

Tips for good PHOTOGRAPHY

While the University Press Office would like to cover all events, this isn't practically possible! Most staff have access to a smart phone or camera, so here are some tips for good photography to help create suitable images for use by the media or for social media channels:

THE IMAGE

The aim is to convey your story in an image, so think props, location and action.



LESS IS MORE:

Try to confine the number of people included in an image to three if possible.

Make sure that everyone is looking in the same direction. To do this at a busy event, ensure that only one photographer takes a photo at any one time.

CROP CLOSELY:

This is not a holiday snap! We don't need to see the whole person or the background.



PERMISSIONS

People being photographed must be aware of where the image will be used and you will need to seek their written **consent**.

Exception: where there is a shot of a public event, such as the Christmas Fair, where it would be impracticable to seek everyone's permission, but where no individual are particularly focused on or recognisable.

If photographing young people **under the age of 18** you must have consent from their parent or guardian. If inviting schools to send pupils to an event, permissions can be sought via the schools before the event takes place.

Image release forms are available from **press@bangor.ac.uk**

POSE

Find a suitable uncluttered background.

AVOID A LINE-UP:

Avoid people's natural inclination to stand in front of a wall, this can generally look too much like a **LINE-UP!**

CHECK YOUR FLASH:

If you have a flash, this may give you a shadow on the wall or the flash will be visible in any shiny surfaces.

CLOSE UP SPACES:

Close the natural **SPACES** between people.

The viewer needs to see people's faces **SIDE ON**.

Turning a shoulder towards the camera makes the pose more **INTERESTING**.

SAY CHEESE:

Have a (suitable) joke or remark at hand to capture a natural **SMILE**.

LIGHTING IS KEY:

Use **NATURAL** light where possible.

THE MORE THE MERRIER:

Take **MORE** images than you need and select the best portrait & landscape.



PRIFYSGOL
BANGOR
UNIVERSITY

Produced by the Press Office - for more press and media related top tips, email press@bangor.ac.uk