

# PHOTO TIP SHEET

How to capture images of Shriners  
that excite and inspire

As a fraternity focused on fun and fellowship, we have many opportunities to snap photos. That's why it's good to remember that the photos we may like best for our personal use are not always the same as the ones that capture the flavor of being a Shriner and tell our story most effectively.

That's because the purpose is different. We take photos for our personal use for many reasons. But mostly, it's because we want to remember a special person or a meaningful moment in time. Selfies and group selfies are great for that. They're fun to take and fun to look back on. Or maybe we want to be able to remember a gala's decorations or a festival's beautiful weather. Or how lovely our spouse, partner or kids looked that day. We don't necessarily care about lighting, composition or variety in our personal photos.

On the other hand, the most effective photos for marketing or publication purposes look different. To capture a reader's eye, they should have good composition and good lighting. They could suggest movement, emotion or a sense of place. We can use these kinds of images to create a narrative about our event, our temple, or our fraternity or philanthropy.

## HERE ARE SOME TIPS TO HELP YOU CAPTURE THE MOST EXCITING PHOTOS FOR YOUR ONLINE AND PRINT PUBLICATIONS.

- Look for action shots, not posed photos or portraits.
- Look for Shriners and families having fun.
- Look for Shriners interacting with others.
- Look for Shriners helping people.
  - Handing someone a water bottle, working together on a project, assisting a child, volunteering, driving
- Take photos before and after an event, not just during.
  - Before: Shriners setting up tables or tents, unloading trucks, servicing motor corps vehicles, caring for horses
  - During: Shriners and families participating in activities, such as swinging a golf club or working a barbecue grill, taking tickets, twisting a balloon and handing it to a child
  - After: Shriners helping to clean up and break down event
- Look for Shriners of different ages doing things together or participating in the same event.
- Look for family groups of Shriners and Legacy Shriners
- Try to take tightly framed shots. Focus on the faces.
  - If you're shooting a band performance, focus on an individual player and his instrument, not the whole band. If shooting a parade, zoom in on car.
  - Don't worry about getting everyone in one picture. Instead, zoom in on small groups or one person and try to capture the emotion.
- Look for good lighting
  - Place light in front of subjects shining on their faces, rather than backlighting them.
  - For well-balanced lighting, ensure the subject is equal to or brighter than the background. For example, if you were to take a photo in the shade, make sure the background is also shaded versus a bright sky.



## RULE OF THIRDS

Improve the composition of your images by using the rule of thirds. In this type of composition, an image is divided evenly into thirds, both horizontally and vertically, and the subject of the image is placed at the intersection of those dividing lines, or along one of the lines itself.



## HIGH RESOLUTION

Photos that may be used in print need to have high resolution, otherwise they are likely to come out looking blurry or pixilated unless they are used at a very small size. To make sure your images are "high-res" follow these tips.

- Use a 2018 or newer iPhone or Android Device at highest resolution.
- If using a digital camera, use Large Jpeg settings.
- Always move closer to the subject and avoid zoom. Zoom often reduces resolution, especially when you zoom beyond 2x on a mobile device.
- Ensure the surrounding lighting is sufficient. Low light images become grainy and low quality.
- Avoid manipulation, cropping and zooming into images with photo editing applications and mobile apps.

## EXAMPLES OF GOOD AND COULD-BE-BETTER PHOTOS

