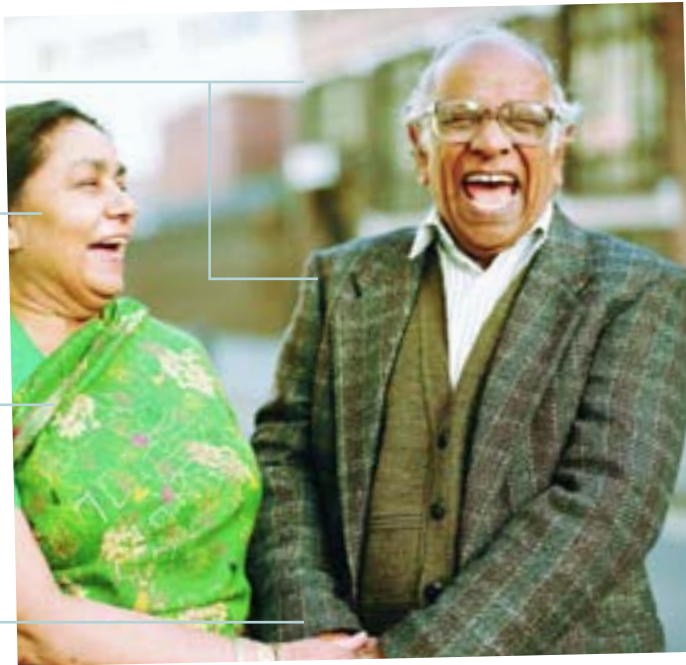
Here are some examples of our top tips in use

Subjects in focus,
with good depth
of field

At ease

Thoughtful
composition

Colour and
patterns in clothing
compliment one
another, and add a
nice spot of colour



Natural
environment

Natural lighting

No red-eye

Relaxed
expressions

Filling the frame



SAVING YOUR PHOTOS

Technical tips to help us be able to use your pictures

- **Resolution**

It is very important that we receive photographs that are saved to a resolution that we can use. Your photograph should be saved to at least 148 x 105 mm (A6) 300 DPI.

- **Save originals**

Please make sure you save all originals, once an image has been changed and saved over it's impossible to get it back, and you never know when they might come in useful.

- **Jpegs**

Please save photos as jpegs. This retains the image quality whilst making it a smaller file size. This will then make it easier to email and/or upload.

- **Colour models**

Depending on where your image will be used it will need to be converted to either RGB (screen) or CMYK (print) and saved. This is easy to do in any photo editing program.

- **Scanning**

If you're scanning a photograph, make sure you save it at least 300 DPI, if you want it to be scaled up, it will need to be scanned at a higher resolution. Make sure the photo is straight and crop neatly around the image before you hit 'scan'!

VIDEO TIPS

Some extra points to consider when shooting video

- **Lighting**

If possible, avoid facing a light source (eg room lights, windows, the sun) as this will make your subject look very dark. Ideally shoot with the light source behind you so as to best illuminate your scene.

- **This way up**

Make sure you're shooting in landscape (horizontal) not portrait (vertical) dimensions. Many video services, eg YouTube, can't handle portrait videos and will show them with black borders on either side. Do a test run just to make sure you know which way round to hold your camera or phone.

- **Timing is everything**

Always leave a few seconds at the start and end of your recording. These can easily be edited out later, but will avoid you missing vital introductions or your subject being cut off at the end.

- **Zoom**

Try to avoid zooming in and out during recording. This makes your video uncomfortable to watch and looks unprofessional.

- **Sound**

If sound is important to your video, eg you're interviewing somebody, try to make sure you're filming somewhere quiet. Traffic, background noise and even air conditioning will be picked up by the camera and make it difficult to hear your subject. If possible, record the audio on another source, like a dictaphone or mobile phone, that's placed close to your subject. That way we can edit the sound recording into the video if we need to.

- **Oops!**

Lastly, make sure you've got enough space on your memory card or tape to record your video with plenty of room to spare!

Need a logo or caption screens for your video? Look in the video category in the Hub where you'll find a selection of beginning and end video idents