

MAJORITY STRATEGIES **PHOTOGRAPHY GUIDE**

Part 2: The Don'ts



WE HAVE SEEN IT ALL IN OUR 20 YEARS.

We've seen the great photos that turn minds, the strong photos that show the essence of leadership, and the emotional photos that capture hearts and stand the test of time.

We have seen it all.

In our first installment of our photography series, we walked you through both the technical and artistic side of taking a good photo that will lead to great ads.

With this guide, our goal is to share with you the most important lessons on what not to do.

With or without a strong eye for photography, we can guide you around the pitfalls of the art and ensure you have the basic understanding needed to give you confidence behind the camera.

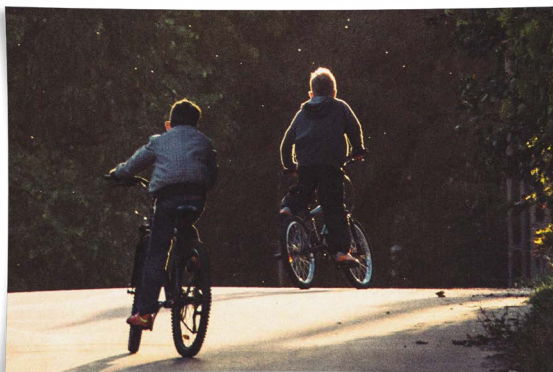
Let's get started.





DON'T ZOOM WITH YOUR **CAMERA.**

Don't digitally zoom in on your subject with your camera. Using the digital zoom can create a grainier, blurrier photo that is potentially not usable in advertising. Instead, zoom with your feet and walk closer to your subject if you need to.



DON'T



DO



DON'T SHOOT IN THE **SUN.**

Don't shoot into the sun. While artistic at times, the lens flares that are created by that intense sunlight can wash out your photo or make it unusable. Also avoid having your subject looking into the sun. The subject of your photo should not be squinting. One way to avoid that situation entirely is to avoid photos in mid-day sun and shoot in "open shade," the shade provided by large trees or a building.



PRO TIP: Don't wear the same clothes in all of your photos. Bring multiple changes of clothes and dress appropriately for the setting. No business suits in the cornfield, and not workout clothes in the boardroom.



DON'T



DO





DON'T USE **FILTERS**.

Photography filters are widely available today in a multitude of apps for smartphones, tablets and desktop editing. Don't use filters to edit your images before you send them our way. While those filters might improve an image for your social media post or even home photography, we prefer unedited photos without the artificial colors or effects.



DON'T



DO



DON'T LET THE BACKGROUND RUIN YOUR **PHOTO**.

Watch your back! Look for distracting objects behind or around your subject. Signs, cars, trees, poles, or even too many people can take the focus off the intended person.



PRO TIP: Speaking of backs, avoid capturing the back of the subject's head when they are talking to others. Also capture your subject from the front or slightly angled to the side so they remain the focus of the image.



DON'T



DO



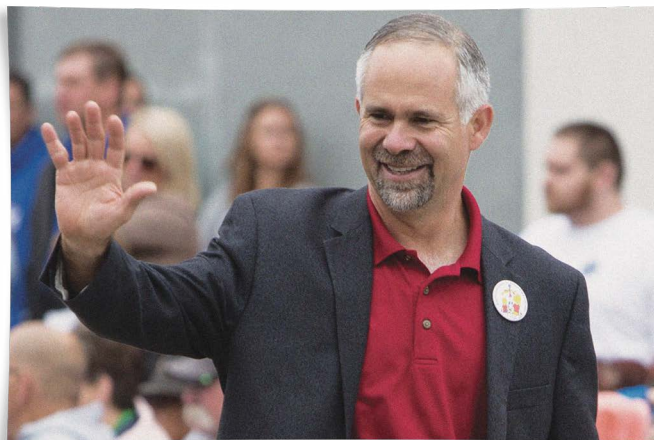


DON'T **CROP.**

Don't zoom and crop the entire background from an image. In fact, leave as much background as possible around your subject – the wider the shot, the better. That “white space” around the person provides breathing room as well as space for text in advertisements.



PRO TIP: In general, don't pose your subject. Unless you are taking a formal headshot, casual photos where the person is relaxed and looking natural will translate best in advertisements.



DON'T



DO





DON'T **SHAKE.**

Even the mildest movement can create blurred images. Don't let your camera or smartphone shake while shooting. If you are not using a tripod, look for a sturdy and steady object to rest your smartphone or camera on and stabilize your arms for shooting.



PRO TIP: Don't let that flash ruin your photo. The light emitted by the typical flash is too harsh and unforgiving. Turn it off and look for soft, natural light instead.



DON'T



DO





QUICK **REFERENCE**

- 1** Don't zoom with your camera. Zoom with your feet instead.
- 2** Don't shoot in the sun. Look for "open shade" and make sure your subject doesn't have to squint at the camera.
- 3** Don't use any of the widely available filters before you send us your photos. Unedited is best.
- 4** Don't let the background get in the way of a great photo. Look at what is around your subject – buildings, trees, cars, poles, people and the like that can distract from the subject.
- 5** Don't crop your photos tightly around the subject. That extra area around the person is crucial to designing ads that focus on the photography and let it shine.
- 6** Don't shake. Use a tripod or stabilize your camera and arms on something sturdy to ensure your photo is crisp and not blurry.



WE PLAY TO **WIN.**

For more information, please visit
www.MajorityStrategies.com/Get-Started today.

**MAJORITY
STRATEGIES** 
ELECTIONS ■ ADVOCACY ■ BRAND

