



Taking digital photos

Storing digital photos

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Taking digital photos



Taking digital photos

General equipment tips:

- Select a camera you're comfortable using; familiarize yourself with its functions and capabilities
- Keep the battery charged; have a backup ready
- Make sure your camera has plenty of storage to take lots of photos (or bring spare memory cards)
- Consider accessories like camera bags, tripods, filters

Taking digital photos

General shooting tips:

- You may only have one opportunity to record/capture a subject, so take more than enough photos – can always delete bad shots later.
- Get close! Photos taken far away from the action may not be useful. Position yourself close to the subject or use a zoom lens.
- Consider the environment you're shooting in: lighting, colors, objects in frame, etc.
- Think about composition/angle of shot – shoot both horizontal and vertical options.

The subject

- Focus on the subject.
- Viewers want to know who the subject is or what he is doing.
- Photographs of signs, banners, plaques and awards aren't very interesting.
- Don't be afraid of getting close to the subject.



The subject – Public Event

Can you tell what sort of event this is supposed to be?
Photo taken from far away, no contextual clues.



The subject – Public Event

Better idea of what the event is – shows materials and people.

The subject – Meetings

Let's be honest – photos of meetings are awful.

Fluorescent lighting!

Backlighting from outside!

Lots of people not doing anything interesting!

The subject – Meetings

Diet Coke product placement!

Backs of chairs!

The subject – Meetings

Photo of people sitting idly, backs to camera **VS.** Photo of people participating, faces seen

The subject – Places

Photos of places are much more powerful when they include *people*.

Just concrete and asphalt...nothing interesting

The subject – Places

Photos of places are much more powerful when they include *people*.

These options show people using the facility

The subject – Speakers

Taken from far away,
no focus, flash doesn't reach far enough



The subject – Speakers

Zoomed in close to clearly identifiable subject,
capturing action or gesture



Lighting

- Built-in flashes do not always expose enough light on the subject.
- When using an additional flash attachment, adjust it to the appropriate setting.
- Always be aware of the lighting source.
- Look at how the light affects the subject.



Lighting

- To avoid the shadow effect, close the curtains/blinds or move the subject.
- Marble walls and mirrors can cause the flash to bounce off their surfaces and leave a bright white spot where it lands.



Lighting

- If the subject is wearing glasses, ask him to adjust them.
- If the subject is wearing a hat ask him to tilt it up slightly to make sure it doesn't shadow his face.
- Placing the subject several feet away from a wall should cut down on the shadow outline that results from using a flash.
- When looking at the lighting, be aware of the rest of the background.



Lighting

Color, highlights and shadows

- Consider color, highlights and shadows.
- It is important to create contrast from skin tone, clothing and background.
- Contrast will help your subject stand out in the photograph.
- If the subject is a group of people with different complexions wearing different shades of clothing, the people should be arranged to create contrast.

Color, highlights and shadows



Outdoor photographs

- Notice where the sun is in the sky because this will effect where shadows will be.
- Move the subject if necessary.
- If the subject is wearing sunglasses, ask him to take them off, unless it adds something essential to the photograph.
- Don't have the subject face the sun because the resulting photograph will show him squinting and looking irritable.

Outdoor lighting

This one was taken in front of the subjects as they walked towards the camera...



Outdoor lighting

...and this one was taken from behind the group as they walked towards the sun.



Outdoor photographs



Outdoor photographs

Be aware of the background

- Notice position of buildings, trees, etc. behind the subject.
- If people in the background are wearing bright colors and the subject of the photo is wearing muted colors, the viewer's eye will be drawn to the background instead.



Focus

- If your camera is set on automatic focus, make sure the subject is in the center of the frame when taking the photograph, unless you have a camera with multiple focus points.
- Most cameras set on automatic focus will only focus on what is in the middle of the frame.
- Many of the newer digital cameras have multiple focus points, but you have to make sure you have your camera set to multiple focus points.

Focus



Posing

Most photographs taken for the government are posed shots of individuals or groups, but the photographs that intrigue viewers the most are candid shots.



Posing

When taking photographs of groups or individuals receiving an award or giving a speech, take a few extras while they are mingling at the reception, shaking hands with colleagues, or doing the job for which they received the award.



Pitfalls of trusting others to take photos

Scenario:

- Newsletter included a feature about a community health fair where city staff participated in health and safety demonstrations and activities
- Asked the author if photos were available to accompany the story
- Author provided the following image...

Pitfalls of trusting others to take photos



Pitfalls of trusting others to take photos

Scenario:

- High-level management official was hired in organization
- Official was asked to provide photo to use when news release was sent out to the media
- Official provided this photo . . .

Pitfalls of trusting others to take photos

What was provided



New photo



Building a photo library

Does your organization always need certain types of photos?

People

- Agency staff / administration
- Local leaders
- People in public
- People performing certain activities



Building a photo library

Photos to represent programs

- Transportation, parks, emergency services, environment, youth, health, city services



Building a photo library

Community photos

- Recognizable landmarks / buildings
- Neighborhoods
- Events / festivals
- Shots of everyday activity



Building a photo library

Seasonal photos – plan ahead to get certain types of shots during certain times of year.



Image size

- What will the final output be – where and how will the photograph be viewed?
- Downloaded photos will appear as 72 dpi (dots per inch) resolution by whatever height and width pixel setting you took the photo at. This may then be adjusted to the appropriate setting needed in a photo editing program.
- To determine what resolution photographs are needed for a specific purpose, ask the printer, advertiser, or whoever is asking for the photograph.

Image size

- Printed brochures and fliers require photographs that are 300 dpi resolution or higher
- If unsure of what the end use of the photo will be, set the camera to take photos at a higher resolution
- Easier to reduce size of hi-res photos than increase the size of an image taken or scanned at a lower resolution
- Image quality suffers when files are artificially enlarged

File format

- As with the resolution of the photo, always check with the final output source to find out in what format the file should be saved.
- The most common formats are Joint Photographic Experts Group (JPEG or JPG) and Tagged Image File Format (TIFF or TIF).
- JPG files achieve their compressed size by throwing away bits of the picture information, which results in a lower quality image.

File format

- TIF files are probably the most flexible type of bitmap image. IBM PC-compatible and Macintosh computers support TIF files, and they work well for print output when saved in the appropriate resolution.
- TIF files can be read by most photo editing software and can be viewed by placing or inserting the file into a software program on almost any computer being used.

File format

- A Microsoft Word document is not a viable photo! Neither are images inserted in PowerPoint files.
- Page layout and design software programs need to have original bitmap photograph files to output correctly.

Image Resources:

(Remember copyrights and necessary credit language)

Kansas City Convention & Visitors Association:

- www.visitkc.com/meeting-and-event-planners/how-we-help/promotional-materials/photos/index.aspx

Kansas City Area Development Council:

- www.thinkkc.com/MediaCenter/PhotoLibrary/Lib_Shopping.php

U.S. Government Photos and Images:

- www.usa.gov/Topics/Graphics.shtml

USDA Natural Resources Conservation Service

- <http://photogallery.nrcs.usda.gov/>

Centers for Disease Control Public Health Image Library

- <http://phil.cdc.gov/phil/home.asp>

Image Resources:

(Remember copyrights and necessary credit language)

Housing & Urban Development photo library:

- www.hud.gov/news/photos/hudpicturesatwork.cfm

FEMA photo library:

- www.photolibrary.fema.gov

National Highway Traffic Safety Administration library:

- www.nhtsa.gov/nhtsa/ImageLibrary

The Municipal Research and Services Center Planning Illustrated:

- www.mrsc.org/Subjects/Planning/PlanIllust.aspx

Image Resources:

Subscription / fee-based sites:

- www.thinkstockphotos.com
- www.istockphoto.com
- www.dreamstime.com
- The Kansas City, Mo., Public Library Missouri Valley Special Collections
 - Extremely low-cost historic Kansas City area photos
 - www.kchistory.org/cdm4/browse.php?CISOROOT=%2FMontgomery&x=19&y=9&CISOSTART=171,3581

Image Resources:

Other sites:

Microsoft: <http://office.microsoft.com/en-us/images/?CTT=97>

FreeFoto: www.freefoto.com/index.jsp

- Read copyright laws about linking back to their page, etc.

stock.xchng: <http://www.sxc.hu/index.phtml>

morgueFile: <http://morguefile.com>

Image Resources:

Other sources:

- RAPIO
- Project partners
- Professional organizations
- Other government institutions
- Schools/universities
- Local businesses
- Neighborhood groups
- Community organizations & nonprofits



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