

## STILL PHOTOGRAPHY TIPS

- **Tip #1: Set your camera to it's highest resolution setting.**
- **Tip #2: Avoid posed group shots.** (Great for memories, but they don't tell stories well.)
- **Tip #3: Focus on candid photos that help tell a story.**
- **Tip #4: Less is more.** (A photo of 1-4 people is usually more interesting than one of 14.)
- **Tip #5: Get close.** (your audience will probably never make it to where the photo is taken so you've got to show them what's happening).
- **Tip #6: Document.** (Send captions with your photos.)

## TIPS FOR BOTH

- **Tip #1: Don't shoot into the light source.**
- **Tip #2: Forecast: Cloudy with chance of good lighting.** (The best times for outside photos and video are early morning, early evening, and overcast days.)
- **Tip #3: "Who is my audience?"** (Always keeping this question in mind will help you best tell your story.)

## VIDEOGRAPHY TIPS

- **Tip #1: Tripod: Friend or Foe? Friend.** (No tripod? Not to worry. Try stabilizing the camcorder on a table, stool, or your knees.)
- **Tip #2: Get in close** (your audience will probably never make it to where the photo is taken so you've got to show them what's happening).
- **Tip #3: Talk to the interviewer.** (In an interview setting, talk to the interviewer 20/20-style, you'll look more natural. If you are addressing the video audience, then look right at the camera.)
- **Tip #4: Consider the background noise.**
- **Tip #5: Tell us what we're looking at.** (It's okay to talk at the beginning of a shot or scene to help the future editor know what's happening).
- **Tip #6: 4:3, 30p** (TV aspect ratio, 30 full frames per second. For most people this means using their camera's default settings.)