

HOW-TO GUIDE

Take a Great Photograph

Shared by Real Food Challenge, Slow Food USA and 350.org

About

Documenting your action is important because it will show your school's collective effort and desire for change. Taking photos of your event is a great opportunity to catch people's attention, to move and intrigue them, and ultimately, if done smartly, to publicize your cause at large.

How-To

1. *Know your camera.* Play with your camera's different settings and modes the night before. You will be photographing a day of action with endless opportunities for a good photo ops, so make sure you don't miss any opportunity by letting mechanics get in the way. Let luck meet preparation.
2. *Choose your subject.* Pick something that interests you. Don't be afraid to dramatize the problem to make it even more visual, compelling and memorable. Committing to a moment, an individual, a group shot, or a landscape will allow you to focus on what you want to achieve. Once you've picked a subject, play with moving closer or farther away, or seeing how you could improve that shot.
3. *Take multiple shots.* The beauty of documenting your event, especially if you have a point-and-shoot camera, is that you can take countless photos and worry about sifting through the ones you like best later. Unrestricting yourself will allow you to ease up and open you to different ways of seeing. It will also improve your chances; more pictures means more opportunities to luck into a really great shot. Also, if it's an action with a group of people (big or small), take a photo that includes the whole group.
4. *Experiment and have fun!* It's your day of action, and it's time to capture the fun you are all having. Play with perspective. What happens if you hold the camera to your hip and snap a photo? Or what if you lie on the ground and photograph the people above? Play with color, zoom it, zoom out, think of outlandish and different variations and go through with it. Don't hesitate, you will edit and choose your photos later. Now it's time to collect as many interesting takes as possible. Enjoy.

Make An Impression

Movement – Action shots are attention grabbing; the energy and candor will help define and articulate specific, unrehearsed moments in time.

Color – Be deliberate with your color choices and use them to your advantage making strong, purposeful statements.

Location – Be creative. Consider how location draws more attention to your action.

Contrast – Creating contrast will allow you to engage your audience differently.

Sound – Whether you are chanting or listening to music, using sound will ensure you are engaged in more than one way.

