

A Picture Says A Thousand Words



Photos are Being Used Like Never Before

- EVERYONE is taking pictures
- EVERYONE is a photographer today
- EVERYONE is communicating with pictures today



Digitally Connected... Gen X, Millennials and Gen Z



Generation Z

GENERATION Z:
CONNECTED FROM BIRTH.
1995 to Present



We Interrupt Your scrolling...Gen Z

- Want and expect to have EVERYTHING on their phone screen...literally at their fingertips.
- You have 3-5 seconds to catch their attention before they scroll past you



We Interrupt Your scrolling...Gen Z

Enter their world and make them want to use yours



We Interrupt Your scrolling...



Photos are used in ALL medias

- Website
- Publications
- Marketing
- Social Media
- Snap Chat
- Instagram



The Goal of a Picture is to Tell a Story



What Pictures to Take and Use?

Research what will catch the interest of your different audiences



Choose the picture that fits the audience that you are "speaking to"



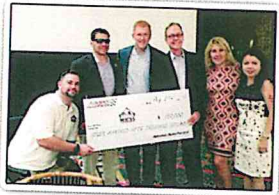
Donors

- Donor Newsletters
- Donor Mailings
- Donor Thank You Cards



Donors

- Donors think differently than patrons, etc.
- They have linked arms with you....they want your pictures, advertisements, stories, etc in your publications to represent you AND them well.



Donors

- The pictures you use communicate in a powerful way
- Knowing a donor or grantor personally can help determine what would catch their interest
- Do your research...it's THAT important



Which donation thank you card do you think would best capture the attention of a donor and communicate your aquatic message?



Donor Thank You Cards



Awarded Grants



- Know what your grantors are looking to fund – read the grant guidelines carefully and completely.
- Research whom (and what) the grantors have funded in the past.

Awarded Grants



- Know their mission statements
Example: STEM, donors that have specific goals
- Use pictures in grant applications and in grant reporting whenever possible.

Awarded Grants



- Campaign for your next grant request while you are reporting for your current grant.
Ex: STEM pictures on Facebook throughout the year
- Grantors and donors watch social media etc and want to get the most "bang for their buck". If you do it right you may be awarded a 2nd grant.

Guest/Patron/Marketing Pictures

- Newsletters
- Brochures
- Program Guides

Does this brochure cover catch your attention?



Guest/Patron/Marketing Pictures

What do you want to express to your audience and have your audience focus on?

- Fun and Enjoyment
- Program and Department Offerings
- Different Interests
- Accessibility
- Multigenerational programming
- Daycare Promos



Guest/Patron/Marketing Pictures

Does this brochure cover catch your attention?



Guest/Patron/Marketing Pictures

Less is often better

Set a goal for each publication and use pictures to reach that goal



Guest/Patron/Marketing Pictures

What is being communicated to you in these pictures?





Marketing Ideas Using Pictures and Technology

- Photo Opp "Stops" in/around your facility with your logo in the background
- Scavenger hunt using phones, pictures, QR codes
- Summer Camp Slideshows
- Slideshows with music



Employee Events and Trainings

- Employee of the Month Photos
- Employee Training PowerPoints
- Employee Tests using picture phones (Send a picture of where the AED is in your facility)
- Staff Christmas, Retirement, etc Party Slideshows
- Employee Safety Trainings



One Photo...Multiple Uses

- Facebook Cover Photo
- Newsletter
- Facebook Profile
- Website Photo
- Instagram



Many Hats



- Webmaster
- Social Media Coordinator
- Editor and Publisher of Donor Newsletter
- Program Guide and other various publications

...these roles always have me looking for the best pictures that I can find



Plan Ahead



- Don't wait till the last minute
- Don't wait until you have to find a picture...always be taking pictures.
- Organize pictures so that you can find them quickly and easily
- Editing is time consuming...edit your pictures as you take them

Photo Organization



- Picture files take a lot of storage space so plan accordingly
- Keep all pictures in different files so that you can find them easily
- Name files based on how you might use them

Photo Storage

- Servers or hard drives easiest to use
- Other back ups...thumb drives, DVD's
- **BACK UP** your photo files 2-3 times!!!
- To save space, only store your edits



Other Photo Tips

- Always keep an original as an original
- When editing, make a copy of the original to edit
- Photo labs will print photos differently...some darker than others.
- Photo lab software often doesn't represent the final product accurately



It doesn't matter if you have an AMAZING camera, a not so amazing camera or a camera phone...



It doesn't matter if you don't think that you are good at taking pictures...



Or if you don't like having your picture taken...



Taking A Good Picture is **EASY!**



With a little bit of help ☺



Tips for Taking Good Pictures



A Picture Tells a Story

- Be clear on your subject
- What story are you trying to tell with the photo?
- Simplify. Simple is best. Remove anything that doesn't help you tell the story.

Draw attention to the subject. When in doubt, leave it out.



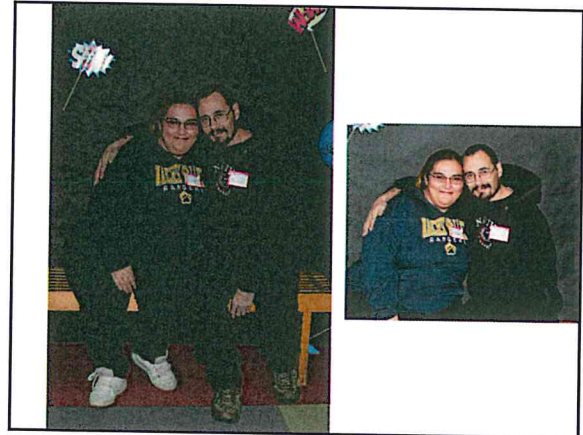
- Draw attention to the subject. Do this by focus points, lighting only on the subject or framing the subject.
- If there is something in the frame that is not relevant to the subject or doesn't somehow support the subject, get rid of it.



FILL THE FRAME



You will rarely go wrong by filling the frame with the main subject



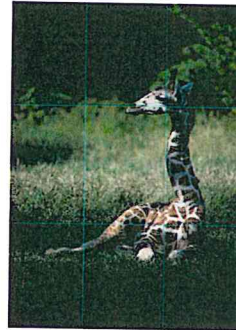
RULE OF THIRDS/AVOID THE MIDDLE



Draw a Tic-Tac-Toe board over your picture in your mind.

Position the subject(s) at one of the 4 intersecting points on the grid.

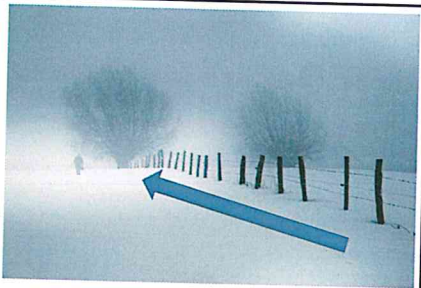
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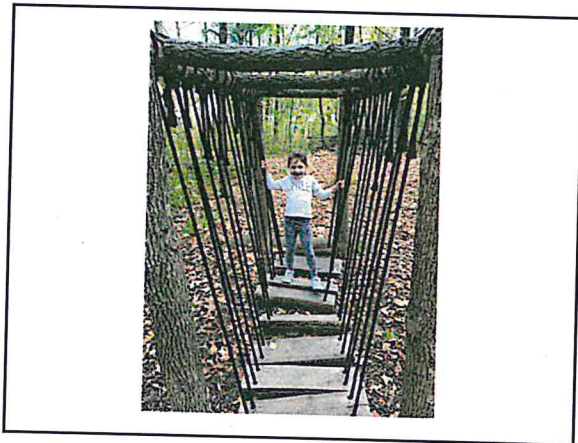


Use LEADING LINES



- Use leading lines to attract the viewer's eye to where you want it to go.
- Its impossible for your eyes not to follow the line that the fence makes.
- As the posts in this shot get further away, they pull you in.
- The fence leads you to the focal point-the figure in the distance.

LEADING LINES

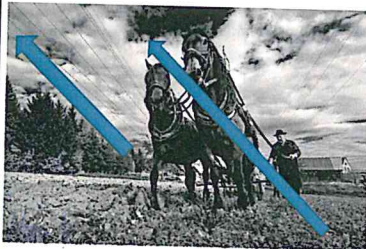


LEADING LINES



Use S-curves of shapes as a more relaxed casual way to lead the eye through the composition. A road or a stream are good examples of leading lines.


USE DIAGONALS



- Shooting from below the horses or upwards, strengthens the diagonals and adds depth to the picture.
- The best angle for a picture is often NOT from a standing position.
- There is also space to the left of the horse for them to "move".

RULE OF THIRDS/AVOID THE MIDDLE and Use of Lines







Portraits and Close ups

When shooting portraits, always keep the eyes above the center line of the photo.

Portraits and Close Ups



Shoot from the same level as the subjects eyes. This may mean kneeling, sitting or laying down to get great pictures of small children. 😊





Portraits and Close Ups

- Get down low when making a child or animals portrait rather than shooting over them and shooting down on them.
- Move your feet, get as close as you can to the subject.


More Shooting Tips

- Odd number of subjects vs. even numbered subjects 1, 3, 5...the human eye searches for the "middle"
- In a close up, put the middle of the frame (the focal point) on the subjects eyes. You want the eyes to twinkle.

Lighting

- Place the sun to the side of the subject
- The eye goes to the brightest part of the scene first.
- Make sure that the subject is the brightest part of the picture.
- Don't let anything in the photo be brighter than the main subject.



Bouncing Light