

# KEEP AMERICA BEAUTIFUL

## Keep America Beautiful Photography Suggestions

Photographs should be sharp and clear, capturing the main purpose of the event taking place. Location shots and action shots (with appropriate photo releases) submitted to the KAB library will possibly be used in brochures and other published documents or b-roll footage in the years to come. Here are a few tips for taking the best pictures.

### General Requirements:

- Maximum resolution available is desired
- Jpg is preferred
- Keep record of names and titles of dignitaries included in the photos

### Photo suggestions:

- Volunteers
- Executive Director with local volunteers, board members, corporate supporters
- Include Mayor or other elected officials/VIPs
- Include KAB President or other KAB national staff when applicable
- Breaking ground events or check presentations
- Signage/volunteers in branded t-shirts

### Basic Tips for taking the best pictures:

- **Take a lot of photos ... and then take some more.** With the advent of digital cameras, there is no such thing as too many tries!
- **Focus on the people.** Pictures of the volunteers working at the event will be more effective than just the landscape of the event alone.
- **Take action photos.** It is important to take photos of people in action as opposed to pictures of posed people. Try to take advantage of actions that best describe your event – look at the volunteers and their relationship with each other and the environment.

### More Tips for taking the best pictures:

- **Find the perfect ratio.** The ratio between the volunteers and landscape helps to communicate the focus/main purpose of the picture. Don't be afraid to take a shot that does not have the volunteers at the center of the picture. Sometimes it is more effective when the landscape takes up a portion of the photo, or the focus is on the materials being collected or recycled, instead of the volunteers.
- **Play with camera angles.** Mix up the camera angles with your photos to show your event from a different point of view. Try shooting from near the ground, for example.
- **Avoid "clutter".** "Clutter", such as power lines and unnecessary vehicles, are distractions from the main purpose of your picture.
- **Get in close.** Get close to your subject. When you think you're close enough, get closer.

### Here are some links of more photography tips/resources:

- <http://www.photographymad.com/pages/view/10-top-photography-composition-rules>
- <http://www.volunteermaine.org/volunteers-action/tips-photos/>
- <http://socialeasemarketing.com/2012/04/20/5-tips-for-taking-great-photos-of-your-volunteers/>