



Photography Playbook

@HeardinLondon

The Basics

1

Leading Lines

Having a line in your image will draw the eye through the photograph. Think walls, fences, buildings etc



2

Rule of Thirds

Imagine the scene divided into 9 rectangles. (or place your grid on your display). Aim to place the point of focus in the top, bottom left or right third or the axis.



3



Focus on the eye

It is always the eyes which draw you in to a photograph



Avoid logos or writing

Unless you aim is to make a point with the writing, try to avoid it as it draws the attention away from the scene

4

The Shot

5

Light

Where is the light coming from? Are people's faces well lit? If it is a bright day can you find some shade?



6

Cropping

Try not to crop at any limbs that bend, so knees, elbows etc.



7



Close Ups

Do not be afraid to get up close and to fill the frame.

8



Orientation

Make sure you have a good variety of landscape and portrait shots. Don't forget to change your view point and angle.



Story Telling

01

What story do you want to tell?

02

Who is in that story?

03

Who have I missed out of this story?

04

Are there any other angles this story could be told from?

OBJECTIVES

Questions to ask yourself before your event

01

Why are you there?

02

What does your campaign do?

03

What stories do you want to tell?

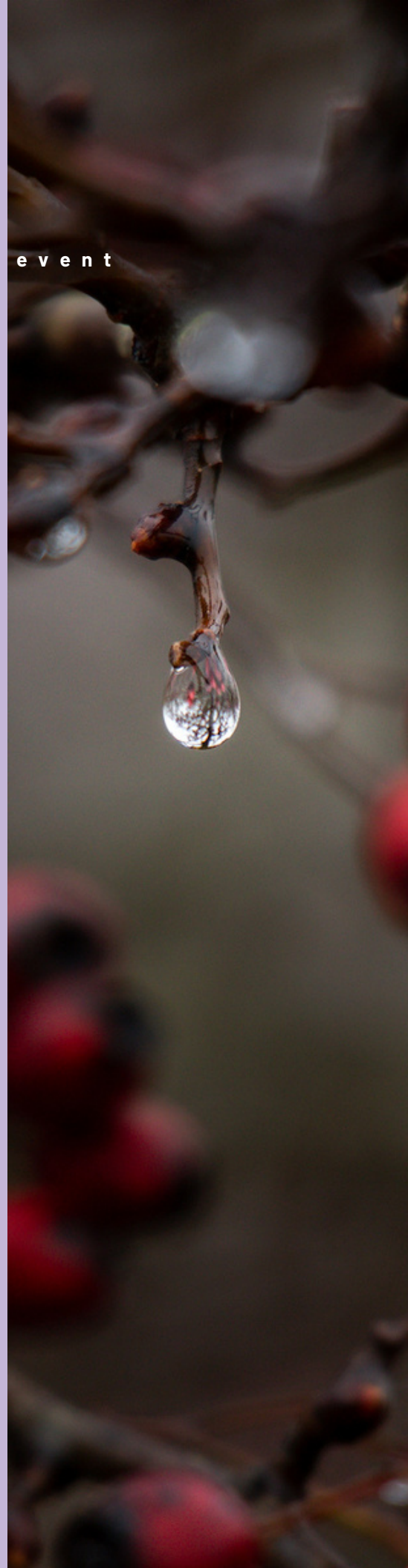
04

Who do you want to feel welcome?

(don't say everybody, pick target groups and think about how you could engage them)

05

What are the benefits of joining in?



Asking for consent



Practice: What are your opening lines going to be?

Shot List

Have you been specific about what you want covered?
Have you drawn up a storyboard?
Do you want to?

Portraits
(Are different demographics represented in the images?)



Set up



Action shots



Close ups



Landscape and portrait



Crowd shots / pull backs





Photography Brief

Time
Date
Venue
Access Needs

On site Contacts

Aim of event

01

What stories you want to capture

02

Which demographics you want to ensure are represented

03

Are there any key moments / people throughout the day you want to ensure are captured?

04

Have you provided a key shot list?

05

Do you want to create a story board

06

Are they aware of where the consent forms are and who may be helping with that?

07

08

09

Visibility & Inclusion

Who is represented at your event?
Who is represented in the leadership of your event?
Who is seen?
Who is not seen?
What would you like to do about that?

Age



Ability



Body type



Race



Gender



Religion



Preparation List

Have I packed my kit, cleaned my lens and charged the batteries?

Do I have a charger or spare batteries?



Have I got my printed consent forms?



Do I have pens?



Do I have landscape and portrait shots?

Do I have close ups and pull back shots?

Are there pictures of people attending?

Are there pictures which can be anonymous?

Have I taken pictures of different demographics?

Are there pictures with Living Streets branding / logos in the shots?

Have I informed people where the images are to be used / can be found?

The most important thing to remember is you are the visual storyteller of your event. Anything you see which captures the mood, try and tell that story from at least three different points of view. And, of course, don't forget to have fun.

NOTES
