

Capturing the Moment

These days, everyone is walking around with a world-class camera in their pocket, making it easier than ever to take and share photos. A good smartphone camera doesn't necessarily guarantee great pictures, but, with a little bit of know-how, anyone can go from a photography novice to a competent photojournalist for their district.

Discussion Guide



"Before you even start to worry about taking great photos, make sure you set your phone up for success."

- Do you use a smartphone to take pictures of your school/district activities?
- What insights did you glean from the tips on caring for your phone?



"What separates a great photo from a bad one is its composition: the story that the picture is telling. It's not about the content of the photo; it's how that content is arranged."

- Describe the main composition differences between the two photos of the cats.
- How can you change your photos from simply documenting a situation to telling the story of what is happening?



"To use the Rule of Thirds, start by dividing an image into thirds both horizontally and vertically. As you can see from the example...the grid lines create four intersections. When you look at a photograph, your eyes tend to gravitate toward these four points."

- How can the Rule of Thirds impact the composition of your photos?



"Lighting is the most important factor in creating great photos; that's why professionals bring along portable lighting to photo shoots. The source and direction of the light determine what will be illuminated in an image and where shadows will fall. If your subjects have shadows covering their faces, no amount of editing will improve their appearance."

- How can you use light to create better photo composition?
- What did you learn from the tip about front-facing cameras?



"If you've ever hired a professional photographer, you might have noticed that they always take way more pictures than seems necessary."

- How can taking multiple photos of the same event help you tell the story of your school/district?



"Generally speaking, you should default to horizontal. This orientation tends to include more scenery, leading to more visually interesting pictures."

- How can the orientation of a photo impact the subject of the photo?



"Your phone's camera may be as good as professional cameras in many respects, but even the best smartphone camera has its limitations."

- How can moving closer to the subject of a photo enhance its composition?



"While cameras have become more common and powerful, the real revolution has occurred in image manipulation."

- How can you use the Rule of Thirds when editing a photo?



"People want to see the process—how things happen, how it was done—rather than just a photo of a nice trophy...Think about everything as a documentary film. All the in-between stuff is the good stuff."

- Do your social media posts represent the vibrancy of your students?
- How can you use the "in-between stuff" that happens in your schools to elevate your district's brand and tell its story?



For more information on Capturing the Moment:
<https://www.schoolceo.com/a/capturing-the-moment/>