



CAMERAready

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PHOTO PLANNER

Too often, coverage planners only consider the “during” aspects of an activity or event resulting in a repeat of the same content shot—only with different subjects. Think before, during AND after angles to avoid missing exciting stories and to ensure complete coverage. Also use this checklist to plan your photos as a guarantee for a full menu of selection options when choosing final photographic content for your spread. Check all those that apply.

Before:

During:

After:

| Action | Reaction | Scrapbook | Reference | Illustration | Dominant | Secondary | Photo series | Themed collection | Montage/collage | Single subject | Small group | Large group | Vertical | Horizontal | Square | Color | Black & white |
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While photographic opportunities present themselves naturally and endlessly, visual coverage demands attention to detailed planning. Every spread in the yearbook should result from a fully developed blueprint that leaves nothing to chance. This doesn't mean you don't watch for spontaneous photo ops, but it does mean you exhaustively brainstorm the possibilities.

Think and plan...

- ACTION**
Natural shots that occur during the course of an actual activity or event.
- REACTION**
Focused on emotion, these shots usually get in close and show facial expressions.
- SCRAPBOOK**
Posed photos that have the ability to tell a unique story.
- REFERENCE**
These are mug shots used for source identification or group shots included to catalog membership.
- ILLUSTRATION**
A photograph that enhances the story, but is not necessarily a story in itself.