

The background of the slide features a faint, light-colored grid pattern overlaid on a dark grey background. In the center, a camera tripod is visible, extending from the bottom towards the top. The tripod's legs are spread out, and its central column is visible. The overall aesthetic is technical and professional.

# The ABCs of a good photograph

A beginner's look at what it  
takes to get a great shot of  
your Nursing Week event.



# What makes a good photo?

Taking good photographs has little to do with owning expensive equipment and knowing technical data.

The secret is in seeing.

Why do you think this is a good photo?

# Subject & Context



- ◆ **Every photo has a subject and a context**
- ◆ **Anything that isn't part of the subject or its context is only a distraction, cluttering up the image and diluting the message**
- ◆ **Eliminate extraneous surroundings – usually by moving closer to the subject – to create a clean, tidy shot**

# Subject & Context



The subjects in this photo are both equally visible.

Their bodies are not cut off or oddly placed.

The image is crisp and the subjects are involved in an active conversation.

The context is obvious given the words "Coroner's Court" can be seen clearly at the top of the photo.

# Subject & Context



There's nothing cluttering up this picture (i.e. nobody is walking out the door or down the ramp at the back right, there are no flower pots or garbage cans or pieces of debris on the ground).

It's simple, and that's why it works.

# Subject & Context

**Photos that do not have a clear subject and context tend to leave people wondering what they're looking at, and why they should find it interesting.**



# Emotion

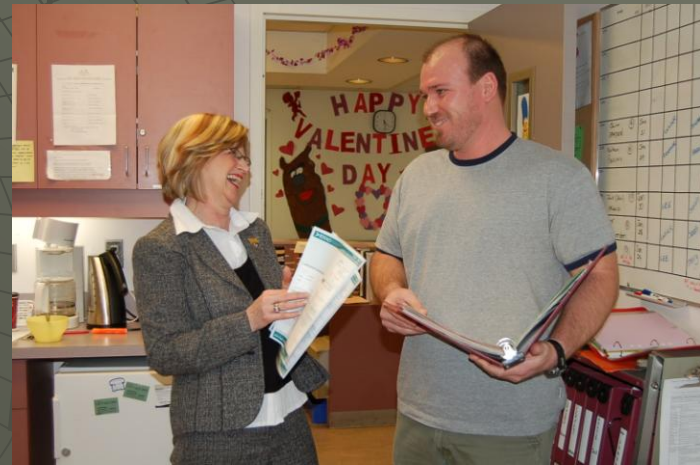


**A great photograph evokes emotion. You want the faces of the people in your photos to say something.**

**You want to capture the emotion that individual is feeling.**

**You want to show that they are happy, sad, perplexed, upset, engaged, etc.**

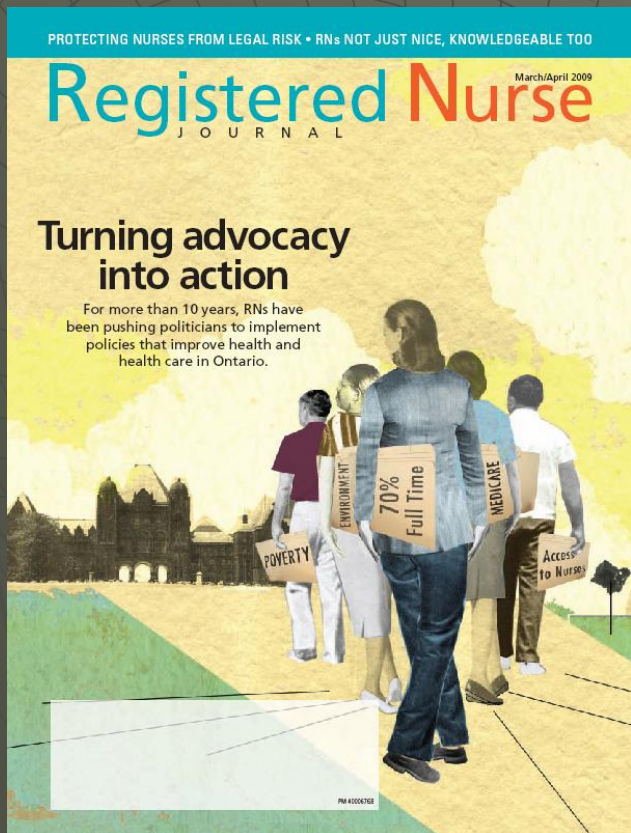
# Emotion





# Research what works

You may find it useful to flip through your favourite magazines looking for common approaches to photography and deciding what you like about the photos. In most magazines, you will see...



- ◆ The photos include people to give the viewer a human connection, a sense of being there, and a sense of scale.

# Research what works



- ◆ Avoid crowds and simplify the shot down to one or two people whenever possible.



# Research what works

Ensure your photos are clear and uncluttered.



- ◆ Find a simple backdrop and avoid patterns in people's clothing or the background. Avoid backgrounds that are the same colour as the subject.



# What are you doing this Nursing Week?

1. **presentation/panel discussion**
2. **visit with your MPP**
3. **awards ceremony**
4. **meeting with special guest**
5. **announcement**

# Things to remember before you head out

1. **your camera**
2. **check batteries and memory cards, bring spares**
3. **a pocket-sized notepad and pen**
4. **itinerary/agenda**
5. **soft, lint-free cloth, dust-free tissues, lens-cleaning fluid, and a blower brush to clean your lens**
6. **your imagination**

# Before you head out...

- ◆ Review the itinerary/agenda and think about the activity in the context of how your photo will be used
- ◆ In the case of Nursing Week and the Journal, the photos will run small on the magazine page (see supplements).
- ◆ Avoid large group shots at a distance because by the time the photo ends up on the page, you won't be able to see anyone.
- ◆ Don't feel compelled to get everyone involved in the event in the photo.



# What are you doing this Nursing Week?

## 1. Presentation/panel discussion

- ◆ avoid photos of the audience



# What are you doing this Nursing Week?

## 1. Presentation/panel discussion

- ◆ avoid photos of the backs of people's heads





# What are you doing this Nursing Week?

## 2. Visit with an MPP

- ◆ take active photos in which the MPP is participating in nursing duties



# What are you doing this Nursing Week?

## 2. Visit with an MPP

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# What are you doing this Nursing Week?

## 2. Visit with an MPP

- ◆ sometimes it's just not possible to get an active shot, that's when you have to get creative



# What are you doing this Nursing Week?

## 3. Award presentation

- ◆ capture the moment the award is being given



# What are you doing this Nursing Week?

## 3. Award presentation

- ◆ or hope to be in the  
right place at the right  
time



# What are you doing this Nursing Week?

## 4. Meeting with a special guest

- ◆ many meeting rooms and offices are not conducive to good photo taking.
- ◆ in these situations, stage something after the meeting is through.



# What are you doing this Nursing Week?

## 5. Announcement

- ◆ position yourself in such a way that you're seeing the key people and not the crowd



# Consider this...

- ◆ When you arrive at your event with camera in hand, imagine you're a photojournalist.
- ◆ Photojournalism is different from other forms of photography.
- ◆ Journalists tell stories with words.
- ◆ Photojournalists tell stories with pictures.





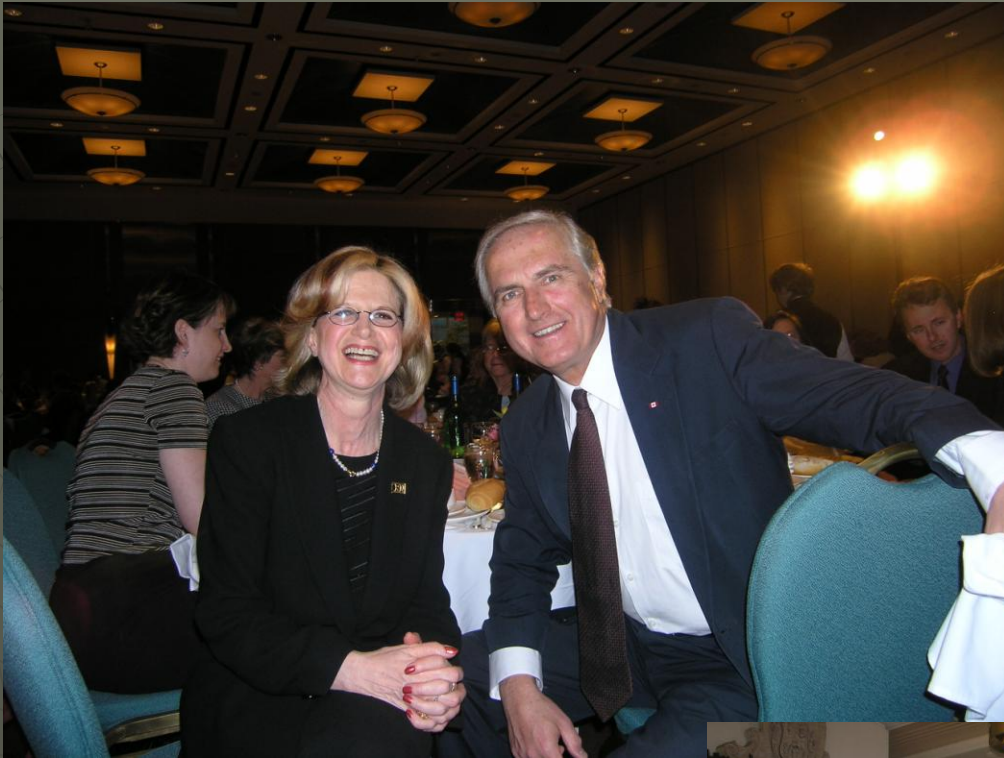
# Consider this...

- ◆ When we first look at a photo, our eyes instinctually find light and bright areas. Photos that win competitions are often ones that make interesting use of light.
- ◆ Look for beams of light shining through clouds, trees or windows. These can be either advantageous or detrimental to your shot...depending where you're standing.

# Consider this...

- ◆ Move around your subject so the sun is behind you and to one side. With the light behind you, you will bring out colour and shades. If that light is on a slight angle (side lighting), it produces some shadow to indicate texture and form.





# Consider this...

- ◆ A great photo takes time and patience.
- ◆ Scout out the area and make mental notes of important environmental features, and unusual or interesting angles.
- ◆ Arrive early and take a few moments to look around, take in the surroundings, and anticipate the places you'll need to situate yourself to avoid missing an opportunity



# TOP 10 TIPS

1. Pay attention to what's in your photo (i.e. a water jug, a microphone, a bag). Move these items if you can, or position yourself in such a way that they are not visible/less visible and therefore less distracting.



# TOP 10 TIPS

2. A problem with many photographs is that they're blurry. Relax, hold the camera steady, and with both hands. Keep your elbows close to your body, and use this position to brace yourself firmly.



# TOP 10 TIPS

3. Don't be afraid to stand up at the front of the room for just a moment. You may be drawing attention to yourself, but you'll end up with a better photo for it. And most of the time people aren't even looking at you anyway.





# TOP 10 TIPS

4. Remember the "Rule of Thirds." Imagine the frame divided into thirds, like a Tic-Tac-Toe board. Place your subject on one of the lines or intersections. Always placing your subject in the centre can get dull and this is a good way to add variety and interest.



# TOP 10 TIPS

5. Try not to let any horizon or other lines cut the picture in half.



# TOP 10 TIPS

6. If it's bright, put people in the shade (harsh, direct sunlight washes out the face). If it's dark in the shade, use "fill-flash." You can add light to your subject's face by using your flash. This is called "fill-flash" because it fills in darker spots.



# TOP 10 TIPS

7. Take the same photo from different angles. Don't be afraid to take ten shots and edit out nine later. For the 2008 AGM, we ended up with almost 650 pictures. If you, like most people, are shooting on a digital camera, then it would not have cost you anything but your time.



# TOP 10 TIPS

8. When you're taking photos, don't expect to be doing much else. If you can't dedicate your attention to getting a good photo, assign the task to someone who is not doing anything else. You really need to pay attention to what's happening rather than being distracted by other details.

# TOP 10 TIPS

9. Set your camera resolution to take high quality photos at the highest resolution possible. Low-resolution images are more difficult to digitally alter later on; it also means that you can't crop as enthusiastically as you could with a higher-resolution version (and still end up with something printable).

# TOP 10 TIPS

10. **Take your camera *everywhere*.** When you have your camera with you all the time, you will start to see the world differently; you will look for and find opportunities to take great photographs. And, of course, you will end up *taking more photographs*. The more you take, the better a photographer you will become.