

Leading lines



Be a Visual Storyteller



TIPS FOR TELLING THE STORY THROUGH THE LENS OF YOUR CAMERA

Telling a story visually requires skill and planning, just as telling a story through the written word. By following a few basic guidelines, you can fill your yearbook with those decisive moments that will pull your reader into your pages and encourage them to read your stories, too.

Prior to shooting photos, meet with writers and designers to determine the angle from which they're covering the story. Discuss key points of the story and brainstorm for photo ideas to illustrate specific points of the story. Take notes for reference purposes to make sure you meet their expectations.

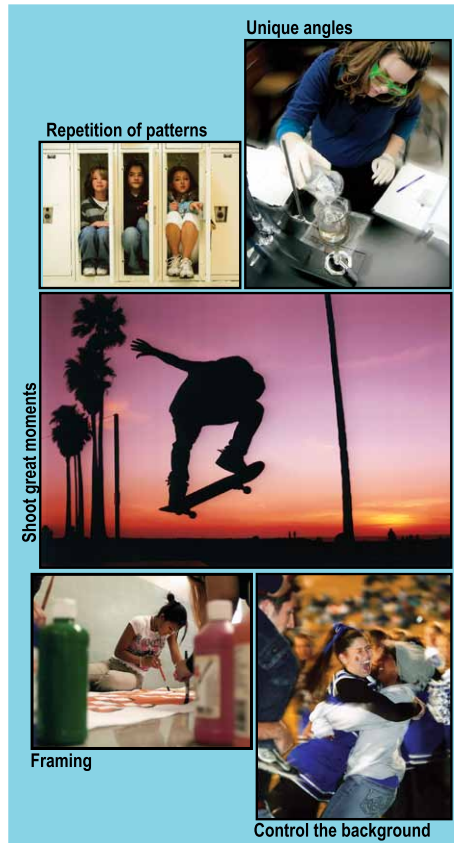
When shooting, consider these tips:

SHOOT SEVERAL TYPES OF PHOTOS

– Take wide shots, medium shots and close-ups. Cover the event before, during and after to relate the full story. Compose shots horizontally and vertically to provide designers with contrasting formats.

FILL THE FRAME

– Simplicity is powerful. Eliminate all non-essential elements from your frame to tell the story at a glance.



Repetition of patterns

Unique angles

Shoot great moments

Framing

Control the background

CONTROL THE BACKGROUND

– Moving to the right or left, or changing an angle can help avoid photos with background distraction. You can also open your camera's aperture, setting it at a low number (f 2.8), to purposely blur the background and create a shallow depth of field.

SHOOT GREAT MOMENTS

– Anticipating what might happen, pre-focusing on an area and having the patience to wait for the moment can help you capture one-of-a-kind shots. Look for the "decisive moment," the time when all of the key story-telling elements come together in one moment.

COMPOSE BOLDLY

– Consider the following composition techniques:

A. Rule of thirds: Simply stated, it means dividing your viewfinder in thirds, both horizontally and vertically, much like

the lines on a tic-tac-toe board. Place the subject matter at one point where the lines intersect, keeping the subject away from the center.

B. Leading lines: These lines, whether real or imagined, are visual elements within your photographs that pull your viewer into the photo. Vertical lines express strength and stability. Diagonal lines

suggest energy or action. Horizontal lines indicate rest and quiet. Curved lines suggest calm and serenity. Photographers look for these naturally occurring lines within the images they shoot.

C. Angles: Look for unusual angles when shooting ordinary assignments. Instead of shooting subjects straight on, consider using a "bird's eye view" or a "worm's eye view" to add perspective to your images.

D. Repetition of patterns: Repeating elements add interest, especially if the elements are strong.

E. Strong center of visual interest:

Shooting your photo with a planned center of interest makes the photo purpose obvious to the viewer.

F. Show contrast: People are drawn to look more closely at photographs that have a strong contrast. Look for images containing opposite elements, such as tall vs. short, old vs. new, tiny vs. large to add visual interest.

G. Framing: Objects within the environment can provide framing opportunities. Tree branches, window panes, doorways and other objects can add interest to your photos and can help pull readers into the photo.

EXPERIMENT — Learn these basic rules. Once you understand them, don't be afraid to try breaking them. Sometimes not following these rules can set your photos apart.

By following these guidelines, you'll shoot images that show magical moments that reveal life's joys, sadness and passions, the emotional aspects of our lives.



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