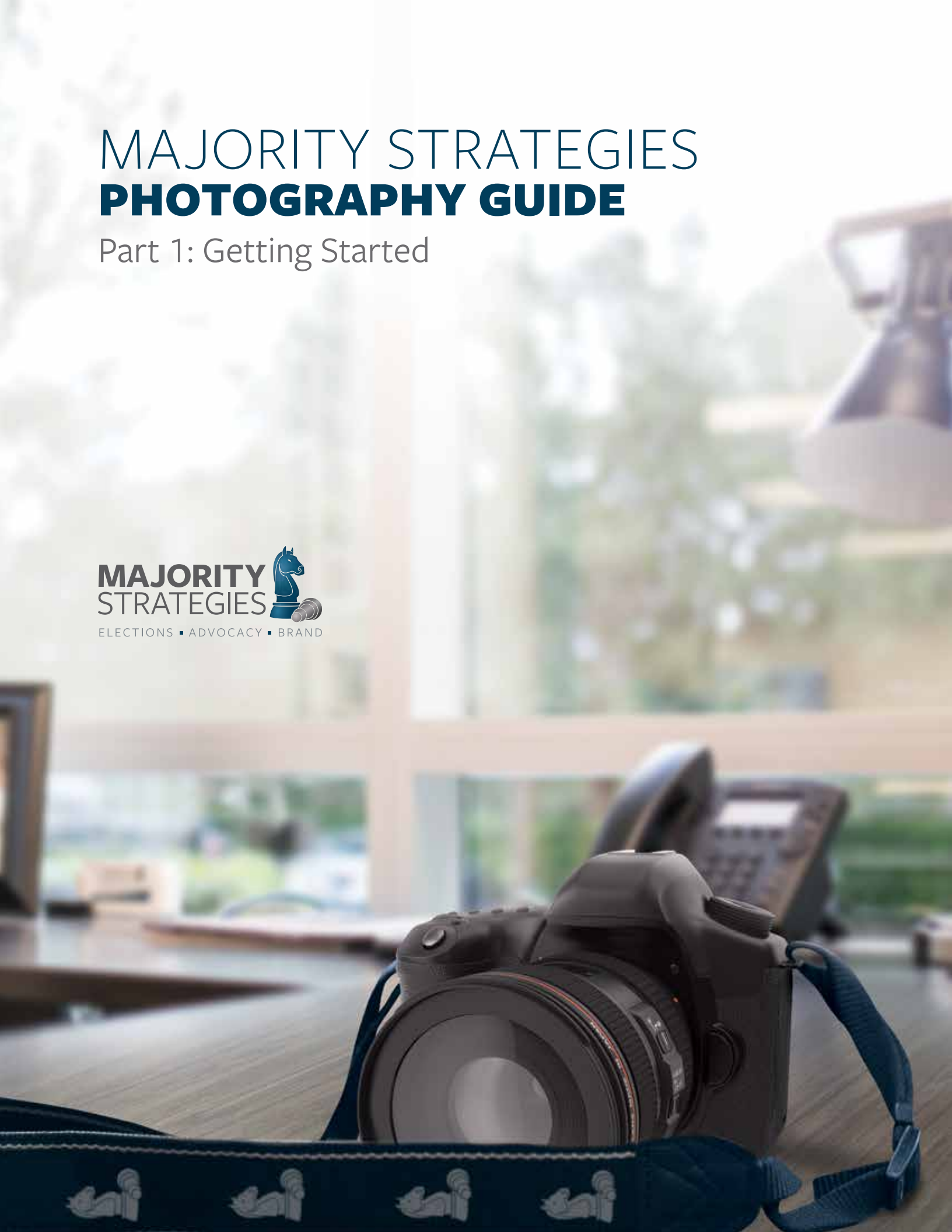


# MAJORITY STRATEGIES **PHOTOGRAPHY GUIDE**

Part 1: Getting Started



## GOOD PHOTOGRAPHY MAKES GREAT ADS.

We understand the importance of photography for design.

In our 20 years of experience, we have designed countless advertisements across print and digital mediums for our election, advocacy, and brand clients.

One common thread unites these ads in their success ...

*Imagery.*

Our commitment to quality begins in our in-house photo studio, where we often shoot the custom stock photography and videos we need to bring our creative ideas to life.

Imagery plays an integral role in delivering the message, and personalized photography can set one ad apart from the rest in a crowded mailbox or on a busy phone or desktop screen.

Photography is certainly an art, but with the right understanding of both the technical and artistic side, anyone can take a good photo.

That is our goal with this guide: to provide you with the basic understanding of photography that will allow you to shoot the photographs we will need to deliver your message in a unique and memorable way.

Let's get started.





# IMAGE QUALITY

## IMAGE RESOLUTION

Different mediums require different image resolutions in order to ensure crispness and clarity.

For example, an image with 640x480 resolution is a good image to view on a monitor such as an email, digital ad, or website.

Print, however, requires a high resolution to ensure images print with the needed quality and without the pixelation that makes images appear blurry.

A high quality 8" x 10" print would need an image file with a resolution of 3000x2400 or higher to avoid unsightly blurred digital patterns, also known as pixelation.



**PRO TIP: A safe rule of thumb is to set your camera to photograph high-resolution images. An image that is high resolution can be converted to low resolution, but an image that is low resolution cannot be converted to high resolution without a drastic loss in clarity.**

## HOW CAN YOU TELL THE RESOLUTION OF YOUR PHOTO?

Images viewed on a computer monitor are typically displayed at 72 dots per inch, or dpi. An image with 640x480 resolution will be displayed on a monitor at about 9" x 7" in size.

Although the image may appear large and clear on your monitor, the resolution may be too small to make a high quality photograph for print.

A basic indicator of an image's actual quality can be the file size. If you are viewing an image on your monitor that appears to be of good quality, but the file size is only 126 KB, the image will not print with proper quality.





# CAMERA **SETTINGS**

## DEDICATED CAMERAS

When using a dedicated camera, such as a DSLR or point-and-shoot, you want to take the largest photographs possible to ensure the image resolution is high.

Almost all cameras' default settings will take pictures at the camera's highest resolution. Consult your camera's owner's manual to find this setting and confirm.

## SMARTPHONES

The same settings are needed with smartphone photography. The latest Apple iOS and Android devices will be set to the highest resolution by default.

Check the Settings on your individual phone before taking photos. Resolution is typically represented in a number of pixels (for example, 3984x2988).





# THE SHOOT

## TRIPODS

Avoid shaking that leads to blurry images. Use a tripod, or brace your camera or smartphone on a stationary object to provide stability.

## TIME OF DAY

The sun can be your friend or your worst foe. Shoot either earlier or later in the day when the sun is lower in the sky, and put the sun behind you when possible.

Shoot in “open shade,” the shade provided by large trees or buildings, and avoid settings that have your subject squinting their eyes in the photograph.

If you must shoot in the middle of the day, shoot in shaded areas.



## VIEWPOINT

Consider the viewpoint as you look through the lens. Some of your photos will look better when taken from various angles, including higher or from ground level and farther away or close up.





# THE SHOOT

## PEOPLE

The most important thing when photographing people is to show personality and likability — no matter the setting.

When taking portrait-style photographs, have the person stand farther away from the background, and try to reduce the amount of distracting objects in the background. Simplicity is better.

These techniques will help isolate the person and make them the sole subject of the portrait.

Aim to capture a variety of expressions, from happy and light-hearted to serious. When photographing your subject with others, aim for candid images and keep a clear view of the subject's face.





# THE SHOOT

## SCENERY

The setting of your photographs is important.

For political candidates, be sure to use picturesque locations in the district that voters will immediately recognize and significant landmarks, including buildings, parks, fountains, or signage.

Choose settings that are representative of the community at large: in urban districts, that may be downtown, and in rural areas, that may be a farm, wooden fence, or field of locally-grown crops.

While we can add a portrait of a candidate into a scenic photograph when needed, wide shots that incorporate both the candidate and a broad picture of the landscape to give a sense of context are preferable.



**PRO TIP:** Wide shots with visible sky will also help with the placement of copy.





## QUICK **REFERENCE**

- 1** Be sure your dedicated camera or smartphone is set to take photographs at the highest resolution.
- 2** Schedule shoots earlier or later in the day when the sun is lower in the sky.
- 3** Pay attention to viewpoint and the angle of the photograph.
- 4** Keep the focus on your subject and aim to show personality and likability.
- 5** Reduce distracting objects in the background.
- 6** Choose recognizable or picturesque locations.
- 7** Take wide shots that incorporate a lot of the landscape.
- 8** Use a tripod, or brace your camera or smartphone on a stationary object.





# WE PLAY TO **WIN.**

For more information, please visit  
[www.MajorityStrategies.com/Get-Started](http://www.MajorityStrategies.com/Get-Started) today.



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