PHOTOGRAPHY TIPS
FOR WEBSITES

1. 5-6 rotating pictures at most. Most people don’t spend that much time on your home page.


3. Take pictures horizontally for web banners. (turn that iPhone horizontally!)

4. Stay away from building pictures, and especially building pictures that have no people in them.

5. Don’t have bright windows BEHIND your subject. It silhouettes them.

6. If you have a big group, stage them strategically. For example, don’t have a line of 10 people. Put 5 in front and 5 in back.

7. If people are going to hold signs in photos, make sure you can plainly read them. Otherwise, the message is lost.

8. Mix up your pictures. Have some fun pictures, classroom pictures, sports pictures, volunteer pictures, etc.

9. If you have staff people who regularly take pictures, ask them to share. If you have students / yearbook or school newspaper photographers, ask them to share.

10. Change your pictures regularly.

* submit to GoodNews@gcsnc.com. You can also submit to Leonard Simpson or Jenny Brooks at GCSTV. Simpsol2@gcsnc.com / Brooksj2@gcsnc.com
IS THIS HOW YOU WATCH TV?

1. Shoot with a flip camera, smart phone or iPhone, held horizontally – like your TV screen.

2. Hold as still as you can

3. Keep windows at YOUR back. Do not have windows behind your subject. That puts people in silhouette.

4. Get as close to the action as possible

5. While recording – ask anyone you interview to say and spell their first and last name. Have them state their job title and location.

6. Do not use copyrighted music. You can post a video on YouTube with copyrighted music, but we cannot air copyrighted music on GCSTV.

This is how you watch TV! NO VERTICAL VIDEO!

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